

# THE MIRROR

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## The Number You Have Dialed Is No Longer In Service

By Mike Miller

For over a decade, the Security Industry Alarm Coalition has answered every call and responded to every situation where and when needed by the industry. They have done this without consideration of the size of the city or the distance to be traveled; all while never asking for a dime. Perhaps this was a mistake, but in truth they have viewed their mission as altruistic and the contributions they received were spent regardless of anything except a need for assistance.

Some say that SIAC is a victim of their own successes and this might be a very appropriate description of what has been accomplished. However, what most people view as SIAC's primary mission is just the tip of the proverbial iceberg.

Opposing onerous legislation is a very small part of what SIAC does. If all that they did was to respond to these crisis situations, the battle would have been lost and they would have had to close their doors long ago. The proactive mission that they engage in stops many

*Dialed, continued on page 12*

*"Every man owes a part of his time and money to the business or Industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere."*

*Theodore Roosevelt*



NSA Associate Director John Miller of ADI, NSA Secretary Patty Hartman of Burgarello Alarm, NSA Treasurer John Perdichizzi of ASAP Security, LVMPD Sheriff Joe Lombardo, NSA President Greg Simmons of Eagle Sentry and NSA Sargent-At-Arms Ray Reza of ADT at the NSA September meeting.



The Annual Arizona Alarm Association Convention was held at the Wild Horse Pass Hotel and Casino in Chandler, AZ.



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THE MIRROR

## PRESIDENT'S MESSAGE

by Cathy Rempel

Participation in the California Alarm Association is one of the best ways you can benefit your company. As our industry continues to transition, it's important that you stay well-informed of issues that affect your business. CAA is on top of key topics, distributes information and provides guidance that can help your business succeed.

When considering membership many of us look at the ROI. What benefits will I receive that I might not if I don't belong? While this is important, and samples of these benefits are listed below, it is the networking and contacts that can really make a difference for your company and professional growth. Being a member means you have the opportunity to interact with peers and leading industry experts at new levels through potential board positions with your local chapter and at the state level with CAA. The networking events, training, keynotes, panels and professional contacts make a positive difference to many security companies across the state.

Being a member means you are directly supporting the legislative and ordinance work that directly impacts your business. Our government relations committee, alongside our legislative advocate, is currently on top of over ten key bills that can impact our companies from employment laws through to company structure and even contract terms with our customers.

Membership works! Whether you are an existing member that would like to become more involved or are considering becoming a member, know that I am committed to helping you discover all of the ways that the CAA can benefit you. We continue to be inspired by our heritage to act quickly on the key issues affecting our industry and we are dedicated to our future as we enhance networking opportunities and the relevancy and inclusiveness of the CAA for all.

Sincerely,

**SEE PAGE 5 FOR SAMPLE OF MEMBERSHIP BENEFITS**





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 **#CAAW15**

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By Harvey Eisenstadt

## ASSOCIATES CORNER

### Building Successful Relationships

There was a time when the reputation of salespeople was such that no salesperson was proud to boast about their profession. Salespeople were painted as being immoral, only focused on selling something to you that you did not need. They were thought to be annoying, aggressive and persistent, making promises they could not keep. Well, maybe I am somewhat exaggerating; however, for anyone who has been around the field of sales for as long as I have, and that is more than

fifty years, you will recognize that this really isn't that much of an exaggeration. That was the banner of the salesperson of a time long gone. Yes, long gone. Today, successful salespeople are distinguished as knowledgeable, understanding consultants. So, what has been

taking place over these many decades to change the demeanor of the salesperson and how they are viewed today by the consumer and the buying public?

First and foremost there is the building and strengthening of relationships which has taken center stage in most sales training programs. Building relationships no longer merely takes on the meaning of just getting someone to like you. Unquestionably, first impressions are still extremely important, as it is the first step to building the trust the buyer must sense in the salesperson which is the critical factor to a successful relationship. To be successful, salespeople can still be aggressive and persistent but without being annoying (see Sept. 2010 Mirror article Persistence & Politeness).

To build a relationship with trust, the salesperson must begin by exercising understanding. The buyer has to feel that the salesperson truly resonates with their need. All too often organizational training programs focus entirely on the features of their products or services. As a result, in many instances, the salesperson's response to a buyer's comment or question is what we refer to as a "feature dump" of the products or services, rather than solution-based benefits relating directly to the need of the buyer. Yes, benefits resonate with buyers. Once the buyer identifies with the benefits that meet their needs, their relationship with the salesperson begins to strengthen. It is then that the features of the products or service can be presented to support the benefits.

What has taken place over the past several decades is that many organizations have recognized the need to bring in professional sales trainers to conduct workshops with their salespeople to help them strengthen their skills to project understanding, the critical criterion to build strong relationships. They learn how to truly be the consultant to the buyer.

Let's not forget the value of today's technology providing almost anything we need to know at our fingertips, expanding the salesperson's education and efficiency as a consultant. Likewise, the consumer has also become more educated. To some, social media is being used as an alternative to building strong personal relationships. Wrong! The human touch and strong personal relationships, strengthening the trust between the buyer and salesperson, are as important today as ever before, and still the critical criterion to successful selling. The incredible value of today's technology should be employed to support the salesperson's relationship with the buyer.

*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](mailto:harvey@hjesales.com)*



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*Continued from page 3 President's Message*

### **SAMPLE OF MEMBERSHIP BENEFITS**

WITH ONE MEMBERSHIP you belong to three associations: (1) The Local Alarm Association; (2) The State California Alarm Association (CAA); and (3) The National Electronic Security Association (ESA).

1. THE CAA AND ITS 11 LOCAL ASSOCIATIONS MONITOR STATE LICENSING REQUIREMENTS AND LOCAL ORDINANCES. Licensing requirements do change and as a member you are kept informed. We also work on your behalf with cities throughout the state of California to watchdog local ordinances (and fines).
2. INSURANCE IS A SIGNIFICANT EXPENSE FOR EVERY ALARM COMPANY. Through your state and national associations you have access to special rates for liability, errors and omissions, group medical and automobile and truck insurance and with discounted rates and premiums.
3. ALARM MANAGEMENT PROGRAMS and literature are available to assist your company and your subscribers to ensure appropriate response to calls for service from alarm owners.
4. LEGISLATION affects everyone in the alarm industry and through your associations you have representation at the state and national levels of government. The CAA works for your best interests in Sacramento and in Washington D.C.
5. LEGAL COUNSEL for the CAA keeps members informed on issues that impact your business.
6. EDUCATION AND TRAINING classes are scheduled in various locations throughout the state. The classes are conducted and certified by the ESA's National Training School (NTS) and sponsored by the CAA. Members received reduced registration fees.

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The new 25,000 square foot California headquarters also features NMC's Education Center which provides meeting spaces and training facilities for our dealers and their




clients. NMC also operates a fully-staffed redundant monitoring center location in Irving, Texas.

While other monitoring companies may be downsizing or cutting services to stay afloat, NMC has reinvested in its people, facilities, technology and services to serve both current and future dealers and their clients, thereby securing its position as the premier national monitoring company for years to come.

We welcome you to tour the new NMC Lake Forest, California or Irving, Texas monitoring centers. Please contact us to arrange your visit at 800.353.3031 or email us at [sales@NMCcentral.com](mailto:sales@NMCcentral.com).



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# ASSOCIATES NEWS

**RSI VIDEO TECHNOLOGIES, INC.** announced it has entered into a partnership with PSA Security Network to distribute Videofied's next generation of wireless outdoor battery-powered cameras along with the rest of Videofied's wireless video alarm systems. PSA Security Network is the world's largest electronic security cooperative, owned by the most progressive security integrators throughout North America who are responsible for over \$2 billion annually in security, fire and life safety installations. "Our partnership with Videofied opens untapped markets for our members," said Bill Bozeman, President and CEO of PSA Security Network. "Videofied's next generation of battery-powered outdoor cameras and filtered monitoring revolutionize outdoor security with significantly improved performance and new monitoring options," said Keith Jentoft, President of Videofied. For more information, visit [www.videofied.com](http://www.videofied.com).

**SENTRYNET** announced their partnership with I-View Now. I-View Now was invented to video verify alarms during the dispatch process, to reduce false alarms and to increase apprehensions while using off-the-shelf security and video products. We believe in the

traditional burglar alarm as a deterrent to crime, and we also believe video verification is a significant enhancement to traditional security solutions. Alain Jamet, SentryNet's VP of Operations comments, "This new service allows our dealers the flexibility installing product that's most likely already familiar to them, while allowing for additional RMR opportunity and the benefit of verified dispatch." For more information, visit [www.sentrynet.com](http://www.sentrynet.com).

**POTTER ELECTRIC SIGNAL COMPANY, LLC** announced the release of the newest Thermoflex® product to receive UL/ULC Listing. The Thermoflex® MP Series Heat detector has many distinctive features including a sleek low profile design and anodized aluminum finish. The unique design may appeal to those who are looking to provide protection for residential balconies, exterior stairwells, and parking garages. The device has a durable corrosion resistant mounting plate that protects it in the harshest conditions, indoors or out. It is available in combination rate of rise and fixed temperature, or fixed temperature only. Tim Frankenberg, Fire Alarm Product Manager at Potter said, "We are really excited to introduce the latest detector in the Thermoflex® line. I think this product will prove invaluable for many of our customers, especially those who need to protect property in harsh environments." For more information, visit [www.pottersignal.com](http://www.pottersignal.com).

**DMP** launched a series of new SecureCom Video cameras that expand installation options for DMP dealers. The new cameras enable dealers to provide better quality integrated video solutions to the needs of both their residential and commercial customers. The new camera series is easy-to-install, offers high-quality images and longer 20-second clips, and costs less than the existing cameras currently available. This new line of cameras also will allow many new features that will be introduced over the coming weeks; consumers will be able to use existing IP or Analog cameras with their Virtual Keypad™ App or MyVirtual-Keypad.com browser for example. This full line of video products will allow users to have both local storage of video data AND have their event based clips stored in the cloud and transmitted to their mobile device all in real time. For more information, visit [www.dmp.com](http://www.dmp.com).



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bad things from happening. SIAC has formed 17 state alarm committees that are managed by the state police chief's associations. In states where these committees are located, 3 police chiefs and 3 alarm industry members meet and steer alarm policies and ordinances for the entire state. Cooperatively, these committees are provided the opportunity to meet with local officials and explain what the options are and more important, ensure they are listened to.



Why doesn't SIAC form a committee in every state? Without question, that is the ultimate goal. But with only 4 full-time SIAC employees, there isn't enough time or money to make that happen. At the same time that these state committees are working, SIAC employees serve on committees at the national level for police chiefs and sheriffs, providing the industry access and a voice for you and your customers. This level of access is unprecedented by our industry and it has taken many years to gain the trust and confidence that we now enjoy with law enforcement.

What isn't obvious is how one bad policy can quickly become 10. Just as each of us has influence over a handful of people in our personal and professional lives, cities and counties are influenced by what their peers are doing. A bad policy that looks good can quickly become many more until it is not economically feasible to fight.

In spite of all of the success that SIAC has earned, it is frightening just how few people actually contribute. As large as our industry has become, 75 percent of SIAC's income comes from only 10 contributors. While this is a real blessing, it also exposes SIAC to the impact of losing even one of these contributions. Even though SIAC's successes impact all companies large and small equally, what's been missing all along are contributions from the general alarm industry.

The policy "of the day" seems to be requiring alarm companies collect all registration fees and fines. On the surface it may sound innocuous but consider the details involved. You receive a monthly invoice for false responses for all of your customers. If you are a central station, your first move is to identify which dealer each of the customers belongs to. Now you have to research what happened, contact the dealer who then has to contact the customer. It would be an administrative nightmare, especially considering that billing you for these alarms is actually unconstitutional. In each of the jurisdictions where this could have happened, the industry would be required to spend thousands of dollars in order to comply.

The industry must come to recognize exactly what is at stake, and gladly agree to fund SIAC. Sadly this is not the case, and we are in real jeopardy of not being able to fund SIAC at a level that even allows us to remain at the status quo.

I encourage you to visit the SIAC website and look at the contributors. See where their support has come through and please consider adding your name to this list.

*Mike Miller is President of Moon Security, an SDM top 100 company in Pasco, Washington. Mike is a Past President of the ESA, a past recipient of Morris Weinstock award and is a board member of SIAC.*

The advertisement for Altronix LINQ technology features a green header with the word "COMMUNICATE." in white. Below it, the text "Monitor, control and report from anywhere" is displayed. A central image shows a laptop screen displaying the LINQ software interface. The LINQ logo is prominently displayed in green and blue. The text describes the technology's use in mission-critical power distribution applications, highlighting its ability to manage and monitor multiple sites remotely. The Altronix logo and tagline "More than just power." are at the bottom, along with contact information and a lifetime warranty claim.

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The advertisement for Flair Electronics features the company name "FLAIR ELECTRONICS" in bold, blue and red letters. Below it, the text "Standard and Custom Magnetic Contacts", "Wired and Wireless Annunciators", and "Perimeter Fence Sensors" is listed. A red banner encourages calling for free samples. The contact information, including a phone number, email, and website, is provided at the bottom. The tagline "At Flair We Care!" is also included.

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The advertisement for Alarm.com features the company logo, which consists of a stylized orange house icon. To the right of the logo, the name "ALARM.COM" is written in bold, black letters. Below this, the name "Glen Guldbeck" is listed, followed by his title "Account Executive West" and his contact information: "(818) 599-3579 Mobile" and "gguldbeck@alarm.com".

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# Where in the World Is THE MIRROR?



*THE MIRROR was present at the AZAA Annual Convention Highlight Interactive Expert Q & A Panel with (crop out the woman on the far left), Doug Nelson - Attorney, John Jennings of Safeguard Security, Lilianne Chaumont of Chaumont Law and Tom Eggebrecht of Bonds Alarm.*

*CAA and THE MIRROR represented in Style at the 2015 AZAA Convention by Candi Hurtt of Interlogix, Troy Guerro of Interlogix, Dana Scroggins of Optex, Bert Ross of CMS and Kristy Johnson of Rapid Response.*

*Are you travelling with THE MIRROR? Paris?  
London? Chicago?  
Take a photo and email it to [info@caaonline.org](mailto:info@caaonline.org)  
with description and identification.*



## Dana Scroggins

*Regional Sales Director  
Western U.S. and Western Canada*

### Contact

Tel: (800) 966-7839 ext.124  
Cell: (951) 249-5414  
[dscroggins@optexamerica.com](mailto:dscroggins@optexamerica.com)

## Richard Ramos

*Territory Sales Manager  
Northwestern U.S. / Western Canada*

### Contact

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# Industry News

**ADS SECURITY (ADS)** has acquired customer accounts from Bridgecom, Inc. of Vidalia, Georgia. The purchase adds approximately 2,000 accounts to the ADS Georgia customer base, growing the market to approximately 10,000 accounts. It also establishes the third branch office for ADS in southeast Georgia, including existing offices in Augusta and Savannah. "We have been serving customers in Georgia for over twenty years, so we're proud to be experiencing growth in a state that is part of our legacy," said ADS President and CEO, John Cerasuolo. "We extend a warm welcome to Bridgecom employees and customers into the ADS family." The purchase of Bridgecom follows

the ADS acquisition of South Carolina and Tennessee companies earlier this year, and brings the total number of acquired accounts in 2015 to approximately 6,000. For more information, visit [www.adssecurity.com](http://www.adssecurity.com).

## Save the Date for SIA Government Summit

Following a successful SIA Government Summit 2015, the Security Industry Association (SIA) is pleased to announce details of the next SIA Government Summit.



**SIA GOVERNMENT SUMMIT 2016 WILL BE HELD JUNE 15-17, 2016**, at The Westin Washington, D.C. City Center. Make

plans to join us there! For more information, visit [www.securityindustry.org](http://www.securityindustry.org).

After a successful introduction of dedicated sessions for residential and commercial companies at Securing New Ground (SNGTM) 2014, the Security Industry Association (SIA) will again present specialized tracks for **SNGTM 2015, SCHEDULED FOR OCT. 28-29, 2015**, at the Millennium Broadway Hotel in New York City. These specialized tracks empower security companies in the residential space and security companies in the commercial space to get the most out of the conference during three sessions each that run parallel to each other during one afternoon of the conference. "The sessions dedicated to residential companies received a very good reception last year," said SIA Chairman V. John Stroia. "Attendees were eager to assess market conditions and network in forums designed to address their specific needs." Early bird rates provide \$200 off SNGTM registration for most attendees through Sept. 30. Practitioners specifically register for a special rate of only \$300. To register and see the rest of the conference agenda, visit [www.securingenewground.com](http://www.securingenewground.com).



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**EAST BAY  
ALARM ASSOCIATION**

*Mike Salk, President*

**2015 EBAA MEETINGS**

♦ **November 10 .. EBAA General Meeting.....Richmond**

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](mailto:info@caaonline.org).



**GOLDEN GATE  
ALARM ASSOCIATION**

*Gary Lowndes, President | (650) 722-3044 | [glowndes@rfi.com](mailto:glowndes@rfi.com)*

**2015 GGAA MEETINGS**

♦ **November 12... GGAA General Meeting .....San Francisco**

For further information, contact Gary Lowndes at (650) 722-30442 or [glowndes@rfi.com](mailto:glowndes@rfi.com)



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# GLASAA

Greater Los Angeles Security Alarm Association

## 9th Annual G L A S A A Golf Classic

October 8, 2015 at Tierra Rejada Golf Club, Moorpark CA  
15187 Tierra Rejada Rd, 805 531-9300

8:15 am Check-in and Festivities -- 10:45 am Shotgun Start

For more information contact Mark Sepulveda – mark@us-aalarmsystems.com 800-833-6068 or Bill Collins - wc3215@att.net 818-220-1899

## GLASAA MEETINGS 2015

♦ October 8..... GLASAA Golf Tournament..... Los Angeles

♦ December 17 ... GLASAA General Meeting..... Los Angeles

## GLASAA Meetings and Events

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

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.

Contact GLASAA at 888-826-9149 or through the web at [www.glasaa.org](http://www.glasaa.org) if you would like to contribute by serving on a committee.



## REDWOOD ALARM ASSOCIATION

Sean Cooke, President

[scooke@allguardsystems.com](mailto:scooke@allguardsystems.com) 800-255-4273

## 2015 RAA MEETINGS

♦ October 21 ..... RAA General Meeting ..... Windsor

The next meeting is set for October 21, 2015. Located at Johnny Garlic's in Windsor starting at 11:30 am.

If you have any questions or want to participate in the Redwood Alarm Association please contact Chuck at 707-443-6366 or visit [www.redwoodalarmassociation.org](http://www.redwoodalarmassociation.org)



## ORANGE COUNTY ALARM ASSOCIATION

P.O. Box 2149, Newport Beach, CA 92659

800-339-1420

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

## 2015 OCAA MEETINGS

♦ November 18 .. OCAA General Meeting ..... Anaheim



Shelby Spokin of Mijac Alarm, David Morgan of Security Dealer Marketing and Via Samala of ItsPayd were the panel experts at the OCAA "Social Media and Your Business" Meeting.



Via Samala of ItsPayd, Holley Hunt of Kepler Networks, Steve Sopkin of Mijac Alarm and Alex Green of ItsPayd at the OCAA General Meeting in Anaheim.

## CITY OF IRVINE PERMITS

The City of Irvine requires all alarm users to register their systems with a no fee permit. Alarm users may obtain an alarm permit application at the Irvine Police department website at [www.irvinepd.org](http://www.irvinepd.org). The City also offers quarterly Alarm Awareness Classes to help defray the cost of false alarm fines. For more information about 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.

For information contact:

Cristine Gaiennie, Regulatory Affairs Supervisor

Irvine Police Department

949-724-7066

[cgaiennie@cityofirvine.org](mailto:cgaiennie@cityofirvine.org)

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

## MID-CAL



## MID CAL ALARM ASSOCIATION

## 2015 MID CAL MEETINGS

♦ November 2..... MCAA Golf Tournament ..... Fresno

## 3rd Annual Mid-Cal Golf Classic

Monday, November 2, 2015

at Fort Washington Country Club in Fresno, CA

Proceeds will be donated to the Community Regional Medical Center's Leon S. Peters Burn Center in honor of Fresno Fire Captain Pete Dern, who made national headlines after falling through a roof during a house fire and suffering second and third degree burns over 70 percent of his body. He was treated in the Burn Center at Fresno Community Regional Medical Center for 164 days before being released last week.



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The Inland Empire Alarm Association held its general meeting with special guest speaker Jon Sargent of Tyco at the Cask n' Cleaver Steakhouse in Riverside.



## INLAND EMPIRE ALARM ASSOCIATION

*Matt Standiford, President*

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

### 2015 IEAA MEETINGS

♦ **November 5** ..... IEAA Charity Tree of Life ..... **Riverside**

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.



## GREATER VALLEY ALARM ASSOCIATION

*Joe Castro, President*

### 2015 GVAA MEETINGS

♦ **October 8** ..... GVAA General Meeting ..... **Manteca**

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

**SAN DIEGO**  
SECURITY ASSOCIATION

## SAN DIEGO SECURITY ASSOCIATION

*Sean Hamm, President*

### 2015 SDSA MEETINGS

♦ **Dec. 15** ..... Holiday Bash ..... **Tom Ham's Lighthouse, San Diego**

### 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.

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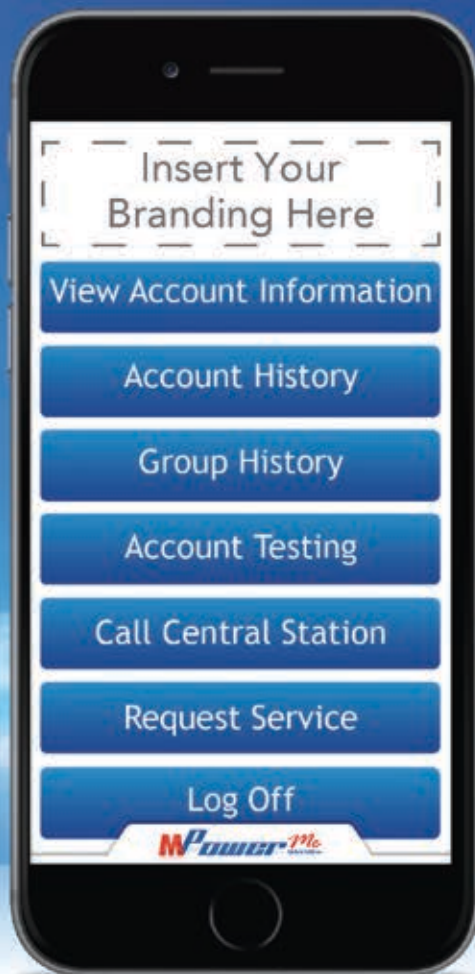


SDSA President Sean Hamm and Special Guest Speaker Larry Folsom of I-View-Now at the SDSA General Meeting.



SDSA President Sean Hamm was presented with a gift by CAA President Cath Rempel at the SDSA General Meeting in San Diego.

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

#### SVAA 2015 MEETING

♦ **October 21 ..... SVAA General Meeting..... Santa Clara**

#### SVAA Information

If you are not on our e-mail list please contact Mark Simpson at 408-882-4260 or [msimpson@rfi.com](mailto: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.



## SACRAMENTO AREA ALARM ASSOCIATION

Sacramento Area Alarm Association  
3491 Park Drive Suite 20-234  
El Dorado Hills, CA 95762-4549  
[www.sacalarm.org](http://www.sacalarm.org)

*Rich Whitlock, President*

#### 2015 SAAA MEETINGS

♦ **October 15..... SAAA Fire Forum ..... Sacramento**

♦ **December 17 ... SAAA Holiday Party..... Sacramento**

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### SAAA's 8th Annual Fire Forum

Thursday October 15th, 2015

9:30 a.m.-12:30 p.m. with lunch served.

Holiday Inn Sacramento – Capitol Plaza

300 J Street, Sacramento, CA 95814

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

Valet parking is available as well as garage parking.

Member tickets are \$50 each

Non Member tickets are \$75 each

No charge for Public Safety Officers who attend

Seating will be limited. Please send in your RSVP to [SAAASecretary1@gmail.com](mailto:SAAASecretary1@gmail.com), Call 800-437-7658 ext. 3 or email [info@caaonline.org](mailto:info@caaonline.org).

The time is coming up for the SAAA's election of 2016 Officers. Our elections will be held on December 17 at our Holiday party. Have you considered being on the Sacramento Area Alarm Association Board? I believe in term limits and changing the Officers. It brings fresh perspectives and ideas. You are already attending the meetings. Why not get a little more involved?

We need good people such as yourself. As with most associations, it is continually difficult to find volunteers, especially Dealers. The President's position is a two year term. All other Officers are a one year term. Please give it some thought. I would love to see you step in for the next term. Most of the involvement is by email. The rest is just on the day of the meetings.

We hope that throughout the year you make a commitment to get involved with your Association and aid us in continuing to grow, communicate, prosper and leave a legacy for future generations. We have all benefited from the efforts of those who have participated before us and your current board hopes you will help them build on the foundation our predecessors have provided.

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## ADT Adopts ASAP to PSAP

ADT Security Services went live with ASAP® in the city of Richmond, VA. "Having ADT go live is a milestone for the ASAP program," said CSAA President Pamela J. Petrow, CEO of Vector Security. "With the size of their account base, ADT's utilization of ASAP brings instant benefits to most PSAPs. This is critical because it allows the PSAP to better position the deployment of ASAP among their many initiatives."

"Launching ASAP is consistent with our commitment to provide superior customer service," said Steve Shapiro, Vice President, Industry Relations, ADT, and a member of the CSAA Board of Directors. "As more PSAPs adopt the use of ASAP, we look forward to using this technology that improves their efficiency and communications operations productivity."

ASAP was launched in 2011 as a public-private partnership, designed to increase the efficiency and reliability of emergency electronic signals from central station alarm companies to PSAPs. ASAP utilizes ANSI standard protocols developed cooperatively by the Association of Public Communications Officials (APCO) and the Central Station Alarm Association (CSAA).

With ASAP, critical life safety signals and accurate information is processed in seconds, not minutes, through the Nlets system of state-to-state PSAP communication, insuring that complete and accurate information is transmitted to the PSAP every time. The ASAP program has the potential to save PSAPs and emergency services millions of dollars.

"ADT's implementation of ASAP is a win-win for ADT, the ASAP project, and the City of Richmond," said Bill Hobgood, Project Manager, Public Safety Team Department of Information Technology City of Richmond, Virginia. "ADT will experience first-hand the benefits of using the ASAP program that so many other alarm central stations have experienced. This is the ASAP project's biggest achievement yet. The city of Richmond's Emergency Communications staff are thrilled about ADT joining the program and anxious for more alarm companies to follow."

"ADT has supported ASAP thoroughly since its inception, and now that they are connecting, PSAPs throughout the country will take notice," said Jay Hahn, CSAA Executive Director. "With Protection One on line and other nationals at the doorstep, 2016 will be a great year for ASAP."

In the August 2015 issue of APCO's Public Safety Magazine (PSC), David Cutler, director of the Houston Emergency Center (HEC), reported savings of nearly \$400,000 annually from reduced call volume following ASAP implementation. "These dollars were re-purposed within the department to expand training, supervisory and administrative positions," Cutler said. He estimated that Houston will eventually achieve a 30% reduction in call volume as more alarm companies come on board with ASAP, for a savings of \$1 million. For more information, visit [www.csaaintl.org/asap](http://www.csaaintl.org/asap).



## National Headquarters

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## AFAA Testing & Inspection Seminar

The Automatic Fire Alarm Association (AFAA) announced a new seven-hour accredited course on the testing and inspection requirements of NFPA 72 (2013). The new AFAA Fire Alarm System Testing & Inspection (AFAA026) seminar was developed for installers, service technicians, build and fire inspectors, and owner-representatives. Visit [www.afaa.org](http://www.afaa.org) for the latest training calendar or email [info@afaa.org](mailto:info@afaa.org) to sponsor a local seminar.

## AFAA Seminars

AFAA now has a new NICET prep seminar called "A User's Guide to Simplifying NFPA 72 and the NEC." This is an interactive course designed to help attendees better understand how to use NFPA 72- 2013 and the NEC 2011 fire alarm wiring requirements. All NICET fire alarm tests are now updated to the 2013 NFPA 72 and 2011 NEC. For more information, visit [www.afaa.org](http://www.afaa.org).

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October 7  
Potter PFC 6000 Training  
Tri-Ed Sacramento  
916-928-5766  
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October 7  
Hikvision Training Seminar  
Tri-Ed Burbank  
800-546-8774  
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October 6-8  
A User's Guide To Simplifying  
NFPA72 & The NEC  
Smoke Control  
Jump into Fire  
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October 13-15  
Basic Fire Alarm  
Fire Alarm Plan Review  
Evolution of the National Fire  
Alarm & Signaling Code  
Location, TBD  
888-607-5959  
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October 15  
Kantech Access Training  
Seminars  
Tri-Ed Riverside  
951-781-2300  
www.tri-ed.com

October 20  
Tri-Ed Stadium Tour - Denver  
12 p.m. - 6:20 p.m. Trainings | 3  
p.m. Expo | 5 p.m. Dinner  
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October 20  
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October 27  
ADI Expo  
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November 2-4  
Carbon Monoxide  
Detection  
Fire Alarm Plan Review  
Fire Alarm System Electrical  
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November 10  
ADI Expo  
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## NSA 2015 MEETINGS

Oct. 7 .....Member Only tour of Switch  
Oct. 17 .....NSA at Henderson Community Expo  
Nov. 6 .....Annual NSA Scholarship Fundraiser Poker Party  
Dec. 9-12 .....California Alarm Association Winter Convention –San Francisco

Join the NSA today! Download our member application at [www.nevadasecurityassociation.org](http://www.nevadasecurityassociation.org).

Member meetings take place at our **NEW LOCATION**: Gordon Biersch Restaurant, 3987 Paradise Rd, Las Vegas, NV 89169. We meet on the second Wednesday of every other month starting at 6:00pm. Visit [www.nevadasecurityassociation.org](http://www.nevadasecurityassociation.org).



NSA 2014 Scholarship recipient Nicholas Meyer greets new freshman student Nathaniel Wulforst on move-in day at University of Nevada Reno. Nathaniel is the son of NSA Past President Howard Wulforst and NSA Executive Director Jeanne Palmer Wulforst. All were surprised to learn that Nicholas, after his first successful year at UNR, would be Resident Assistant in Nathaniel's dorm. Thanks to everyone who supports our scholarship program.



NSA Treasurer John Perdichizzi of ASAP Security, ESA VP Dee Ann Harn of RFI, Kristy Johnson of Rapid Response, NSA President Greg Simmons, NSA Past-President Howard Wulforst of RFI, NSA Sgt-At-Arms Ray Reza of ADT at the NSA General Meeting.

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October 14, 2015 ..... General Meeting ..... Tucson, AZ  
November 18, 2015 ..... General Meeting ..... Phoenix, AZ  
December 9, 2015 ..... Holiday Party  
August 17-19, 2016 ..... Annual Meeting



Maricopa County Sheriff Joe Arpaio and Jon Sargent of Tyco Integrated Security at the Arizona Alarm Association Annual Conference.



Mitch Reitman with Sheriff Joe Arpaio at the Arizona Alarm Association Annual Conference.

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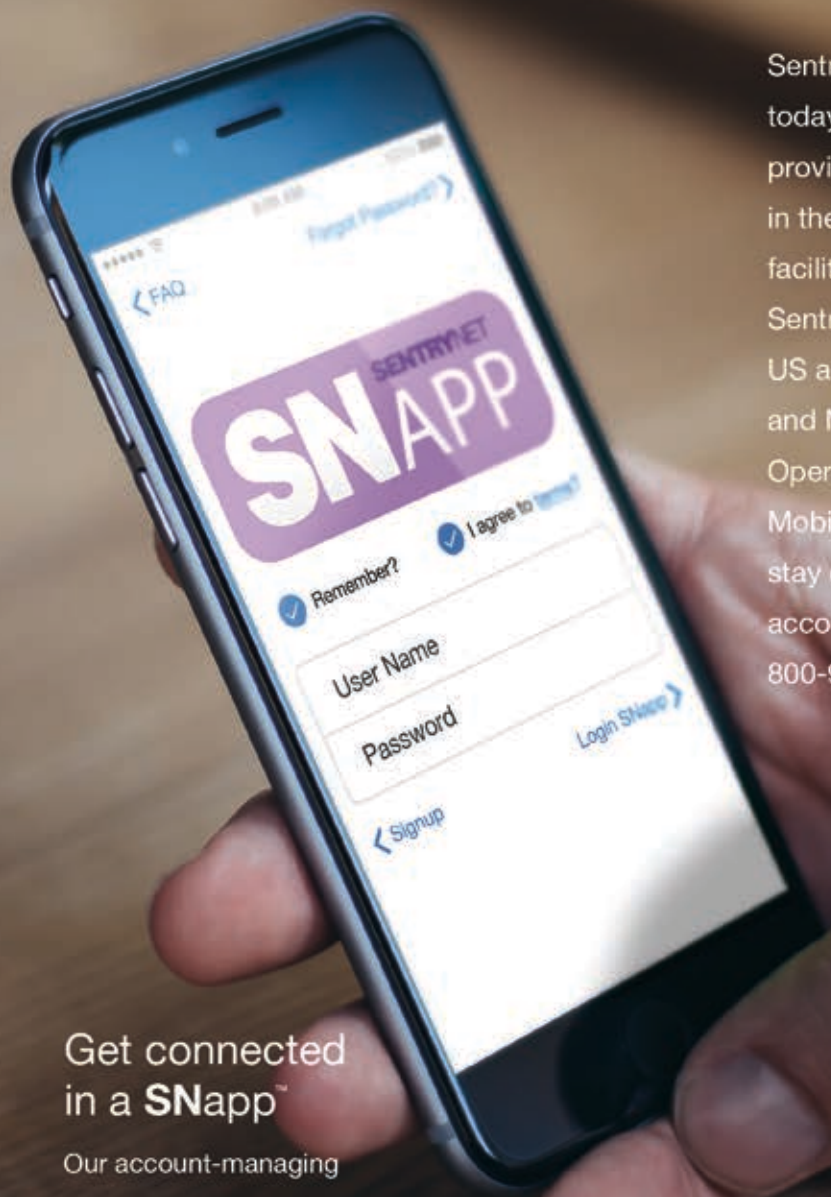
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October 6 .....OBFAA General Meeting.....Lake Oswego, OR  
We will be hearing from Ellen Klem, Director of Consumer Outreach and Education at the Oregon Department of Justice. Please visit our Website for Meeting locations and times. [www.obfaa.com](http://www.obfaa.com).


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

## CSLB Enforces Zero Tolerance

The Contractors State License Board (CSLB) 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/Electrical-Trade](http://www.dir.ca.gov/DAS/Electrical-Trade)

## WBFAA UATC Offers Online Continuing Education

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

## WBFAA UATC Invites Membership

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

## WBFAA UATC Apprentice Spring Semester Class Begins January 2016

The WBFAA UATC Spring 2016 semester begins January 2016. Call the WBFAA UATC at 800-809-0280. Please register new apprentices in advance of this start date. The WBFAA UATC is open to member companies of the CAA or CAFAA who require having registered apprentices with the State of California.



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## It Takes More Than Creating a Stand-Out Product to Have a Truly Successful Business

*Kevin Spagone, Director of Reitman Security Search*

Creating a successful business isn't just about having a stand-out product, true success ultimately comes down to having a team of stellar people. Any leader knows that it can be difficult to keep these employees that really make a difference in your business, but there are a few things that you can do that will incentivize your superstars to stay while also maximizing their potential:

### Get To Know Them

Building personal relationships with your employees is best way to make sure they feel heard. Listen to their needs, ask what matters most to them, and find out what growth looks like in their eyes. Keeping the dialogue open and informal, will create an environment where employee's personal and professional goals can be met. Superstar employees are often the ones that break the mold, so take the time to understand what makes them unique and create steps to amplify their strengths.

### Offer Flexibility

For managers, it can be tough to be entirely hands-off, but a little bit of freedom goes a long way in keeping employees happy and motivated. Offer them guidance, but also be confident that they'll succeed. They may bring something valuable to the table that you hadn't considered. Create leeway for the little failures to happen safely, and leverage them as learning experiences.

As former Apple CEO Steve Jobs famously said "it doesn't make sense to hire smart people and tell them what to do; we hire smart people so they can tell us what to do." Especially in a growing market this mentality is more than a motivator for your employees, it's a key to success. Freedom gives your superstars the opportunity to do what they do best: impress you.

### Be Willing To Compromise

Goals are moving targets, especially for your most driven employees. Your job as a leader is to keep tabs on the evolving personal and professional goals of your stellar employees. Learn how to cater to these evolving needs while still doing what's best for business. As a manager it's important to realize when your business goals and your employees' goals don't align. When it's clear they differ, do your best to find a compromise as long as it doesn't hurt your business in the process.

In the end, keeping a strong culture that allows your top employees to grow and be heard is vital to success for any business. Just put an ear to the ground and keep listening. We're interested in your feedback on these and other similar insights regarding hiring, selection and retention.

*\*Source: Shahrzad Rafati, Fortune.com Leadership Insider Network*

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## Electronic Security Association SECURE+ Initiative

The Electronic Security Association (ESA) web presence helps consumers find the most qualified and trustworthy professionals for their home safety and automation needs. The website, [www.Secure-Plusweb.org](http://www.Secure-Plusweb.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 [ESAwweb.org](http://ESAwweb.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](http://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](http://www.securityamericarrg.com), call 866-315-3838 or e-mail [info@security-america.com](mailto:info@security-america.com).

## NTS Expands Online Courses

The ESA National Training School has expanded its catalog of online training courses including technician and business management courses. For information, visit [www.esaweb.org](http://www.esaweb.org).



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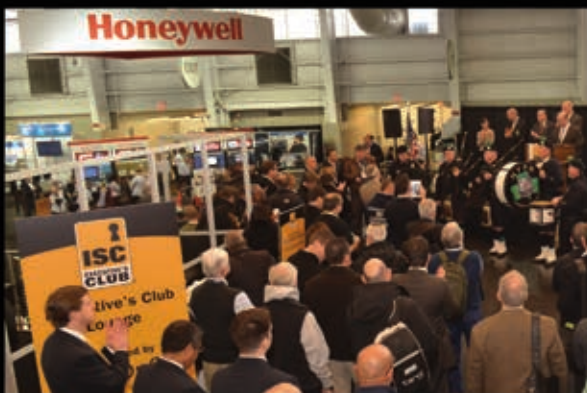
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## OCTOBER

6	OBFAA General Meeting	Lake Oswego, OR
8	GVAA General Meeting	Manteca
8	GLASAA Golf Tournament	Los Angeles
14	AZAA General Meeting	Tucson, AZ
15	SAAA Fire Forum	Sacramento
21	SVAA General Meeting	Santa Clara
21	RAA General Meeting	Windsor
27	ADI EXPO	Santa Clara

## NOVEMBER

2	MCAA Golf Tournament	Fresno
5	IEAA Charity Tree of Life	Riverside
10	ADI EXPO	Dallas, TX
10	EBAA General Meeting	Richmond
12	GGAA General Meeting	San Francisco
18	AZAA General Meeting	Phoenix, AZ
18	OCAA General Meeting	Anaheim

## DECEMBER

9	AZAA Holiday Party	Arizona
9-12	CAA Winter Convention	San Francisco
15	SDSA Holiday Party	San Diego
17	GLASAA General Meeting	Los Angeles
17	SAAA Holiday Party	Sacramento

## CAA CONVENTIONS - 2015 - 2017

2015	December 9-12	Wyndham Parc 55 San Francisco
2016	April 27-30	Palm Springs Hilton
2016	December 7-10	San Francisco Marriott Marquis
2017	May 3-6	Palm Springs Hilton
2017	Nov 29-Dec. 2	San Francisco Marriott Marquis

## INDUSTRY EVENTS 2015 - 2017

Oct. 28-29, 2015	SIA Securing New Ground	New York, NY
Nov. 18-19, 2015	ISC EAST	New York, NY
Jan. 31- Feb 2, 2016	ESA Leadership Summit	Chandler, AZ
May 10-12, 2016	PSA TEC Conference	Westminster, CO
April 6-8, 2016	ISC WEST 2016	Las Vegas
June 15-17, 2016	SIA Government Summit	Washington DC
Aug. 17-19, 2016	AZAA Annual Meeting	Aizona
April 5-7, 2017	ISC WEST 2017	Las Vegas

## ESA Leadership Summit 2016

January 31 - February 3, 2016 at the Wild Horse Pass Hotel & Casino in Chandler, Arizona. Intensive learning and networking opportunities for security integration professionals interested in growth strategies. For more information, visit [www.esaweb.org](http://www.esaweb.org).

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