

THE MIRROR

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www.CAAonline.org



NEW MEXICO
Security & Life Safety
Association



CAA Announces Scholarship Winners

Ten outstanding young students have been selected as recipients of the 2021 CAA Youth Scholarship awards.

Emily Borgman received the statewide award and the Sacramento Area Alarm Association award and a total of \$5,000 to support her academic pursuits.

Sacramento Area Alarm Association

Emily Borgman

Chico High School
Parent: Anthony Borgman
Paradise Police Department



The following regional chapter representatives each received \$1,000 from the CAA:

East Bay Alarm Association

Jordyn Moriarty

Vacaville High School
Parent: Andrew Moriarty
Vacaville Police Department



Mid Cal Alarm Association

Nicole Enriquez

Liberty High School
Parent: Raymund Enriquez
State of California Department of
Corrections and Rehabilitation



Inland Empire Alarm Association

Sarah Degner

Alta Loma High School
Parent: Darrell Degner
San Bernardino County Fire Dept.



Greater Los Angeles Security Alarm Association

• GLASAA First Place

Alyssa Carrier

Orcutt Academy High School
Parent: Craig Carrier
California Highway Patrol

• GLASAA Second Place

Annika Lee

Valencia High School
Parent: Wai Lee
Downey Fire



Greater Los Angeles Security Alarm Association

Redwood Alarm Association

Anastasia Wong

Santa Rosa High School
Parent: Charles Dennis Wong
Sebastopol Police Department



San Diego Alarm Association

Benjamin Schule

Ramona High School
Parent: Warner Schule
Camp Pendleton Fire Department

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Greater Valley Alarm Association

Alex Naumann

Saint Mary's High School
Parent: David Naumann
California Probation



Orange County Alarm Association

Robert Frahm

Edison High School
Parent: Bobby and Debra Frahm
Huntington Beach Police
Department



Silicon Valley Alarm Association

Nicolas Yerace

Carmel High School
Parent: John Yerace
California Highway Patrol



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THE MIRROR

PRESIDENT'S MESSAGE

Making Lemonade

San Francisco, where nearly 80% have received at least one vaccine shot, has implemented vaccine requirements for meetings

We continue to look forward to seeing you at The Fairmont San Francisco December 1-4, 2021 for the CAA Winter Convention.

We are monitoring the government actions and working closely with the hotel to ensure a safe, secure and successful business meeting.

I encourage you to make plans to join us, take advantage of our incredible room rate of \$209, and engage in the networking and educational programs.

ISC West in Las Vegas. Time will tell, and I urge you to stay safe and stay strong.

Michael Salk

President

California Alarm Association



By Michael Salk

beginning in mid-September. We know from the actions government has taken in the past year that this may change at any time.

So, when we get lemons, we make lemonade.

Our industry, our business, continues to move forward in spite of the pandemic. Our legislative program continues, our training program continues to grow.

We continue to look forward to seeing you at The Fairmont San Francisco December 1-4, 2021 for the CAA Winter Convention. We are monitoring the government actions and working closely with the hotel to ensure a safe, secure and successful business meeting.

I encourage you to make plans to join us, take advantage of our incredible room rate of \$209, and engage in the networking and educational programs. Visit www.caaonline.org to register online and reserve your hotel room. Note that up to four people from an installing company are guests of the sponsors.

Several regional chapters are beginning to hold physical meetings, and soon the new year will bring

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PAC ALERT

\$30,000 GOAL FOR 2021

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 2021 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

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Deadline is November 30, 2021.

The Scholarship Recipient will be announced during the CAFAA Annual conference which will be held in February, 2022. Visit www.cafaa.com for more information.

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Rich Cowan

Vice President, Western Region

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AFAA Launches New Fire Techs of the Future Scholarship Program

The AFAA Board of Director's approved a new scholarship program to support the next generation of fire alarm technicians. A \$1,000 scholarship will be offered annually to one or more students currently studying fire alarm technology at a post-secondary institution. **The scholarship is open to all students registered in a post-secondary associates degree or program equivalent with a concentration on fire alarm technology related courses.** To apply, the student must submit a transcript of their academic grades and a letter application summarizing their current studies, extracurricular activities and involvement with and career plans in the fire alarm industry.

The deadline for submittal is January 1st.

Submit your application electronically to admin@afaa.org.

You can help grow the program! Let us know of a contact at a local college in your network and spread the word. *Interested in supporting the next generation? Contributions to grow the program from individuals or corporations are welcome. Please contact admin@afaa.org to learn more.*

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ASSOCIATES NEWS

CAMECT has appointed industry veteran Ron Grubbs to head global sales and business development. Camect's global footprint has expanded to over 30 countries and Ron Grubbs brings decades of experience in sales and executive leadership. Grubbs will head global sales and business development. His background includes over 30 years of partnering with integrators to implement secure solutions for residential and commercial customers. This direct experience with security integrations will enable the continued growth of Camect's professional dealer program.

"Our worldwide growth is a testament to our engineering team's innovation and the strong partnerships we have developed with the security industry", stated Camect's co-founder, Arup Mukherjee. "We are excited to have Ron join the team to continue to help support our partners and fuel our global growth. "For more information, please visit Camect.com

OPTEX announced its award-winning REDSCAN PRO LiDAR Sensors are now fully integrated with Genetec™ Security Center to provide enhanced perimeter protection for the highest security sites. Genetec is the only company to leverage the live X&Y coordinates provided by the REDSCAN LiDAR to create critical area mapping and video tracking, including advanced intelligent features such as automatic target path fusion. This feature automatically merges single targets detected by multiple sensors together as one to help reduce the number of events presented via the Security Center Platform to the security staff and make them more relevant. David Lenot, Critical Infrastructure Practice Lead at Genetec, says: "The integration of the OPTEX REDSCAN PRO series into our Security Center is a game changer for perimeter security. With detection, tracking and video verification all in one device, it's not only more efficient and cost effective, but customers can expect higher levels of security and surveillance than ever before." Tomohiro Tsuji, General Manager at OPTEX,

says the shared beliefs and principles between OPTEX and Genetec have helped to build a strong working partnership: "We have worked closely together with Genetec for a number of years, with a clear focus on innovation and integration of technologies to provide enhanced security solutions for our customers."

RSPNDR has created a service connecting monitoring stations with active alarms to on-demand mobile guard units. Monitoring stations have full transparency into the progression of guard response with real-time tracking, digital reports on status and photo documentation for full accountability. RSPNDR partners with local licensed guard companies to deliver alarm response demand. The app tracks, monitors and holds guards accountable while providing reporting and analytics. The platform algorithmically pings the guard that'll be able to respond first. RSPNDR is currently operating in Las Vegas, California, Washington, Phoenix and Tucson. The next select areas planned for expansion include Colorado, Georgia, New Mexico, Ohio, Texas, Illinois and Wisconsin. Visit www.rspndr.io for more information.

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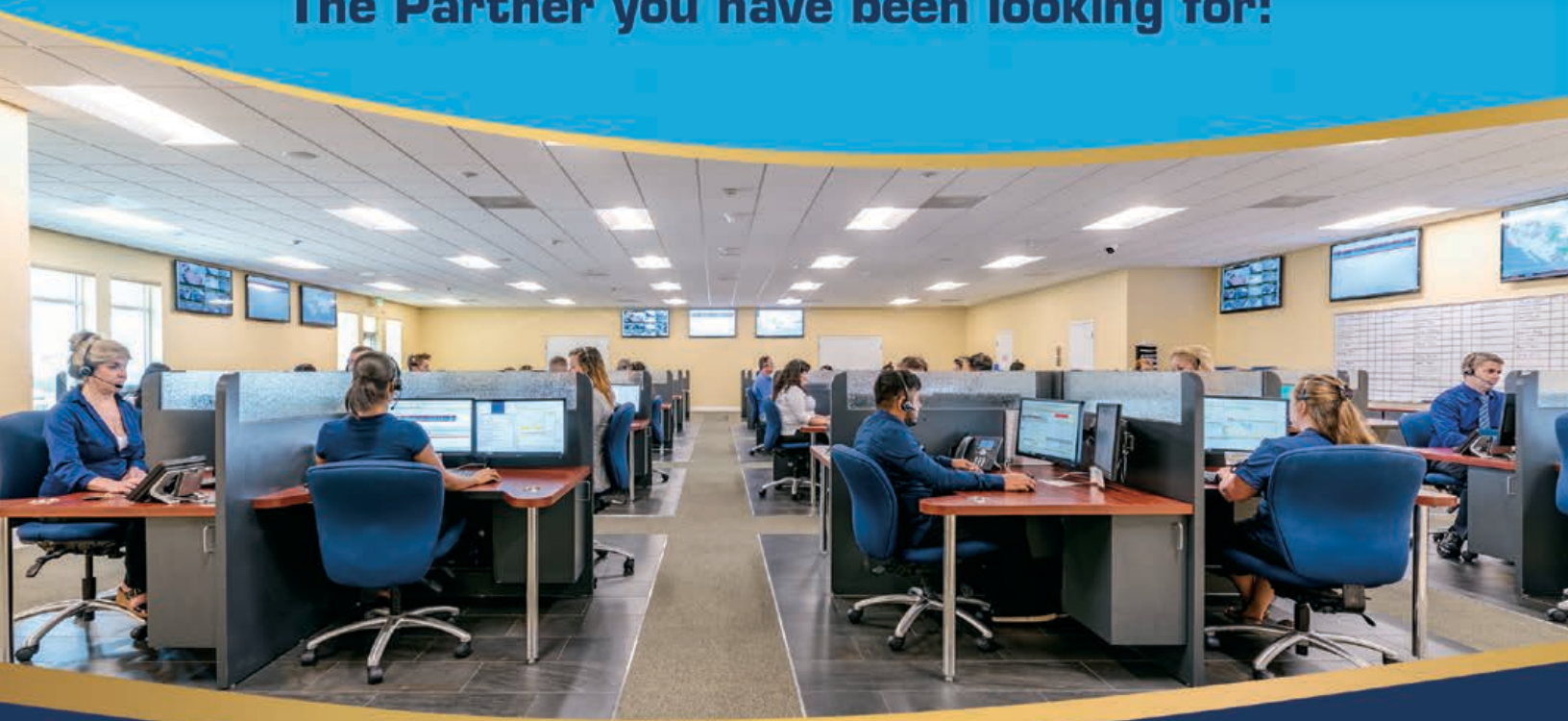


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For more information and demos, visit www.nationaltrainingprogram.com.

Details also on page 26 in this issue of THE MIRROR.

Chiefs of Police Endorse Model Alarm Ordinance

The International Association of Chiefs of Police (IACP) recently passed a resolution that endorses the Model Alarm Ordinance as a tool for promoting “best practices” to achieve a reduction in alarm dispatches and recommends the ordinance to its 31,000 members in 165 countries.

The ordinance, already in use in approximately 1,000 jurisdictions, was developed and tested in a co-operative effort between the Security Industry Alarm Coalition (SIAC), the IACP, and the National Sheriffs’ Association.

The IACP resolution notes that the organization “recognizes the need for and value of enforcement tools and alarm management processes recommended in this Model Ordinance to achieve the desired reduction in alarm dispatches experienced by police agencies.”



“When fully implemented and enforced, the Model Ordinance results in an approximate 60% reduction or more in alarm dispatches,” said Stan Martin, SIAC Executive Director. “The ordinance focuses on the very small percentage of systems that cause problems for law enforcement and takes into account that 85% of alarm systems generate no dispatches in any given year.”

The Model Ordinance incorporates best practices that have proven to reduce calls for services, including:

- ECC – Enhanced Call Confirmation (previously called Enhanced Call Verification or ECV) – Two calls to different numbers to determine the cause of

the alarm and whether a dispatch is required. Video, audio, and other means of confirmation are also included in the referenced ANSI CS-V01 standard in the Model Ordinance.

- Requiring Alarm Permits w/fees – Registration for security systems is critical for the effective management of alarm programs.
- Limiting Free Responses/fines – Setting reasonable fines for alarm dispatches can be a significant deterrent to the occasional offender. Allowing a maximum of two free responses before incurring fines is advisable. Utilizing one free response will yield even higher dispatch reductions.
- Ceasing Response to Chronic Abusers – The industry supports stopping response to the chronic abusers while including a reasonable appeal and restoration process.
- Accepting Cancellations – Allowing calls to be canceled if originating party verifies response is not needed.

“SIAC recognizes and supports the importance of a strong relationship between law enforcement and the private sector,” said Martin. “As the industry’s voice on electronic security issues, SIAC is committed to continuing its decades-long collaboration with leading law enforcement organizations such as the IACP to support our shared mission to protect lives and property.”

For more information, go to www.SIACinc.org, www.siacinc.wordpress.com, or follow us on www.twitter.com/siacinc.



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INDUSTRY NEWS

BOYD & ASSOCIATES announced the purchase of Security Network, Inc. founded in 1992 by Mitch Salehi. SNI offers commercial and residential burglar and fire alarm systems in Los Angeles and Orange Counties. The deal brings Boyd & Associates, based in South-

ern California, nearly 900 commercial and residential customers. "We are grateful that while the pandemic has been hard on everyone, we have been able to continue to provide the same level of customer service while expanding our reach," said Boyd. Boyd has been a long-time friend of Salehi since his top performer days at Westec. Boyd & Associates has made a string of smaller acquisitions in the last decade, ramping up the speed of purchases in the past two to three years. With locations in both Ventura and Orange Counties, Boyd & Associates can service customers throughout Southern California.



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NATIONAL TRAINING CENTER (NTC) has launched a 90-day online training bundle where experienced professionals and beginning students can learn more about security, NICET and life-safety while studying for one of several NICET examinations if so desired. "We've gotten a lot of great feedback from our field technicians who have used the online training in the past year and they've all successfully taken their NICET exams," says Stephanie Wlosinski with Davis-Ulmer of Amherst, NY. Included in NTC's 90-Day Bundle are the following study regiments: Level 1-4 NICET Fire Alarm Certification Online Training, All Security Systems Online Trainings, Fire Alarm Systems Online Training, NICET Water-Based Systems. To connect with an NTC professional, call 702-648-8899, email cs@national-trainingcenter.net, or visit www.nationaltrainingcenter.com.

TMA Executive Director Honored

The Monitoring Association (TMA) announced its Executive Director, Celia T. Besore, has been selected to join with nine other association

executives in The American Society Association Executives' (ASAE) 2021 Class of Fellows.

The Fellows program bestows an honorary recognition upon exceptional association leaders making noteworthy and sustained contributions of leadership to their organizations, ASAE and the association management profession.

Besore joins 273 association industry professionals who



have received this designation since the program's inception in 1986. ASAE is a membership organization of more than 48,000 association executives and industry partners representing 7,400 organizations.



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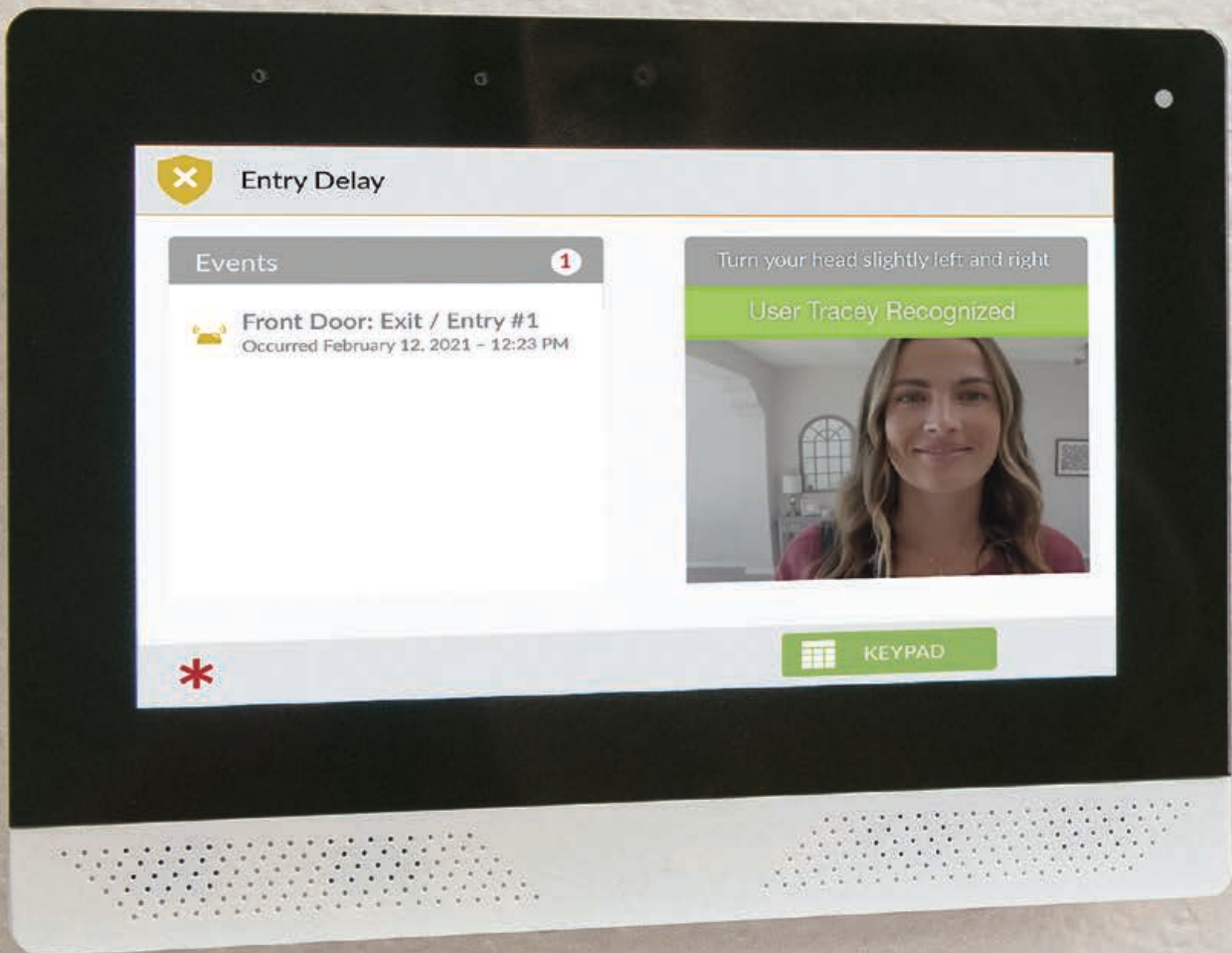
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Tim Westphal, EBAA President

EBAA Meetings

For questions, please reach out to Treasurer Deric Morrow 510-432-8130 deric.morrow@amag.com.

RSVP to 800-437-7658 or 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/. 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.



GREATER VALLEY ALARM ASSOCIATION

Joe Castro, President

GVAA MEETINGS

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.

MID-CAL



MID CAL ALARM ASSOCIATION

Mike Tarin, President

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 is 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.



INLAND EMPIRE ALARM ASSOCIATION

William Watson, 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 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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Visit www.OCAAonline.org for more information.

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 800-437-7658 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.

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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



REDWOOD
ALARM ASSOCIATION

Sean Cooke, President

Meetings

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



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IRS Notices, Liens, and Levies

By Mitch Reitman

The IRS collection division is recovering from pre-pandemic lockdowns and began sending out letters from the Automated Collection System function in June. They also restarted the income tax levy program in July. In addition, responsible officers continue to work on non-filer cases and are sending out notices and billing notices; however, their focus is primarily on egregious cases, such as high-income non-filers.

According to an IRS spokesperson "There's still a backlog of paper, and until that's cleared there will be people that efiled and mailed in their check, the check cleared, but they get notices saying they never paid. That's the downside of restarting the program. They have to do it because otherwise people will get complacent when they think there'll be no repercussion for not paying."

"The phone lines are still backlogged due to taxpayers not getting their refunds," he explained. "They have to go through manual processing, mostly for returns that had additional stimulus funds. Because of

time constraints, the IRS didn't have time to fully reconfigure their computers to recalculate the additional credits due for the additional stimulus money.

This year continues to be unique and filled with issues. The IRS has hired over 3,200 employees to cover attrition and to increase staffing. As the IRS is attempting to reduce the backlog, the Austin and Fresno Service Centers have been tapped to help process Forms 941. As of mid-July, approximately 1.8 million forms have not yet been processed. For returns prior to 2021, 11,000 are still in inventory. These figures are for Form 941 returns — they don't include Form 940, or Form 941X amended returns. This problem is a large issue because many companies qualified for the Employee Retention Credit and are waiting for these returns to be processed so that they can receive their tax credit refunds.

If you receive a notice from the IRS that you believe is incorrect, don't have a heart attack, but don't disregard it either. Contact your tax professional or call us so that you can respond properly and timely. You should also call (or have your professional call) and request collections hold on your account. This will keep you from a surprise lien or levy and the accompanying headaches that come with them.

Mitch Reitman is the Managing Principal of Reitman Consulting Group. He can be reached at MReitman@Reitman.US.

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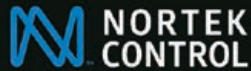
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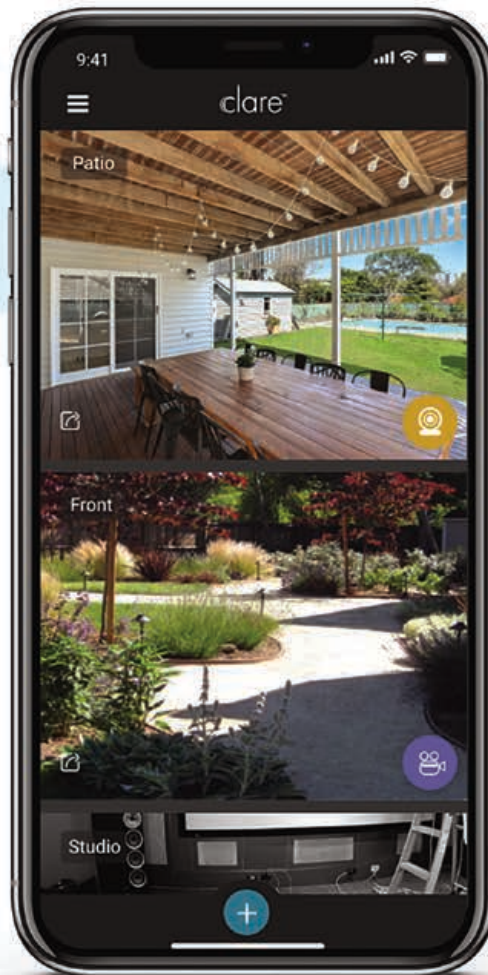
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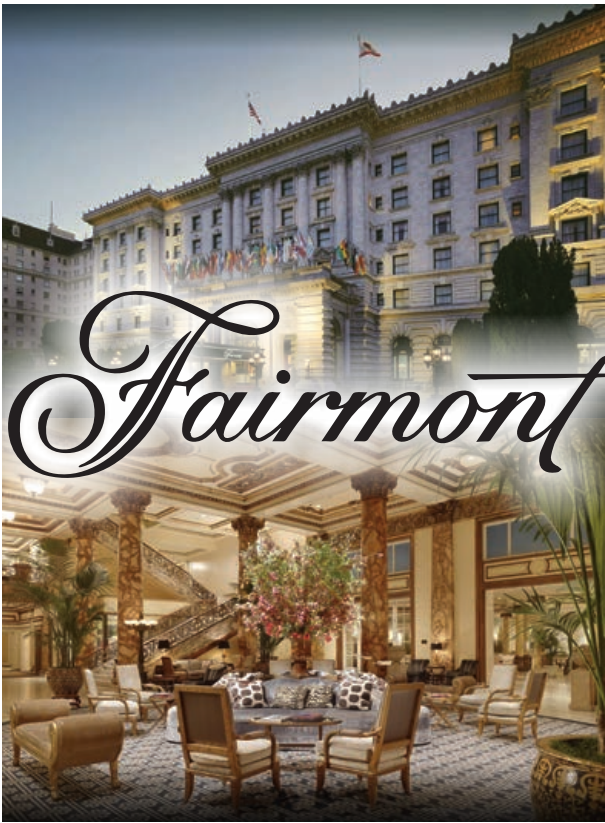
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The CAA Winter Convention serves as our annual fundraiser and is the key source of non-dues revenue necessary to fund key programs and initiatives.

Call 800-437-7658

Register Online at caaonline.org or call 800-437-7658

Since the first winter conference in December 1992, The CAA has been inspiring and educating generations of industry leadership. This year, the CAA Winter Convention & Annual Fundraiser will once again be providing updates on programs and services from the association along with a series of compelling workshops to help you propel your business into the future.



We are again celebrating Mike Salk, recipient of the 2021 George H. Weinstock Award for Outstanding Service to the Industry. The presentation this year will be a full dinner event with a review of his personal and professional history in the industry. Please join us Friday, December 3 in the luxurious Fairmont Hotel dining room. Reservations required.

800-437-7658



**Call the CAA Office to register for this
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WBFAA BOARD OF DIRECTORS

The officers and board of the WBFAA are made up of the following industry people:

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WBFAA UATC Apprentice Enrollment for Spring 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 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 and the state does not send out reminders. For information on the Electrician Certification Program visit www.dir.ca.gov/das and follow the links.

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



CSLB Enforces Zero Tolerance

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

WBFAA UATC Offers Online Continuing Education

The WBFAA UATC is offering an online continuing education program for electronic security systems technicians with more than 50 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.

Michael F. Tino

January 18, 1970 - September 13, 2021

Michael F. Tino, 51, of Saint Petersburg Florida, was a graduate of Meadville Area High School in 1988. Michael continued his education at Cabrini University in Radnor Pa. and graduated in 1992. Michael started his career with G.E., working his way to national accounts manager where he achieved President's club award nine times out of thirteen years. Mike then joined Qolsys, (now k/a Johnson Controls) where he was Director of sales for eastern U.S. & Canada. Mike was a true motorcycle enthusiast, who also loved and excelled in skeet shooting, boating and downhill skiing. His wishes were to have his ashes spread in the ocean and over the Rocky Mountains. Michael is survived by his son Giovanni Michael and his companion and friend Kelly Hargrove was beside his side when he passed. Michael's wishes were for any contributions be made to Saint Jude's children hospital and the A.S.P.C.A.



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OCTOBER

26.....SILSA Annual Fall Security and Integration Event Washington
..... See page 30 for more SILSA events in 2022

DECEMBER

1-4 CAA Winter Convention San Francisco, CA

INDUSTRY EVENTS

TMA Annual Meeting

October 9-13, 2021, Maui, HI

TMA Ops-Tech

November 7-11, 2021, Charlotte, NC

ISC East

November 17-18, 2021, Javits Center, NYC, NY

CAA Winter Convention

December 1 - 4, 2021, The Fairmont, San Francisco, CA

Imperial Capital Security Investor Conference

December 12 - 14, 2021, New York, NY

SIA/ISC Loves Security

March 22, 2022, THE ROCKHOUSE, Las Vegas, NV

ISC West

March 23-25, 2022, Sands Expo Center, Las Vegas, NV

AFAA Annual Conference

May 3 - 5, 2022, Palm Coast, FL

CAA Summer Convention

May 18 - 21, 2022

ESX

June 14-17, 2022, Ft. Worth, TX

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The following are a list of important Bureau numbers to update
your records:

Main Number: 916/322-4000

Toll Free Number: 800/952-5210

Licensing Fax Number: 916/575-7290

Enforcement Fax Number: 916/575-7289

Email: bsis@dca.ca.gov

Web Homepage: www.dca.ca.gov/bsis



CONTACT THE CAA
California Alarm Association
333 Washington Blvd., Suite 433, Marina del Rey, CA 90292
TEL 800/437-7658 FAX 800/490-9682 www.CAAonline.org info@CAAonline.org
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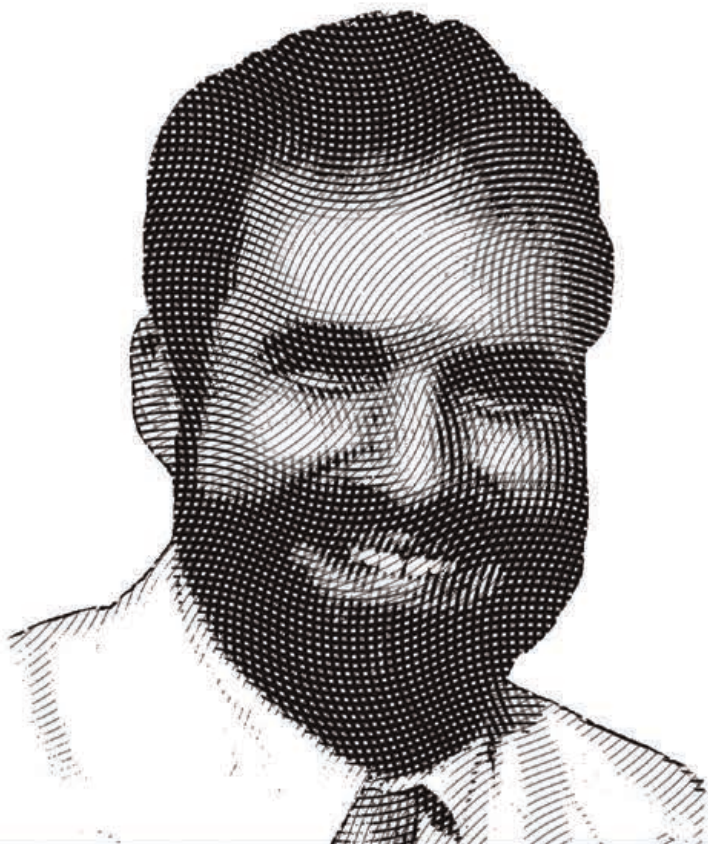
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