

THE MIRROR

PUBLISHED BY THE CAA FOR THE WESTERN STATES SECURITY ALLIANCE

VOLUME XXII, NUMBER 10 — OCTOBER 2013

www.CAAonline.org



Associates News	10
Local Associations	18
Training/Education	30
Calendar	46



Page 38



Page 37



Page 37



Page 36



Page 34



Page 35



Page 35



Page 37



Page 32



Page 40

WBFAA UATC
Apprentice Training Program



Page 44

Richard Chew of the Roseville Fire Department, SAA President Ben Martinez, Art Black of the Carmel Fire Protection Associates, presenter George De Marco, CAA President Bob Michel and Tim Tracy of Honeywell at the SAAA Fire Forum.



CAA Board of Director members Dave Michel, Holley Hunt, Rich Whitlock and Bob Michel welcomed new BSIS Chief Laura Alarcon (second from right) at the CAA meeting in Sacramento.



SIAC's Steve Keefer, Phoenix Police Department Chief David Garcia, Sheriff Joe Arpaio, Jon Sargent and Ron Walters of SIAC with THE MIRROR at the AZAA Annual Conference.

The most revolutionary solution in MOBILE MONITORING



MPERS emergency response anywhere in the country - from any MPERS device

TotalTrack™



We locate any cell phone - no app required



Vehicle tracking with complete geo-fencing and crash detection



Protecting children anywhere they go

- From one user-friendly portal, track virtually **any** GPS device
- U.L. monitoring center with over 35 years of experience
- National PSAP integration for emergency dispatch **anywhere** in the country
- The **myTotalTrack.com** portal can be placed on **your** company's website
- Connect your own products or choose from our list of turnkey solutions
- **Every** customer's existing cellphone becomes a potential source of RMR

Mobile Monitoring - the next **huge RMR opportunity!**

Get on track now at **myTotalTrack.com**

myTotalTrack.com
(888) 664.4697


powered by **ATW**
est. 1977

CALIFORNIA ALARM ASSOCIATION BOARD OF DIRECTORS

OFFICERS

President

Robert Michel, Valley Alarm

Northern Vice President

Tim Westphal, Bay Alarm Company

Southern Vice President

Cathy Rempel, American Security Integrators

Secretary

Rich Whitlock, Safe Side Security

Treasurer

David Michel, Valley Alarm

Sergeant at Arms

Chuck Petrusha, Advanced Security Systems

REGIONAL PRESIDENTS

Mike Salk, *East Bay Alarm Association*

Gary Lowndes, *Golden Gate Alarm Association*

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

Dana Buck, *Greater Valley Alarm Association*

Holley Hunt, *Inland Empire Alarm Association*

Mike Matson, *Mid Cal Alarm Association*

Steve Maris, *Orange County Alarm Association*

Chuck Petrusha, *Redwood Alarm Association*

Ben Martinez, *Sacramento Area Alarm Association*

Mark Simpson, *Silicon Valley Alarm Association*

Sean Hamm, *San Diego Alarm Association*

Sam Aviles, *Associates Director*

Jon Sargent, *Large Company Representative*

PAST PRESIDENTS

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, 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, retired

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, Editor

California Alarm Association

333 Washington Blvd. Ste. 433

Marina del Rey, CA 90292

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

facebook

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



Web Site: www.CAAonline.org
info@caaonline.org

© Copyright 2013 by the California Alarm Association

PRESIDENT'S MESSAGE

The Day to Day Work of the Association

You work every day at your business and I expect you have a system in place to measure results. As a business owner and manager you need to know what the return is on your investment of time and financial resources.

I hope you are doing the same when it comes to your investment in the California Alarm Association.

Your dues are your financial investment and the result is a well organized professional trade association that represents your interests on the local, state and national level. Together we are able to address common issues in the legislative, educational, training and public policy arenas.

Your investment is evident in the CAA's and ESA's full time legislative advocates in Sacramento and Washington, DC; in the training that is offered through the ESA National Training School and the WBFEE Apprenticeship and Training Programs; and in our local and national initiatives on public safety policy.

As a business association, CAA provides the opportunity to network with peers at more than 40 regional meetings, in addition to our two statewide conventions. Our 11 regional chapters have Boards of Directors and volunteers who are working every day in the community with public safety agencies and municipalities. This is one of the most effective means of protecting the interests of our customers, our companies and our industry.

The CAA Winter Convention & Tribute Dinner in San Francisco December 4-7, 2013 is one of the largest and most significant gatherings of industry leaders in the United States. It provides an opportunity to meet with owners and top management from electronic security companies, and with key management from major vendors. The annual registration and sponsorship efforts for San Francisco are beginning now. I hope you will join us in San Francisco and consider leadership funding through a sponsor package or an ad in the tribute book. Watch for more details on The Winter Convention and visit www.caaonline.org for more information on all CAA programs.

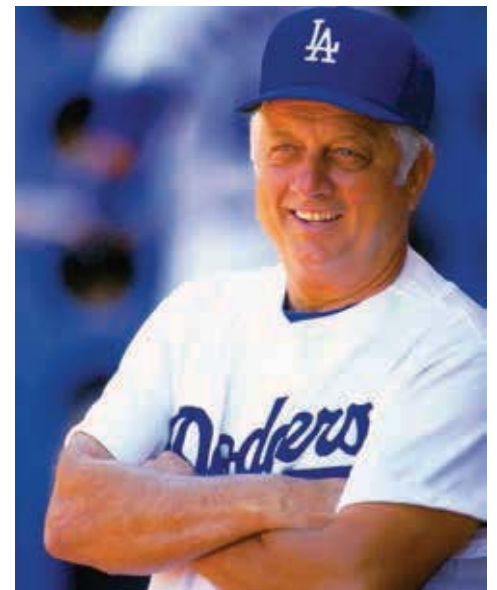
I hope you had a great summer with family and friends, and that you are rested and ready to charge to the end of the year. I will see you at a meeting in your area or at the convention in San Francisco.



Robert Michel

Tommy Lasorda in Lineup at CAA Winter Convention

Dodger great Tommy Lasorda will deliver the keynote address to the CAA Winter Convention December 4-7, 2013 in San Francisco. FREE registration is being offered to two people from any alarm company and includes all meals and program. The Wyndham Parc 55 on Union Square is offering rate of \$159. For information visit www.caaonline.org or call 800-437-7658 Ext 3 to register by phone.





ASSOCIATES CORNER

Planning for Tomorrow With Your Existing Customers

By Harvey Eisenstadt

The sales process is comprised of five critical steps. The lead (the backbone for success), the appointment (without the appointment there is no opportunity for a sale), the presentation (moving the prospect over to your side), the close (the logical conclusion to an effective presentation) and the follow up (retaining existing customers and developing opportunities for new business). The one step

where, all too often, salespeople become negligent is the follow up. Yes, we're all so busy addressing new leads, making appointments, engaged in presentations and trying to close more sales that very often we fail in maintaining a quality relationship with our existing customers.

The suggestions presented in the following paragraphs apply directly to those businesses selling products and service on a recurring basis. However, the concept of what is presented, to maintain a quality relationship with existing customers for referrals and new business, applies to all businesses and should be carefully understood and employed by all salespeople.

As we approach the year's end, salespeople should be sitting down with their customers and reviewing their needs for the coming year. If you do not have this in your plans then you are allowing significant new business opportunities to be ignored. I can assure you, if you are not doing this your competitors are standing by just waiting to step in. Why allow your competitors to get in the front door to one or more of your customers? Here is where the strength of your communication skills plays a critical role to keep and grow your business with your existing customers. If your interaction with your customer is positively received, then you can lock in your existing customer and anticipate new business opportunities in the coming year. Conversely, if you are not successful, then that customer is low hanging fruit for your competitors. So, what do you do to get started in the right direction?

To begin with, you must acknowledge that your customer may have additional or different needs than they had in the previous year. Coupled with this, your customer must recognize that you are not only there to make a quick sale but also to identify and provide solutions to their upcoming needs. You are their consultant. Act like one. A good start would be with a review of the current year highlighting their achievements and growth and coupling the relationship of your product or service to that growth. At this point your customer will clearly acknowledge this and probably focus your attention to some areas of their business where your service would provide a valuable benefit.

Here is where you learn more about where they want and need to improve. You must remember that you are the consultant and you have the solutions to accommodate and meet their growth. However, you must first learn what their growth needs will require and what their plans are to get from where they are to where they want to be. To accomplish this you must be prepared with some fact-seeking good questions that will resonate with the thinking of your customer. Prepare your list of questions in advance and be prepared with the answers they are looking for when they respond to your questions.

Here are some examples of the type of questions you should be asking: Based on this year's business, what is their goal for next year? How have their plans changed to accommodate reaching this goal? What circumstances and facilities within their organization will be different next year? What has changed in their organizational structure? What is their marketing plan for next year? All of the questions you ask should have a relationship to how your product or service will help them achieve their goals. With each question, your customer will not only respond with an answer but more often provide additional information which you can use to assure them that you and your company will be there at each step along the way, providing the product or service to achieving the success they seek. This simple question and answer discussion has to place you and your

continued next page

BOLIDE TECHNOLOGY GROUP
an ISO 9001:2000 certified corporation

Full Line of CCTV / Alarm Cable up to CMP Rated
RG59, RG6, Cat5e, Cat6, 18/2, 22/2, 22/4, 22/6
Available in 500ft., 1000ft. | UL Listed | Plenum

UL LISTED

Full Line IP Camera

Features:
- SD Card Slot
- H.264 Compression
- Mechanical Day/Night
- Two way audio
- Multi-stream, CBR/VBR
- BNC Output
- Alarm In/Out
- Motion Detection

Free Network Management Software

CCTV Accessories
Connectors | Power Supplies | Compression Tools

Website: <http://www.bolideco.com>

488 South San Dimas Ave., San Dimas CA 91773 Tel: (909) 305-8889 | Fax: (909) 305-0999

David Rogers
Director of Sales, West
800.641.4282 x109
cell 417.860.7617
drogers@dmp.com

Audrey Pierson
Dealer Development Manager
N. California & Hawaii
800-641.4282 x452
Cell 417.827.2698
apierson@dmp.com

Matt Standiford
Dealer Development Manager
Southern California
800.641.4282 x570
cell 417.827.2664
mstandiford@dmp.com

Robert Putica
Dealer Development Manager
LA Basin
800-641.4282 x573
Cell 417.425.4293
rputica@dmp.com

- Ask us about our Cellular and Network Solutions -

2500 N. Partnership Blvd., Springfield, Missouri 65803
Phone 800-641-4282 • Fax 800-743-5724
www.dmp.com info@dmp.com

customer in emotional compatibility. You do not want to move ahead until you are sure that both of you are feeling the same excitement.

Now you can provide your ideas and solutions to achieve their goals. Stay focused on the answers to the questions and the additional information you received from your customer. It is not necessary to go off on a tangent and talk about a myriad of products or services which may or may not have relevance to what your customer deems now as their immediate future needs. You must begin by moving the customer closer to your side after which you can then offer ideas and solutions to meet their needs as time moves forward. Make sure your customer recognizes that your ideas and suggestions are designed to get them from where they are now to where they want to be by the end of next year. Remember, this is their company, their plans for growth in the coming year, their challenges, so they must be fully engaged in the solutions and recommendations you have put forth.

Summarize by reiterating that you understand their goals for the coming year, recognize the challenges they will be facing and have the ideas and solutions ready to be employed to support them in reaching their goals. Hearing you repeating and understanding what they already know will strengthen your relationship with them and their conviction to retain you and your solutions as their vendor, to work with them to meet their needs and achieve their goals in the coming year.

Harvey Eisenstadt is a Sales Consultant, Trainer, Speaker, Mentor and Author. Harvey possesses over 45 years of successful sales and sales management experience and is a nationally recognized authority on relationship building. Harvey can be reached at 818-701-7799 or harvey@hjesales.com

CUSTOM SECURITY DECALS AND SIGNS

Go with the Best Since 1949

All of our custom manufactured products are quality engineered For long term Outdoor Durability.

- **Very competitive pricing.**
- **Knowledgeable, helpful and courteous customer service staff.**
- **Dependable delivery.**

Quality Beyond Compare

Yard Signs and Stakes



Window and Door Decals



J.C. Gury Company Inc.

530 East Jamie Avenue, La Habra, CA 90631
Call (800) 903-3385 or FAX (800) 556-5576
www.jcgyr.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



**Dedication to Innovation.
It's How We've Built Our Reputation.**

We're Invested in Securing Your Investment.

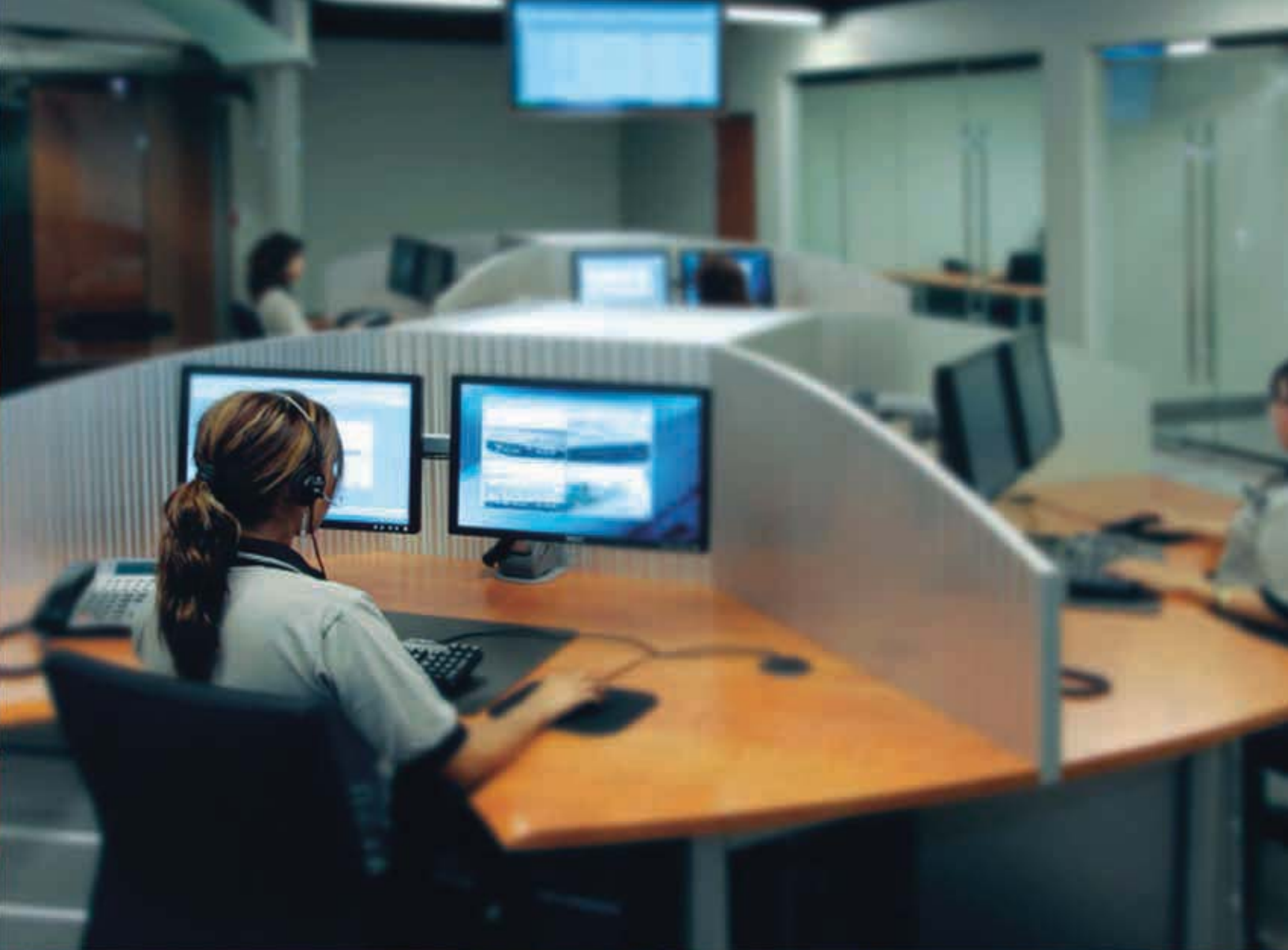
Some may be content to just keep up with technology, but at NMC, we're not satisfied unless we're the pioneers. For more than three decades our team of dedicated, knowledgeable experts have helped us become the nation's premier 3rd party monitoring company by introducing the most sophisticated tools and practices in the industry. In our industry technology moves fast – we know, because we're leading the way.

You've invested years of work and resources in your company and we understand your need to protect those assets. Our newest innovations provide advanced access and instant updates to your customers' accounts – virtually anytime and anywhere.

Our job is to concentrate on the security of your business and investment, so you can concentrate on your job: growing your business.



www.NMCcentral.com
877-353-3031



Examples of NMC's Innovative Technologies and Practices:

- 2 fully-redundant central monitoring stations to provide uninterrupted service throughout the United States, including Hawaii
- UL2050 listing provides our dealers with opportunities in the high security market
- Monthly Executive Summary Report – a valuable tool to help alarm company executives better manage business, including account growth, traffic and other relevant business matters
- MASmobile – a smartphone application allowing dealers to view system status summaries, events and much more
- AlarmAccount.com enables end-users to view and/or maintain their account information securely
- MASweb – 24-hour access to dealer accounts through the web including wireless access
- Remote Video Monitoring utilizing MASvideo and SureView
- Dedicated Data Conversions team for incredibly easy new dealer transition

Call us today to find out how you can have the nicest, most professional team in the business representing you with your customers.

LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2013

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 over \$30,000 in its PAC to contribute to business-minded legislators. We want to establish this funding level as a goal for 2012 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: To make donation with your VISA/MasterCard call the CAA office at 800/437-7658.

FREE REGISTRATION

WWW.ISCEAST.COM/TEAM



NOVEMBER 20-21 | JAVITS CENTER
NEW YORK

VISIT ISCEAST.COM

SIA EDUCATION @ ISC
NOVEMBER 20-21, 2013

INDUSTRY NEWS

TRI-ED and Aditya Infotech Ltd. (AIL) announced their formation of The International Alliance of Independent Security Distributors. New Delhi, India-based ADITYA Infotech Ltd. with its channel partners in India, Bangladesh, Sri Lanka, Nepal & Malaysia, offers products and services that are similar to those Tri-Ed offers in the U.S. and Canada. This collaboration will allow Tri-Ed and AIL to share information on new trends and market insights within their areas of operation, resulting in a sharing of knowledge that will help all members increase their market share through Best practices. "The Alliance will serve as a high-level focus group, and be very beneficial to both our vendors and our customers," explains Pat Comunale, President and CEO of Tri-Ed Distribution. "It will be of great value to our vendors in their R&D efforts, allowing them to tailor their products and technologies to current market conditions. Just as importantly, our customers will benefit from our increased ability to deliver the products they need at the prices they expect." Both organizations will be sharing Best Trade Practices and systems to value-add their channel and employees, thereby setting new quality benchmarks in the industry in their respective domains.

For more information, visit www.tri-ed.com.



Alarm installers are you moving your customers from 800 Dial-Up to IP?

Introducing the only secure IP address forwarding service made just for the alarm industry. Get all the features you enjoyed with 800 Dial-up such as number ownership and on demand forwarding. Let **Keep Your IP** give you the peace of mind of knowing that as your business grows and merges into the new Internet IP based world, you will be able to direct that growth as you desire.

WWW.KEEPYOURIP.COM

KEEP YOUR IP
CONTROL YOUR INTERNET EXISTENCE

CONNECTING YOU TO THE FUTURE

Connectivity tailored to your needs. Rapid Response gets you information, support and solutions immediately!

RapidWeb3k™, our online service, provides access to your account database via any Internet-capable device for essential connectivity in the office or in the field.

RapidLink3k™ an SQL database residing on your computer and linked to our Monitoring Center, delivers instant access, up-to-date activity information, full-featured account management and reporting.

Auto-Notification, Answering and Tech Center Services transmit detailed activity reports by SMS, email and fax, connect you and your subscribers, and expedite onsite testing.

VPN Connectivity provides real-time account access allowing you to view activity as the operator processes incidents.

It's here today!



800.558.7767
www.rrms.com

AL: 440 AR: E 2004 0004

CA: ACO 5498 FL: EF0000954

IL: 127-001246 OK: 648 OR: 0183 RI: 5875

TN: 834 TX: B09590 TX Fire: ACR-2020 VA: 11-2850

Motorola, BlackBerry, HTC, Verizon and Sprint are registered trademarks of their respective companies

ASSOCIATES NEWS

TRISTAR MONITORING will hold a Grand Opening Party on Thursday, November 14, 2013 from 11 a.m. to 6 p.m. at their Corona location. Vendor Registration is now available. For more information, call 888-351-6659.

VOLUTONE DISTRIBUTION CO. introduced its Commercial AV category to over 200 dealers at their Commercial AV Exposed show in Van Nuys, CA on September 11. Volutone continues to add product categories to accommodate their growing dealer following in Southern California, Southern Nevada and Hawaii. Volutone President Trevor Hansen states, "Commercial integration is one of the more profitable categories we have made available to our dealers. We have carefully chosen partners such as Furman Pro, Soundtube, Peavey, FSR and Hosa to offer a more complete commercial solution." The Commercial AV Exposed show hosted more than 30 manufacturers and included workshops on Networking and Wireless, Power Management, 70 Volt Audio and Digital Signage. New OLED technology was also showcased by LG, along with digital signage solutions by Mitsubishi, Iadea, SunbriteTV and LG EzSign. Volutone now has seven convenient will call locations including their brand new self shop branch located in the Irvine/Laguna Hills area. For more information, visit www.Volutone.com.

OWOW DESIGNS has created an innovative new method to keep the dealer's brand top of mind in an affordable and decorative way. "In the past, dealers could brand their own security keypads as long as they ordered a large quantity of cookie-cutter and tacky covers," said Ty Davis with OWOW Designs. "It was not only unappealing to the consumer and it was also very expensive." OWOW Designs has the equipment and materials to get the minimum order down to one unit all at a very affordable price. For the security alarm dealer, that means that their company brand is right on the keypad. That's important in a hypercompetitive marketplace where homes

are turning over and the new residents have no reference company to contact to restart the security service. For more information, visit www.owowdesigns.com.

Michael McCloskey has joined the **THOMASSON MARKETING GROUP** as the Distribution Sales Manager for the Southern California Region. McCloskey will be responsible for managing and supporting the distribution channel sales in Southern California. Most recently, McCloskey has managed the Customer Service & RMA Department for the Wiston Group, a wholesale distributor in the IT Industry. For more information, visit www.TMGRepGroup.com.



DMP has named Joe Hurst as President of DMP International to market DMP products globally. "DMP products are already being sold and used in North and South American countries," said DMP CEO, Rick Britton. "Joe will focus his skills on supporting and greatly expanding sales outside of the United States as the leader of an organization dedicated to growing DMP presence beyond our borders. With Joe in the leadership position, we are ready to step into the global realm where customers can benefit from the industry leading technology offered by DMP products." For more information, visit www.dmp.com.

NAPCO SECURITY TECHNOLOGIES, INC. announced that the Comcast™ Theatre in Hartford, Connecticut is protected by a Napco Gemini™ Security System. The Comcast Theatre can seat nearly 30,000 at each show. Available for use as an integral part of any Gemini Security System, from 8 to 255 hardwired or wireless zones and 8 areas, the super-popular Napco's GEM-RP1CAe2 Custom Alpha Model features a deluxe 32-character custom alphanumeric backlit display, 4 built in zones, and wireless transmitter signal strength. For more information, visit www.napcosecurity.com.



TRI-ED DISTRIBUTION welcomes OnSSI as a new vendor partner. OnSSI's Ocularis software offers intelligent detection and delivery plus the most advanced means of video monitoring and investigation. Ocularis delivers both scalability without penalty and mobility without compromise. "We are very proud to welcome OnSSI as a valued vendor partner," says Pat Comunale, President and CEO of Tri-Ed Distribution. "Their flagship Ocularis IP security and surveillance platform has established itself as the benchmark for Video Management Systems (VMS). We are happy to be able to

BPSID
CERTIFIED PUBLIC ACCOUNTANTS

BARKIN,
PERREN,
SCHWAGER &
DOLAN, LLP

CHARLES H. SCHWAGER, CPA

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

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

Custom Insurance
for the Alarm and
Communication Industry

**"IP/VOIP alarm
Network INSURANCE"**

MICHAEL J. KELLY
Owner, Agent & Broker
Custom Program - Founder

Insurance Agency
Lic. # 0582597
1174 Palomino Rd.
Santa Barbara, CA 93105



800-329-5355
Fax 805-569-8864

Web: <http://www.alarmchannel.com/>
email: Tac@alarmchannel.com



Sharon Elder
Vice President of Sales
selder@NMCcentral.com

P 800.353.3031 F 949.631.6470

NMCcentral.com

offer the cutting-edge technologies that OnSSI brings to market to our customer base.” “I am pleased to announce our partnership with Tri-Ed Distribution and welcome them into the OnSSI family,” says Ken LaMarca, Vice President, OnSSI. “Their product knowledge, customer focus and innovative programs allow them to provide excellent service and support to OnSSI customers throughout the USA and Canada. For more information, visit www.tri-ed.com.

NAPCO SECURITY TECHNOLOGIES, INC. is pleased to announce the recent appointment of Mr. Fred Villalba, as Vice President of Napco North America Intrusion & Fire, reporting to Jorge Hevia, Senior Vice President, Sales & Marketing. Villalba comes to Napco with a varied background in corporate security management, spanning over twenty years, and an impressive record



of achieving substantial targeted sales growth at several large, leading security companies. Villalba is charged with Napco’s sales of intrusion and fire products, throughout North America, including all distribution channels, with a special focus on the Company’s enhanced commercial systems platform and interactive residential services, both growth areas for professional security dealers. A proven team builder by reputation, also reporting to Fred are Napco Eastern and

Western Regional Sales Vice Presidents, Dave Sheffey and Kenny Stetz, respectively, as well as their Napco Regional Sales Managers.

NAPCO SECURITY TECHNOLOGIES, INC. designed seminars to provide dealer/integrators with the knowledge and tools needed to fuel new sales, incorporate more valuable services and add more residential and commercial accounts, free Napco training classes are available in the field with distributors, onsite or online as live webinars or archived video recordings, available 24/7. Napco offers free Residential and Commercial system classes either on



location or from the comfort of your own computer. These information packed classes offer insight on training for Napco’s Commercial platforms: Firewolf & GEMC systems; Gemini Intrusion Systems, including panel and keypad-programming; iBridge connected home, iRemote remote keypad & iSeeVideo remote video interactive services and StarLink Wireless Radio with interactive consumer App. For

more information, visit www.napcosecurity.com/seminars.

AES CORPORATION announced that Owais Hassan has been named the new Vice President of Engineering. Owais brings 20 years of engineering, research, and business development experience to AES. He is an experienced senior executive and dynamic entrepreneur with strong technical knowledge and a solid leadership background. A graduate of West Virginia University, Owais holds a Master’s Degree in Electrical Engineering. In his new role as Vice President of Engineering, Owais will lead and guide the design of product enhancements as well as manage new product planning and development efforts. “Owais brings an exceptional leadership and organizational quality to AES that has been demonstrated throughout his career,” said Gary Shottes, Company President. “His role will help expedite our business and product development plans. He has

a high level understanding of our current product offering and his strong technical background gives him the valuable insight needed to deliver innovative products and solutions that meet market demands and satisfy customer requirements.” For more information, visit www.aes-intellinet.com.

ADI announced the availability of its 2013-2014 IP Solutions Catalog. The ADI IP Solutions Catalog features more than 120 pages of product information and participation from more than 40 manufacturers. The catalog offers site assessment forms, case studies, educational pieces, diagrams, project registration information for reduced equipment costs and more.



“At ADI, we are committed to providing our customers with the products and support they need to win more business and grow,” said Andy Morra, Vice President of Marketing at ADI Americas. “We are continuously adding new vendors, services and

technologies to make ADI the one-stop IP source for our customers.” ADI also offers a number of value-added resources to help dealers stay ahead in the IP market. For more information, visit www.adiglobal.com.

TYCO SECURITY PRODUCTS has partnered with Telguard to offer industry leading interactive service solutions to support its DSC Intrusion Security products. Under this new strategic direction, Telular is the first interactive service to partner with DSC to offer customers DSC’s hardware in combination with Telguard’s security communications solutions. Users of DSC’s current C24 Interactive offering will migrate to Telguard’s HomeControl offering, via the iControl Networks’ OpenHome™ software platform. Migration to Telguard HomeControl will allow customers to continue to use interactive services to arm and disarm IMPASSA or PowerSeries security panels, create triggers based on the panels’ sensors, support ZWave devices, and view live or event driven video. Shawn Welsh, VP of Marketing and Business Development at Telular Corporation said, “We’ve always had great respect for DSC’s long history in building best in class security hardware platforms and are pleased to come together and join forces. We look forward to combining our individual strengths to serve DSC dealers and their customers.” For more information, visit www.elpas.com.

ONVIF announced the availability of the Release Candidate for Profile C, which enables interoperability between clients and devices of physical access control systems (PACS) and network-based video

Associates News, continued on page 12

We have the capital! 

CapitalSource Security Lending Group

With deep industry expertise and approximately \$800 million in committed financing, our security financing team understands the complexities of the security market and provides creative financing to accelerate growth and/or facilitate acquisitions. **Contact us today.**



Will Schmidt • 314.259.4206
wschmidt@capitalsource.com



I AM SN.

I DO WHATEVER IT TAKES!
I enjoy a challenge and spend my time looking for the answers that will help SentryNet's independent alarm installer meet the demanding needs of their customers. I believe in doing whatever it takes, because I am SentryNet.

www.sentrynet.com
888-635-9754

Acy Forsythe
Business Development Manager
SentryNet

SENTRYNET
America's Leading Monitoring Network

systems. With Profile C, systems integrators, specifiers and consultants will be able to more easily deploy an integrated IP-based video and access control solution from a variety of different video and access control providers. Compatibility between edge devices and clients helps to simplify installation and user training by reducing the need for multiple proprietary monitoring systems to handle different PACS devices. "Integration between IP-based physical access control systems and video surveillance is no longer considered a luxury in today's market, and is becoming a necessary component for many different types of users," said Baldwin Gislason Bern, Chairman of ONVIF's Profile C Working Group. "With Profile C, users and specifiers will be able to integrate the Profile C products of their choosing without relying on existing integrations between manufacturers." For more information, visit www.onvif.org.

NORTHERN announced the release of its new DVRN Series of H.264 DVRs. The Free Mobile Apps for iPhone, iPad & Android allow you to view and playback video anywhere, anytime from your mobile devices. The large hard drive capacity extends the amount of time you can store recorded video. The free DDNS feature allows you to configure your dynamic IP address directly from the unit. It's easy to control all the DVR functions from either the front panel or with the IR remote or USB Mouse. The unit can be easily installed into a standard professional CCTV rack using the included rack mount brackets and hardware. For more information, visit www.northernvideo.com.

POTTER ELECTRIC SIGNAL COMPANY, LLC announced an expansion of its technical support department. The Technical Support department includes NICET (National Institute for Certification in Engineering Technologies) certified personnel. Steve Huff, Manager of Advanced Applications and Technical Support at Potter said, "The Tech Support team is equipped to supply the full gamut of product solutions. From questions involving simple installation procedures to the most complex programming issue, we can help. It is the customer that drives Potter's business, and it is our goal to acknowledge our appreciation by offering premium technical support. This premium service includes almost non-existent telephone hold times and a commitment to providing correct answers the first time."

GAMEWELL-FCI by Honeywell introduced the S3 Series™ fire alarm control panel. The S3 Series panel improves how an end user and first responder interact with the device, eliminating confusing buttons and cryptic text displays commonly found on other systems. The S3 Series' full-color, touch-screen interface centers-on three main operations; System status, Event details and Service mode.



TELGUARD | CELLULAR ALARM SOLUTIONS FOR 3G/4G NETWORKS

HENRY D. LAIK
Director, Strategic Accounts
Direct: 678 264 2028
Cell: 678 234 9611
Fax: 678 945 7758
Email: hlaik@telular.com

MATTHEW BRANDON
Sales Representative
Pacific Coast Region
Direct: 678 909 4608
Fax: 678 945 7758
Email: mbrandon@telular.com

TELGUARD HEADQUARTERS
3225 Cumberland Blvd SE • Suite 300
Atlanta, GA 30339
Phone: 800 229 2326; Option 5
Fax: 678 945 7758
www.Telguard.com



Permanent, Temporary & Emergency Security Services
Anywhere in 4 hours or less Guaranteed!

- Alarm Response
- Fire Watch Officers
- Security Officers (Armed & Unarmed)
- Investigative Services
- Patrol Services
- Off Duty Law Enforcement Officers (Active & Retired)

Our Licensed and Insured Veteran Industry Security Providers are Available 24/7, 365
Call Today Toll Free: 866-980-6565

PRIVATE SECURITY
E-Mail: Dispatch@privatesecurityusa.com
PPD 12810

EMERGENCY COVERAGE
is our specialty

ASSOCIATES NEWS, continued

"The last thing a facilities manager or security guard needs in the midst of an emergency is confusion on what is causing the alarm, and when the issue has been resolved, how to reset the system," says Steve Birdsall, vice president of sales, Gamewell-FCI. "Given our world's reliance on smart phones and tablets, it's time a fire alarm system incorporates that same, easy-to-use technology." For more information, visit www.gamewell-fci.com.

HOCHIKI AMERICA is pleased to announce the release of its new DH-99A/AR Series Analog Duct Detector. This product detects and limits the spread of smoke throughout building HVAC ducts. It is



compatible with building automation and fire alarm systems, installs quickly and easily, and has no screens or filters to clean. It utilizes the new ALK detector. The DH-99 is designed and built to meet all local requirements, as well as the NFPA regulations regarding duct smoke detectors. The unit meets UL 268A requirements. DH-99 is compatible only with fire alarm control

panels that utilize Hochiki's Digital Communications Protocol, DCP, for example the Hochiki FireNET® Control Panel. The DH-99 Series will replace the DH-98A & DH-98AR, and is fully compatible and replaceable for the DH-98A and DH-98AR. For more information, visit www.hochikiamerica.com.

PUBLIC SAFETY LIAISON

Security Industry Alarm Coalition (SIAC)

Visit www.SIACinc.org for alarm management resources for alarm companies, law enforcement and public safety policy development officials. Resources include model ordinance, ECV information and alarm school materials.

Security Industry Alarm Coalition

speco technologies
24636 Brighton Dr.
UNIT B
Valencia, CA 91355

Dave Middleton
Regional Sales Manager

Phone: 1-800-645-5516 ext. 101
Fax: 631-297-7201 • Mobile: 661-342-7516
dmiddleton@specotech.com
www.specotech.com



Dana Scroggins
Southwest Regional Sales Manager
Tel: (800) 966-7839 ext. 124
Cell: (951) 249-5414
dscroggins@optexamerica.com

Richard Ramos
Northwest Regional Sales Manager
Tel: (800) 966-7839 ext. 147
Cell: (909) 560-7969
rramos@optexamerica.com

Corporate Headquarters
13661 Benson Ave., Bldg. C
Chino, CA 91710 USA
Tel: (800) 966-7839
Fax: (909) 628-5560
www.optexamerica.com

Since 1979

www.ControlCenterOnline.com 1-800-400-7347

**Professional Scalable Monitoring Solutions
Built on Technology**

- Video Monitoring and Virtual Guard Tours
- GPS (Location-Based Services)
- Claris360
- Environmental Monitoring
- Open/Close Monitoring
- Fire and Life Safety Monitoring
- Water Detection
- Elevator Monitoring

Where in the World Is THE MIRROR?

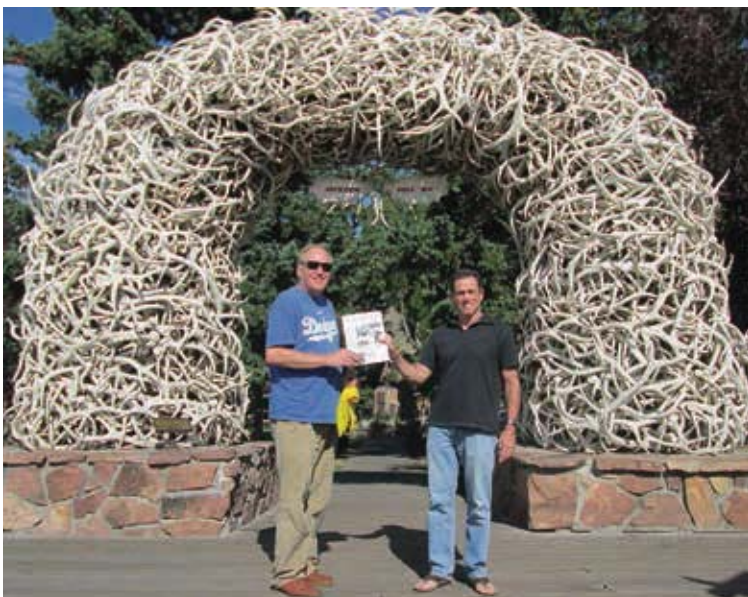
Are you travelling with THE MIRROR? Paris? London? Chicago?
Take a photo and email it to info@caaonline.org with description and identification.



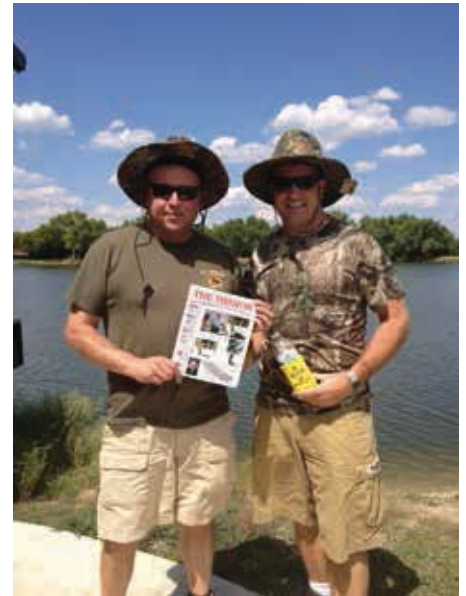
Dave Lyons of System Sensor, Bill McLaughlin of American Alarm and John Lombardi of CIA Security at The Portland Head Lighthouse in Portland, ME with THE MIRROR.



The ESA of Utah Annual Conference included a tour of Vivint with Stan Martin of SIAC, Norm Nelson, Megan Herrick, Lisa Davis and Steve Dixon of Vivint and CAA Executive Director Jerry Lenander with THE MIRROR.



CAA Executive Director Jerry Lenander and Michael Keegan, Vice President of Magnasphere Corporation, in Jackson Hole, WY with THE MIRROR.



THE MIRROR was with CAA Past President John Hopper with John Loud of Loud Security at Hondo, TX with UCC.



Jay Rehder, Pete Suica of DSC with Todd Pedersen of Vivint, Stan Martin of SIAC and ESA Executive Director Merlin Guilbeau at the ESA of Utah Annual Conference.



Dan Van Hart Jr. of the WBFAA UATC, Ron and Rainey Spiller and CAA Executive Director Jerry Lenander on stage with THE MIRROR at the Nevada City Theatre.

Where Technology Meets Integrity



**If Your Panel Can Send It.
We Can Monitor It.**



**Extensive AES Network
Alarmnet
C24 Interactive / GSM
Telguard
PERS Medical
Two-Way Audio
Internet Monitoring
Elevator Monitoring
Area Of Refuge**



**Interpreter Services - Over 180 Languages
Dedicated IPs
Dedicated Toll Free Numbers
Dealer Customized Voicemail & Call Answering
24/7 Remote Account Access Management
Tablet, Pad, & Smart Phone Apps
UPS Powered Central with Redundant Generators**

**"Our mission is to provide peace of mind with professionalism and integrity,
while delivering excellent customer service, to build trust and to ensure
safety to the community."**



**800-839-7212
Central Station ACO # 5198
www.GMScentral.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.



Jon Perry and Jonathan Fine of Sting Surveillance welcome CAA President Bob Michel and wife Jeanne to The Rockhouse at The Venetian in Las Vegas, NV with THE MIRROR.



CAA President Bob Michel and Jeanne celebrate Bob's Birthday at the Sacramento Board of Directors meeting with THE MIRROR. Happy Birthday Mr. President!



CAA Past President John Hopper and Marc Benson of SIA take a much needed rest at the ISC booth at the ASIS Annual Seminar and Events with THE MIRROR.

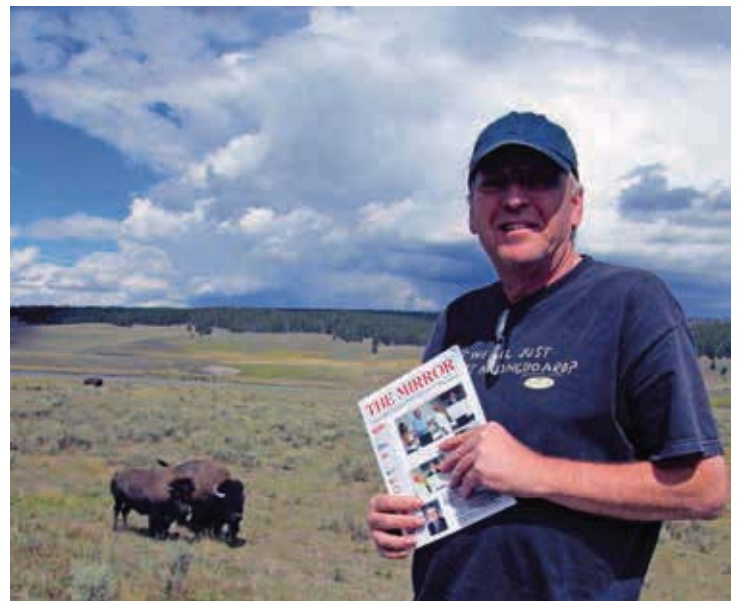


Mike Matson of Matson Alarm and 2013 George A. Weinstock award recipient Charles Schwager at the Monarch Dunes Golf Club in Nipomo, CA with THE MIRROR.



Sherida Sessa and Mary Beth Shaughnessy of ISC Events with CAA Past President John Hopper at the ASIS Annual Seminar and Events.

THE MIRROR was with CAA Executive Director Jerry Lenander in Yellowstone where the buffalo roam, etc.



THE MIRROR traveled with David Avritt of SentryNet throughout Southeast Asia including bunking at the Raffles in Singapore, exploring Angkor Watt near Siem Reap, Cambodia; sailing on Ha Long Bay in Vietnam and ox-carting through rice paddies in Thailand.



Napco StarLink3 Radio:

Future-Proof all your accounts with the only future-proof, universal radios.



Napco StarLink™ Universal Radios are field-upgradable to protect your accounts into the future, from 5G, 6G, 10G, & from bygone telco lines. Proven reliable, and for use on any brand alarm system, too. **Try it-you'll like it! We're so sure, we're offering 3-months service FREE!**

- Full event reporting from any panel*, virtually anywhere in US
- Ultra affordable primary or backup reporting for every account
- Reports to any Central. NO radio activation fee.
- Full High-Speed Napco Panel up/downloading**
- Smart Phone App for Remote Arm/Disarm any panel brand*** (option)
- Optional Email/Text/SMS messages alerts
- Future-Proof Plug-In, Upgradable Communicators - SLe Radios will conform to progressions in carrier networks for the long run
- Takeover Feature - Allows you to reroute to another central station without going to the panel

Try it & Get 3-Months Free! Ask about StarLink3 Radio "Try-Me" Promo¹, super pricing & plans—call 1-800-645-9445 or go to www.napcosecurity.com/contact/starlink for details.



Learn More: Take a Napco New Technologies Class at your distributor or online. Register at www.napcosecurity.com/seminars

See Napco at ISC East NYC Booth 1203

* Supports any panel using Contact ID or 42. ** Downloading Requires high-speed cable. *** Requires a keyswitch input. StarLink is a trademark of Napco. Subscription plan required. 1-3-Months StarLink Service Free "Try-Me" Promotion from Napco requires purchase plus online registration of a SLe-GSM3/4G Radio and other restrictions apply - see full details on www.napcosecurity.com/contact/starlink. Introductory promotion may be ended without notice. Void outside US &/or where prohibited.



INLAND EMPIRE ALARM ASSOCIATION

By Holley Hunt, President

I had the opportunity to spend my birthday September 19 with 40 of my closest friends at the IEAA third quarter meeting. I have been in my new role as a president about a year now and I have been absolutely amazed with the kind of mentoring and leadership we have within the CAA. As I attended the CAA board meeting in Sacramento, I had the opportunity to see how our industry is directly affected by the decisions we make in our elected government. In the security industry there are several issues that are being discussed on the capital to protect our business, whether you're a member or not, the CAA PAC Fund helps all of us. Don't forget to think of the CAA PAC program when you are looking to financially support your industry.

Speaking about helping all of us, on the September 19, I, "President" of the IEAA, stole a moment to step up on a soap box regarding a subject that is near and dear to my heart – Mentoring. We are experiencing a time of change in this industry: you need to stay informed, you need to stay current and you need to be thinking about your succession plan. Whether at work, home, and yes, even in the CAA. I have aspirations to grow to the next level, and I will not get there if I don't help someone else take my place. So when I asked

who was willing to take my place as president, there were crickets. I know why, everyone who is serving most likely has served before. When you're tired, uninspired, there's nothing like mentoring someone to take your place. It would give a young person the opportunity to grow in their career and someone you can be proud of... YOU. So if you have served, MENTOR! The industry's future is depending on you. Friends, if you don't have a mentor, you're missing one of the best parts of your personal career growth.

Our next meeting will be in Riverside in support of the Riverside Police Department's program "Tree of Life." Tree of Life is an amazing program developed from the grass roots of their department's effort to support at-risk teens in making the right choices when it comes to getting into a car, whether it be drunk driving, distracted driving, etc. The department tirelessly works to help these teens not only to make the right decisions but also to mentor peers and kids younger than themselves to not take a chance with their life or that of someone else. Last year, we raised more than \$900 in various gift cards. The gift cards are used to reward and incentivize the teens to make safe choices.

Join us at the next IEAA meeting and bring a gift to support this amazing program for the Riverside Police department! Please contact Sylvia Jimenez for more information at 951-264-5664.

Please let me know if there is anything that I can do to help you in your success.

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 Meetings

♦ Nov. 14 IEAA Meeting [Riverside](#)

Please feel free to contact Sylvia Jimenez of the IEAA for upcoming details at 951-264-5664.

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.



*Steve Brackett
of ADI and
Sylvia and
Richard
Jimenez at the
IEAA General
Meeting at the
Old Spaghetti
Factory in
Riverside, CA.*



*Steve Brackett of ADI, CAA Vice President
Cathy Rempel of American Security Integrators
and Karen Baldwin of Lake Arrowhead Patrol at
the IEAA General Meeting.*



IEAA members enjoyed a spaghetti dinner and presentation from Lilianne Chaumont of Chaumont Law Inc.



IEAA President Holley Hunt of Bosch (center) welcomed Yancy and Carrie Watson of Hi Desert Alarm to the IEAA meeting.



Sylvia Jimenez of IE Alarm Systems, Scott Ferguson of Quatro Electronics and FARA President Kerri McDonald of the Riverside Police Department at the IEAA meeting.



Dana Scroggins of Optex with Marilyn Vargas of Alarmax and Pat Daly of Tri-Ed.



EAST BAY ALARM ASSOCIATION

By Mike Salk, President

EBAA MEETINGS

Our General Meetings are held at Chevy's, 3101 Garrity Way, Richmond. The meetings start at 11:30 a.m. For further information contact EBAA President Mike Salk 510-652-2477. RSVP to 800-437-7658, Ext. 3 or info@caaonline.org.

♦ Nov.12..... Holiday Party/Election.....Richmond, CA

Mike Salk
EBAA President

We lower your cost and
you grow your business.

mace[®]

CENTRAL STATION

As a full-service security & life-safety alarm monitoring partner, we deliver the competitive edge needed by today's independent security dealers... nationwide.



Scalable infrastructure for uninterrupted service & monitoring over internet IP, cellular GSM/GPRS, and AES radio networks



Advanced automation platform with web portals and SmartPhone app's keep customers connected and informed



Highly-trained staff for interactive monitoring with two-way voice and video verification services

We have you covered. Call us today.

877.484.9026

macecs.com





Tauni Wallace of PSR, Leanne Boger of Hue & Cry, and Tim Tracy of Honeywell Security help to check in the attendees at the SAAA Fire Forum.

Sacramento Area Alarm Association members included Lupe Carlos of GMS, Stan Hellman of PSR, David James and Mark Simpson of RFI and Sam Aviles of Fire-Lite fill the room at the SAAA Fire Forum in Sacramento, CA.



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

By Ben Martinez, President

SAAA 2013 Meeting Schedule

♦ Dec.12 Holiday Party/Elections..... Old Town Sacramento

SAAA events always offer something to all the attendees, whether it is something to learn or relationships to make. The SAAA hosts several great events throughout the year that cannot happen without your support. We will continue to need your backing for these events in the coming year, so your endorsement and attendance is hoped for!

"Our mission is to promote growth and professionalism within the security industry and communicate an awareness of issues that affect the needs of alarm companies, home and business owners as well as local authorities within Northern California."

Benny M. Martinez, SAAA President 2012
O: 800-230-1654 x 136, C: (510) 750-0252
bmartinez@gcsmonitoring.com



Get Involved in ESA's Public Awareness Campaign Today!



Are you helping consumers and business owners
Connect, Protect and Control their homes and businesses?

Learn more at www.secureplusweb.org

Working with security integration companies, manufacturers and service providers, the Electronic Security Association (ESA) established the SECURE+ Initiative as a way of increasing public awareness of the lifestyle-enhancing features offered by ESA Members.



Alarm Monitoring to the Power of

6



Protecting Your Customers

- Over 35 years of experience
- Five load-sharing & hot-redundant central stations strategically located in AZ, TX, TN, FL, and NJ
- Sixth site in MD that currently operates autonomously
- Site geodiversity helps overcome adverse regional conditions such as inclement weather
- All central stations staffed 24/7 – they are not operated as “backup” centers
- Multi-site equipment redundancy for fail over capabilities
- Off-site disaster recovery servers in NV that exceed UL standards

MPower

Advanced Dealer Access &
Alarm Database Management Software

Contact Rich Cowan at
800-367-2677 x 1250 or
rcowan@copsmonitoring.com

for more information about MPower dealer access, account transfer incentives, funding programs, and competitive volume pricing.



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

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: 00000632/00001620 • TX Burg: B11561/B17961 • TX Fire: ACR-2215 • VA: 11-1941



COPS
Monitoring
Your Hometown Central Station

By Sean Hamm, President

San Diego Security Association President Sean Hamm and the SDSA Board reined in the last days of summer with the social event of the season, a Day at the Races. More than 140 alarm industry individuals gathered in the Sea biscuit Room at the Del Mar Racetrack to sip cocktails, enjoy lunch and network with others in the field while also enjoying horse races throughout the afternoon.

The sold out event included attendees ADT, Alarm 2000, American Security Integrators, ASCI, Bay Alarm, C&R Systems, Checkvideo LLC, Earl Security, Five Alarm Security, Grah Lock and Safe, GMI, HCI, Highlander Security Systems, Layer3 Security Services, Mijac Alarm, Premier Security Services, Protection One, Ranch & Coast Security, Rancho Santa Fe Security, Redhawk Fire and Security, SDA Security, Security 101, Sentinel Security Systems, Stanley Security Systems, Time and Alarm Systems, Valley Alarm, and Watchlight Security. As well as Platinum Sponsors: Brivo, DMP, Linear, DSC, and Tri-ED gold sponsors: Clinton Electronics, Alarm.com, Optex, Telguard, NMC, Axis, Tri-Star Monitoring and Windy City Wire and to Silver Sponsors: Rapid Response, UCC, Bay Alarm, CMS, ADT, TMG, GMS, Samsung, System Sensor and Honeywell.

Guests were entertained from noon to five with music, buffet style lunch and desserts, cocktails and nine different horse races. The event was a great success across the board and created a buzz for the SDSA Holiday bash to be held on December 12 at Tom Ham's Lighthouse.

"I've received only positive reviews, ranging from long-term members to people who now want to join the SDSA!" explains Shandon Harbour, of SDA Security. "We were thrilled to have such a great turnout. The mission of the event was to promote membership for the San Diego Security Association by inviting new dealers in the San Diego County area; I think it's safe to say, mission accomplished."

Join us on December 12 for fun and festivities at Tom Ham's Lighthouse. Sponsorship opportunities are available, but limited, contact Shandon Harbour, SDA Security sharbour@sdasecurity.com for more information.

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

SDSA CALENDAR

♦ **December 12 SDSA Holiday Bash..... San Diego**

Centerpieces at the Day at the Races tables featured the event sponsors.



Shandon Harbour of SDA Security, Heather Hays of System Sensor and Joyce Weiss at the SDSA Day at the Races in Del Mar.

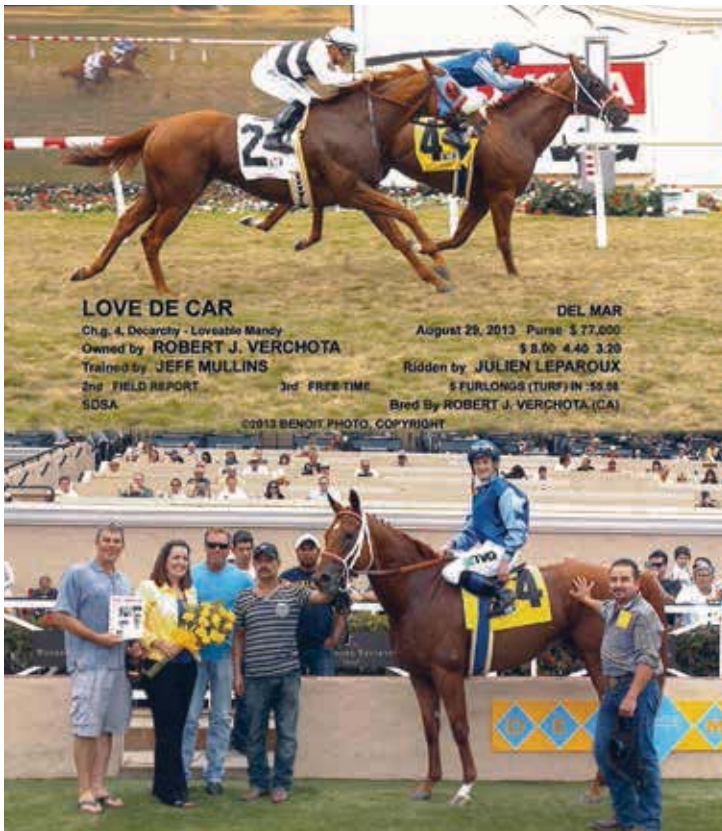


Members of the SDSA filled the private suite at the Del Mar racetrack for networking and cocktails.



IEAA President Holley Hunt of Bosch donned her finest chapeau to greet CAA President Bob Michel at the SDSA Day at the Races.





LOVE DE CAR

Chg. 4. Decarchy - Loveable Mandy
Owned by **ROBERT J. VERCHOTA**
Trained by **JEFF MULLINS**
2nd FIELD REPORT
SDSA

DEL MAR

August 28, 2013 Purse: \$77,000
\$8.00 4.40 3.20
Ridden by **JULIEN LEPAROUX**
\$ FURLONGS (TURF) IN - \$5.58
Bred By **ROBERT J. VERCHOTA (CA)**

©2013 BENoit PHOTO, COPYRIGHT

SDSA President Sean Hamm, Shandon Harbor of SDA Security and others made sure THE MIRROR was present in the winner's circle with the winning horse and jockey.



SVAA MEETINGS

Please join us for the October SVAA General meeting:

♦ **Oct. 15..... SVAA MeetingSanta Clara**

All meetings are held at Fiorillo's Restaurant – Santa Clara, 638 El Camino Real, Santa Clara, CA 95050. Please RSVP to info@caaonline.org or call the CAA office at 800-437-7658, Ext. 3.

SVAA Information

If you are not on our e-mail list please contact Mark Simpson at 408-882-4260 or msimpson@rfi.com. It is so important to get involved with your local associations more than ever and to keep up to date on all the new information.



GOLDEN GATE ALARM ASSOCIATION

By Gary Lowndes, President

GGAA Meetings

♦ **Nov. 7 General Meeting South San Francisco**

For further information, contact Gary Lowndes at 650-574-1077 or g.lowndes@hueandcry.com.

**Free the equity you've built
to realize your dreams**

**Alarm Capital Alliance has completed over
750 portfolio acquisitions. Talk to us first.**

ACCOUNT & COMPANY ACQUISITIONS
TO HELP YOU GENERATE CAPITAL NOW

INDEPENDENT DEALER PROGRAM
TO BUILD YOUR BUSINESS FOR THE FUTURE



**ALARM
CAPITAL
ALLIANCE**

Start the conversation today
Call **888.885.8656**
Visit alarmcapital.com

GLASAA

Greater Los Angeles Security Alarm Association

By David Michel, President

GLASAA MEETINGS 2013

- ♦ Oct. 3..... GLASAA Golf Tournament..... Moorpark
- ♦ Dec. 10 GLASAA Holiday Party/Elections Los Angeles

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

GLASAA and its members continue to support the extremely important work of the CAA and ESA. Please visit our website at www.glasaa.org

Contact GLASAA at 888-826-9149 or through the web at www.glasaa.org if you would like to contribute by serving on a committee.

David Michel

dmichel@valleyalarm.com

GLASAA President



CAA Legislative Advocate Trent Smith of Edelstein Gilbert Robson & Smith with CAA Legal Counsel Les Gold of Mitchell, Silberberg & Knupp LLP at the Sacramento Board of Directors meeting.

MID-CAL



MID CAL ALARM ASSOCIATION

For more information, contact Mike Matson, Matson Alarm at 559-438-8000

Save the Date! November 4, 2013

Join the Mid Cal Alarm Association at the Inaugural Mid-Cal Golf Tournament. Golf will be played at the Fort Washington Country Club in Fresno, CA.

MID CAL MEETINGS

- ♦ Nov. 4 Mid Cal Golf Tournament..... Fort Washington Golf Club

Universal Video Monitoring Software

Unlimited Control, One Product, One Solution

The Most Advanced Way to Monitor Video



Video & Alarm Monitoring Centers: Matrix Universal Video (MUV) delivers the industry's only video and audio monitoring platform that can be used with any alarm automation system. This system links video transmissions to operators & intervention specialists, allowing a seamless interface that contains both the alarm events and the videos tied to the event, along with any audio transmissions taken at the event. MUV is integrated seamlessly to over 300 IP camera manufacturers, which allows for viewing multiple DVR manufacturers & IP camera manufacturers during the same event. MUV allows for universal alarm delivery from any communication method, including all types of analytics, for a complete event picture. For ease of deployment, the system is completely browser-based, taking any center to a level of hosting video monitoring at security desks, at dealer sites, by corporate clients, governments, and school districts without the need for an investment on their part.

Camera & DVR Manufacturers: We have a complete development environment that you can build your video monitoring technologies into, so contact us for a test area in our lab of your own. We will work with you to reduce your cost of getting products to market, leveraging the significant investments we have made in our web-based video viewing and monitoring technologies. Interface, re-skin, and present your logo on the most powerful video monitoring platform in the industry - backed by the number one engineering and support team!



1-800-786-3423 | International 989-891-2800

www.dicecorp.com

Keep Your Subscribers **CONNECTED** to Their Security Systems



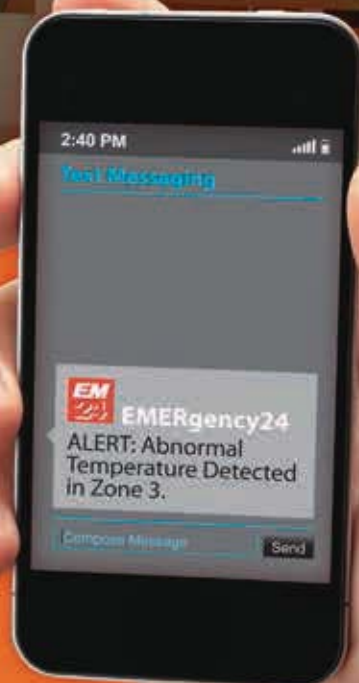
EMERgency24 notifies homeowners when an alarm event happens via cell phone, e-mail account or a text messaging device, including:

- Arm/Disarm System
- Device Activation
- Access to Dangerous Area
- Power Failure
- Departure of Elderly/Infirmed
- Abnormal Temperatures
- Hold-up
- Medical Alerts
- Moisture/Leaks
- Opened Pool Door

Call us today at 1-800-800-3624 to learn more

EMERgency24

CHICAGO | DETROIT | LOS ANGELES | MILWAUKEE | WASHINGTON DC





ORANGE COUNTY ALARM ASSOCIATION

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

By Steve Maris, President

For more information on Alarm School, please contact:

Irvine Police Department
Cristine Gaiennie, Regulatory Affairs Supervisor
949-724-7066 cgaiennie@cityofirvine.org

OCAA 2013 CALENDAR

♦ Nov. 13 General Meeting Orange Hill Restaurant

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 the City's alarm program you can contact the Alarm Coordinator at 949-724-7066. Classes are 9 a.m. - 10 a.m. and fee is \$15. The dates for 2013 are:

October 15

For information contact:

Cristine Gaiennie, Regulatory Affairs Supervisor
Irvine Police Dept. 949-724-7066 cgaiennie@cityofirvine.org

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



REDWOOD ALARM ASSOCIATION

The next Redwood Alarm Association Meeting will be held on October 16 at Johnny Garlits in Windsor, California. The executive board of the Redwood Alarm Association is currently comprised of President, Chuck Petrusha of Advanced Security Systems, Secretary, Sean Cooke of All Guard Systems, and Vice President, Yaqui Lara of Allied Alarms. However, elections will be held for the executive board at the October 16 meeting.

Dan Moran, Vice President of Sales with Link-Allen Benefit Group, will speak about Obamacare and its effects on the alarm industry. To RSVP to this meeting please contact Melanie Satterlee at (707) 443-6366 or melanie@advancedsecurity.us.

If you have any questions or want to participate in the Redwood Alarm Association please contact Chuck at (707) 443-6366.

2013 RAA MEETINGS

♦ October 16... RAA General Meeting Windsor

2014 RAA MEETINGS

♦ January 22... RAA General Meeting Windsor

♦ May 28..... RAA General Meeting Windsor

♦ October 22... RAA General Meeting Windsor

For more information regarding RAA, its membership and participation, please visit www.redwoodalarmassociation.org or contact Chuck Petrusha at chuck@advancedsecurity.us or 707-443-6366.



MCAA President Mike Matson of Matson Alarm, Naser Rashid of ADT, Cathy Rempel of American Security Integrators and RAA President Chuck Petrusha at the CAA Board of Directors meeting in Sacramento.



DAVID DIVINE
Regional Sales & Channel Manager
Cell: (631) 553-5067
1-800-645-9330 ext 373 (Voice Mail)
ddivine@napcosecurity.com

BILL KENSLE
South West Regional Sales Manager
HI, NV, So. CA, AZ, NM
Cell: (631) 786-3882
bkensler@napcosecurity.com

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

Call For Free
Training From
Basic Alarms 101
To Advanced
Programming
Or Adding
Complementary
RMR Services.
Earn CEUs For State
License Reqts.



Troy Iverson
Vice President
Sales & Marketing
tiverson@agmonitoring.com

Direct: 801.781.6108
Toll Free: 877.206.9141
Fax: 801.781.6133
Cell: 801.940.2813

4699 Harrison Blvd., Ste.100 • Ogden, UT 84403
www.agmonitoring.com



Bridge their *on-the-go* life and home for new RMR

Everyone wants to be in control and in two places at once.

Never home, there's work, the kids, the pets, dad's and then some, all pulling in different directions. That's why there's iBridge. The easy remote services you provide your eager accounts, to bridge where they are and where they'd really like to see or be, 24/7, while providing real home security & more... video, home automation &/or energy management.

It's easier. It's more affordable. It's less equipment.

All it takes is the Free iBridge App used on any smart phone or tablet, and one bus-mount iBridge Module (it's internet- and z-wave ready). It retrofits any Gemini System; and our award-winning WiFi Touchscreen's purely optional. That makes you more competitive. Choose any central station, you're in control. Using standard Z-Wave™ Devices, we typically get twice the range, so it's more reliable & easier to install. Without rolling a truck, you can service, edit and configure iBridge from your own smart device. Then, all backs up to the Cloud; names, custom scenes, scheds., triggers, etc.

Do any or all iBridge Home Services: Customize your offering.

First, put your name right on it (free). Then, choose: Remote Security System Control with triggered notifications; HD Streaming Video (live & stored); Energy Management &/or Z-Wave Automation, i.e., lighting, appliances, thermostats, even locks. These game-changing services will make your security accounts easier to close, retain and far more lucrative.

iBridge ... Simply more profitable for you.

Let us show you how to get started. Take a free class near you or online, register at www.napcosecurity.com/seminars. Ask your distributor or Napco sales rep 1-800-645-9445.

 **iBridge**

Interactive Services for the Connected Home



GREATER VALLEY ALARM ASSOCIATION

By Dana Buck, President

GVAA Meetings

Our meetings are held inside the restaurant at the Clarion Inn and Suites (4219 E. Waterloo Rd ~ Stockton, Ca) @ Highway 99 & Waterloo Rd (Hwy 88) and they will start at noon. GVAA meetings are held on the second Thursday of every third month (once a quarter) at the above location. Please contact Dana Buck at 209-369-7749 or by email at danab@alamoalarm.com for more information.

♦ Oct.17 General Meeting Stockton

Get Electrified With Access Hardware Supply and ASSA ABLOY

AHS

For electrified door hardware, ASSA ABLOY Group brands Adams Rite, Corbin Russwin, HES, Rixson, Sargent, Securitron and Yale lock the competition out in the cold. All bases are covered with a broad selection of electric strikes – including the new HES 8300 Fire-Rated Electric Strike, electrified exit devices, cylindrical and mortise locksets, magnetic locks, power supplies and more – all manufactured to the highest standards by companies who are proven winners.

When it comes to product knowledge, service and inventory, Access Hardware Supply has all the bases covered. Our hardware pros have the answers and recommendations you need, and can ship orders fast. If necessary, we can even visit your location to determine the right security products for your particular application. With over 25 years in the door hardware business, we have customer service and support down to a science. It's our number one priority.

Access Hardware Supply and ASSA ABLOY: For the security your clients need, deserve and expect.



ASSA ABLOY
The global leader in
door opening solutions

ACCESS HARDWARE SUPPLY
14359 Catalina Street, San Leandro, CA 94577
Phone: (855) 847-5691 • Fax: (800) 435-8233
www.accesshardware.com

Check out the
entertaining and
informative HES
9400 Electric
Strike Video.



WILLIAM A. GLENN

November 27, 1947 - August 24, 2013

William A. Glenn passed away Saturday, August 24 after contending with kidney failure. Bill was owner of DC Electronics and was a founding member of the instructional team for the WBAA UATC apprentice program. He was born in Elko, NV and was the oldest of seven siblings. He moved to the Rubidoux area as a child and attended Rubidoux High School graduating in 1966. Upon graduating he gave 25 years of active and reservist with the U.S. Navy and the Coast Guard. Bill was married after high school on October 3, 1969 to Joyce Elaine Mount. After his time with the military he took over a business in 1982, DC Electronics in Rubidoux. Bill enjoyed flying small aircraft in his younger years and he also served five years as a volunteer firefighter and became Chief of the volunteer firefighters at CDF in Glen Avon. William enjoyed camping and off-roading. The last 5 years he enjoyed jeeping at Calico Ghost Town. William is survived by his wife Joyce; sister Vivian Christensen; brother Robert Glenn; sister Faith Claypole; brothers Eddie, Donnie and Terry Glenn. He is also survived by his uncle Jim Betzing, along with his children Penny Mello, Kim Maupin and Andrew Glenn and six grandchildren, Joseph, Adriane, Drew, Alex, Christina and Harley, along with 2 great grandchildren, Cloudy and Tristan. In lieu of flowers you may donate to The National Kidney Foundation or the Disabled Veterans.

with the monitronics dealer program, you can

BE YOUR OWN MAN

whoever you are

2013 Training and Education Calendar

October 12
Fire-Lite Software
Applications
Portland, OR
www.firelite.com

October 12
Fire-Lite Software
Applications
Houston, TX
www.firelite.com

October 15-16
Fire-Lite Systems
Houston, TX
www.silentknight.com

October 16-17
Silent Knight Tech Ed
Sacramento, CA
www.silentknight.com

October 21-22
Conducting Corporate
Investigations
Scottsdale, AZ
www.asisonline.org/education

October 21-23
Video Surveillance:
Applications and Advances
Scottsdale, AZ
www.asisonline.org/education

October 22-24
Jump into Fire
Smoke Control
Electrical Requirements
Burbank
www.cafaa.com

October 23
RTI training Lvl. 1 & 2
Irvine
www.volutone.com

October 23-24
Investigative Interview
Methods
Scottsdale, AZ
www.asisonline.org/education

October 24
"Wireless Solved" training
w guests Versiton
San Luis Obispo
www.volutone.com

October 24
CEDIA Wireless Training
Van Nuys
www.volutone.com

October 24-25
Cloud Computing: Security's
Transformation Technology
Scottsdale, AZ
www.asisonline.org/education

October 29
Volutone Grand Opening
Irvine / Laguna Hills
www.volutone.com

October 29
Silent Knight Fire Drill
Austin, TX
www.silentknight.com

October 29
Silent Knight Fire Drill
Los Angeles, CA
www.silentknight.com

October 30-31
Silent Knight Tech Ed
Austin, TX
www.silentknight.com

October 30-31
Silent Knight Tech Ed
Los Angeles, CA
www.silentknight.com

November 5-6
Fire-Lite Systems
Denver, CO
www.firelite.com

November 12
Fire-Lite Software Applications
Denver, CO
www.firelite.com

November 12
Fire-Lite Software Applications
Santa Clara
www.firelite.com

November 12
Fire-Lite Software Applications
San Antonio, TX
www.firelite.com

November 19-20
Fire-Lite Systems
Santa Clara
www.firelite.com

November 19-20
Fire-Lite Systems
San Antonio, TX
www.firelite.com

November 26-28
Basic Fire Alarm
Jump into Fire
Fire Alarm Systems Design
Hayward
www.cafaa.com

December 10
Silent Knight Fire Drill
Santa Clara, CA
www.silentknight.com

December 10-11
Fire-Lite Systems
Dallas, TX
www.firelite.com

December 11-12
Silent Knight Tech Ed
Santa Clara, CA
www.silentknight.com

December 12
Fire-Lite Software Applications
Dallas, TX
www.firelite.com

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

stability flexibility bonding training alliance
be your own brand



SCOTT JOHNSON
Regional Sales Manager
Western Region

sjohnson@monitronics.com
800.490.0333 ext 3297
972.571.5227
www.monitronics.net

Monitronics
YOUR DEALER PROGRAM

EE SYSTEMS GROUP Inc.
ePIR-TECH

ADVANCED SECURITY • SAFETY TECHNOLOGY

ePIR® - EE988DPG, EE966D, EE977DMC, EE905D
eLEDing® - EE836DE, EE860DT, EE810-50W/SRLH

MORE PRODUCTS LINE

www.eesgi.com at **ADI sgi SES**

TriStar Monitoring LLC

Debbie Padilla
VP of Sales

1255 Graphite Dr.
Corona, CA 92881
1-888-790-0922
TriStarMonitoring.com

Cell 1-714-943-6354
Direct 1-888-568-3076
Debbie@TriStarMonitoring.com

HIGH SECURITY CONTACTS
Immediately available in 11 contact styles,
High Security Switches represent the ultimate in security protection
for the home and commercial high value targets.

HIGH SECURITY SWITCH

PRINCIPLE OF OPERATION AND INSTALLATION



TANE ALARM PRODUCTS
906 JERICHO TURNPIKE, NEW HYDE PARK, NY 11040
Tel: 800-852-5050 • 516-328-3351 • Fax: 516-326-9125
www.tanealarm.com • E-MAIL: info@tanealarm.com

For Chuck Petrusha, his life path began when he began installing alarms in 1979 Advanced Security Systems in Eureka, CA, a company run by his parents. He gained knowledge and expertise over the years working in every aspect of the company and eventually becoming President.

It wasn't until 2005 when, according to him, he made one of the better decisions in his life by joining the California Alarm Association. He attended his first Golden Gate Alarm Association meeting where the board discussed the issue he was facing with the city in Eureka. Petrusha walked out surprised by the education he received and wondered "What else could I be missing from not being apart of this association?"

After becoming a member, Petrusha saw firsthand the benefits in his personal and business life. When asked about the impacts of the CAA on Advanced Security Systems, Petrusha first and foremost mentions the greatest gain of the CAA has been his friendships. He has not only created lifelong friends, but increased opportunities to make many more.

Another great gain from his participation in the associations has been the insight to the political world that has had huge power to legislate his business and industry. "It's great to know that someone's looking out for me in Sacramento," Petrusha said.

The industry knowledge he has gained attending CAA events has been an invaluable benefit for him and Advanced Security Systems. What he didn't expect was how his participation gave him the ability to approach the alarm industry in a proactive way. With the industry changing every day with new technologies and more competitors than ever, Petrusha found a sense of moving forward and creating the best path for companies from the information and resources he has access to through the associations.

Petrusha and Advanced Security Systems have taken full advantage of the member benefits by having four employees currently in the WBFAA UATC Apprenticeship Program and online training.

While his introduction to the associations was related to a municipal issue, he found that only through the associations can other critical matters be addressed. Most important is the public safety liaison initiatives at the local, state and national level through the regional chapters, CAA and SIAC. "It is vital that we are proactive with the public safety agencies and work as a true partner to enhance security for the community," said Petrusha.

He is also supportive of the broad government relations program operated by the associations to address legislative and regulatory matters. "Legislative issues can have far-reaching impacts on our business," said Petrusha. "It's good to know that our legislative advocates in the state and national capitols as well as the Political Action Committee are looking out for me."

Petrusha has become an advocate for the associations and he encourages any alarm company to join or attend any CAA events. "They are well respected in our industry and they offer unique opportunities for networking and gaining knowledge about our industry," he said. "The association has opened doors for me that I didn't know were there."

He has stepped forward to take on leadership positions, establishing the Redwood Alarm Association as the 11th chapter of the CAA and serving as the founding president. Petrusha recently oversaw a transition to a new president and Board of Directors and will continue to serve as an officer. He has set an example of leadership and continues to do so with his involvement in the CAA as an officer. "We have a great president in Bob Michel and he has followed other great past presidents," he said. "They have a vested interest in our industry and the betterment of all the members in our association. Our current leadership brings vision, planning and communication to new heights."

Aside from Petrusha's work at Advanced Security Systems and the CAA, he likes to spend his days fishing and hunting with his children. When given a chance to sit back and relax, his choice of cocktail would be a nice cold Jack & Coke and when feeling fancy, a nice glass of red wine to accompany his catch of the day.



Chuck Petrusha with CAA Legal Counsel Lessing Gold.



Doug Farkas of Low Voltage, Michelle Johnson of Alert Alarm of Hawaii with Chuck and Robyn Petrusha.



Tim Westphal of Bay Alarm with Chuck Petrusha, Michelle Johnson and Tom Courtney of Beacon Security.

IP and PoE over coax

- with eBridgePLUS...only from Altronix.



eBridgePLUS

eBridgePLUS - IP/PoE over Coax Adapters

- High-performance and cost effective solution to transmit IP video/data and power over coax cable up to 1500 ft.
- Eliminates labor and costs of deploying new cable utilizing existing coax infrastructure
- Supports IP cameras, accessories and access control devices
- Ports provide PoE (IEEE 802.3af) and/or PoE+ (IEEE 802.3at)
- Ethernet connectivity facilitates local and remote programming and status monitoring (multi-port versions)

Altronix
More than just power.™

info@altronix.com
altronix.com
1.888.258.7669

MADE IN THE U.S.A.
LIFETIME WARRANTY

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

John Kaloper
Territory Sales Manager
(949) 870-0480
jkaloper@dsc.com

DSC®

Cyndie Powers
Territory Sales Manager
(209) 217-4394
cypowers@dsc.com

Bob Verstreater
Technical Sales Trainer
(530) 218-3116
bverstreater@tyco.inc

DIGITAL SECURITY CONTROLS LTD.
An ISO 9001 Registered Company

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

ESA OF WASHINGTON



23607 Highway 99, Suite 2C
Edmonds, WA 98026
phone 425-788-6162
fax 425-771-9588
www.waesa.org
info@waesa.org
Reta Waldrop, Executive Director
Jillanne Arthur, Chapter Administrator

OFFICERS

PRESIDENT

Margaret Spitznas,
Washington Alarm Inc.
206-328-3288
mspitznas@washingtonalarm.com

VICE CHAIRMAN

Shannon Woodman,
Washington Alarm Inc.
206-328-3288
swoodman@washingtonalarm.com

SECRETARY

Phil Moran, ITDES
253-569-9855
Phil.moran@ITDES.com

TREASURER

Jamie Vos, Security Solutions NW
360-647-9540
jamie@securitysolutionsnw.com

PAST PRESIDENT

Michael Miller,
Moon Security Services
509-545-1881
consult@moonsecurity.com

BOARD MEMBERS

Leonard Hanna, March Networks
lhanna@marchnetworks.com

Bob Hanley,
Certified Security & Sound
509-922-9111
bob@certifiedsecurity.com

David Ewton, Bosch
206-375-0363
David.ewton@us.bosch.com

Marjory Earle, Froula Alarm Systems
206-575-1962

Marjory.earle@mindspring.com

ALARM RESPONSE MANAGER

Ron Haner, Alarm Center, Inc.
360-456-1441
ron@alarmcenterinc.com

APPRENTICESHIP PROGRAM

Executive Director Stella McDonald
stella@waesa.org

By Margaret Spitznas, President

Please visit www.waesa.org for a calendar of events.

Please visit the WAESA website: www.waesa.org. If you are a member and would like to link your website, please contact Reta Waldrop at retawaldrop@waesa.org.

WASHINGTON APPRENTICESHIP PROGRAM

We have a great apprenticeship program which is valuable to both employers and employees. It is dedicated to training apprentices in all phases of the electronic life safety, security and systems industry. The recruitment, selection, employment and training of apprentices during their apprenticeship shall be without discrimination because of race, sex, color, religion, national origin, age, disability or otherwise specified by law. We encourage the application of female and minority apprentices. For more information contact Stella McDonald, Training Director at stella@waesa.org



Chicago Washington D.C. Detroit Milwaukee Los Angeles

Kevin C. McCarthy
National Sales Manager - Ext. 6035

999 E. Touhy Ave., Suite 500, Des Plaines, IL 60018
Local (773) 725-0222 • Nationwide 1-800-827-3624 • Fax (773) 286-1992
URL: www.emergency24.com • Email: kevin@emergency24.com

Chicago Washington, D.C. Detroit Los Angeles Milwaukee



Sponsored by:



November 20-21, 2013

Javits Center North
New York, NY, USA

ENDORSED BY



YOUR LOCAL CONNECTION TO THE WORLD OF SECURITY



- Direct access to technical reps from 200+ brands
- FREE business seminars designed to help you increase revenue and reduce costs
- Drinks & networking on the exhibit floor
- Local expertise from association leaders in NY, NJ, CT and PA

"One day at ISC East saves me hundreds of hours on the phone."

-2012 ISC East Attendee

REGISTER NOW AT ISCEAST.COM/TEAM

Endorsed by:



NEW MEXICO ELECTRONIC SECURITY ASSOCIATION



NMESA OFFICERS

PRESIDENT:

Rich Rosley
A-Tech Security
rrosley@atechsecurity.com
505-821-5777

VICE PRESIDENT:

Joseph Salazar
ATI Security
joseph@atisecurity.net
505-473-0508

SECRETARY/TREASURER:

Andrew Lehrer
SGI
alehrer@securitygeneral.com
505-923-9914


PO Box 35286
Albuquerque, NM 87176
505-453-4044
www.nmbfaa.com
Tom Lancaster
Executive Director

BOARD OF DIRECTORS:


Paul Glenn
Alarm Research
alarmresearch@msn.com
505-291-9358

Chris Ipiotis
Security & Access Systems
cpiotis@securityandaccess.com
505-823-1561

Steve Berniklau
Home Security Systems/ICSS
steveb@icssnm.com
505-888-2954



503.630.8961
503.630.8944 Fax
800.722.0364 ext 8961
begeord@cuaccess.net

24-Hour  Listed UUFY Central Station

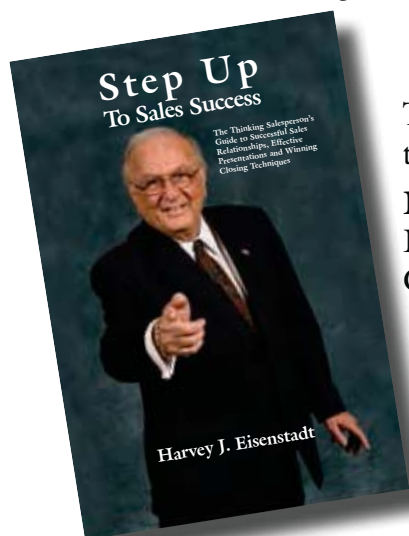
DIMITRI BEGEOR
Director of
Dealer Development

www.csmul.com
PO Box 1005
Estacada, OR 97023

Step Up To Sales Success

A New Book by Harvey J. Eisenstadt

The Thinking Salesperson's Guide to Successful Sales Relationships, Effective Presentations, and Winning Closing Techniques



This book is a useful tool for any sales person or management team that wants to propel their business and sales experience forward. Contains over 50 years of selling experience.

BULK ORDERS

Discounts are offered for orders of 20 or more books including shipping. Contact Syncomm Management Group at 800-490-9680 for more information.

FAX COMPLETED FORM TO 800-490-9682 OR MAIL TO:
SYNCOMM MANAGEMENT GROUP

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

CALL 800-490-9680 TO ORDER BY PHONE

EMAIL TO: info@snnonline.com

☐ Please send me _____ copies at \$20 each. TOTAL DUE: \$ _____

☐ Please charge our VISA/MC/AMEX:

CREDIT CARD # _____ EXP DATE _____

NAME ON CARD _____ BILLING ZIP _____ SEC CODE _____

SHIP TO: NAME _____ EMAIL _____

ADDRESS _____

CITY _____ ST _____ ZIP _____

TEL _____ COMPANY _____

OREGON BURGLAR & FIRE ALARM ASSOCIATION



OBFAA Offices
800/692-3798
Fax: 503/684-6481
Please check our website at
www.obfaa.com

BOARD OF DIRECTORS

PRESIDENT
AJ Gomez
VICE PRESIDENT
Jesse Foglio
SECRETARY-TREASURER
Roberta Phillips
COMMUNICATIONS
Dimitri Begeor
REGULAR MEMBER
Earl Rickards
ASSOCIATE MEMBER
Jim Essam
PAST PRESIDENT
Jeff Martin
AT LARGE MEMBER
Bill Glasbrenner

By Dimitri Begeor

OBFAA LOGOS

Decals showing the OBFAA logo are great for your company vehicle and they will be distributed as members who pay their dues. There are extra's if requested.

OBFAA MEETINGS

Meetings are Noon - 1:30 p.m. at the Fairfield Inn 6100 SW Meadows Rd, Lake Oswego, OR 97035. Sandwiches can be ordered for \$10 each. Please contact the OBFAA for more information.

LinkedIn www.linkedin.com/groups?gid=4782456

Facebook www.facebook.com/OBFAA

PUBLIC SAFETY AGENCY MEMBERS

We are proud to have as our affiliate members the following agencies:

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

OBFAA Membership

If you are not a member of your state's alarm association, join now. We can only make a greater impact, with greater numbers, and your involvement is vital to the growth of your local association and the industry as a whole.

Dimitri Begeor
503-630-8961
800-722-0364 ext. 8961

WANTED:

Burglar Fire Alarm Integration Business & Accounts

**SELL TO US OR OUR QUALIFIED
BUYERS. WE HAVE THE EXPERIENCE
TO MAKE THE TRANSACTION
QUICK AND HASSLE FREE.**

Ready to pay top dollar with a fast closing.

Call Now! (800) 354-FUND (3863)
Visit www.afssmartfunding.com for a
FREE Business Valuation



Call Rory Russell at AFS Now!

AFS
ACQUISITION &
FUNDING SERVICES

TEXAS BURGLAR & FIRE ALARM ASSOCIATION



Texas Burglar & Fire Alarm Association
P.O. Box 59982 Dallas
TX 75229-1982
TEL 877-908-2322

ExecutiveDirector@tbfaa.org www.tbfaa.org
Michelle Best, Executive Director
385-229-2120



RSI VIDEO TECHNOLOGIES

Dennis Dop
Vice President
ddop@videofied.com

RSI VIDEO TECHNOLOGIES
4455 White Bear Parkway
Suite 700
White Bear Lake, MN 55110

Tech Sup/Cust Svc > 877-206-5800
Fax > 651-762-4693

www.videofied.com

GIANNA GEISS

SALES & MARKETING SPECIALIST

GGEISS@RRMS.COM
855.208.6036

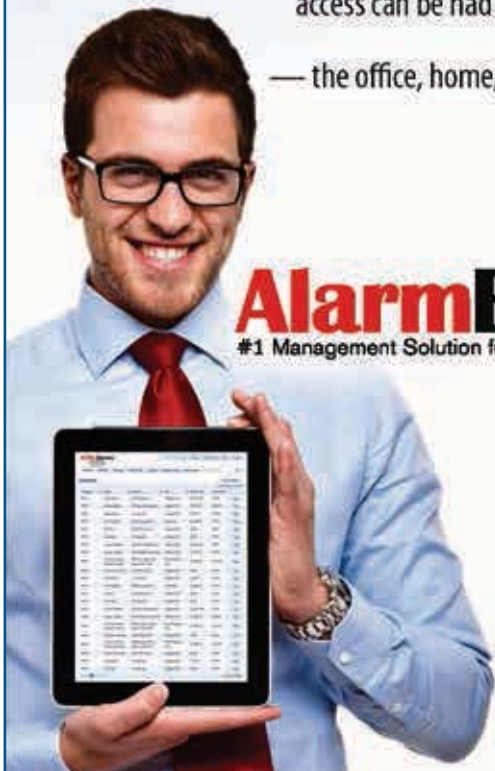


Rapid Response Monitoring
www.rrms.com

Managing your
business just became a
**WHOLE LOT
EASIER!**

AlarmBiller is the perfect solution for
security dealers to run and operate
their business. Set up is quick and the
simple, intuitive interface makes usage
a breeze. As a 100% web based solution
access can be had from anywhere

— the office, home, or on the road.



AlarmBiller
#1 Management Solution for Security Dealers

Sign Up for Your FREE Trial!
www.AlarmBiller.com

Available through
Select Business Partners

NSA NEVADA SECURITY ASSOCIATION



NEVADA SECURITY ASSOCIATION

www.nevadasecurityassociation.org

NSA BOARD MEMBERS

PRESIDENT

Larry Folsom
American Video & Security
702.896.4643
lfolsom@avsdigital.com

VICE PRESIDENT

Greg Simmons
Eagle Sentry
702.736.8880
gsimmons@eaglesentry.com

VICE PRESIDENT

Scott Wulforst
Stanley Security Solutions
775.359.7901
scott.wulforst@sbdinc.com

SECRETARY

Jon Perry
Sting Alarm
702.737.8464
jperry@stingsystems.com

TREASURER

John Perdichizzi
ASAP Security
702.870.8880
Johnp@asapnv.com

SERGEANT AT ARMS & PAST PRESIDENT

Howard Wulforst
Stanley Security Solutions
702.252.4200
Howard.Wulforst@sbdinc.com

ASSOCIATE DIRECTOR

John Rodda
Alarmax, (702) 940-5000
JRodda@Alarmax.com

EXECUTIVE DIRECTOR

Jeanne Palmer
Nevada Security Association, 702-551-4672
205 N. Stephanie Street, Suite D #170
Henderson, NV 89074
Jeanne.Palmer@nevadasecurityassociation.org

By Larry Folsom, President

The NSA urges anyone wanting to perform life safety or security sales, installation, repair or monitoring in Nevada to check out the NSA website: www.nevadasecurityassociation.org for information on getting properly licensed. We post a fairly comprehensive list of required licenses and our board is happy to assist you in getting through the licensing process. The NSA is actively working with local AHJ's to streamline their licensing processes.

2013 NSA MEETING DATES

October 9 NSA Board Meeting Las Vegas, NV
November 8 NSA Year End Meeting & Party Henderson, NV
December 10 NSA Board Meeting Las Vegas, NV

Member meetings are held at Marilyn's Café in the Tuscany Suites & Casino located at 255 E. Flamingo Road, Las Vegas.

MARK YOUR CALENDARS FOR THESE INFORMATIVE AND FUN EVENTS! PASS THE WORD TO INDUSTRY COLLEAGUES!

The NSA is actively working with local AHJ's to streamline their licensing processes. Anyone wanting to perform life safety or security sales, installation, repair or monitoring in Nevada should view our website for proper licensing information. We post a fairly comprehensive list of required licenses and our board is happy to assist you in getting through the licensing process.

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

Website: www.nevadasecurityassociation.org

UTAH ALARM ASSOCIATION



358 South 700 East B#602
Salt Lake City, UT 84102
801/280-8005 FAX 801/282-9507
www.utahalarm.org

EXECUTIVE BOARD

PRESIDENT

Nathan B. Wilcox
General Counsel
Vivint, 800-216-5232 Toll Free
nwilcox@vivint.com

VICE PRESIDENT

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

SECRETARY

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

TREASURER

Richard Kramer
Commercial Sales Manager
ADT
rkramer@adt.com

BOARD MEMBER AT LARGE

Ed Bruerton
President
Anchor Alarm
801-943-8001

BOARD MEMBER AT LARGE

Linda Ferguson
Operations/Safety
ADT Commercial Security
801-799-5625
lferguson@adt.com



Linda Ferguson of ADT with Executive Director Michelle Best at the ESA of Utah Annual Conference with *THE MIRROR*.

COLORADO BURGLAR & FIRE ALARM ASSOCIATION, INC.



Susan Brenton, Executive Director
Colorado Burglar & Fire Alarm Association
PO Box 24604
Denver, CO 80224-0604
303-805-0885
susan@coloradoalarms.org
www.coloradoalarms.org

BOARD OF DIRECTORS

PRESIDENT

Andrea Van Dyke
Safenet, Inc.
303-985-9186
andrea.safenetalarms@gmail.com
safenet@comcast.net

VICE PRESIDENT

Jordan Jackson
Security Central Co.
303-721-0111
Jordan@securitycentral-inc.com

SECRETARY/TREASURER

Frank Lawrence
Integrated Systems, Inc.
303-698-2698
Flawrence@RMSSI.com

BOARD MEMBERS AT LARGE

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

Larry Halpern

Safe Systems, Inc.
303-444-1191
larry@safe-systems.com

Jennifer Porter

Advanced Alarm Co.
719-599-5051
jenn@advancedalarm.com

Bill Roberts

ADI
303-777-1660
william.roberts@adiglobal.com

DIRECTOR OF GOVERNMENT

RELATIONS

Bob Pence
bopence@eazy.net

EXECUTIVE DIRECTOR

Susan Brenton
303-805-0885
susan@coloradoalarms.org

NEVADA ASSOCIATION OF SECURITY PROFESSIONALS



ABOUT NASP
Nevada Association of
Security Professionals
P.O. Box 50911
Sparks, NV 89435-0911

NASP BOARD OF DIRECTORS

PRESIDENT

Todd F. Harrington
RFI Communications & Security

VICE PRESIDENT

Larry Tracy
Aleph America Corporation

TREASURER

Michaun Burgarello
High Standard Alarm

SECRETARY

Scott Wulforst
Stanley Security Solutions

SERGEANT AT ARMS

Jackie Vye
ADI - Reno

Any inquires regarding the Nevada Association of Security Professionals can be directed to Scott Wulforst from Stanley Convergent Security Solutions 775-287-8110.

Please contact me if you have any questions.

Todd Harrington
775-852-3555
tharrington@rfi.com



PARAGON
MONITORING CENTER

Our business is monitoring your business.

EST. 1984

JEFF MARTIN

866.936.6648
FAX 877.849.9068

A Videofied™ Central Station since 2007

jeff@wemonitor.org

www.wemonitor.org



ARIZONA ALARM ASSOCIATION



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

BOARD OF DIRECTORS

Maria Malice, President
COPS Monitoring
602-267-9669 or
800-367-2677 x1109
mmalice@copsonmonitoring.com

Ben Wilson, Vice-President
Safeguard Security &
Communications
480-609-6249
blwilson@safeguard.us

Julia Bogen, Secretary
Cox Communications
julia.bogen@cox.com

Tom Eggebrecht, PhD, Treasurer
Bonds Alarm Co., Inc.
602-955-3990
teggebrecht@bondsalarm.com

Steve Compton, Past President
Safeguard Security &
Communications
480-609-6249
sdcompton@safeguard.us

Paul Brooke, Director
Titan Alarm, 602-680-4567
pbrooke@titan-alarm.com

Kevin Campbell, Director
Future Design
Communications (FDC)
520-440-7790
kevin@fdcsecurity.com

Candi Hurtt, Director
Interlogix
candace.hurtt@interlogix.com

Charlie Lester, Director
ADI, 623-581-2559
charlie_lester@adi-dist.com

Kent Rini, Director
Crimebusters, 602-753-1512
kent@crimebustersaz.com

Kelly Beutel, Public Safety Director
Mesa Police Department
Public Safety Communications
Alarm Enforcement Unit
480-644-2699
kelly.beutel@mesaaz.gov

Susan Brenton, Executive Director
susan@azalarms.org

ARIZONA LICENSING

The State Board of Technical Registration have issued certificates (licenses) to alarm businesses and agents who satisfactorily pass a criminal background check. As of October 1, 2013, a person shall not operate an alarm business unless they receive a certificate from the Board. Cities will no longer be able to require city licensure of companies and agents. For a copy of the bill, go to azleg.gov under "Bills" go to "Bill Info" then the bill number. AzAA will be sending out more information on this bill soon.

ARIZONA MEETINGS

For information on meetings, please contact the Arizona Alarm Association at 480-831-1318 or suebrenton@aol.com.



Kathy and Steve Keefer Sparks Police Department Chief (Retired) and Sheriff Joe Arpaio at the AZAA conference.



Phoenix Police Department Detective Robinson with Jim Dragoo of ADT at the AZAA Annual Conference.



Phoenix Police Chief Daniel Garcia recognizes John Jennings for volunteering his time in participating and assisting with the Phoenix Police Department.

Phoenix Police Department Chief Daniel Garcia recognized Tom Porter.



Rod Parrish was given the 2013 Law Enforcement Person of the Year award from Arizona Alarm Association President Maria Malice.

Phoenix Chief Daniel Garcia and AZAA President Maria Malice at the AZAA conference.



Trish DeWolf of Safeguard Security was given the 2013 Alarm Company Person of the Year award.

AZAA President Maria Malice, Ben Cornett of LogicMark and Jon Sargent of Tyco Integrated Security with THE MIRROR.



Maria Malice, President of the AZAA presents Courtney Dubois with her 2013 Scholarship check from the Arizona Alarm Association.



Kelly Beutel of Mesa Police Department was awarded the 2013 Law Enforcement Person of the Year.



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

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

Shane Clary, Bay Alarm Company

SECRETARY/TREASURER

Ron Lander, Ultrasafe Security Specialists

IMMEDIATE PAST PRESIDENT

George Gunning, USA Alarm Systems

DIRECTOR

John Hopper, Sentry Alarm

DIRECTOR

Doug Shackley, Pacific Auxiliary Fire Alarm

DIRECTOR

Kevin Green, Pyro-Comm

DIRECTOR

Nan Snow, Apprenticeship Development Group

DIRECTOR

Mathew Westphal, Bay Alarm Company

DIRECTOR

Beverly Cramer, VFS Fire & Security Services



SPONSOR OF THE
**FIRE/LIFE SAFETY
CERTIFICATION PROGRAM**

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

**THE WBFAA
APPRENTICESHIP PROGRAM**

www.WBFAA.net

facebook



David-Link.



Dotty Kaufenberg
Business Development Manager

1300 John Reed Court, Suite B
City of Industry, CA 91745
Telephone: 888.755.9418 x107
Fax: 888.755.9419
Email: dotty@davidlinkusa.com
www.davidlinkusa.com

WBFAA UATC Apprentice Class Set for January

The WBFAA UATC first semester apprentice course will begin on January 22, 2014. Visit www.WBFAA.net for information or call the WBFAA UATC at 800-809-0280. Class is open to employees of member companies who have an apprentice registered with the State of California.

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

WBFAA UATC Offers Online Continuing Education

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

WBFAA UATC Invites Membership

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



Mace Central Station, Inc.

Jamie Kristen
Business Development
Specialist

401 W. Lincoln Ave.
Anaheim, CA 92805
877.484.9026 (office)
714.956.6316 (direct)
714.365.8835 (cell)
jamie.kristen@macecs.com
corp.mace.com
www.mace.com
www.macecs.com



Mace Central Station, Inc.

Michael J. Joseph
Vice President,
General Manager
ACO 6711, ACE 31823

401 W. Lincoln Ave.
Anaheim, CA 92805
800.228.0580 (main)
714.956.6353 (direct)
(800) 707-8818
michael.joseph@macecs.com
corp.mace.com
www.mace.com
www.macecs.com

app-ealing!



Want to connect to more customers? Offer mobility at home.

Honeywell's new LYNX Touch L5100 Connect iOS app lets your customers control their security system and Z-Wave® enabled locks, lights and thermostats from anywhere in the comfort of their homes when using Apple® mobile devices. For even more convenience, they can perform these functions anywhere in the world with Honeywell Total Connect™ Remote Services—a great way for you to earn more RMR.

What could be more appealing than that?

Honeywell



L5100 Connect iOS app requires Wi-Fi® IP Communications Module (L5100-WIFI). App available in the Apple iTunes® App Store® for a nominal fee. For more information, please visit www.lynxtouch5100toolkit.com or call 1-800-467-5875.

Apple and iTunes® are registered trademarks of Apple Inc. All other trademarks are property of their respective owners.
© 2013 Honeywell International Inc. All rights reserved.



CALIFORNIA AUTOMATIC FIRE ALARM ASSOCIATION

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

CAFAA OFFICERS AND BOARD

PRESIDENT

Kevin Green
Pyro-Comm Systems

VICE PRESIDENT NORTH

Tony Locatelli
Cupertino Electric

VICE PRESIDENT SOUTH

Jay Levy
Hochiki America Corporation

SECRETARY

Skip Vandeventer
Simplex

TREASURER

Jim Edon
ADI

DIRECTORS

Bill Hopple, Hopple & Co.
Darcelle Curtis, Notifier

Michael Reeser,
Santa Rosa Fire Equipment Service Co.

John Sullivan,
The Engineered Monitoring Systems

John "CC" Biggs,
Intrepid Electronics

Patrick Ward,
Aon Fire Protection Engineering

Joel Reitz, Siemens

John Strohecker,
Cosco Fire Protection

CAFAA TRAINING 2013

October 22-24
Jump into Fire
Smoke Control
Electrical Requirements
Burbank
www.cafaa.com

November 26-28
Basic Fire Alarm
Jump into Fire
Fire Alarm Systems Design
Hayward
www.cafaa.com



ACO 5198

General Monitoring Services, Inc.

Your Company In Good Company

Director Marketing/Business Development
Jeffrey Mook
Direct: 800.839.7212
Cell: 714.943.2914
Fax: 800.836.9272

17951 Lyons Circle
Huntington Beach, CA 92647
jmook@gmscentral.com
www.gmscentral.com



ALARM.COM®

Glen Guldbeck
Account Executive West
(818) 599-3579 Mobile
gguldbeck@alarm.com

Volutone

PRODUCTS & PEOPLE YOU TRUST

Since 1902

IRVINE GRAND OPENING!

Our new Volutone location in Irvine California is now up
and running and we are ready to celebrate with a huge
Grand Opening event!

OCTOBER 29TH 2PM - 6PM BBQ WINE & BEER

Visit one of our 7 locations

Right off the **5** FWY
at Lake Forest Dr.

Volutone
23015 Del Lago Dr. Suite B-1
Laguna Hills, CA 92653
(949) 900-3111
(855) 353-3111

www.volutone.com

Corporate Office
170 W. Cochran St.
Simi Valley, CA
93065
(805) 520-8500

Van Nuys
6843 Valjean Ave.
Van Nuys, CA
91406
(818) 285-6888

Cerritos
16315 1/2 Piuma Ave.
Cerritos, CA
90703
(562) 809-1645

Ontario
320 S. Milliken Ave.
Ste. E
Ontario, CA 91761
(909) 418-6716

Irvine
23015 Del Lago Dr.
Ste. B-1
Laguna Hills, CA 92653
(949) 900-3111

San Diego
4229 Ponderosa Ave.
Ste. A
San Diego, CA 92123
(858) 560-6710

Las Vegas
799 Middlegate Rd.
Henderson, NV
89011
(702) 992-5111

EVERYTHING YOU NEED

Design a **COMPLETE FIRE ALARM SYSTEM** using Hochiki control panels, detectors and accessories.



ANALOG/ADDRESSABLE SYSTEMS

The FireNET® and FireNET Plus™ series features expandability and easy programming. The FireNET® has been awarded seismic certification. Single or double high capacity network loops can include up to 64 FireNET® and FireNET Plus™ units, and a very ample number of annunciators, analog and conventional detectors, displays, interface units, notification equipment, and specialty modules, as well as a software package. The FireFocus is our newest addition to the analog systems product line.

CONVENTIONAL SYSTEMS

Hochiki conventional systems include the all-new HCA Conventional Fire Alarm Control Panel, which features a simple, powerful, and installer-friendly configuration. Ideal for small institutional and commercial buildings, shopping malls, offices and public establishments.



714-522-2246

sales@hochiki.com

www.hochiki.com

7051 Village Drive, Suite 100
Buena Park, CA 90621-2268 USA

HOCHIKI
america corporation



Please check
our website for
more listing
information.



WITH SUPERIOR RELIABILITY

ELECTRONIC SECURITY ASSOCIATION

EXECUTIVE COMMITTEE

ESA PRESIDENT

John Knox
Knox Integrated Systems
865-966-9687
jknox@alarmcontractor.com

TREASURER

David Koenig
Capital Fire & Security
608-442-8777
dmkoenig@execpc.com

SECRETARY

Jon Sargent
Integrated Security
510-780-7807
jonsargent@tyco.com

VICE PRESIDENT

Bob Michel
Valley Alarm
818-285-1500
rmichel@valleyalarm.com

VICE PRESIDENT

Roy Pollack
Devcon Security Services, Inc.
954-926-5200
rpollack@devconsecurity.com

VICE PRESIDENT

Marshall Marinace
Marshall Alarm Systems Inc
914-962-4699
marshall@marshallalarm.com



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

VICE PRESIDENT

Ralph Sevinor
Wayne Alarm Systems Inc
781-595-0000
rsevinor@waynealarm.com

IMMEDIATE PAST PRESIDENT

Charles (Dom) D'Ascoli
Smoky Mountain Systems Inc.
828-369-6067
dom@smnet.net

LEGAL COUNSEL (EX OFFICIO)

Bryan Lawrence
Buchanan Ingersoll & Rooney PC
412-562-8830
bryan.lawrence@bipc.com

ESA EXECUTIVE DIRECTOR

Merlin Guilbeau
ESA
972-807-6810
Merlin.Guilbeau@ESAweb.org

Electronic Security Association SECURE+ Initiative

The Electronic Security Association www.esaweb.org (ESA) web presence helps consumers find the most qualified and trustworthy professionals for their home safety and automation needs. The website, www.SecurePlusweb.org showcases ESA member companies who have joined the SECURE+ Initiative. These companies install security systems, along with lifestyle-enhancing features, such as remote control of lighting, air conditioning and heating, making their customers' lives not only safer, but simpler, more energy-efficient and more convenient. For more information about the SECURE+ Initiative, go to ESAweb.org or contact the ESA Member Service Center at 972-807-6801.

ESA Member Buying Program

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

Security America Risk Retention Group

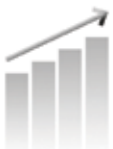
Security America Risk Retention Group (SARRG) is an insurance company developed by the ESA and administered through Marsh Insurance. Security America RRG was formed in 2003 to provide affordable and stable insurance coverage exclusively to ESA member companies. Security America RRG offers general liability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

NTS Expands Online Courses

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



Be Smart.



Be Strategic.



Be Secure.

**Plan For Liability With Security America Risk Retention Group.
Insurance For Companies Who Protect Our Homes and Businesses.**

Developed with industry expertise, Security America RRG offers affordable and stable insurance for alarm dealers, system integrators, central stations and locksmiths. Discover the potential savings on your policy plan and find security knowing we are re-insured by A.M. Best 'A' rated companies.

For a 'no-fuss' quote, please call 866.315.3838 or visit us on our website at www.securityamericarrg.com.



Linda Ferguson of ADT (second from left) received the ESA National Training School Coordinator of the Year Award with ESA of Utah President Nathan Wilcox, Executive Director Michelle Best and Merlin Guilbeau.



ESA of Utah President Nathan Wilcox of Vivint moderated the final panel at the annual conference which included ESA Executive Director Merlin Guilbeau.

**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

©2012 Maxwell Alarm Sign Mfg., Inc. All rights reserved.

HiTower®
Frame Actuator
Controlled Lockset



No Wires Thru Door
No Electric Hinge

Shane Geringer
Vice President, Sales
shane@sdcsecurity.com

SDC
Security Door Controls



MEMBER SAVINGS PROGRAM



This free 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 encourage you to register for this free value-added program & start saving today!



Suppliers include:

<p>GRAINGER <small>Facility Maintenance Products</small> 5% discount on all catalog items and FREE standard shipping</p>	<p>1st <small>Uniform & Site Services</small> Average 60% off uniform rental rates & 25% off catalog pricing</p>	<p>EXXON Mobil <small>Fuel</small> Save 3.5-4.5 cents per gallon on fuel for your business fleet</p>
<p>newbenefits <small>Discount Health Services</small> Save up to 40% on Health, Dental, Vision and Pet Care</p>	<p>LAMPREY SYSTEMS <small>Small Parcel Auditing</small> Guaranteed REFUNDS on all FedEx & UPS failed shipments</p>	<p>GLOBAL TELECOM <small>Telecom Audit</small> Receive a 10% discount. Right size your existing plans</p>
<p>YRC <small>Freight Shipping</small> Minimum of 70% discount on LTL and freight shipments</p>	<p>ADP <small>Payroll Services</small> Minimum 25% off of payroll processing services</p>	<p>GOODYEAR <small>Tires</small> 23% off light truck/SUV/car tires & 44% off commercial tires</p>
<p>STAPLES <small>Office Supplies</small> 40%-70% off the "Top 300 Items" and minimum 12% discount</p>	<p>OfficeMax <small>Office Supplies</small> Save up to 90% off everyday low prices & FREE next-day delivery</p>	<p>ARAMARK <small>Uniform Services</small> Uniforms & Site Services National rental rates and 25% off on uniform purchasing</p>

Register today at
www.ESAweb.org/MemberSavingsProgram
 For more information, please contact the ESA Member Service Center at 1-888-447-1689

WESTERN STATES SECURITY ALLIANCE CALENDAR 2013 - 2014

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

OCTOBER

3	GLASAA Golf Tournament	Moorpark
9	NSA Board Meeting	Las Vegas
11-16	CSAA Annual Meeting	Quebec City, Quebec, CA
15	SVAA General Meeting	Santa Clara
16	RAA General Meeting	Windsor
17	GVAA Meeting	Stockton

NOVEMBER

4	MID CAL Golf Tournament	Fort Washington Golf Club
7	GGAA Meeting	San Mateo
8	NSA Year End Meeting & Party	Las Vegas
12	EBAA General Meeting	Richmond
13	OCAA General Meeting	Orange
14	IEAA General Meeting	Riverside

DECEMBER

4-7	CAA Winter Convention	San Francisco
10	GLASAA Holiday Party/Elections	Los Angeles
10	NSA Board Meeting	Las Vegas
12	SDSA Holiday Bash	San Diego
12	SAAA Holiday Party/Elections	Old Town Sacramento



Soar with the eagles...
2013 CAA Winter Convention
and Tribute Dinner
San Francisco December 4-7, 2013



CAA CPA Charles Schwager will be presented with the CAA George A. Weinstock Award at the CAA Tribute Dinner in San Francisco on Friday, December 6, 2013.

For more information on the Tribute Dinner and CAA Winter Convention, visit www.caaonline.org.

SPONSORSHIPS AVAILABLE

Tommy LaSorda:
Keynote Speaker at the
CAA Winter Convention

SEE DETAILS ON PAGE
3 OF THIS ISSUE OF THE
MIRROR



CAA CONVENTIONS

2013	December 4-7	San Francisco
2014	May 7-10	Palm Springs Hilton
2014	December 3-6	San Francisco
2015	May 13-16	Palm Springs Hilton
2015	December 2-5	San Francisco

Industry Events 2013

Nov. 5-6

SIA Executive Conference: Securing New Ground/Security 500
New York, NY

Nov. 20-21

ISC East 2013 and SIA Awards Gala, New York, NY
www.isceast.com

Industry Events 2014

ESA Leadership Summit

January 19-23, 2014

AIREF Golf Classic

April 1, 2014, Las Vegas, NV

ISC West

April 2 - 4, 2014, Las Vegas, NV

YSP West

April 2, 2014, Las Vegas, NV

ESA Professional Groups Kickoff Reception

June 23, 2014, ESX, Nashville, TN

ESA Summer Conference

June 23-27, 2014, Nashville, TN

Electronic Security Expo

June 24-26, 2014, Nashville, TN

ESA Board of Directors Meeting

June 27, 2014, Nashville, TN

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

Timeless
mesh radio
technology



2G-on

2G-off



You have no
idea when they
are coming to
your town.

2G phase outs could strike at any time. They've already started in many cities. Yours could be next. With an AES-IntelliNet wireless mesh alarm communications system, you get 100% reliable, long-range communication between the protected premise and monitoring service. Our technology is scalable, sustainable and easy to manage, with no monthly telecommunication fees. Switch now before you and your customers get caught in the dark.



NOBODY

Sells **MORE** Security than ADI
But ADI Sells alot **MORE!**

Visit the ADI location near you:

CALIFORNIA

ADI - Carson
1007 Dominguez Street
Suites E & F
Carson, CA 90745
Ph: 310.523.2840 • Fax: 310.523.1874

ADI - Fresno
230 W. Fallbrook Ave.
Unit 103
Fresno, CA 93711
Ph: 559.437.1444 • Fax: 559.437.1440

ADI - North Hollywood
7260 Radford Avenue
North Hollywood, CA 91605
Ph: 818.764.4202 • Fax: 818.765.4005

ADI - Orange
1635 North Batavia Street
Orange, CA 92667
Ph: 714.283.0110 • Fax: 714.283.0305

ADI - Riverside
1737 Atlanta Avenue
Riverside, CA 92507
Ph: 951.787.6790 • Fax: 951.787.6854

CALIFORNIA (cont'd)

ADI - Sacramento
709W Del Paso Road
Sacramento, CA 95834
Ph: 916.929.8700 • Fax: 916.921.9102

ADI - San Diego
9610 Ridgehaven Court
Suite B
San Diego, CA 92123
Ph: 858.268.9641 • Fax: 858.268.0280

ADI - San Leandro
2371 Verna Court
San Leandro, CA 94577
Ph: 510.352.8700 • Fax: 510.352.8706

ADI - Santa Clara
487 Mathew Street
Santa Clara, CA 95050
Ph: 408.986.8200 • Fax: 408.988.5501

ADI - South San Francisco
441 Victory Avenue
South San Francisco, CA 94080
Ph: 650.871.2300 • Fax: 650.871.7703

ARIZONA

ADI - Phoenix
3710 East University Drive
Suite 5
Phoenix, AZ 85034
Ph: 602.437.2878 • Fax: 602.437.9373

COLORADO
ADI - Denver
700 West Mississippi Avenue
Bldg. E, Unit 3, 4 & 5
Denver, CO 80223
Ph: 303.777.1660 • Fax: 303.777.3453

IDAHO
ADI - Boise
9999 West Emerald Street
Building A
Boise, ID 83704
Ph: 208.375.1502 • Fax: 208.375.6487

NEVADA

ADI - Las Vegas
5818 West Spring Mountain Rd.
Suite 207-211
Las Vegas, NV 89146
Ph: 702.362.8788 • Fax: 702.362.6337

ADI - Reno
525 Vista Boulevard
Sparks, NV 89434
Ph: 775.355.5066 • Fax: 775.355.5063

OREGON
ADI - Portland
25977 Canyon Creek Road
Suite A
Wilsonville, OR 97070
Ph: 503.570.9088 • Fax: 503.570.0445

UTAH

ADI - Salt Lake City
3759 West 2340 South
Unit E
Salt Lake City, UT 84120
Ph: 801.972.8787 • Fax: 801.972.8805

WASHINGTON

ADI - Bothell
22121 17th Avenue S.E.
Olympic Bldg., Suite 103
Bothell, WA 98021
Ph: 425.485.3938 • Fax: 425.488.0279

ADI - Kent
7112 South 212th Street
Kent, WA 98032
Ph: 253.872.7128 • Fax: 253.872.7119

ADI

YOUR BUSINESS DESERVES MORE

more products more locations more savings more support



intrusion



fire



video surveillance



ip solutions



access



power



audio/video



network systems



telephony



central vacuum



tools & hardware



wire & cable

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