

THE MIRROR

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CAA Steps Up for SIAC

The California Alarm Association (CAA) Board of Directors has approved a donation of \$10,000 to support the programs of the Security Industry Alarm Coalition (SIAC). SIAC is the public safety liaison for the electronic security and fire/life safety industry representing the industry through the national associations in the United States and Canada. The CAA is the professional trade association representing companies who install, service and maintain electronic security systems in the State of California and represents 70% of the market.



“SIAC provides a foundation for the work we do with public safety agencies in California and throughout North America,” said Cathy Rempel, President of the CAA. “They are the leader in providing resources, such as the model alarm ordinance, to law enforcement and fire service agencies to maximize the contribution our industry makes to enhanced public safety in the communities we serve.” SIAC works with the CAA Public Safety Liaison Committee with more than 600 agencies in California.

SIAC relies on voluntary donations from industry companies to support their programs and provide staff expertise to associations throughout North America.

“We appreciate the leadership demonstrated by the California Alarm Association and encourage all associations as well as companies to support SIAC,” said Stan Martin, Executive Director. “SIAC has a proven track record of developing mutually beneficial relations with public safety agencies at the local, state and national level. These funds are critical to the growth and enhancement of the representation we provide on behalf of the industry.”

Contributions to SIAC can be made at www.siacinc.org or mail check to SIAC, 13541 Stanmere Dr., Frisco, TX 75035.

Apprenticeship Program Sets Record

The WBFAA Unilateral Apprenticeship and Training Program (WBFAA) set a record for the number of student technicians who began the three-year online program in the Fall Semester of 2016. The first semester class had 62 students and the overall program boasted 175 active apprentices. In addition, the WBFAA serves more than 800 Certified Fire/Life Safety Technicians with continuing education who are employed by more than 120 member companies.



“This is an exciting moment for our program and reflects the workforce development and industry training needs we are meeting in California,” said Dr. Shane Clary, Chairman of the WBFAA. “We were the first online apprentice program approved in the United States, and this is key to making more than 500 hours of technical training available to our students.” The program offers two full days of in-person instruction for the mid-term and final, and 12 weekly one-hour code webinars. The apprentices are also supervised for 6,000 hours of on-the-job training during the three years.

“Our goal in developing an apprenticeship program was to create a professional occupation and establish a

Apprenticeship Program, continued on page 14



CAA Members excited about the CAA Leadership Forum in San Diego.

The Mission 500 security industry service trip to Philippi, WV will be held October 26-30, 2016. Cost is \$395 per person and includes meals and lodging. For more information, visit www.mission500.org or email jeichenlaub@mission500.org.



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EX OFICIO

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PRESIDENT'S MESSAGE

Are you ready for what is to be one of the most relevant and inspiring CAA winter conventions? Join us in San Francisco December 7-10 at the Marriott Marquis to meet colleagues and industry experts as we focus on "Disruptive Innovations" making a difference to our companies, our customers and the industry.

This is a transformational time within the security industry and our winter convention will include sessions discussing new directions, technologies, players and generational changes. I am thrilled to announce this year's keynote, Dr. Nicholas Webb. Dr. Webb is one of the country's top business thought leaders. As a Senior Partner at Lassen Scientific, Inc. Webb works with Fortune 500 companies throughout the world to help them lead their industries in innovation and strategy. Webb has been awarded more than 45 patents by the US patent and trademark office for breakthrough technologies including one of the world's smallest medical implants to a wide range of industrial, consumer and one of the first wearable technologies. Dr. Webb speaks around the world on the future of the economy, innovation, technology, leadership and has explored the next wave of anticipatory security services for our industry.

Our workshops, panels and presentations are sure to make a difference to your business and the way we move forward as an industry. Dave Hood, President of First Alarm, will lead a panel focused on "IOT and the Professional Monitoring Model." This session will focus on the new technologies and new entrants which are changing the competitive landscape that traditional security dealers may face in the very near future, if not already. Panelists will include thought leaders from within the traditional security space as well as from adjacent industries including Ring, White Rabbit, Honeywell on IOT and our own industry veteran, George De Marco.

Dee Ann Harn, President of RFI Enterprises, will lead a panel on "Generational Disruptors and Innovators" with an expert panel including millennials inside our industry, millennial customers and how our national association, represented by ESA President Angela White, are embracing new thought leaders. The next wave of disruption is upon us as millennials now makes up a larger percentage of the workforce than any other generation. While the foundational values and work ethic of the various generations don't differ a whole lot, the motivation that drives this next generation does differ enough to interrupt the status quo of how we conduct business both internally and externally. This energized panel of millennials, and those that successfully work with them, will share real life experiences on how to focus on developing a culture to attract and retain new talent based on the demographics of the current available workforce and align themselves to the "new generation" of customers. They will share insights on what motivates them not just as employees but as customers and how they discover where, what and why to make business buying and business decisions.

Steve Firestone, President of Select Security, will present "Change for any Size Business". This thought-provoking session will explain how every business, regardless of its size, can benefit by understanding the life stages organizations must go through and how it relates to your business. You will also learn how others have created and implemented programs to facilitate organizational change, overcoming "the traditional way" of doing things and generating company-wide buy-in.

Rounding out our workshops will be Bill Lynch, Partner at ProFinance Associates, speaking on New Recurring Revenue Technologies and Determining the Point of Indifference. For most, if not all of us, our business is our largest financial asset and the RMR streams are the foundation to our success. In this highly energized session, the audience will learn about new RMR stream opportunities, how others are capitalizing on them today to grow their companies and how to implement these directions in your own company.

We look forward to the Executive Symposium led by George De Marco, Founding Partner of DECO Ventures and ESX Chair, that will again deliver a highly energized panel of executives who lead companies that make a positive difference in the industry. On Saturday, Les Gold, Partner of Mitchell Silberberg & Knupp LLP, will lead the final wrap of discussion of our Winter Convention and as always there will be numerous opportunities to network with friends, colleagues and new attendees of the conference.

Our convention will be rounded out with the celebration of the association's most prestigious award, The George A. Weinstock Award. This lifetime achievement award is the highest honor



President's Message, continued on page 14



ASSOCIATES CORNER

Conversing to Relationship Success

Throughout the years I have written articles focused on or at least touching the subject and importance of the strength of the relationship between the salesperson and their prospect. As a reminder, a strong positive relationship leading to a successful conclusion is not merely the result of a warm handshake and a few complimentary words expressed by the prospect. A successful relationship is one where the salesperson and the prospect are moving in the same direction; the prospect recognizes that the salesperson understands their pain points;

and the solution to the prospect's needs is the result of collaboration and agreement between the two. When these actions occur you can think of success as being imminent. Achieving these actions successfully is a direct

result of communication, or conversation, between the salesperson and the prospect. Here are a few tips on how you can get there.

Although I have talked about this many times in the past, it is worth beginning with listening and repeating. We have all heard the expression we have two ears and one mouth to spend twice as much time listening as speaking.

Listening very carefully to what the prospect is saying, without interrupting, and letting them completely finish their comment is the very first step to a meaningful conversation. When the prospect has completed their comment, or question, reply by repeating what they have said, followed by your comment or answer. Repeating what the prospect has said or asked followed by your response sends three very distinct messages to the prospect. One, you are listening carefully to what they have said or asked. Two, you understand what they are saying or asking. Three, by repeating what they have said or asked followed by your response, you are identifying and confirming its importance. Listening and repeating is a powerful tool for strengthening that relationship.

Next, you want the prospect to identify with how your product or service will address their pain points. Relationships are significantly enhanced when the prospect begins to recognize how your solution will be the resolution to their needs. To achieve this, once you have some knowledge of their needs, your conversation must focus on the benefits of your product or service. Salespeople must recognize that features support benefits, so delivering the benefits of your proposed solutions first will move the prospect over to your side and encourage them to agree with what you are proposing to do for them. Remember, to move the prospect over to your side they must feel comfortable that you are addressing their pain points or needs. The features of how your product or service will achieve these benefits can come after the prospect has recognized your understanding of their needs and has agreed with the benefits that you have presented.

All too often, many salespeople view objections as roadblocks when in fact objections are really opportunities. The key here is to recognize the opportunity and how to take advantage of it. Tenured salespeople, when closing, have heard the same objections over and over again. Most are ready with "canned responses" which in many instances are viewed by the prospect as reactive or defensive. So why wait? During your conversations with the prospect bring up some of the "canned responses" in positive benefit-laden comments. By addressing these specific issues with the prospect before they introduce them as objections at closing, you not only eliminate the possibility of the objection but also show the prospect that you are knowledgeable of what concerns are important to them.

These are just a few ideas on how you can strengthen your relationship with the prospect, with positive supportive sales conversations, so that you are both moving in the same direction, making success imminent.

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

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LEGISLATIVE REPORT

by Don Gilbert, Mike Robson, Trent Smith, and Jason Ikerd

SB 1196, authored by Senator Jerry Hill, is a measure that includes code changes for a variety of professions governed by the Department of Consumer Affairs (DCA). Among the provisions included in SB 1196, is language requiring new consumer disclosure requirements for residential alarm contracts.

We have been working on this issue since last year on behalf of the California Alarm Association (CAA). Initially, language appearing in SB 468 would have required all new contracts, as well as existing contracts, to include a notice that the contract contains an evergreen clause and the contract will automatically renew on a designated date. Last year we were able to negotiate a change in the bill so that the new evergreen notice requirement would only apply to new contracts. Existing contracts would not be impacted.

SB 468 stalled in the Assembly late last year over unrelated language. This past summer, we renewed conversations with DCA and the Bureau of Security and Investigative Services (BSIS). While we had agreed on conceptual language last year, it became clear to all parties that we had not agreed on whether new disclosure language would apply to only residential contracts or would also apply to commercial contracts. DCA and BSIS wanted the new disclosure language to apply to all contracts. On behalf of CAA, we argued that commercial contracts entered into by business owners did not require the same amount of consumer protection because business owners commonly enter into complex contracts, such as office leases, with the assistance of lawyers. Furthermore, alarm contracts are rarely sold to business owners by a sales person going door-to-door where a consumer may feel greater pressure to purchase a product. Finally, we pointed out that there was very little evidence showing that business owners were complaining to DCA or BSIS about automatically renewing alarm contracts.

Ultimately, BSIS and DCA agreed that the new Alarm Act provisions should only apply to consumer contracts. The term "consumer" was added to the language to clarify that the new changes would only apply to residential contracts. The term "consumer" is currently defined in statute and does not include a business. In exchange for limiting the new language to residential contracts, we agreed with BSIS and DCA to continue monitoring over the next few years to determine if the same disclosure requirements should apply to commercial contracts.

Eventually the negotiated language was amended into SB 1196 (Hill). The measure easily passed out of the Legislature and is awaiting the Governor's signature. We expect that the Governor will sign SB 1196 into law by the October 2 deadline to sign or veto all bills sent to him by the Legislature. Once the Governor signs SB 1196, it will become operative January 1, 2017.

As of 2017, all new residential alarm contracts must contain notice that the contract will automatically renew on a designated date. The notice must be acknowledged by the consumer with a signature or initials. In addition, the notice must be provided in a document separate from the main contract, but may be included in the separate three days right of recession notice already required under law.

LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2016

By Don Gilbert, Mike Robson, and Trent Smith

The Political Action Committee (PAC) is an important part of the CAA governmental relations program. In past years, CAA has raised more than \$30,000 in its PAC to contribute to business-minded legislators. We want to establish this funding level as a goal for 2016 and encourage CAA members to contribute what they can to reach this goal.

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

CAA PAC FUND CONTRIBUTIONS

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

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ASSOCIATES NEWS

DYNAMARK SECURITY CENTERS has partnered with a premier financial institution in the alarm industry to offer an account based loan program to independent alarm dealers. The Dynamark Loan and Funding Program empowers dealers to build a portfolio of their in-house accounts that will generate consistent, recurring revenue as they grow their businesses. "We are proud to offer this one-of-a-kind program to alarm dealers," said Dynamark President Trey Alter. "It's great to have a platform that allows a business to increase their portfolio of accounts as well as gain financial stability." Dynamark's Loan and Funding Program was designed to be flexible and adaptable to the individual needs of a dealer. Before being accepted into the program, a dealer receives an in-depth, no obligation consultation with a Dynamark regional manager. "It has been incredible to see the success some of our dealers have experienced with the program," says Hank Groff, Senior VP of Sales and Business Development. "Every dealer is different and it's important for us to ensure they have the right business strategy that will enable them to succeed." For more information, visit www.dynamarkmonitoring.com/funding-program.

TYCO SECURITY PRODUCTS introduced suspect tracking, a new way to follow a person or object of interest through the entire scene. exacqVision version 8.0 video management system (VMS) software also includes new archiving for bookmarked video, activity timeout, and cam-

era inspection in Enterprise System Manager (ESM), a health monitoring program for use with exacqVision Enterprise network video recorders (NVRs). With the new suspect tracking feature in exacqVision version 8.0, users can track suspects through multiple camera views by drawing a transparent box in a specific area and linking that to other adjacent cameras with CameraLinks. To further conserve bandwidth, exacqVision will now blank video panels when the client has been inactive for a designated amount of time. exacqVision 8.0 also allows users to configure the color and background of serial data displayed in live view to easily read associated data such as license plates and receipt transactions. For more information, visit www.exacq.com.

NORTEK SECURITY & CONTROL LLC announced the new GoControl® Smart Doorbell Camera available exclusively to professional security dealers and smart-home installers looking to provide their customers with the ability to see and talk to anyone at their door from anywhere via their smartphone. Designed as a complete solution, the GoControl Smart Doorbell Camera is a great addition to any existing home security system or start of one. The new GoControl Smart Doorbell Camera is a Wi-Fi enabled video doorbell with two-way audio to allow homeowners to see who is at the door, and converse with the caller as well. The GoControl Smart Doorbell Camera is IP65 weather rated with hermetically-sealed wire connections to eliminate service calls due to dust, rain, sleet, and snow. "Nortek Security & Control and the GoControl product line never fails to impress us with their continued innovation and eagerness to satisfy the needs of our customers," said Steve Lucas, founder and president of Complete Security Solutions Inc. "The GoControl Doorbell Camera has an awesome design, simple installation set, and exceptional functionality. We look forward to an ongoing partnership with Nortek Security & Control and are excited to see what they will design next." For more information, visit www.nortekcontrol.com/gocontrol.

TYCO SECURITY PRODUCTS announced that the Kantech access control product line is celebrating its 30th year. Kantech has redefined the user experience for small to medium sized businesses globally by offering innovative and technologically progressive solutions that are easy to deploy, configure and manage. Kantech has incorporated the latest technological innovations into security applications that are intuitive for the user regardless of their security expertise. Through Tyco Security Products' Connected Partner Program, systems integrators and distributors

Associates News, continued on page 12



Wholesale Monitoring Bulk Account Purchases

Funding Partner Programs

Rich Cowan, Director of Sales, Western US
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are also able to integrate technologies from third party partners. “Kantech has always been known for its innovative spirit, adaptability and loyal dealer network and that tradition continues,” said Jason Ouellette, Product Line Director, Access Control, for Tyco Security Products. “Kantech’s current product line brings the latest and best that the industry has to offer to the SMB market, including an integrative, complete security solution that typically is only offered to enterprise sized businesses.” For more information, visit www.kantech.com.

CODELOCKS INC. announced the appointment of Jim Heath a Business Development Manager. Heath will provide innovative access control solutions to businesses and the public sector in the Midwest. “I am pleased to be given this opportunity to work with the Codelocks team and develop new client relationships,” said Heath. “My years of experience

as a locksmith has given me valuable insight into all the challenges our customers face, and I am keen to utilize this knowledge to help with the development of new products. Joey Dalessio, General Manager, Codelocks Inc. said “It is an exciting time for Jim to be joining us as we launch our new wireless smart lock range and continue to expand our American business. Jim’s locksmith experience gives us valuable insight into all the challenges our customers face and will help to develop new products. For more information, visit www.codelocks.us.

SENTRYNET installers have been seeking a single place to get industry news and information on state and national associations, as well as tradeshow and licensing and can now find all of this on the portal. The portal calendar gives access to industry meetings, training and conventions. The library, located within the portal, is a place to find the contracts and forms needed to do business. It is also where you can find links to webinar recordings, newsletters and articles.

Installers can find access to all of the SentryNet vendor partners and the discounts they provide exclusively to SentryNet dealers as well as explanations of the enhanced services offered. The marketing tab is an installers link to customized marketing materials and promotional items. For more information, visit www.sentrynet.com.

UNITED CENTRAL CONTROL (UCC) announced it is providing aid to Louisiana flood victims and though the floodwaters may have receded, the efforts to aid Louisiana flood victims have just begun. UCC is rolling up its sleeves to deliver basic necessities to those in need. “Our hearts and prayers go out to the good people of Louisiana. We have personal ties in the affected areas. Not only do we help to protect some of the affected families by providing monitoring services to a local Louisiana dealer, a family member of our dispatchers lost her home to the flooding,” says UCC’s President Teresa Gonzalez. “We are hoping as word gets out more and more people will want to get involved. We learned from our dealer customer, that we could best comfort its residents by helping to fulfill the immediate with basic everyday items such as hand sanitizer, shampoo, conditioner, soap, baby wipes, and other essential toiletries. Our team is collecting the items along with gift cards and shipping them to our dealer, who will coordinate the distribution of the ‘Care Packages’ to those affected by the devastation.” For more information, visit www.TeamUCC.com/help-louisiana-flood-victims.

TYCO SECURITY PRODUCTS introduced Kantech EntraPass Go Install. The application can be associated with other security devices, such as cameras managed by exacqVision, zones managed by DSC PowerSeries Neo intrusion panels and Kantech card readers to provide a Complete Security Solution. Kantech EntraPass Go Install allows system integrators and end users to connect to their Kantech EntraPass servers by selecting from a list of existing servers or adding one manually and to configure Kantech KT-1 and KT-400 door controllers. “Kantech has always focused on delivering reliable and user-friendly products that focus on smoother installation and configuration,” said Jason Ouellette, Product Line Director – Access Control, Tyco Security Products. “You’ll see Kantech’s signature pairing of ease of use and product quality with EntraPass Go Install, plus powerful device associations that integrate access control, video and intrusion together for a total security solution.” The mobile app lets you associate other security devices – Kantech doors, relays, inputs, Exacq video and DSC PowerSeries Neo zones with one-button ease. For more information, visit www.kantech.com.

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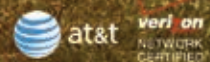


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Apprenticeship Program, continued from page 1

career path for the electronic security and fire/life safety industry,” said George Gunning, Founding Chairman of the WBF AA. “This milestone is evidence that we are heading in the right direction and are able to recruit the best and brightest technicians.” The WBF AA offers workforce development services by recruiting qualified prospects and making them available to member companies.

The WBF AA was established as a joint project of the California Alarm Association and the California Automatic Fire Alarm Association. It is approved by the State of California, U.S. Department of Labor and Veterans Affairs. For further information, visit www.wbfaa.net or call the WBF AA UATC at 800-809-0280.

President’s Message, continued from page 3

and we are delighted to announce this year’s recipient is Bob Jennison of Post Alarm.

From global economic factors to new technologies and services, new generational influences, different emerging competitors and converging professions, change is happening at exponential speed. Our members, our associates and our partners have shared with us that these transitions are affecting their businesses and they would like to learn or teach others how to transition through these times. To continue to grow, it is imperative that transformational leadership continues to be embraced and the CAA is positioned to provide this platform at the 2016 Winter Convention and beyond.


Many of our sponsorship partners serve these new directions and we encourage those whom have not participated in the CAA, now, more than ever to consider the opportunity to be part of an organization that is catering to the transitioning needs of the industry and our members in relevant and inclusive ways.

At the CAA we embrace change and transformational leadership. This means listening and having meaningful conversations with our members, our future members, our affiliates, our sponsorship partners and industry leaders. We will be focused on relevancy that positively supports the individual and business goals of those we serve while continue to be inspired by our heritage and dedicated to our future.

Sincerely,

Cathy Rempel





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**REDWOOD
ALARM ASSOCIATION**

Sean Cooke, President

The next Redwood Alarm Association meeting will be on Oct 26 at 11:30 am at Johnny Garlic’s, 8988 Brooks Road South, Windsor. Please RSVP to cori@advancedsecurity.us or call 707-443-6366.

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

2016 RAA MEETINGS

◆ **October 26** RAA General Meeting Windsor

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



SILICON VALLEY ALARM ASSOCIATION

Mark Simpson, President

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 2016 MEETING

◆ **October 19** 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. 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.



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**EAST BAY
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Mike Salk, President

2016 EBAA MEETINGS

◆ **November 8** 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.

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Dave Hood, President

2016 GGAA MEETINGS

♦ October 12 GGAA General Meeting San Francisco

For further information, contact Dave Hood at dhood@firstalarm.com

MID-CAL



MID CAL ALARM ASSOCIATION

Mike Tarin, President

2016 MID CAL MEETINGS

♦ October 6 MCAA General Meeting Fresno



GREATER VALLEY ALARM ASSOCIATION

Joe Castro, President

2016 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

Jason Beardsley, President

2016 SDSA MEETINGS

♦ October 4 SDSA General Meeting San Diego

♦ December 14 SDSA Holiday Bash 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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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.

2016 IEAA MEETINGS

♦ November 10 IEAA General Meeting 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.

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ORANGE COUNTY ALARM ASSOCIATION

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Steve Maris, President

2016 OCAA MEETINGS

◆ Nov. 16 OCAA General Meeting.....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. 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

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.

Goran Grguric of National Alarm Company and Matt Kruger of Honeywell Security and Fire.



Tatiana Abramek of NMC, OCAA President Steve Maris, and Francesca Bertella of NMC.



Kristy Johnson of Rapid Response with Jeff Samuels of SSD Alarm at the OCAA General Meeting in Anaheim, CA.



Sharon Elder of NMC with Ron Walters of SIAC at the OCAA General Meeting.

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Ron Walters of SIAC accepts a check from OCAA presented by OCAA President Steve Maris.



Tatiana Abramek of NMC and Amanda Garner of the Garden Grove Police Department at the OCAA General Meeting.

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SACRAMENTO AREA ALARM ASSOCIATION

Sacramento Area Alarm Association
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saaasecretary1@gmail.com
www.sacalarm.org

Leanne Boger, President

Please Join the Sacramento Area Alarm Association for the Fire Forum on October 28 Located at Sun City Roseville Timber Creek Ballroom: 7050 Del Webb Blvd. Roseville, CA. 95747. This is a joint meeting with the California Automatic Fire Alarm Association. Hosted by the Roseville Fire Department for the California Fire Chiefs Association. Speaker shall be Kenneth "Skip" Vandeventer with Simplex/Grinnell Inc. discussing the changes to the 2016 edition of the NFPA 72 code. Skip is a Senior Field Sales Engineer and President of the California Automatic Fire Alarm Association.

Pre-Registration is required. Members \$30.00 and Non-Members are \$35.00. Register via email at www.firepreventionofficers.org/events/event-calendar.html. You can also contact Leanne at (916) 204-1645 or by email at leanne@burgarelloalarm.com or Kae at k.mcgehee@hueandcry.com.

Interested Vendors: contact Rich Whitlock at rich@safeside.com
8:30 AM: Registration & Continental Breakfast
9:30 AM: Meeting Starts
12:00 PM: Lunch
12:45PM: Afternoon Program
2016 SAAA MEETINGS

- ◇ October 28..... SAAA Fire Forum with SRFMASun City
- ◇ December 15... SAAA Holiday Party.....Sacramento

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Tom Rankin, President

GLASAA MEETINGS 2016

◆ December 13 GLASAA Holiday Party Los Angeles

Please plan on taking part in our 2016 Holiday event, to be held this year on December 13 at the Odyssey. We will have Dancing!

I have many thoughts on how 2016 fared for GLASAA and our industry. I will share those with you at my next Presidents Message.

GLASAA Meetings and Events

Please visit our website at 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 if you would like to contribute by serving on a committee.



Jaimee and Richard Drew of GMS at the Dodger GLASAA Event.



Ivy Moon of SDI Fire, Brian Beltran and Daniel Valenzano of Tri-Ed an Anixter Company and Dave Michel of Valley Alarm pregame during the GLASAA Dodger Event.



Richard, Jeremy and Sylvia Jimenez of IE Alarm enjoying pregame Dodger dogs during the GLASAA General Meeting at Dodger Stadium.



Georgia and Ron Lander of Ultrasafe with Lynn Chen of Earl Security at the Angels game.

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Dave Michel of Valley Alarm, Bill Collins of Stanley Security and Charles Schwager of BPSD at the GLASAA Dodger Event.

MORE GLASAA PHOTOS ON PAGE 24



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GLASAA, continued



Rick Gombar of Bolton and Company with Bob Di Alto of National Monitoring Center during the GLASAA Dodger Event.



Bob Jennison of Post Alarm welcomes Rick Gombar of Bolton and Company to the GLASAA Dodger Event.



Phea Phann of National Monitoring Center with David Morgan of Security Dealer Marketing at the GLASAA Dodger Event.

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Special thanks to immediate past president Tony Locatelli and departing Directors, Bill Hopple and John Sullivan for their time and service to the organization.

In accordance with the CAFAA Bylaws, Article VIII, Section 8.1, the CAFAA Nominating Committee, led by the Immediate Past President Kevin Green, met and submitted the following nominations for the 2016-2017 CAFAA Officers and Board of Directors. This slate was accepted by the voting CAFAA members attending the Annual Meeting on Feb. 04, 2016.

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Lynn Chen of Earl Security with CAA Executive Director Jerry Lenander at the Angels game with THE MIRROR and Angels Rally Monkey.



Ron Lander of Ultra-safe Security, Dan Van Hart Jr. of the CAA and Ronnie Kirk at the Tri-Ed Angels Game.



Glenn Guldbeck of Alarm.com, Michele Espinoza of RFI, Bert Ross of Alarm.com, and Paul Smith of RFI with THE MIRROR at the GLASAA Dodger Event.



Steve Bracket of Bosch with his Angels Crew and THE MIRROR.



John and Diana Hopper of Uber with THE MIRROR at Grand Tetons.



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Where in the World Is THE MIRROR?



Bob and Jeanne Michel of Valley Alarm with THE MIRROR at Montreal Notre Dame.



Jeanne and Bob Michel of Valley alarm with THE MIRROR at the castle on the hill above Le Chateau Frontenac in Quebec.



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Nevada Security Association board meeting with Clark County Chairman Steve Sisolak.



Clark County Chairman Steve Sisolak speaking to the Nevada Security Association members at the NSA General Meeting.

Get ready for Fun!

Our September meeting had great attendance. Thanks to our guest speaker Clark County Commissioner Steve Sisolak. He updated our members on important issues in our community. Thanks also to our Vendor in the Spotlight Kevin Marquess of Alarm.com.

Elections

We held elections for the Board of Directors for the 2017-2018 term. The following positions will begin January 2017.

- President: Jon Perry of Sting Alarms
- Vice President: Manuel Robles of Stanley Security
- Treasurer: John Perdichizzi of ASAP Security
- Secretary: Robert Sulliman of Alarmco
- Sargent-At-Arms: Alan "Ray" Reza of ADT
- Associate Director: John Miller of ADI
- Immediate Past President: ... Greg Simmons of Eagle Sentry

NSA 2016 MEETINGS

November 11 Scholarship Fundraiser Poker Party

NSA 2017 MEETINGS

January 10..... NSA Regular Member Meeting

Regular meetings take place at 6:00pm at Gordon Biersch Restaurant, 3987 Paradise Rd, Las Vegas, NV 89169.

Be a part of this award winning chapter by joining the NSA today! Membership promotions are underway! Contact us for details.

NSA 7th Annual Poker Party Scholarship Fundraiser is on November 11, 2016

This event raises funds for our scholarship for children of police and fire fighters in our community. Join us for cocktails, appetizers, raffles and poker tournament.

Bring your spouse! Bring your co-workers!

Seats are limited so RSVP today! <https://nsa2016scholarshipfundraiser.eventbrite.com/>





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As we approach the end of the year we also approach the end of another term for the current OBFAA Board of Directors. Thanks to each of our board members for their involvement, participation and sacrifice to the association. Each year is a new opportunity and a chance for OBFAA members to step up and serve on the board.

Don't forget folks that the board is made up of volunteers – business owners and managers like you and me that give of their time to make the association a success and keep the gears turning. Without volunteers like you there would be no one to tend to the matters of the OBFAA. So with that in mind, when the new year approaches let someone know if you are willing to serve. The OBFAA board wants and needs those who are willing to serve so if you're one of the willing, get your name in the hat and get on board!

Also, be watching for our December OBFAA party. We will get the word out and hope that you can attend this social networking event.

*Jeff Martin
Past President, OBFAA*

Public Safety Agency Members

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

2016 OBFAA MEETINGS

- November 2 OBFAA General Meeting
- December..... OBFAA Holiday Party

OBFAA Membership

Please contact us if you would like to be a member of the OBFAA. Being part of the OBFAA has many benefits such as the latest news dealing with the alarm industry in the Pacific Northwest, OBFAA represents You and Your opinion to consumers, lawmakers and the public at large. The bigger the organization, the louder its voice.

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Meetings

- October 5 WAESA Security Alarm Symposium Auburn, WA
- October 20 WAESA Eastside Meeting Spokane, WA
- November 8 WAESA Westside Meeting Seattle, WA
- November 17 WAESA Eastside Meeting Spokane, WA

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



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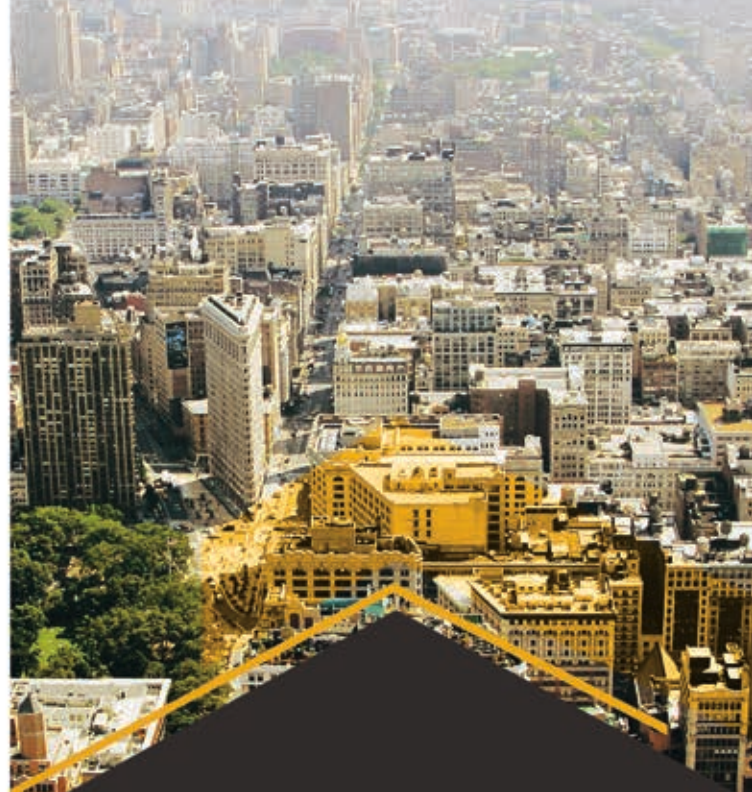
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www.tbfaa.org

ExecutiveDirector@tbfaa.org
Brad Shipp, Executive Director
385-229-2120

TBFAA Golf Tournament

October 26, 2016 at Waterview Golf Club in Rowlett!

Featuring 15 acres of lakes and 1,500 trees, The Waterview Golf Club boasts a championship golf course with a challenging level of play for all golfers, from beginners to professionals. What was once pastureland is now a lush, gently rolling, par 72 course. With extensive practice facilities, an on-site bar and grill, and the finest greens in the Dallas-Fort Worth Metroplex, Waterview Golf Club is the premier destination for championship play.


TBFAA 2016 Annual Convention

October 27 & 28, 2016

Hilton Dallas


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Any inquiries 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

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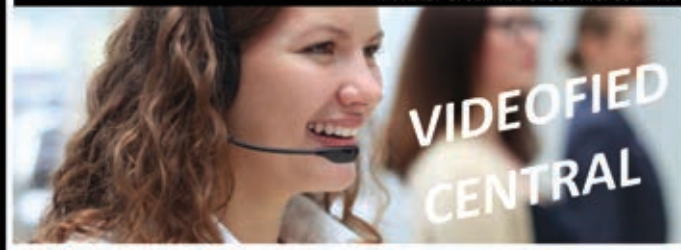
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www.WBFAA.net



WBFAA UATC Apprentice Spring Semester Class Begins January 2017

The WBFAA UATC Spring 2017 semester begins January 18, 2017. 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.

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) issues legal action against any C-10 Electrical contractor who willfully employs an un-certified 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.

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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.

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.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

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WESTERN STATES SECURITY ALLIANCE
CALENDAR 2016

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

OCTOBER

- 4.....SDSA General Meeting.....San Diego
- 6.....MCAA General Meeting.....Fresno
- 5.....WAESA Security Alarm Symposium.....Auburn, WA
- 12.....GGAA General Meeting.....San Francisco
- 13.....GVAA General Meeting.....Manteca
- 19.....SVAA General Meeting.....San Jose
- 20.....WAESA Eastside Meeting.....Spokane, WA
- 26.....RAA General Meeting.....Windsor
- 28.....SAAA Fire Forum with SRFMA.....Sun City

NOVEMBER

- 2.....OBFAA General Meeting
- 8.....WAESA Westside Meeting.....Tri-Ed
- 8.....EBAA General Meeting.....Richmond
- 10.....IEAA General Meeting.....Riverside
- 11.....NSA Scholarship Poker Party.....Las Vegas
- 16.....OCAA General Meeting.....Anaheim
- 17.....WAESA Eastside Meeting.....Spokane, WA

DECEMBER

- 7-10.....CAA Winter Convention.....San Francisco Marriott Marquis
- 13.....GLASAA Holiday Party.....Los Angeles
- 14.....SDSA General Meeting.....San Diego
- 15.....SAAA Holiday Party.....Sacramento

2016 CAA Winter Convention

Dec. 7 - 10, 2016 San Francisco Marriott Marquis



www.caaonline.org

SOAR WITH THE EAGLES...

2016 - 2017 Industry Events

YSP Rising Leaders

Oct. 11 - 13, 2016
Stevenson, WA

SIA Education@ISC 2017

April 4-6, 2017
Las Vegas, NV

ISC East

Nov. 16-17, 2016
New York, NY

ISC WEST 2017

April 5-7, 2017
Las Vegas, NV

ESA Leadership Summit 2017

Feb. 12-15, 2017
Tampa, FL

ESA Day on Capitol Hill 2017

May 9 - 10, 2017

ESX 2017

June 13 - 16, 2017
Nashville, TN

2016 Training and Education Calendar

October 5

StarLink Cellular & Quickloader
Programming Training Seminar
TRI-ED Denver
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October 12

Bosch B Series Intrusion
Control Panel Introduction
Lunch and Learn
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October 17

ZK Access 3-Credit CEU
Biometric Access Control Lunch
and Learn
TRI-ED Union City
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October 6

ADI EXPO
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November 15

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