

THE MIRROR

PUBLISHED BY THE CAA FOR THE WESTERN STATES SECURITY ALLIANCE

VOLUME XXVIII, NUMBER 10 — OCTOBER 2019

www.CAAonline.org



There was something fishy during the Valley Alarm annual deep sea outing off the coast of Los Angeles.



New California Law Affects Subcontractors



By Shane Clary, Chair

On September 18th, California Governor Gavin Newsom signed into law Assembly Bill 5. AB 5 was authored by Assemblymember Lorena Gonzalez (D-80). The California Alarm Association has been following this bill through the Governmental Affairs Committee since it was read for the first time in the Assembly on December 3, 2018.

The bill was identified as “worker status: employees and independent contractors.” The purpose of the bill and now the law was to codify a decision from the California Supreme Court, *Dynamex Operations West v. Superior Court* (2018) 4 Cal. 5th 903. This case was in regards to the trucking industry within California and their use of independent contractors who drove trucks.

The new law also codifies case law from 1989, *S.G. Borello & Sons, Inc., v. Department of Industrial Relations*, 48 Cal. 3d 341. This case involved the farming industry and the use of independent contractors in the harvesting of cucumbers.

You may by now be asking yourself, how does the driving of a truck or the harvesting of cucumbers have any effect on the installation of intrusion detection, video surveillance, access control and life safety systems?

Assemblymember Gonzalez in the framing of this bill used broad strokes to expand the limited areas that were addressed in the two cases to cover the use of independent or sub-contractors in all industries within California.

The decision by the Court for the *Dynamex* case set the following conditions to be considered as an independent contractor:

(a) The worker is free from control and direction of the hirer in connection with the performance of the work, both under contract for the performance of such work and in fact:

(b) The worker performs work that is outside the usual course of the fire entity’s business; and

(c) The worker is customarily engaged in an independently established trade, occupation, or business of the same nature as the work performed for the hiring entity.

This is referred to as the ABC Test.

The Borello Test sets forth the following criteria:

1. The right to control the work
2. The opportunity for profit or loss depending on managerial skill
3. Investment in equipment and materials required for the tasks
4. That the services rendered requires a special skill
5. The degree of permanence of the working relationship

Subcontractors, continued on page 18

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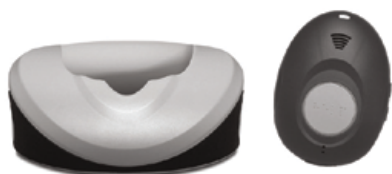


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California Alarm Association,

a California not for profit association, for the

Western States Security Alliance.

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Editorial: Copy is due the 10th of the month preceding publication. **Advertising:** Space reservations due the 10th and copy due the 15th of the month preceding publication.

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THE MIRROR

PRESIDENT'S MESSAGE

Dear CAA Member:

The CAA just concluded a productive Board of Directors meeting in Anaheim after a great Orange County Alarm Association (OCAA) meeting at the Phoenix Club. The CAA Marketing Committee, led by Tony Smith, submitted a professional proposal for updates to the website with ideas for improved communication to the membership.

The Government Relations Committee, led by Shane Clary, had a detailed report that as a group they have been hard at work producing and reviewing legislation to look out for the best interests of alarm companies in California. Thankfully, Dave Michel has the financials in order and, of course, CAA Associate Chair Matt Kruger and our Executive Director Jerry Lenander have solid plans for an all-time greatest CAA Winter Convention in San Francisco.

We will be joined by our keynote speaker Tim Whall, Mark Harris of Ring, Lou Fiore of the AICC, Don Erickson of SIA, and many more, all discussing the current and future trends of our industry. I want to put a big thanks out to the CAA board and all the committee chairs and chapter presidents for all the work they do to ensure your association is productive and healthy.

I would like to call out a local chapter who is bringing innovation, energy and new thinking to the alarm community. The OCAA webinar series, led by Robert Tomlinson, is a great way to quickly get pertinent information from industry experts on topics that are important to your business. Recent webinar topics have been Proactive Video Monitoring led by Nicola Oakie, a panel of experts discussing mobile PERS and, most recently, the future of 4G, MCAT and 5G. These webinars are designed to be quick and easy to access in the evenings with 15 minutes of content and 15 minutes of Q and A. What a great idea to leverage technology and industry partners to bring information and value to the CAA membership.

I look forward to seeing you at the CAA Winter Convention in San Francisco at The Fairmont Nob Hill December 4-7, 2019.

Sincerely,

Tim Westphal
CAA President



By Tim Westphal



Your Membership in the California Alarm Association

The California Alarm Association develops and manages programs to benefit members and to promote the growth of professionalism in the electronic security industry throughout the state of California.

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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2019

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 2019 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

OBSERVABLES®, creators of the AlwaysON™ Premises Management Platform, debuts the first truly affordable License Plate Recognition (LPR) solution at the CEDIA Expo. “As integrators, we secure the most exclusive neighborhoods in Santa Barbara. Their increasing demand for LPR technology made us realize all of our clients could benefit from an affordable kit,” said Abe Schryer, CEO of Observables. “We developed AlwaysON to help customers gather and analyze data to protect their properties. LPR and other video analytics features we are rolling out this year are the next step towards total premises protection.” AlwaysON License Plate Recognition gathers, reads and analyzes license plates using AI in real-time videos or archives. The integrated database stores license plate information and allows users to tag known and suspicious vehicles. Customizable notifi-

cations alert residents and business owners about vehicles on their property. To learn more about Observables, Inc., visit www.observables.com.

CUSTOM ELECTRONIC SUPPLY was acquired on August 30, 2019 by security distribution veterans Jason Dennis, Lannie Green, Matthew Green, and Danny Cranford. They are the former owners of San Antonio-based Security General International, a privately held solutions provider specializing in the distribution of emerging technology products and connectivity solutions, established in 1984. The acquisition of Custom Electronic Supply was an amicable one, catalyzed by the retirement of one

of its two owners, Charlie Cohen. Dave Kelly, its other previous co-owner, will continue to oversee all California operations and the company will continue to do business as Custom Electronic Supply. “Wholesale security distribution has undergone many changes over recent years,” notes Jason Dennis.

“Customers, employees and vendors have all been voicing their desire for a new alternative. We felt the time was right to offer one and provide the good, old-fashioned personalized service that should never stop being synonymous with a trusted distribution partner.” Custom Electronic Supply has locations in San Jose and Manteca serving all of northern California and northern Nevada. *David Nash, manager of the San Jose location, can be reached at (408) 452-8300 and Don Medina, manager of the Manteca location, can be reached at 209-825-2200.*

DMP announced the expansion of its Central sales leadership team with the promotion of Jeff Rathjen as the company’s Dealer Development Manager (DDM) for Northern Texas. Rathjen first came to DMP in 1999. Presently, he is a Production Supervisor in the company’s headquarters and manufacturing facility in Springfield, Missouri. As a supervisor, Rathjen leads the team who builds all of DMP’s panels and keypads, as well as the DualCom™ and CellCom™ communicators and the new XTLtouch. “Under Jeff’s leadership, the region had the highest growth in sales at that time,” says Jim Hawthorne DMP Executive Director of Sales. “Jeff brings valuable hands-on experience and in-depth knowledge of DMP’s products and operations. He also demonstrates a personal commitment to teamwork and DMP’s other values. We’re thrilled he is stepping into this DDM position.” *Rathjen can be contacted at 800-641-4282, extension 572, cell 417-860-0332 or JRathjen@DMP.com*

QOLSYS announced that the 2.4 software update has been released for the IQ Panel 2 Plus. The 2.4 software includes a host of new features and improvements resulting from customer feedback to serve key initiatives in Residential, Commercial, Builder, Wellness, MDU and DIY verticals. “Every one of these features and enhancements rep-



(L-R) Jason Dennis, Managing Partner, Lone Star Systems Supply and Dave Kelly, Regional Manager – West, Custom Electronic Supply



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ASSOCIATES NEWS, continued

resents the voice of the customer,” says Qolsys SVP of Sales and Marketing Mike Hackett. “As we invest in growing the security and smart home solution beyond traditional markets we continue to innovate, leveraging our hardware and software expertise to improve the user experience.” The IQ Panel 2 Plus and a full line of security and home automation devices is available today from Authorized Qolsys distributors. Visit www.qolsys.com to learn more.

COPS MONITORING announced the promotion of Eric Scrivana to the newly created position of Operations Project Manager. In his new position based at COPS’ NJ National Headquarters, Scrivana will focus on maintaining high quality and consistency of services at each of the 6 locations in COPS’ award-winning network of six UL listed monitoring stations. “With sustained yearly double-digit growth for nearly a decade, it’s essential that we continue to pay very close attention to the fundamentals,” said Jim McMullen, President and COO of COPS. “We continue to prepare our management team to take our staff to 1,000 employees and beyond. Eric will be providing focused support to our front-line management team at each of our locations and will further refine our ability to develop and deploy new services and features while ensuring service excellence and efficient communication amongst all management and team members.”

SECURITY FUNDING ASSOCIATES (SFA) announced the company’s complete rebranding and launch of its new website. As the first company to develop the concept of a finance-based dealer program, for more than 25 years SFA has provided consultative and networking services to assist security professionals in establishing business plans and strategies to acquire startup capital. This rebrand reflects a more proactive push for the company to amplify its awareness in the saturated security industry where more professionals are looking to kick start their own practice. The company has been repositioned to better reflect this growing need by streamlining and customizing its service offerings. “Security Funding Associates’ approach to consulting and provision of services is based on successfully procuring the working capital and establishing the blueprint our clients need,” said Tony Smith, President of SFA. “We work closely with our partners to create a plan that will ensure their business will be sustainable and their future secure in the long-term.”



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INDUSTRY NEWS



Former ADT executive Tim Whall and Ring Solutions President Mike Harris will be featured at the 2019 CAA Winter Convention and Western States Security Conference December 4-7, 2019 at The Fairmont San Francisco. They lead a conference with more than 15 educational sessions including the California Automatic Fire Alarm Association and the WBFAA UATC Apprentice Training Program. Former ESA Vice President Bob Michel of Valley Alarm will receive the CAA George A. Weinstock Award for service to the industry at the CAA Tribute Dinner. **Two persons from each installing company can register for free as guests of the sponsors by calling 800-437-7658 or visiting www.caaonline.org.**



Security industry veteran Daniel Schmelzer has brought to market a much-anticipated new book – **SECURING TRUST: A GUIDE FOR SECURITY TECHNOLOGY SALES PROFESSIONALS WRITTEN FROM THE CUSTOMER’S PERSPECTIVE**. This easy-to-read guide was written to equip today’s security integrator with the tools and knowledge needed to close more sales and enhance customer relationships. The pages are packed with useful sales tips and are based on real life security selling techniques that have helped senior leaders understand the value of investing in sophisticated security technology. His work portfolio and



expertise include designing, implementing, and management of a \$30 million IP-centric, enterprise security platform that spans five continents. Schmelzer wrote **SECURING TRUST** to empower other security technology professionals to grow their businesses by taking an informed approach to selling

the value of security to an organization. The book is available on Amazon in both paperback and Kindle formats as well as on Schmelzer’s website, <https://www.pegasussecuritycoaching.com/>



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Upcoming Events:

- Board of Directors Meeting, Phoenix, AZ, October 10, 2019
- 2020**
- Board of Directors Meeting, Jacksonville, FL, January 15-16, 2020
- 2020 Annual Meeting and Codes Conference, Phoenix, AZ, May 4 - 7, 2020
- 2020 Annual Breakfast (Held in Conjunction with NFPA Conference), Orlando, FL, June 16, 2020



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Body Language: Too Often Ignored



By Harvey Eisenstadt

Salespeople must remember and be consciously aware that in every meeting with a prospect there are two languages being spoken by both the salesperson and the prospect. There is the verbal language which are the actual words you are delivering to the prospect and their comments and responses. Then there is the non-verbal language which is the body movements and expressions of both the salesperson and the prospect. The non-verbal language, otherwise referred to as body language, is all too often ignored by the salesperson. Body language which is comprised of facial expressions, body movements and voice tones delivers a wealth of information as to what you, or the prospect, may be

thinking or feeling at any moment. It has been said that quite often body language speaks louder than the spoken words. For the salesperson, the failure to recognize the message delivered by body language could result in missing a critical decisive signal and negatively affect the sales call.

Here are some ideas relating to how you can capitalize with body language.

Let's begin with your facial expressions which is a dead giveaway to how you are feeling and the emotions of your thoughts. Your facial expressions can deliver happiness, sadness, fear, uncertainty and confidence as a reflection of your emotions at that time. There are two expressions that you want to avoid. The first is a perpetually fixed smile. This is easily recognizable as insincere. The other is an expression of confusion which quite often is delivered by a wrinkled forehead. Replacing confusion with an expression of interest and the appropriate comments accompanying that expression will always resonate positively with others.

Your body movements send powerful messages to the person in your conversation or the audience if you are delivering a presentation. The first, and significantly important, is eye contact. In a one on one conversation don't hesitate to lean forward with constant eye contact to deliver an important message. This stimulates their interest and brings them closer to your thoughts. In a presentation, wherever possible, move among your audience and make eye contact with as many attendees as possible. This creates an interactive atmosphere bringing the audience closer and into the content of your presentation.

It is critical to remember that we all speak two languages, verbal and nonverbal (body language), and most often the body language will leave a more influencing impression.

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

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A Dealer's Perspective — #18



By Tony Smith

Reading your license plate and taking a picture of your car...is this a violation of your property rights? That is the question that is being raised by the Los Angeles Times in their 9-15-19 Business Section article titled "Who's Reading Your Car Plate?". This action is currently occurring not in a gated development, where the HOA often owns the streets and utility poles.

Rather, this is happening in a somewhat undefined neighborhood in Sherman Oaks, CA, where the residents have banded together to rent two pairs of cameras whose images cover a semi-closed loop of streets in their community.

Their aim is to have hard evidence which would help solve any crimes committed in their neighborhood. The cost of this surveillance is reportedly \$2000 per camera, per year. They are machine vision cameras programmed to read the license plates and to identify a car by make, model and paint color. Motion activated, the footage is then date and time stamped. Several members of the community have assumed the responsibility of processing the footage, and those individuals are also considered the owner of the video records. Those images self-destruct in thirty days. Flock Security of Atlanta, GA, rented out the cameras, which appear to have been placed on private property with the owner's permission. Since 2017, Flock has raised almost \$20 million in funding from heavyweight investors, namely Peter Thiel's Founders Fund and Matrix Partners. It has impressive statistics showing the numbers and types of crimes it has helped to solve in many neighborhoods.



Security Companies' major goals include stopping and/or aiding in solving crimes. Footage from these cameras is only made available to the Los Angeles Police Department as a step in identifying possible suspects when a crime has been committed. However, the privacy issues here are major. Do the neighborhood's residents have the right to take a picture of someone's car with them in it on a public street? Since the cameras are motion activated, should they be allowed to take a photo of people walking on the sidewalk? This approach to deterring burglaries does seem to have a bit of a vigilante feel to it. Many people, despite the good intentions of the residents, will not be comfortable driving in that neighborhood.

MORE TECH, A BETTER SOLUTION?

Technology is now rearing its handsome head in the same space by mating this machine vision camera with the digital version of the apartment house visitor communicator which has been in use for a long time. One of the biggest opportunities for usage of such cameras appears to be in gated and gate-guarded communities. Cloudkeyz is a cloud-based secured keyless access entry system which brings a measure of control to follower-vehicle pass-throughs. With this technology, residents in a gated community or safety-conscious neighborhood who have license reader cameras and keyless access no longer must face monster phone bills, or clicker maintenance and management headaches. The savings will be substantial to those communities that can make the upgrade to this high-tech security. (Cloudkeyz is venture-funded but is not releasing the names of their investors nor the amounts of money committed by them). Their preference is for their customers to purchase their systems, and then have them pay Cloudkeyz for the cloud services. Both Flock Security and Cloudkeyz fall into the SaaS category of new RMR creation.

However, despite the agreement of law enforcement that these machine vision camera systems are a definite aid in solving crime, there is also a growing question as to whether they are violating people's privacy. The limited accuracy of facial recognition technology and the fact that footage from cameras such as those mentioned above, or companies like Ring, can often be spread around on social networks, is of major concern to civil liberty monitors. The opportunity for using images from Flock's cameras for purposes other than those for which they are intended is disturbing. There are those who feel, though, that what you may be giving up in privacy is over-ridden by the hard evidence you can share with police if a crime is committed in your area. Clearly, when this equipment is used in a HOA setting, the privacy issues are not as unsettling.


Tony Smith is the founder and President of Security Funding Associates, a 20 yr. Brokerage, and Advisory Services firm, located in Los Angeles CA. He is a licensed alarm dealer, past President of the CAA and former Board Member of ESA. Contact: Tsmith@securityfundingsolutions.com (626) 795-9199



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Wisconsin Electronic Security Association golfers stopped at the 10th hole to catch up on industry news with the leading magazines. Pictured are Frank McGettigan of Capital Fire and Security, Brandon Heck of Salient Systems, Rick Castner of Convergent and Greg Nackel of Convergent pose with THE SENTRY, THE SENTINEL and THE MIRROR at the annual Wisconsin Electronic Security Association's Golf Outing.



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6. If the services rendered is an integral part of the subcontractors business.

AB 5 went through six amendments. While one of the intents of the bill is to address the “gig” industries such as ride sharing and others that may use an app, the new law also addresses those that are licensed through the California Contractors State License Board. The law does not specifically mention those that are licensed through the Bureau of Security and Investigative Services, but the consensus is at this time that all sub-contracting work falls under this new law.

A number of industries and independent contractors have been exempted, such as physicians, barbers, real estate agents and so on. There still remains a long list of those who at the present time do not have a direct exemption. This includes an electrician who may sub-contract to another electrician or a plumber who may sub-contract to another plumber. There is however a provision in the bill for those that operate within the construction industry. For this exemption, all of the following requirements must be met:

1. The individual is free from control and direction of the contractor in connection with the performance of the work, both under the contract for the performance of the work and in fact,
2. The subcontract is in writing,
3. The subcontractor is licensed by CSLB and the work is within the scope of that license,
4. If the subcontractor is domiciled in a jurisdiction that requires the subcontractor to have a business license or business tax registration,
5. The subcontractor maintains a business location that is separate from the business or work location of the contractor,
6. The subcontractor has the authority to hire and to fire other persons to provide or to assist in providing the services,
7. The subcontractor assumes financial responsibility for errors and omissions in labor or services as evidenced by insurance, legally authorized indemnity obligations, performance bonds, or warranties relating to the labor or services being performed.
8. The subcontractor is customarily engaged in an independently established business of the same nature as that involved in the work performed.

The provisions of AB 5 go into effect on January 1, 2020. There will be a workshop on AB 5 as part of the CAA's Winter Convention in San Francisco. If you use sub-contractors in your business or if part of your business model is providing sub-contracting services you will need to be aware of all of the requirements that AB 5 places into law. You need to attend this workshop.

The Governmental Affairs Committee will be working in November and December of this year and in 2020 to get into the law an exemption that clearly identifies are industry segment. We will not be the only industry that will be working towards this end as there will be a number that will also be positioning themselves for their own exemption. It is important to support the work of your state association in this work, as this is a “local” issue and not a “national” issue.

Not All Additional Insureds Are Equal

By Larry St John, CIC, CRM, Eclipse Marketing & Insurance Services

If your company does work for other businesses, then you're used to receiving requests for proof of your insurance, certificates including the “Additional Insured” clause. Normally you supply a certificate and that takes care of it. What happens when your customer comes back and wants more? What if they refer to the contract for the job and tell you your certificate is incomplete and needs to provide additional paragraphs (or pages!) of special wording to comply? Is it reasonable? Can you still get paid? Are there any other potential consequences to beware of?

The answer varies, depending on the verbiage in the contract you're being asked to sign, but it can range from no big deal... all the way up to putting your policy on the hook to give MORE coverage for the Additional Insured than it does for you as the primary policyholder. Agreements or contracts written by your customer that contain Additional Insured requirements are all Risk Transfer efforts designed to move as much exposure as possible from that customer back over to its vendors, i.e. you, so you should be aware of what you're being asked to go along with.

My customers ask me all the time, “can I comply with the insurance requirement in this contract”, and sometimes the answer is “no.” Why? When the requirements are out of date or misworded, or referencing insurance forms that have been out of circulation for decades, and/or ask for liability limits so high that only large companies can afford them. However, I tell them they may still find out the insurance they already have MIGHT be accepted if they just submit it and see if their customer accepts it.

A word of caution: customer acceptance of your insurance does not necessarily mean you are in compliance with the contract; it just means you can get paid for the work you're doing at present. Deciding how to interpret and respond to a contract that might be poorly constructed is a valid concern, but it's separate from the question of “how do I get paid”, and more of a legal strategy, and for that, you'll want to talk to your attorney.

Here's what you should know: most standard General Liability policies will include a basic Blanket Additional Insured endorsement. This essentially says that if you have a contract with someone requiring they be Additionally Insured, then they are. The idea is that, while you are providing ongoing operations for your customer, if your customer gets sued due to your negligence, then your insurance will indemnify your customer. Standard stuff. No extra cost and the certificate confirming the Additional Insured status is quick to issue.

However, that doesn't address the EXTRA clauses your customer's contract may contain, that are designed to transfer MORE risk, MORE burden back over to its vendors, like you.

Things like:

- Making your insurance primary (first to have to pay) even in cases where your Additionally Insured customer is partially negligent or even completely negligent (“Primary and Non-Contributory wording”)
- Restricting your insurance from seeking reimbursement from the Additional Insured if your insurance pays out first due to an agreement, even when your customer is negligent (“Waiver of Subrogation”)
- Making you responsible for your customer's/Additional Insured's premises or job site you worked on AFTER all your operations and services there have ended (“Completed Operations”)
- Customer/Additional Insured requiring 30 days written notice directly from your insurance company if any condition of your policy changes or cancels

Insureds, continued on next page

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Insureds, continued

• Customer/Additional Insured requiring that your insurance plan's full policy limit is guaranteed to be fully available, even if other claims have already been paid that year ("Per Project Aggregate")

These clauses can be costly to get your insurance to comply with because insurers know that compliance equals taking on a whole lot more risk.

We see these requests included on customer contracts all the time, but what's interesting is that they're not always enforced. What we encourage our insureds to do is to provide a certificate including whatever type of Additional Insured they already have included in their policy, and then see what kind of response their customer comes back with. Many times we will see a much less burdensome level of coverage accepted than what is spelled out in whatever boilerplate their customer may have used to create its agreement.

Or, if you know you're going to have a lot of customers that have burdensome requirements like these, and they pay well enough to justify it, you can upgrade your policy to include all of that wording by default. That's an option too.

So in the end, what's reasonable is often defined by what's accepted. And it behooves any business to push back a bit when confronted with insurance requirements that are outside of what they've already found to be commonly accepted. We help our clients navigate this daily, and the relief usually starts just with the knowledge that they CAN push back and likely reach a compromise.

If you're looking at a set of insurance requirements that seems burdensome or unreasonable, give us a call (800-530-4448), we can help you navigate.

*Larry St John, CIC, CRM, Eclipse Marketing & Insurance Services
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INLAND EMPIRE ALARM ASSOCIATION

Jon McNamara, President

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

IEAA MEETINGS

◆ November 7 Teen Holiday Charity Event @ The Mission Inn

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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Mike Salk, Vice President

EBAA Meetings

With a focus on the "Evolution Revolution". We look forward to you joining these lively events at our new home location in Emeryville. The new location has a safe parking lot with magnificent views of the bay. We are offering lunch at \$25 with an open menu and free for any public service works. For questions please reach out to Treasure Deric Morrow 510-432-8130 deric.morrow@jci.com

Meetings to be held at:

Chevy's Fresh Mex, 1890 Powell St, Emeryville, CA 94608

- ♦ Nov. 5, 2019State of the industry (One Man/Regional/National)
- ♦ Feb. 4, 2020Disruption Crisis
- ♦ April 28, 2020Video Integration

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Richmond Ordinance

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



Ben Martinez, President

SVAA MEETINGS

Bass Pro (Uncle Buck's Fish Bowl & Grill, 5160 Cherry Ave), San Jose, CA 95118

- ♦ November 6 11:30-1:30 State of Tech (George De Marco)

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.



SVAA's Ben Martinez and Deric Morrow welcomed Art Black (center), who presented a fire update, to the general meeting.

MID-CAL



MID CAL ALARM ASSOCIATION

Mike Tarin, President

6th Annual MCAA Golf Tournament

Our 6th Annual MCAA Golf Tournament in Fresno, CA has been rescheduled for spring 2020.

Kind Regards,

Michael Tarin, Mid-Cal President



REDWOOD ALARM ASSOCIATION

Sean Cooke, President

RAA MEETINGS

Thanks for Making Our Summer Meeting a Success!

Thanks to everybody who came out to the Summer Redwood Alarm Association meeting on July 17. We especially want to thank our guest speaker Wayne Mills from ADI Global.

The Redwood Alarm Association hosts its fall member meeting on Wednesday, October 16, 2019, from 11:30 a.m. to 1 p.m. at Chevy's Mexican Restaurant in Santa Rosa, CA.

To RSVP, please email Jarad Petroske at jarad@advancedsecurity.us.

For questions about the association, please contact Sean Cooke at scooke@allguard-systems.com or 800-255-4273.



GOLDEN GATE ALARM ASSOCIATION

Paul Wassem, President

Meetings to be held at: Chevy's Fresh Mex, 141 Hickey Blvd, South San Francisco, CA 94080

2019

- ♦ November 7 Physical and Cyber Cross Roads

2020

- ♦ February 6 Dealer Partnerships adding new services to your catalog
- ♦ April 30 Protecting the Masses (Active Shooter)

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



Golden Gate, Silicon Valley and East Bay Alarm Associations

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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.

The San Diego Police Department Permits Division reminds all alarm companies that they are required to have a valid alarm permit, for the premise being installed, prior to the installation of an intrusion or fire system. The alarm company is responsible for obtaining or verifying the existence of an existing alarm permit for the premise. For information please contact SDPD Permits Division – Frank Dragula 619-531-2364 Fdragula@pd.sandiego.gov

GLASAA

Greater Los Angeles Security Alarm Association

David Michel, President

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

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

GLASAA Meetings and Events

Please visit our website at www.glasaa.org.



ORANGE COUNTY ALARM ASSOCIATION

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CITY OF IRVINE PERMITS

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

For more information about OCAA activities, contact the OCAA office at 800-339-1420 or email 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.



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.

GVAA MEETINGS

♦ December 12Custom Electronic SupplyManteca



The Greater Valley Alarm Association met at a luncheon hosted by DSC with Matt Hoffman- Hoffman Security, Dana Buck- Alamo Alarm, Joe Castro- Hoffman Security, Rich Whitlock- Anixter, Brian Fullhart-DSC

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

Mark Simpson, President

The Sacramento Area Alarm Association invites you to our annual Holiday Event on December 19, 2019.

Location: TMS Event Center, 2440 Glendale Lane, Sacramento, CA 95825

Please R.S.V.P. through the California Alarm Association office by emailing info@caaonline.org or calling 800-437-7658.

SAAA MEETINGS

♦ December 19 ... SAAA Holiday Event Sacramento

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The NSA had a great meeting in September. We heard from Las Vegas Fire Rescue Deputy Chief Robert Nolan who filled us in on new initiatives in the city and new valley-wide Community Risk Reduction Program that allows our members to partner with the Fire Department to help our senior living communities. Great stuff!

The NSA invites vendors and dealers to sponsor and attend our Youth Scholarship Fundraiser Expo & fun Pub Crawl afterward!

When? October 3, 2019

Where? Expo at The Las Vegas Hotel followed by a fun networking pub crawl in eclectic old Las Vegas Fremont Street East District.

Contact NSA today for sponsorship information. It's a great way to support kids in our community!

Upcoming Meeting Schedule:

October 3.....Youth Scholarship Fundraiser Expo & pub crawl

November 20.....General Meeting

Get involved with NSA today! www.nevadasecurityassociation.org



NSA Board with Las Vegas Fire Rescue Deputy Chief Robert Nolan.

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The CBFAA was busy in August.

Thanks to Anixter-Denver branch manager Chris Page and his team for allowing CBFAA to hold a counter day to talk about the association.

Our next stop was at the ADI Expo in Denver. Thanks to ADI for their generous donation to the association. Their support helps us continue initiatives important to our members and the industry.

Finally in August, CBFAA held it's General Meeting at SES in Colorado Springs. Attendees got to hear from Dex YP about how to use their online presence and social media to help their businesses.

Upcoming Schedule

- October 9 - General Meeting at Hacienda Restaurant, Mexico Ave, Denver. Guest Speaker: Stan Martin of SIAC (Security Industry Alarm Coalition). Guest Speaker: Marshall Lorden of Telguard/Ametek

- December 4 - Holiday Party

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



Anixter Denver Branch Manager Chris Page and staff welcomed industry leaders to discover CBFAA.

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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.



ADI Expo Denver donated \$500 to support the CBFAA during their event.



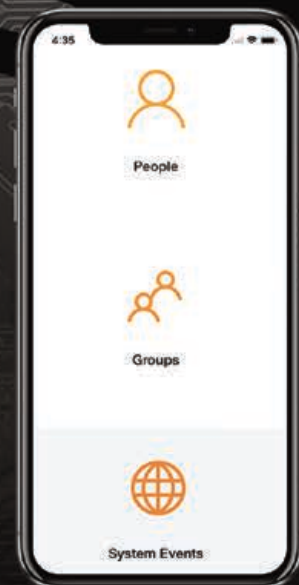
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WBFAA UATC Offers Online Continuing Education

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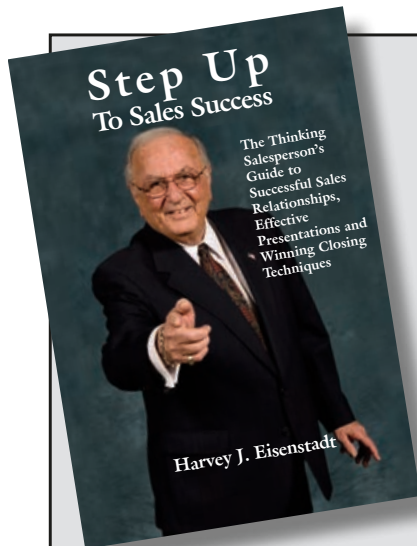
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Send your events to CAA Mirror: info@caaonline.org

October 9.....	Colorado BFAA	Denver
October 16.....	RAA General Meeting.....	Santa Rosa
November 5	EBAA General Meeting	Emeryville
November 6.....	SVAA General Meeting.....	San Jose
November 7.....	GGAA General Meeting.....	S. San Francisco
November 7.....	IEAA Holiday Charity	Riverside
December 4	Colorado BFAA Holiday	Denver
December 19.....	SAAA Holiday Party	Sacramento
December 12.....	GVAA General Meeting	Manteca

2020

February 4	EBAA General Meeting	Emeryville
February 6	GGAA General Meeting.....	S. San Francisco
April 28	EBAA General Meeting	Emeryville
April 30	GGAA General Meeting.....	S. San Francisco



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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

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