

# THE MIRROR

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



## CAA Member Denise Korenek Breaks World Record

California Alarm Association member Denise Korenek, owner of Rancho Santa Fe Security Systems, set a new world record with an average speed of 183.932 mph on a bicycle at Bonneville Salt Flats, UT on September 16, 2018. Denise, who was the keynote speaker at the CAA Winter Convention last year, not only smashed her own world record, but the long-standing men's one as well.

"It was a crazy wild ride to 183.9 mph, but so worth the sacrifice and years of focus on becoming the fastest human on a bicycle in the world," Korenek said in news coverage. "We weren't supposed to go more than 175."

She had set the women's record of 147 mph in 2016 and had her eye on the 167mph record set by Dutchman Fred Rompelberg back in 1995.

The former US national track, road and mountain bike champion was pulled along by tow rope at 100 mph before being released to pedal herself. From that point she was riding in the slipstream of the dragster for 3.5 miles, achieving the record average of 183.9 mph over the last mile.

She achieved her record with the support of many sponsors, including the California Alarm Association.



## Governor Names BSIS Chief

Darrel Woo, 65, of Sacramento, has been appointed chief of the Bureau of Security and Investigative Services at the California Department of Consumer Affairs. Woo has been 1st vice president for the Sacramento City Unified School District Board of Education Area 6 since 2018, where he has served in several positions since 2010.

He served as a senior attorney at the California Department of Insurance from 1999 to 2014 and was an adjunct professor of law at Lincoln Law School of Sacramento from 1999 to 2009. Woo served as a staff counsel at the California Department of Food and Agriculture, Division of Fairs and Expositions from 1996 to 1999 and as an energy facility siting planner at the California Energy Commission from 1975 to 1996. He earned a Juris Doctor degree from the Lincoln Law School of Sacramento.



## 2018 CAA WINTER CONVENTION

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## PRESIDENT'S MESSAGE

I just returned from L.A. and the quarterly board meeting of the CAA and I am pleased to report your California Alarm Association is strong, healthy, and busy!

There is work being done on many fronts as we continue to build relevance, meaning, and value for all.

A special thanks to Paul Wassem for taking the helm of the Golden Gate Alarm Association. Paul is working to rebuild the Golden Gate as he held the first meeting this year. It was well attended and had guest speakers presenting on school safety. My hat is off to you Paul for a job well done! Thank you.

Also working for you and me is Dave Michel from Valley Alarm. He worked with our accountant to produce a mid-year financial report. Thank you Dave for always being there with your calm demeanor, no nonsense way of reporting facts, and bringing light where we can focus. And with any financial reporting, it's always better in black.

Lilianne Chaumont is leading our scholarship committee again. Lilianne is a dedicated professional who has navigated the changes in our program and aligned our efforts with the ESA. She has volunteered countless hours to negotiate with all about what matters to our recipients and their families to provide a fair and balanced award. Thank you, Lilianne, for your commitment and passion in leading the scholarship program.

Many thanks to our local association presidents. It is this group that leads our members through our day to day association and industry concerns. This is truly where the rubber meets the road!

I can't leave out Jerry, Daniel and Dan from the CAA Executive Director's office. Whether it's planning for the winter convention, publishing the Mirror, collecting dues, working on the budget, planning board meetings, updating the website, meeting with suppliers and vendors, looking at income opportunities, printing the legislative report, paying the bills — and taking my calls, they are there for the betterment of the CAA and our alarm industry. Thank you guys!

There are more thanks to offer the entire board and sponsors and I will continue to do so. But for now, I've got work to do!

All the best,  
Chuck



By Chuck Petrusha

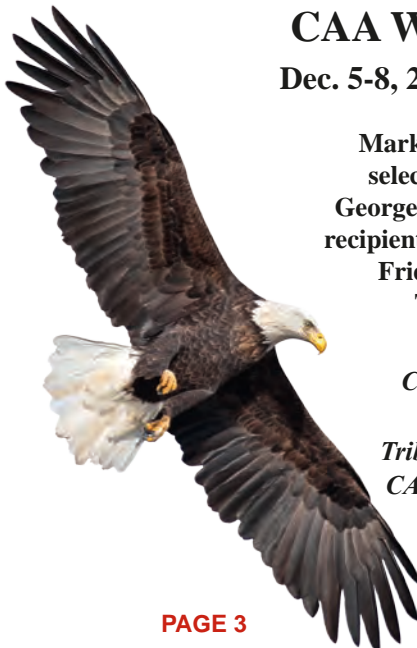
## CAA Winter Convention

Dec. 5-8, 2018 - Fairmont Nob Hill

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

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

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# ASSOCIATES NEWS

**NETWATCH GROUP**, which is comprised of three market leaders including NMC, CalAtlantic, and Netwatch, announced the appointment of Mike Taylor as Vice President of US Sales. This appointment allows the group to transition to a unified Netwatch Group presence in the US market and aid in further defining their key strategies regarding customer acquisition as well in meeting the explosive demand for Remote Video Monitoring solutions. "Mike is a recognized sales leader in the US Security industry and has a tremendous record of success," said David Walsh, CEO, Netwatch Group. Taylor began his career with ADT Security Services where he delivered significant revenue growth in both residential and commercial markets. He moved on to senior leadership roles with AMAG Technology, NetVersant Solutions, Brivo Systems and Milestone Systems. "Mike is a dynamic leader who takes a hands-on approach and has a track record of driving and executing measurable results," said Woodie Andrawos, President NMC. "He will be working closely with myself and Sharon Elder, Vice President Sales, NMC, to offer additional support in growing the dealer channel."



**DIGITAL MONITORING PRODUCTS (DMP)** announced the launch of its new XTLtouch security panel. The XTLtouch is an enhanced all-in-one, combining DMP's elegant, intuitive 5-inch graphic touch-screen keypad with the popular XTLplus™. "The XTLtouch represents



the natural extension of our proven XT and XTLplus™ security technology," says DMP Vice President of Sales Mark NeSmith. "Our XTLplus set the standard for security, fast installations, and ease of operation.

We're taking that technology

and designing an enhanced all-in-one system." To ensure the best coverage across the premises, DMP offers the option of installing up to eight wireless sirens. Placing the sirens away from the keypad also alleviates stress for the end user who's disarming the system. To learn more about DMP's new XTLtouch, visit [DMP.com/XTLtouch](http://DMP.com/XTLtouch). You can also contact [InsideSales@DMP.com](mailto:InsideSales@DMP.com), call 877-757-4367, or contact your DMP Dealer Development Manager.

**BOSCH** introduces new communicator for seamless two-way IP communication: Bosch introduces the B444 Conetix 4G LTE plug-in cellular communicator, which enables seamless two-way IP communication over the Verizon 4G LTE cellular network in the United States. The B444 plugs into compatible Bosch products, including the B/G Series Control Panels, B465 Universal Dual Path Communicator, and the B450 Plug-in Communicator. By replacing dedicated phone lines with cellular communication, the dealer or integrator can create a new recurring revenue stream for data service plans, while still reducing monthly costs for their customers. The B444 also provides dealers and integrators with a simple and reliable path for remote configuration, service and diagnostics, helping to reduce labor costs. The B444 is compatible with the Bosch Remote Connect Cloud Service, which further simplifies setting up communications for remote configuration, control, service and diagnostics. Cloud connectivity eliminates the need to change customer router settings, firewall rules or to use Domain Name Service (DNS) to access the intrusion panel remotely. For further details on the new communicator, visit [www.boschsecurity.com](http://www.boschsecurity.com)



**NAPCO SECURITY TECHNOLOGIES, INC.** is pleased to announce that its award-winning FireLink™ Integrated 8 to 32Pt Fire Alarm Control Panel is now available in an LTE sole path model, #FL-32FACP-LTEVS, Connected by Verizon® LTE® Service. FireLink, and all StarLink LTE's offer the longest available cellular lifespan, over 10+ years, and the Verizon® LTE (Long Term Evolution) CAT 1 service Napco uses is the most extensively-deployed LTE Network nationwide – all for



the best, most reliable coast-to-coast coverage. Plus, their unique Signal Boost™ and twin dual diversity, precision LTE antennae design, ensures greater range & reliability, maximizing signal acquisition and null-avoidance, for proven StarLink performance, even in fringe areas. Chosen ESX 2018 Innovation Award Winner, for Fire Systems, at this year's ESX Expo in Nashville, TN, the FireLink Integrated 8 to 32Pt Fire Alarm Control Panel with StarLink Fire® Communicator and

annunciator onboard, offers the lowest equipment cost available and fastest installation for any system of its kind, saving dealers both time and money, while offering new RMR for fire. For more on the new FireLink LTE® FL-32FACP-LTEVS Fire Alarm System, check out specs at <http://www.napcosecurity.com/products/fire-systems>.

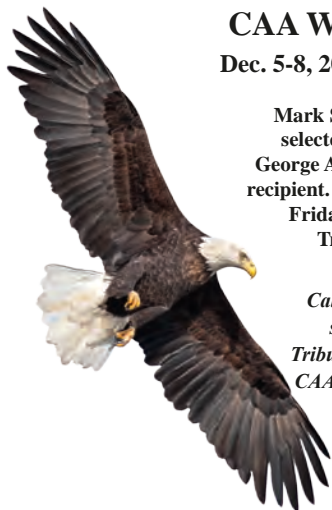
## CAA Winter Convention

Dec. 5-8, 2018 - Fairmont Nob Hill

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

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## LEGISLATIVE WATCH

### \*PAC ALERT\*

## \$30,000 GOAL FOR 2018

*By Don Gilbert, Mike Robson, and Trent Smith*

The Political Action Committee (PAC) is an important part of the CAA governmental relations program. In past years, CAA has raised more than \$30,000 in its PAC to contribute to business-minded legislators. We want to establish this funding level as a goal for 2018 and encourage CAA members to contribute what they can to reach this goal.

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

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*CAA Past President John Hopper with Honeywell's Keith Baird and THE MIRROR scout the first tee at Pebble Beach, CA.*



*Mel and Carol Mahler of ADS, Wayne and Stacey Sevinor of Wayne Alarm, and Charlie and Ellen Darsch took THE MIRROR to dinner in Lynn, MA to review their plans for the 2018 CAA Winter Convention in San Francisco.*



*CAA Past President Jon Sargent with Charlie and Ellen Darsch and Stacey and Ralph Sevinor with THE MIRROR during a discussion on the National Alarm Museum.*



*CAA Past President Jon Sargent (second from right) spreads the good news of THE MIRROR with the crew at Wayne Alarms, Lynn, MA.*



*THE MIRROR attended a social event at Ralph Sevinor's home: (L-R): Carlo Bacci, Erin Bacci (Candidate for Massachusetts State House of Representatives), Jon Sargent, Ralph Sevinor, candidate for US Congress Rick Green, Massachusetts State Senator Bruce Tarr, Town of Lynnfield Selectman Phil Crawford, and Jim Hannon.*



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## IRS Relief for California Wildfires



By Mitch Reitman

The California wildfires have been particularly brutal this year. Some of our clients have lost customers due to their homes and businesses being destroyed, and the economic effects will continue for years. The IRS is providing some relief to taxpayers in Shasta County and I expect that similar relief will be provided in other areas of the State. Following the recent disaster declaration for individual assistance issued by the Federal Emergency Management Agency, the IRS said affected taxpayers who reside or have a business in Shasta County may qualify for tax relief.

The declaration permits the IRS to postpone certain deadlines for taxpayers who reside or have a business in the disaster area. For instance, certain deadlines falling on or after July 23 and before November 30 are granted additional time to file through November 30. This includes taxpayers who had a valid extension to file their 2017 return due to run out on October 15.

It also includes the quarterly estimated income tax payments due on September 17 and the quarterly payroll and excise tax returns normally due on July 31 and October 31. It also includes tax-exempt organizations that operate on a calendar-year basis and had an automatic extension due to run out on November 15.

If an affected taxpayer receives a late filing or late payment penalty notice from the IRS that has an original or extended filing, payment or deposit due date that falls within the postponement period, the taxpayer should call the telephone number on the notice to have the IRS abate the penalty.

The IRS automatically identifies taxpayers in the covered disaster area and applies automatic filing and payment relief. Affected taxpayers who reside or have a business outside the covered disaster area must call the IRS disaster hotline at 866-562-5227 to request this relief.



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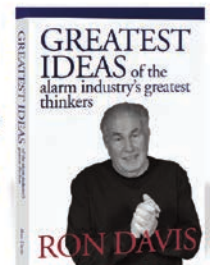
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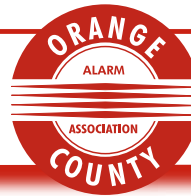
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IEAA is a professional association of alarm companies and leading industry specialists, focusing on bringing together the best resources possible for the mutual benefit of all members and associates. It is our goal to bring knowledgeable people together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

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

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*Jason Keyz, President*

### CITY OF IRVINE PERMITS

The City of Irvine requires all alarm users to register their systems with a no fee permit. Alarm users may obtain an alarm permit application at the Irvine Police department website at [www.irvinepd.org](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 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

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## EAST BAY Alarm Association

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### EBAA Meetings

Our General Meetings are held at Trader Vic's in Emeryville. The meetings start at 11:30 a.m. RSVP to 800-437-7658, Ext. 3 or [info@caaonline.org](mailto:info@caaonline.org).

### Richmond Ordinance

Alarm users are required to have an alarm permit, and failure to obtain one will result in a \$250 fine to BOTH THE ALARM /MONITORING COMPANY AND ALARM USER. Permits can be obtained now by the alarm user or alarm company online here: [www.crywolfservices.com/richmondca/](http://www.crywolfservices.com/richmondca/). Click on "new Users" for the permit application. The permit fee is \$30 for a two-year alarm permit. Renewals will be the same fee and term. A list of your newly installed, and newly cancelled alarm customers must be submitted on a monthly basis to [richmondca@publicsafetycorp.com](mailto:richmondca@publicsafetycorp.com).



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Mark Simpson, President



## GREATER VALLEY ALARM ASSOCIATION

Joe Castro, President

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



## REDWOOD ALARM ASSOCIATION

Sean Cooke, President

### Join us for the RAA Fall Meeting Oct. 17!

Join the Redwood Alarm Association for the fall member meeting. Wednesday, Oct. 17, 2018 from 11:30 a.m. to 1 p.m. We meet at Chevy's Mexican Restaurant, 24 4th St. Santa Rosa, Calif. In October, we'll welcome special guest speaker Steve Keefer (Chief Ret), Law Enforcement Liaison for the Security Industry Alarm Coalition. To RSVP, please contact Jarad Petroske at jarad@advancedsecurity.us or dial 707-43-6366. For more information about the CAA, contact Sean Cooke at scooke@allguardsystems.com.

Thanks to everyone who joined us for our July meeting!



Steven Currens from CheckVideo addresses members of the Redwood Alarm Association at the Summer Member Meeting on July 18 in Santa Rosa, CA.

## SAN DIEGO SECURITY ASSOCIATION

## SAN DIEGO SECURITY ASSOCIATION

Chris Kwast, President

### City of San Diego Permit Process

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



Ben Martinez, President

### SVAA Information

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

## GLASAA

Greater Los Angeles Security Alarm Association

David Michel, President

### Our annual GLASAA Golf Classic will be held on October 18, 2018. Please update your calendars!

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

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

Dave Michel, GLASAA President

### GLASAA Meetings and Events

♦ October 18..... GLASAA Golf Tournament

Please visit our website at www.glasaa.org.



## GOLDEN GATE ALARM ASSOCIATION

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# How to Provide Tax Free Health Insurance Without Actually Providing Health Insurance



By Mitch Reitman

Many Security and Integration company owners are setting up a Qualified Small Business Health Reimbursement Agreement (QSEHRA) plan. The plans, created in December 2016 as part of the 21st Century Cures Act, allow small employers to set aside a fixed amount of money each month that employees can use to purchase individual health insurance or use on medical expenses, tax-free. This means employers get to offer benefits in a tax-efficient manner without the hassle or headache of administering a traditional group plan and employees can choose the plan they want. Most

security and integration owners don't have the resources to provide a traditional health insurance plan. As a result, their employees are forced to secure their own health insurance and their middle class employees are not eligible for much, if not all, of the credits available through the Affordable Care Act. A QSEHRA can be an excellent way to provide your employees with tax free funds to purchase their own health care.

The IRS outlines the rules for QSEHRA (which stands for Qualified Small Employer Health Reimbursement Arrangement) and most small businesses are eligible to participate. Here is a simplified summary of QSEHRA eligibility:

The employer must have fewer than 50 full-time employees.

The employer cannot offer a group health plan to any of its employees. If a group health plan is provided, the employer will have to cancel it before the QSEHRA can start.

Employees must have a health insurance plan that meets minimum essential coverage in order to participate -- short-term plans, indemnity and faith-based sharing plans do not qualify as MEC. Also, QSEHRA is designed to work with tax credits employees may have received from the marketplace to purchase their insurance. Any tax credits the employee receives on their premiums will be reduced dollar for dollar by the QSEHRA.

There are no minimum contribution limits. The IRS sets the maximum contribution limits each year for QSEHRA. For 2018 the maximum contribution limits are \$420 per month per single person or \$854 per month per family.

QSEHRA is funded solely by the employer and the employee cannot contribute to the fund. The reimbursement amounts must be offered fairly to all employees- the rates can vary by family size, or all employees can be offered the same rate. Part-time, seasonal employees under 26 years, and employees on a spouse's group plan can be excluded from the QSEHRA.

Employers can choose to reimburse premiums only or premiums and medical expenses.

Owners can even be included in a QSEHRA if the owner is considered an employee of the business. So, if you take a salary from your business you may be eligible.

You can even administer your own QSEHRA, it may be difficult for a small business to keep up with the changing regulations as they occur. Since its inception, the IRS has issued two major guidance changes and has promised more in the future. Many owners do not have the time or resources to research and stay current on law changes insuring they are compliant.

In addition, the IRS requires small businesses to keep records up to seven years. That means the owner would need a secure way to keep employee medical receipts and their personal health information secure and safe for up to seven years.

And lastly, another important item for employers to consider is employee privacy. For reimbursements to be tax-free, you have to substantiate that employees are using it to pay for health insurance and medical expenses. Information about employees' medical expenses (including individual insurance premiums) is considered Protected Health Information (PHI) under the Health Insurance Portability and Accountability Act of 1996 (HIPAA). As an employer, asking for employee medical records is a HIPAA privacy violation. Plus, it can get awkward for employees to disclose personal medical information to their boss.

A QSEHRA can be an easy way to provide health insurance to your employees, while allowing you to give employees with different needs plenty of flexibility. Talk to your tax advisor about the benefits of these plans. If you still have questions, please give us a call.

*Mitch Reitman is the Managing Principal of Reitman Consulting Group, Inc. and a member of the Electronic Security Hall of Fame. He can be reached at 817-698-9999 or at Mitch@Reitman.US.*

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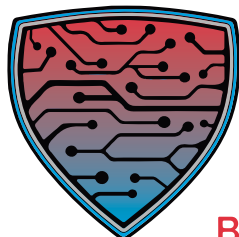
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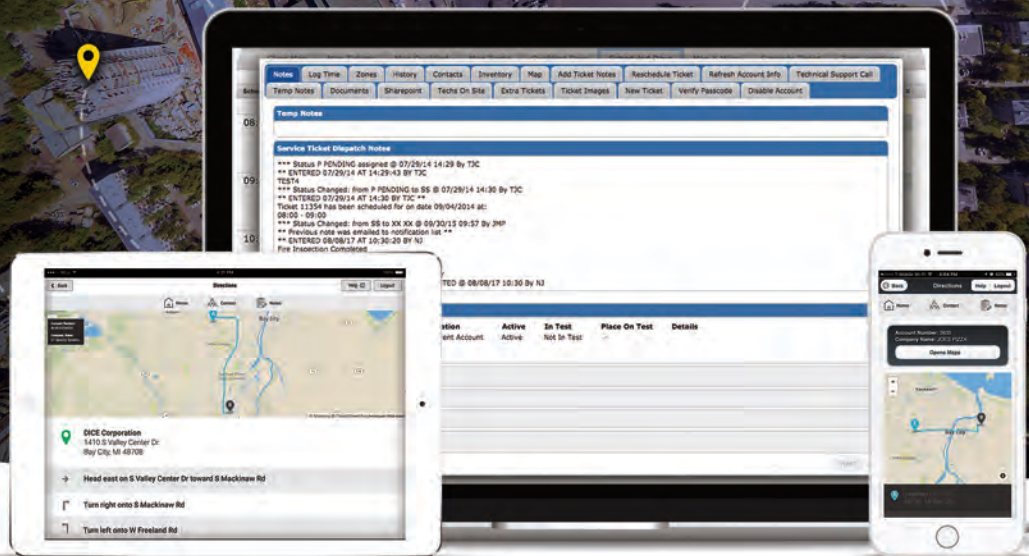
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*Shown at left: DBCAM-TRIMBR (trim bronze) and DBCAM (round silver)*

To learn more, check out this video  
[www.hwsproducts.com/skybell/mir](http://www.hwsproducts.com/skybell/mir)



## NSA NEVADA SECURITY ASSOCIATION



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### Also, NSA Board elections were held. Here are our new board members for the 2019-2020 term:

President - Manuel Robles of Stanley Convergent Security Solutions  
Vice President - Robert Sulliman of Alarmco  
Secretary - Duncan Coons of Eagle Sentry  
Treasurer - John Perdichizzi of ASAP Security  
Sgt-At-Arms - Alan "Ray" Reza of ADT  
Associate Director - Andrew Speropoulos of Security Partners  
Immediate Past-President - Jon Perry of Sting Alarm

Attend our meeting and events and welcome our new board members!

### 2018 NSA Calendar:

October 10 ..... NSA Board of Directors Meeting ..... Call-in  
October 19 ..... NSA Youth Scholarship Fundraiser ..... Las Vegas  
November 8 ..... NSA Board of Directors Meeting ..... Las Vegas  
November 8 ..... NSA Membership Meeting ..... Las Vegas  
December 12 ..... NSA Board of Directors Meeting ..... Las Vegas

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



NSA Sept 2018 Meeting Melissa Pfenning of Eaton Life Safety & Mass Notification addressed the NSA meeting in September.

### PARTY WITH A PURPOSE!

HURRY and RSVP for the Annual NSA Scholarship Fundraiser Poker Party on October 19 at the Las Vegas Country Club. Join us for dinner, networking, raffles and a fun game of poker to raise money for scholarships for kids of first responders. Sponsorships available! admin@nevadasecurityassociation.org 702-551-4672.

Our September meeting offered a lot to members. Guest Speaker Nevada State Fire Marshal Bart Chambers updated the group on current happenings at the state level. Vendor Spotlight was on Melissa Pfenning of Eaton who introduced their latest fire detection products.



The NSA Board welcomed Nevada State Fire Marshal Bart Chambers to the September meeting.

★ 2018 CAA Winter Convention....Dec. 5 - 8.....Fairmont San Francisco ★





# OCTOBER 19, 2018

## NEVADA SECURITY ASSOCIATION YOUTH SCHOLARSHIP FUNDRAISER

### Poker Party

NSA's annual Poker Party helps raise funds for scholarships for kids of police & firefighters in Clark County, Nevada. A fun evening of dinner, raffles, cash bar and a friendly poker game. Put on your best poker face and join us! RSVP: [www.nsa2018fundraiser.eventbrite.com](http://www.nsa2018fundraiser.eventbrite.com)



The Nevada Security Association is a 501(c)(6) non-profit trade organization for the electronic security, life safety & integration industry. We are a chartered chapter of the Electronic Security Association.

**October 19, 2018**

**at Las Vegas Country Club**

**6:00pm Dinner & Cocktails**

**7:00pm Poker Game**

### TICKETS:

**Dinner & Poker  
\$100.00**

**We've helped kids of first responders with their education goals since 2011**

**Party with a Purpose!**

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**RSVP Required by 10/11**



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At the CBFAA September meeting our members had a great presentation and Q & A session with Investigators for the Colorado Department of Marijuana Enforcement. We also got some great info to help manage our businesses from simPro Group.

Watch for our upcoming survey about projects for the coming year.

### Join us for our end of year Holiday Party:

December 5, 2018

4 p.m. – 7 p.m.

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

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

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

**New to CBFAA?** Add your name to our email list to get meeting notifications and our newsletter. Join us for our next meeting. Once you see the benefits of membership, you'll want to add your voice to ours. Info and membership applications available on our website [www.cbfaa.org](http://www.cbfaa.org)

### CBFAA SCHEDULE

October 10 .....CBFAA Board of Directors Meeting ..... Denver, CO

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

December 5 .....CBFAA Holiday Party ..... Denver, CO

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# 2018 CAA WINTER CONVENTION

The Fairmont – San Francisco – Nob Hill – Dec. 5-8, 2018

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

## WEDNESDAY DECEMBER 5

**5:30 p.m. – 7:00 p.m.**

WELCOME RECEPTION  
TONGA ROOM

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

## THURSDAY DECEMBER 6

**8:30 a.m. – 11:15 a.m.**

CAA BOARD MEETING

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

**9:30 a.m. – 2:00 p.m.**

CAFAA GENERAL MEETING

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

**11:30 a.m. – 12:45 p.m.**

CAA SPONSOR LUNCHEON

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

**1 P.M. – 5:45 P.M. P.M.**

MORE THAN 10 WORKSHOPS

**3:30 p.m. – 3:45 p.m.**

ASSOCIATE MEETING  
GRAND BALLROOM

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

**4:00 p.m. – 6:00 p.m.**

EXHIBITOR HAPPY HOUR  
GRAND BALLROOM

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

**6:00 p.m. – 8:00 p.m.**

GALA OPENING EXHIBITS & RECEPTION  
GRAND BALLROOM

## FRIDAY DECEMBER 7

**7:30 a.m. – 8:45 a.m.**

BUFFET BREAKFAST BUFFET AND EXHIBITS  
Grand Ballroom

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

CAA General Session  
GRAND BALLROOM

**10:30 a.m. – Noon**

KEYNOTE ADDRESS:

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

CAA GIFT & GAB LADIES LUNCHEON

**Noon - 1:30 p.m.**

BUFFET LUNCHEON AND EXHIBITS

**1:30 p.m. – 3:00 p.m.**

EXECUTIVE SYMPOSIUM

**7:00 p.m. – 10:00 p.m.**

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

7:00 p.m. Reception

8:00 p.m. Tribute Dinner

(Black-tie Optional)

## SATURDAY DECEMBER 8

**8:45 a.m. – 10:00 a.m.**

BREAKFAST BUFFET  
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## Highlights From the 2017 CAA Winter Convention





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## Some of My Best Friends Are Buyers!



By Ron Davis

*The following article, as well as the articles that appear in future publications, are all excerpts from the bestselling book **THE START OF THE DEAL**.*

That's right, some of my best friends are buyers. The same ones we negotiate and occasionally argue with. So the logical question that a potential seller has to ask is whether or not personal relationships...even friendships...can get in the way of doing a great job for a client who is a seller.

Here's another way of looking at it. If a buyer and a seller's representative do not know each other, then how can that representative, a broker, be sure that he or she is getting the best deal for their client? Tough question, and the answer is even tougher.

I believe we have the best mailing list in the industry. You're obviously on it, as are thousands of others on both the buy side and sell side. Many potential buyers are friends and longtime acquaintances of all of us at DMAG. And yes, many are really good friends. But let's assume that a potential buyer is not a friend or acquaintance. How do we know if they are potential buyers?

Unfortunately, there are no mailing lists that differentiate between potential buyers and potential sellers. This mailing is read by thousands of potential buyers, many of whom inquire about our listings. Many of those buyers are known to us, which gives us the advantage of communicating with them as friends, not strangers. If you're thinking of selling, let me ask you one question: Would you rather be represented by someone who talks to potential buyers as a stranger or who talks to them as a friend?

Thus, at industry events, when you see one of us talking to a potential buyer and it looks like we're friends, it's probably true. And that's okay. I've seen lawyers tear each other up in courtrooms and then go out and have a drink together. I've seen football coaches scream and yell at each other during a game, then get their families together during the holidays.

Strange? Perhaps. But think about how we get multiple offers from potential buyers. It's by getting the work out to the largest potential buyer base in the industry.

We've also done it by attending and/or speaking at hundreds of industry events each year. We write for over a dozen association publications. Yet when it comes to negotiating a transaction on behalf of our clients, we are ferociously aggressive, push every button we can and call on everyone we know. This is what you, as a seller want, even need. And we will continue to do that.

Occasionally we only make one call, clearly identifying a single buyer. More than likely that buyer is someone we have worked with and perhaps are friends with. But we also know what that buyer is looking for and how hard we can push. The reason we know this is we've spent a lot of time, years, in cultivating those relationships.

There is not a transaction that has ever been done that happened because of the relationship. In many cases, it happened in spite of the relationship. On the other hand, there is not a transaction that is ever done that doesn't rely on some level of previous contact. If you're talking to brokers about representing you in this industry, just make sure that some of their best friends are potential buyers. Kind of like ours are!

### FREE Book Offer from Ron Davis

*For more than 45 years, Ron Davis has been helping alarm dealers get more out of their businesses. Ron has authored several books, is a featured columnist with **SECURITY SALES AND INTEGRATION** magazine, was in the first group of Hall of Fame inductees and is one of the industry's most sought after speakers. And now, a special offer for readers of **THE MIRROR**. Just email Ron at [rdavis@graybeardsrus.com](mailto:rdavis@graybeardsrus.com) and he will send you a signed copy of the book, **THE START OF THE DEAL**, at absolutely no charge. And if you have any immediate questions, just include those in the email, along with your order. We will ship it out to you, prepaid.*



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### 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@securityamericarrg.com](mailto:info@securityamericarrg.com).

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## WBFAA UATC Apprentice Enrollment for Fall Semester Class Open

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

### Certification – Fire/Life Safety Technician - Renewal

For Fire/Life Safety Technicians with 4,000 hours of work experience, the state law requires them to be certified by passing the state exam. The renewal application is posted at [www.dir.ca.gov/das](http://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](http://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](mailto:info@wbfaa.net).

### CSLB Enforces Zero Tolerance

The Contractors State License Board (CSLB) is legally required to open an investigation and initiate disciplinary action against the contractor (which may include license suspension or revocation) within 60 days of receipt of a referral or complaint from the Department of Industrial Relations' Division of Apprenticeship Standards (DAS). Labor Code Section 3099.2 stipulates that anyone who performs work as an electrician for C-10 Electrical contractors shall hold an electrical certification card issued by DAS; DAS is required by Labor Code Section 3099.2 to report violations to CSLB. Learn more about electrician certification by visiting the Division of Apprenticeship Standards website. [www.dir.ca.gov/DAS/ElectricalTrade](http://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](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.

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## New Products

### New "Press Anywhere" Strip Switch™

The new "Press Anywhere" Strip Switch™ is ideal for any application where control or monitoring is needed. Press anywhere on the strip to activate-deactivate any electric machine, signal device, alarms or a thousand other devices. Easily attached with strong adhesive or cable clamps. Rating 1A@VDC/AC. Activation: 25 oz. L: 6" to 50 feet. H: .33 in.(1/3 in). W: .6 in. (3/5 in.)



**Order Product #:** PAS-1 (for 1' length). PAS-2, (for 2' length), PAS-3 (for 3' length ), etc.

### Temperature Control Switch™

The new Temperature Control Switches operate with all United Security Product's voice dialers and also as stand-alone Temperature Control and Notification Switches with All United Security Products, Emergency Caller Products, Outback Products, and with any situation where temperature control and notification is needed. No power or batteries required, the switches activate whenever desired temperature is reached. Choose from two models: TCS-1 Low Temperature Control Switch and TCS-2 High Temperature Control Switch. Output; 15 amps @ (0-120VAC/DC)



**Order Product #:** TCS-1 (Low temperatures 32°-140° F )

TCS-2 (High temperatures 80°-170° F)

### Industrial Switch Mats™

Industrial Switch Mats activate at 40 pounds pressure and may be placed on floors near machinery for safety and control. They may also be placed beneath ground coverings (ie. sand, mulch, etc.) to detect intrusions. Made of heavy duty materials that withstand heavy weights, such as machinery, forklifts, etc. Rating 1A@48 VDC/AC. Our Mats have been in use for over 40 years in a variety of industrial applications. Available in 24" wide and in a variety of lengths. Order by length desired, such as ISM-5 for a five foot length.

**Order Product #:** ISM-1, ISM-2, ISM-3, etc.



### POPO Control and Notification Switch ("Hold-Up" Button)

Give your customers the industry standard in high quality Push On/Push Off Press Switch buttons. Rated at 10 amps AC/DC, every notification switch is manufactured with gold, silver and copper for maximum conductivity and corrosion resistance. We require the highest standard of components and all switches are hand manufactured in the USA to assure the highest quality.



**Order Product #:** POPO-L (Push On/Push Off Latching Hardwire DPDT)

POPO-W (Push On/Push Off Wireless DPDT (internal transmitter for wireless applications).

## United Security Products

United Security Products • 13250 Gregg St., Suite B • Poway, CA 92064

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# WESTERN STATES SECURITY ALLIANCE CALENDAR 2018

*Send your events to CAA Mirror: [info@caaonline.org](mailto:info@caaonline.org)*

## OCTOBER

- 11 ..... GVAA General Meeting .....
- 19 ..... NSA Scholarship Fundraiser ..... Las Vegas
- 13-17 ..... TMA Annual Meeting ..... Palm Beach, FL
- 18 ..... GLASAA Golf Tournament ..... Los Angeles
- 25 ..... SAAA Fire Forum ..... Sacramento

## NOVEMBER

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

## DECEMBER

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

## CAA CONVENTIONS

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

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

## INDUSTRY EVENTS

### ISC East

Nov. 14-15, 2018  
New York, NY



### ESA Rising Leaders Forum 2019

January 28-31, 2019  
Austin, TX



### ESA Leadership Summit 2019

January 28-31, 2019  
Austin TX



### ISC West 2019

April 10-12, 2019  
Las Vegas, NV



### ESX 2019

June 2-6, 2019  
Indianapolis, IN



*Email your training and education calendar to [info@CAAonline.org](mailto:info@CAAonline.org)*

## 2018 TRAINING CALENDAR

October 25  
Teeling Up Technology Training & Expo  
Anixter Dallas  
[www.anixter.com](http://www.anixter.com)

November 6-8  
Legrand CTS Prep Class Training  
Anixter Houston  
713-744-9400  
[www.anixter.com](http://www.anixter.com)

## BSIS Address and Telephone Numbers

Bureau of Security and Investigative Services  
2420 Del Paso Road, Suite 270, Sacramento, California 95834.  
The following are a list of important Bureau numbers to update your records:

Main Number: ..... 916/322-4000  
Toll Free Number: ..... 800/952-5210  
Licensing Fax Number: ..... 916/575-7290  
Enforcement Fax Number: ..... 916/575-7289  
Email: ..... [bsis@dca.ca.gov](mailto:bsis@dca.ca.gov)  
Web Homepage: ..... [www.dca.ca.gov/bsis](http://www.dca.ca.gov/bsis)

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Jerry Lenander, Executive Director    [director@caaonline.org](mailto:director@caaonline.org)





Business	
System Name	Business
Serial#	12345678
Edit Service Address	<input type="checkbox"/>
Panel Information	
System Type	XR Series (150/550)
Conn Type	EASYconnect + Cell Backup
Acct Prefix	1
Acct #	1234
Rmt Key	
MEID/SIM	A1000012345678
SIM Status: Active	
<input type="button" value="Get Status"/>	
<input type="button" value="Deactivate Cellular Device"/>	
Rate Plan	XR
SMS Package	No Text Messages
Cellular #	555-123-4567
<input type="button" value="Save Changes"/>	

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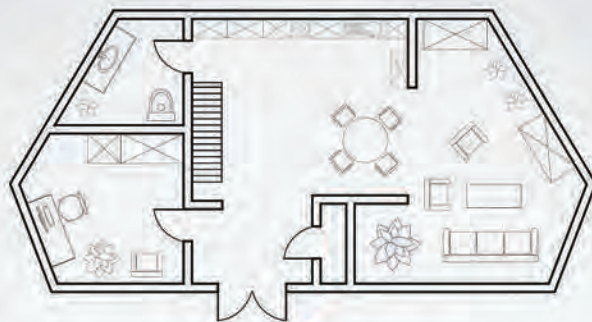


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