

THE MIRROR

PUBLISHED BY THE CAA FOR THE WESTERN STATES SECURITY ALLIANCE

VOLUME XXIII, NUMBER 9 — SEPTEMBER 2014

www.CAAonline.org



ADI donated \$500 to the CAA/GLASAA Youth Scholarship Program at the ADI Expo in Burbank. On hand were Steve Eisenstadt of PSR, Steve Brackett of ADI, Bert Ross of CMS, Brett Henderson of Vivotek and Burt Aylesworth of ADI.

THE MIRROR was onboard the USS Iowa Battleship for a regional Sea Scout event with Keith Christopher- National Director of Sea Scouts, Jon Sargent- Council Commodore & Tyco Integrated Security and Admiral Charles Wurster (ret) the Sea Scouts National Commodore.



RAA Youth Scholarship for \$1,500 was presented on Aug. 19 to winner Michelle Peirsol. Matthew Vogt, Deep Valley Security, Rick Petrusha, Advanced Security, Sean Cooke AllGuard Systems, Michelle Peirsol, winner, John Reynolds, Bay Alarm, John Filardo, Vanguard Alarm, and Jim Summers, Advanced Security.



The most revolutionary solution in MOBILE MONITORING



MPERS emergency response anywhere in the country - from any MPERS device

TotalTrack™



We locate any cell phone - no app required



Vehicle tracking with complete geo-fencing and crash detection



Protecting children anywhere they go

- From one user-friendly portal, track virtually **any** GPS device
- U.L. monitoring center with over 35 years of experience
- National PSAP integration for emergency dispatch **anywhere** in the country
- The **myTotalTrack.com** portal can be placed on **your** company's website
- Connect your own products or choose from our list of turnkey solutions
- Every customer's existing cellphone becomes a potential source of RMR

Mobile Monitoring - the next **huge RMR opportunity!**

Get on track now at **myTotalTrack.com**

myTotalTrack.com
(888) 664.4697



#1 Mobile Monitoring Platform

powered by **ATW**
est. 1977

CALIFORNIA ALARM ASSOCIATION BOARD OF DIRECTORS

OFFICERS

President

Robert Michel, Valley Alarm

Northern Vice President

Tim Westphal, Bay Alarm Company

Southern Vice President

Cathy Rempel, American Security Integrators

Secretary

Rich Whitlock, Safe Side Security

Treasurer

David Michel, Valley Alarm

Sergeant at Arms

Chuck Petrusha, Advanced Security Systems

REGIONAL PRESIDENTS

Mike Salk, *East Bay Alarm Association*

Gary Lowndes, *Golden Gate Alarm Association*

Bill Collins, *Greater L.A. Security Alarm Assn.*

Joe Castro, *Greater Valley Alarm Association*

Holley Hunt, *Inland Empire Alarm Association*

Mike Matson, *Mid Cal Alarm Association*

Steve Maris, *Orange County Alarm Association*

Sean Cooke, *Redwood Alarm Association*

Rich Whitlock, *Sacramento Area Alarm Association*

Mark Simpson, *Silicon Valley Alarm Association*

Sean Hamm, *San Diego Alarm Association*

Sam Aviles, *Associates Director*

Jon Sargent, *Large Company Representative*

PAST PRESIDENTS

John Hopper, Sentry Alarm

Matt Westphal, Bay Alarm Company

Jon Sargent, Tyco Integrated Security

Patty Hartman, Burgarello Alarm

Tony Smith, Security Finance Associates

George Gunning, USA Alarm Systems

Frank Burke, USA Alarm Systems

Pam Alva, Allied Security Alarms, retired

Ted Willie

Roger Westphal, Bay Alarm Company

Richard A. Beunk, Comseco of California, retired

Rod Uffindell, Denalect Alarm Company

Jack McAboy, retired

Harold France, retired

Bruce Westphal, Bay Alarm Company

Paul Worsley, Valley Burglar & Fire

Alarm Co. (deceased)

George A. Weinstock, retired

Everett Westphal, Bay Alarm Co. (deceased)

Frank Meiners, retired

William Swinney, retired

Robert Leeper, retired

Jerry J. Linder (deceased)

EX OFFICIO

Jerry Lenander, Executive Director

Lessing E. Gold, Legal Counsel

Charles Schwager, CPA

THE MIRROR is published monthly by the
California Alarm Association,
a California not for profit association, for the
Western States Security Alliance.

No articles herein may be reproduced without written permission
of the California Alarm Association. The Association is not
responsible for any errors or omissions in advertising.

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.

For Editorial and Advertising information, contact:

Jerry Lenander or Daniel Freitas

California Alarm Association

333 Washington Blvd. Ste. 433

Marina del Rey, CA 90292

TEL 800/437-7658 FAX 800/490-9682



www.facebook.com/CAAonline
www.twitter.com/CAA_online



Web Site: www.CAAonline.org
info@caaonline.org

© Copyright 2014 by the California Alarm Association

PRESIDENT'S MESSAGE



Robert Michel

Hope everyone had a great summer. It's good to take a little time off, to enjoy the fruits of our labor and the warm weather. And the economic climate seems to be a little better also.

Now it's time to finish off the year with a bang. Four months left to complete the work, and accomplish the goals we set out to achieve in January. We all have important work to do in our companies, but our association work is critical to our success as well. We obviously believe that, or we wouldn't be involved.

Our committees and board members have continued their efforts through the summer. Much good work has been done, and much more is in progress. Our next board meeting is September 10 and 11 in Los Angeles. And then it is full steam ahead to Winter Convention in San Francisco. We are looking forward to a record setting event. Jerry Lenander and his team will be working harder than ever to make this one of the industry's premier events. In addition to educational, networking and social activities, the convention is extremely important to the health of the industry. CAA supports much of the association work done in the western states, and our efforts have a huge influence on industry trends nation-wide. The Winter Convention is our single most important function. I urge everyone to get on board early – help make this event all it can be. And help our association continue the work that is so vital to the success of each and every one of us.

Sincerely,

Attention: Alarm and Security Service/Equipment Providers - New Area Code Overlay 628

To ensure a continuing supply of telephone numbers, the 628 area code has been added to the area served by 415. The new 628 area code will serve customers in the same geographic region as the current 415 area code. This is known as an area code overlay.

What is an area code overlay?

An overlay is the addition of another area code (in this case 628) to the same geographic region as an existing area code (415). An overlay does not require customers to change their existing area code.

How does this affect providers of alarm and security services and equipment?

As a result of the overlay, a new dialing procedure requires callers to dial 1 + area code + 7-digit telephone number. This means that all calls in the 415 area code that are currently dialed with seven digits will need to be dialed using 1 + area code + 7-digit telephone number.

Alarm and security services and equipment currently located in the 415 area code and programmed to dial only seven digits must be updated or reprogrammed to dial 1 + area code + 7-digit telephone number for all calls in the 415/628 area code.

When will the change take place?

Beginning August 16, 2014, customers should begin using the new dialing procedure (1 + area code + 7-digit telephone number) when placing calls from the 415 area code. If customers forget and use the old dialing procedure of dialing just seven digits, calls will still be completed.

Beginning February 21, 2015, customers must use the new dialing procedure for all calls. After this date, if customers do not use the new dialing procedure, calls will not be completed, and a recording will instruct them to hang up and dial again.

Reprogramming of alarm equipment should take place between August 16, 2014 and February 21, 2015. This period allows either the old or new dialing procedure to be used to complete calls. All alarm service providers must make their programming changes during this period.

Continued on page 28



ASSOCIATES CORNER

Every Lead Is An Opportunity

By Harvey Eisenstadt

First, it is important that we understand and differentiate a lead from a cold call or telemarketing effort. The lead must be recognized as the result of some marketing, advertising or referral program. The cold call and telemarketing are two of the programs that create and generate leads. So, with that understood, in this article I want to focus on the lead and how to embrace the opportunity presented by the lead.

The very first skill the salesperson must identify with is the true meaning of a lead. Now, if I asked you to tell me what a lead means to you I know I will get a variety of responses. Interestingly they are all correct. An opportunity, a potential sale, someone interested in my product or service or a good referral. These are just a few of the responses I have received when asking the question. All are valid and correct responses. However, the true meaning of a lead must be identified more explicitly as someone who has made a decision to buy from me and it is my challenge to prove to them they made the right decision. Otherwise why would they contact you? Why would they allot the time to listen to you? Yes, I know there are price shoppers and others just looking for competitive information. As you will find out over an extended period of time these are the exceptions rather than the norms. You cannot devote any of your valuable time trying to figure this out prior to responding to the lead. Within the first few minutes with the prospect you will find out if they are the one who has made the decision to buy from you or just shopping for competitive or price information. All too often, assumptions have squandered valuable leads. You must treat every lead with the respect for someone who has made the decision to buy from you, until proven differently, and also have a game plan to follow up each lead immediately.

The operative word here is immediately. The very first step in your game plan is recognizing the urgency to follow up each lead as quickly as possible, with the target of furthering their interest and securing an appointment. Now, the phrase as quickly as possible can present a different meaning to different people. Think of this: it has been shown that leads which are followed up the same day are validated with more successful results than those that are not. In fact, leads that are not followed up within the first 24 hours have been shown to have their value drastically reduced. When calling for the appointment, your effort must be focused on reinforcing the prospect's decision to buy from you. It should be comprised of a simple thank you, followed by a benefit or two that will resonate positively with the prospect, reaffirming their decision to buy from you, and a request for the appointment.

Once you are face to face with the prospect, it is imperative that you remember the mentality of the lead. This prospect has already made the decision to buy from you. Your challenge is to prove to them they made the right decision. With this in mind, your presentation to the prospect should not be a feature dump about your product or service. Your presentation should focus on the benefit, to the prospect of your product or service. Once the prospect resonates with the benefits that they will realize from your product or service, then they will begin to validate their decision to buy from you. Your company as well as the features of your product or service will emerge and provide the support when you and the prospect discuss how those benefits will be delivered. Listen very carefully to the prospect's comments and reinforce the fact they recognize each benefit and are in total agreement with you on the value of each benefit to them. Working together and moving the prospect over to your side will result in sales success.

When communicating with the prospect, either during your response to the lead when making the appointment or during your presentation, you must exercise all efforts to avoid ambiguity. An ambiguous comment is the catalyst for more sales failures than you can imagine. Don't fall into that danger zone. If you make a promise or a statement make sure it is one that you can follow up. Do not make promises or statements that may have more than one meaning and which move you into the arena of ambiguity. You can almost guarantee that the prospect will interpret the wrong meaning, jeopardizing your relationship with the prospect and the opportunity to prove to them that they made the right decision.

Organizations invest significantly in marketing and advertising programs to create leads. Of course, we want to separate those leads that we consider qualified from those that we feel do not fall into that category. The problem, all too often, is that you cannot easily identify that separation from the lead itself. In order not to squander corporate investments, until proven differently, treat every lead with the mentality that someone has made the decision to buy from you, and now it is your challenge to prove to them they made the right decision. Follow this mentality with the appropriate game plan and begin experiencing an increase in your sales success rate.

Harvey Eisenstadt is a Sales Consultant, Trainer, Speaker, Mentor and Author. Harvey possesses over 45 years of successful sales and sales management experience and is a nationally recognized authority on relationship building. Harvey can be reached at 818-701-7799 or harvey@hjesales.com



TELGUARD

**CELLULAR ALARM
SOLUTIONS FOR
3G/4G NETWORKS**

HENRY D. LAIK

Director, Strategic Accounts

Direct: 678 264 2028

Cell: 678 234 9611

Fax: 678 945 7758

Email: hlaik@telular.com

MATTHEW BRANDON

Sales Representative

Pacific Coast Region

Direct: 678 909 4608

Fax: 678 945 7758

Email: mbrandon@telular.com

TELGUARD HEADQUARTERS

3225 Cumberland Blvd SE • Suite 300

Atlanta, GA 30339

Phone: 800 229 2326; Option 5

Fax: 678 945 7758

www.Telguard.com

Sigifredo Ruiz
Territory Sales Manager
(702) 528-8985 cell
sruiz@dsc.com

John Kaloper
Territory Sales Manager
(949) 870-0480
jkaloper@dsc.com

Cyndie Powers
Territory Sales Manager
(209) 217-4394
cypowers@dsc.com

Elias Melendrez
Technical Sales Trainer
(951) 237-9112
EMelendrez@tycoint.inc

Bob Verstreter
Technical Sales Trainer
(530) 218-3116
bverstreter@tycoint.inc

DSC®

DIGITAL SECURITY CONTROLS LTD.
An ISO 9001 Registered Company

3301 Langstaff Road, Concord
ON, Canada L4K 4L2
www.dsc.com



BOLIDE TECHNOLOGY GROUP
an ISO 9001:2000 certified corporation

Full Line of CCTV / Alarm Cable up to CMP Rated
RG59, RG6, Cat5e, Cat6, 18/2, 22/2, 22/4, 22/6
Available in 500ft, 1000ft | UL Listed | Plenum

Full Line IP Camera

Free Network Management Software

CCTV Accessories
Connectors | Power Supplies | Compression Tools

Website: <http://www.bolideco.com>
488 South San Dimas Ave., San Dimas CA 91773 Tel: (909) 305-8889 | Fax: (909) 305-0999

Features:
- SD Card Slot
- H.264 Compression
- Mechanical Day/Night
- Two way audio
- Multi-stream, CBR/VBR
- BNC Output
- Alarm In/Out
- Motion Detection

ISO 9000
IAPMO
R&T
UL LISTED

*Advertise in THE MIRROR.
Reach a qualified, interested audience.
Call the CAA office for rates and details.*

800-437-7658 ext. 3 www.CAAonline.org

Service and Technology You Can Trust



"Everything we do is inspired by our belief that relationships with our customers make a difference; and that when we work together we transform good ideas into great results."

Providing UL approved monitoring services since 1984



We invite you to discover the difference personalized service makes here at GCS.

(800)230-1654 - www.gcsmonitoring.com

Denis Cooke, President

Reinvesting in You.



NMC's Investment Sets the Bar for Future Monitoring Centers

From its humble beginnings, NMC has experienced tremendous growth over the last 13 years due to a loyal dealer base that recognizes and values NMC's superb service and commitment to the latest in monitoring facilities and technology.

Recently, NMC has reinvested nearly \$6 million to purchase a brand new facility in Lake Forest, California, as well as all new leading-edge monitoring center technologies including hardware, infrastructure, telecommunications and redundancies. This investment represents the future in central monitoring stations, providing NMC's dealers the competitive edge to succeed in the marketplace.

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




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

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

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



www.NMCcentral.com
877-353-3031

Lic # CA ACO 5633 TX B13486   UL2050



Monitoring Facility
Castle Business
Development Center

P.O. Box 867
Merced, CA 95341

209.723.2667
800.927.6623
Fax 209.722.1107

MATTHEW HOFFMAN
President
matth@alarmwatch.com



**New Connected
Home Dealers
Wanted
for All-Inclusive
iBridge Dealer
Program to
Maximize
Accounts &
Value:
Ask How to Join.**



DAVID DIVINE
Regional Sales & Channel Manager
Cell: (631) 553-5067
1-800-645-9330 ext 373 (Voice Mail)
ddivine@napcosecurity.com

BILL KENSER
South West Regional Sales Manager
HI, NV, So. CA, AZ, NM
Cell: (631) 786-3882
bkensler@napcosecurity.com

333 Bayview Ave., Amityville, NY 11701
1-800-645-9445

Advertise in *THE MIRROR*. Reach a qualified, interested audience. Call the CAA office for rates and details.

800-437-7658 ext. 3

www.CAAonline.org



ALARM.COM®

Glen Guldbeck
Account Executive West
(818) 599-3579 Mobile
gguldbeck@alarm.com

LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2014

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 2014 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.

Payable to: CAA PAC

Mail to: CAA PAC, c/o Richard Eichman, CPA

1127 11th Street, #300, , Sacramento, CA 95814

Funds can be corporate or personal, although they are not tax deductible.

IMPORTANT: Include your name, address, employer and occupation with each contribution.

VISA/MASTERCARD: To make donation with your VISA/ MasterCard call the CAA office at 800-437-7658 ext. 3

Alarm Monitoring | GPS Tracking | Answering Service



The CENTRALARM
III Group of Companies

Trudy McManus
Regional Sales Manager

Phone: 866-829-6835
Mobile: 603-493-0601
Fax: 603-668-1117

tmcmanus@CentraGroup.net
www.centragroup.net

Don't let your company go down with the prices!



800.558.7767
www.rrms.com

Everyone wants lower monitoring costs, but at the expense of quality service?

At Rapid Response, we know that our success is entirely dependent on your success. That means no cutting corners or compromising on quality or safety.

Utilizing the most experienced full-time Development Team, we take today's technology further than anyone. We employ the latest electronic technology and refine, enhance and advance it through our own innovation and customizations to deliver unfailing superior performance.

Our professionals are the most highly qualified, rigorously trained personnel in the industry with advanced training for Two-Way Voice, Video and GPS Monitoring, Answering Service and more. Our Specialists also receive on-going training in the latest technologies and on procedural enhancements that we develop.

Don't lose your competitive edge. Rise to the top with Rapid Response.



Download App: <http://gettag.mobi>
Scan to View RRMS video

The high road to responsive monitoring!

ASSOCIATES NEWS

TRI-ED management challenged all 600 of its employees to join the Ice Bucket Challenge to support ALS research and they reached their goal of raising \$5,000. Completing the challenge were Pat Comunale, President & CEO, James Rothstein, Chief Marketing Officer, Paul Swan, Vice President of Sales and Marketing/Canada, and Mike Culbertson, VP Technical Sales Group. For more information, please visit www.tri-ed.com.



The **TRI-ED** Technology Roadshow will be in Los Angeles November 12 at the Marriott Burbank in Burbank, CA. The free Roadshow kicks off at 8:30 a.m. with registration and breakfast, followed by a variety of training classes and presentations that span ALL product categories, many of which provide CEU credits. Lunch will be served at Noon, followed by additional presentation sessions that will run until 5:10 p.m. The Expo Hall will then open and feature many leading industry manufacturers and a dinner reception. "These training and Expo events are very helpful to our dealers and educate them on the constantly changing products and technologies in the marketplace," says Pat Comunale, TRI-ED President and CEO. For more information, visit www.tri-ed.com.



BOSCH SECURITY SYSTEMS, INC. has enhanced its Remote Security Control app for the B Series Intrusion Control Panels to enable users to view live video from Bosch IP cameras that are integrated with the panels. Bosch recently added integration of its IP cameras to the B Series Control Panels,

which allows video motion detection to activate points on the panel and panel events to trigger camera actions. Remote Security Control allows arming and disarming of one or more B Series systems or areas, as well as controlling any connected outputs—including lights, garage doors, and more. App users can connect to a system without a third-party server. For more information, visit www2.boschsecurity.us/rscontrol

Brian Wiser has been named president of sales – North America for **BOSCH SECURITY SYSTEMS, INC.** and will lead the sales, support, training, customer service and marketing organizations in North America. Joining Bosch in August, Wiser replaced Jeremy Hockham, who will take on a new assignment for Bosch in Europe, effective October 1, 2014. Wiser joins Bosch with more than 25 years of channel sales and marketing experience and most recently served as a senior vice president for specialty, direct and consumer markets in North America for technology distributor Ingram Micro Inc. "Brian is an accomplished executive with a history of success in setting strategic direction, expanding market share and strengthening channel relationships," said Bernhard Schuster, executive vice president of sales and marketing for Bosch Security Systems. "This experience combined with his IT industry knowledge will be a benefit to Bosch and our customers as the adoption of networked products accelerates in both security and communications systems." For more information, visit www.bosch.us.



Steve Ipson and Bob Schott are joining the **SECURITY PARTNERS** team as Vice President of Operations and Director of Information Technology, respectively. Schott will oversee all aspects of IT in the company's three central stations and ensure complete redundancy across all platforms, while Ipson will manage the day-to-day at the nationwide monitoring stations ranging from technology, to process and people. "Bob is taking on no small task," said Mike Bodnar, president of Security Partners, "but is well-prepared for the position. He will be responsible for critical decision-making pertaining to technology, the connectivity between our three centers, IT staffing and our continued readiness for the future." Schott and Ipson both agreed that Bodnar's positive outlook and commitment to customer services provided a main attraction to Security Partners, as well as the command the company is forging on the industry. For more information, visit www.securitypartners.com.

THE FUTURE OF MONITORING

SALES@RRMS.COM
800.558.7767

response

Rapid Response Monitoring
www.rrms.com

Custom Insurance for the Alarm and Communication Industry

"IP/VOIP alarm Network INSURANCE"

MICHAEL J. KELLY
Owner, Agent & Broker
Custom Program - Founder

Insurance Agency
Lic. # 0582597
1174 Palomino Rd.
Santa Barbara, CA 93105

ALARM GUARD

800-329-5355
Fax 805-569-8864

Web: <http://www.alarmchannel.com/>
email: Tac@alarmchannel.com

NAPCO Commercial Platform simultaneously supports UL Commercial Wireless, addressable & conventional devices. No matter what application, 32 to 255 pts of intrusion, Napco Commercial



Systems offer competitive advantages – like proven wireless that saves up to 75% of the labor. Napco has developed alternative alarm panel NetLink internet/intranet reporting modules. For use in new and retrofit applications,

they communicate alarms over the internet or intranet over a TCP/IP based network, securely using dynamic IP addressing, and can be used for primary and/or backup reporting. Napco's NetLink Internet/Intranet TCP/IP Digital Communications Module is available for standard Gemini or GEMC Gemini Commercial, encrypted full reporting - eliminates the cost of two dedicated phone lines. For more information, visit www.napcosecurity.com.

COPS MONITORING Vice President of Special Projects Maria Malice will join Morgan Hertel as co-chair of the CSAA Contract Monitoring Council. The CSAA Contract Monitoring Council examines and helps to address the evolving needs of its members by providing coordinated representation with industry-related associations, manufacturers, regulatory agencies and other organizations in order to consistently improve and enhance the services provided to the customers of contract monitoring centers. COPS Monitoring has a long history of contributing to industry standards and committees and is currently active in several state and local associations. In addition to co-chairing the CSAA Council, Malice is also a board member of SIAC and ESA, and she currently holds the position as president of the Arizona Alarm Association.

ANIXTER INTERNATIONAL INC. announced that it has entered into a definitive agreement to acquire Tri-Ed, an independent distributor of security and low-voltage technology products, from Audax Group for a purchase price of \$420 million. Tri-Ed serves four major segments of the security business including video, access control, intrusion detection and fire/life safety, and provides approximately 110,000 products to more than 20,000 active dealer and integrator customers. The company employs more than 600 people across 63 locations in the US and Canada. Bob Eck, Anixter's President and CEO, stated, "The acquisition of Tri-Ed is a strategic opportunity for Anixter and our security business, consistent with our vision to create a leading global security platform and to accelerate

Associates News, continued on page 12

CheckVideo

Steven Currans
Sales Director

p 760.636.8127
f 703.284.0340
scurrans@checkvideo.com
www.checkvideo.com

Intelligent Remote Video Monitoring

**PARTNER
WITH US...
WE'LL CARRY
YOUR BAG**



**Alarm Capital Alliance has
completed over 750 acquisitions.**

ACCOUNT & COMPANY ACQUISITIONS
INDEPENDENT DEALER PROGRAM



**ALARM
CAPITAL
ALLIANCE**

Start the conversation today!
888-885-8656 | alarmcapital.com

Matt Standiford
Dealer Development Manager
Southern California
800.641.4282 x570
Cell: 417.827.2664
mstandiford@dmp.com



David Rogers
Director of Sales, West
800.641.4282 x109
Cell: 417.860.7617
drogers@dmp.com

~ Ask us about our Cellular and Network Solutions ~

2500 N. Partnership Blvd., Springfield, Missouri 65803
Phone: 800.641.4282 • Fax: 800.743-5724
www.dmp.com • info@dmp.com

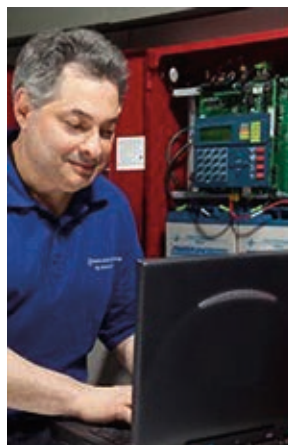
profitable revenue growth. Together we will be able to offer even better service and broader security solutions to our respective customers as well as substantial long term growth and value-creation for all Anixter stakeholders.” Pat Comunale, Tri-Ed’s President and CEO, stated, “We have great respect for Anixter and are excited about the opportunities that this combination will create for our people and our business. We look forward to building on our long-standing supplier partnerships and customer relationships to create an even stronger security platform.” For more information, visit www.anixter.com or www.tri-ed.com.

Dealers can now offer the **DMP 7800** Touchscreen Graphic Keypad in Spanish simply by selecting Spanish in system options. The 7800 brings the familiar feel of a graphical interface to security-system operation, with all of the popular features provided by traditional DMP keypads. The 7800 provides a gateway to a variety of home automation and control features. And, dealers can offer this incredibly cost-effective keypad to customers with their dealer logo displayed on the main screen. For more information, visit www.dmp.com.

EXACQ TECHNOLOGIES announced an integration with the Proximex Surveillint physical security information management (PSIM) solution. The exacqVision /Proximex Surveillint integration enables users to leverage the intuitive exacqVision VMS features within the Surveillint module. With this integration, end users can further analyze and display live and recorded video with associated events and cameras (sensors) within a single platform, minimizing response time to security risks and threats. “The partnership with Proximex further develops our collaboration with PSIM solutions,” said Tom Buckley, Vice President Sales & Marketing, Exacq Technologies. “Combining our exacqVision VMS functionality into Surveillint provides a complete surveillance system for easily managing security.” For more information, visit www.exacq.com.

The **SYSTEM SENSOR** Doc Center App provides easy access to all System Sensor literature from anywhere. Users can view brochures, case studies, data sheets, FAQs, installation manuals, and more, directly from their mobile devices. The Doc Center App’s convenient features improve user experience and save time. The app automatically updates when new literature is available, providing the most up-to-date product and technical information at all times. It’s fully searchable, making it quicker to find specific documents. It also reduces paper waste associated with printed materials and allows users to bundle all of the most important information on a single device. For more information, visit www.systemsensor.com.

FIRE-LITE ALARMS by Honeywell released the Lite-Connect multi-mode fiber solution, designed to join as many as 16 remote fire alarm control panels together to report all systems’ signals to a central monitoring station as one. Lite-Connect allows more details to be reported on all systems’ events, as opposed to the traditional method of running copper signaling line circuits between buildings. “Lite-Connect offers dealers a big competitive advantage when you’re looking at a job involving two or more panels,” said David Pakech, Vice President of sales for Fire-Lite Alarms. “This blows away the stigma that Fire-Lite is only good for small to medium sized applications. Dealers can



now offer a dependable, non-proprietary system with the same level of protection and cost efficiencies to larger facilities and campuses.” For more information, visit www.firelite.com.

SILENT KNIGHT by Honeywell announced that Delaware Technical Community College’s Fire Protection Engineering Technology (FET) program is leveraging a Farenhyt alarm and emergency communications system from Silent Knight in its professional fire education training lab. The Farenhyt IFP-1000ECS fire alarm and emergency communication system from Silent Knight was installed free-of-charge by Advantech. The new system will be utilized for students enrolled in the FET program to receive hands-on training in fire system design, maintenance and programming. “Delaware Tech takes pride in our proactive approach to fire prevention, and the innovative programs and technologies we invest in for our students,” said Mark Noval Delaware Tech FET Program Coordinator. “We are excited to have a cutting-edge system associated with our Fire Protection Engineering Technology program that provides a superior learning experience in the classroom.”

BICSI released the 4th edition of its Electronic Safety and Security Design Reference Manual (ESSDRM). The security of life, property and assets is a subject of great interest and importance. “The fourth edition of the ESSDRM is an essential reference for all those involved in the design and implementation of ESS systems,” said BICSI President Michael Collins, RCDD, CCDA, NCE. “Information and trends specific to the security industry are captured in the manual, including network storage, integration of wireless transmission and the basic tenets of cloud computing and

Associates News, continued on page 14



Dana Scroggins

Regional Sales Director
Western U.S. and Western Canada

Contact

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

Richard Ramos

Territory Sales Manager
Northwestern U.S. / Western Canada

Contact

Tel: (800) 966-7839 x 147
Cell: (909) 560-7969
rramos@optexamerica.com

Corporate Headquarters

13661 Benson Ave., Chino, CA 91710 USA
Tel: (800) 966-7839
Fax: (909) 628-5560
www.optexamerica.com

Taking Down the Wall at SNG™



Sometimes
Walls Don't
Make for Good
Security

SNG™ SECURING NEW GROUND®

Oct. 29-30, 2014
Millennium Broadway Hotel
New York City

Register now and SAVE \$300*

	Thru 10/3	After 10/3
SIA Members	\$1,095	\$1,395
Nonmembers	\$1,495	\$1,895

*SIA Members save \$300 if they register by Oct. 3.

For additional registration categories and conference updates, visit securingnewground.com

Securing New Ground® (SNG™), SIA's executive conference, is taking down the wall between security suppliers and security practitioners. Now when you attend SNG™, you'll find the C-suite of security manufacturers, integrators and dealers sitting alongside end users.

Sessions about and for end users include:

- Putting Value into the Channel
- The New World of Security: Where CSIOs & CSOs Converge
- Strategy Before Technology: Building Your Tech Roadmap
- Assessment to Investment: How Does Your Enterprise Security Program Measure Up?
- Listening to the Customer

Event Sponsors

SIEMENS

Arecont Vision
Leading the Way in Megapixel Video

CapitalSource

DORMA

HID

Honeywell



Industry Partner

SDM
Media Sponsor

SIA
EXECUTIVE CONFERENCE

software-as-a-service. The new ESSDRM continues to bridge the gap between the ICT and security industries to ensure a harmonious effort to protect us now and in the future.” For more information, visit www.bicsi.org/essdrm.

OPENEYE announced the launch of new models in its highly successful line of embedded recorders: the E-Series Max and the E-Series Slim 960H recorders. Sporting new hardware and updated firmware, the EMAX and ESLIM both support 960H high resolution recording at 480 images per second, using the latest in high resolution analog encoding technology. Each recorder also includes HD 1080p digital video outputs, and is available in various sizes and channel configurations. Designed for ease of installation and operation, the EMAX and ESLIM come standard with RADIUS multi-site remote management software and ReportStar cloud-based health monitoring service. For more information, visit www.openeye.net.

SAFE SECURITY announced that Gary Franklyn has joined the firm as Vice President of Marketing and Business Partner-



ships. In this role he will be responsible for developing and producing creative, innovative strategic partnership programs and multi-faceted marketing and promotional campaigns targeted at RMR growth and customer retention. Franklyn comes with extensive knowledge and experience within the Industry, having spent the last eight years at Security Networks where he created their affiliate dealer program growing the company's start-up affiliate business to over \$100 million in annual revenue. Franklyn comments, “I am excited for the opportunity for a new challenge at SAFE and look forward to working with the team to further develop their already extensive product and service suite.” Paul Sargenti, SAFE President and CEO said “His appointment is a sign of our commitment to being an innovator in the industry; we want to set the trends not react to them. Our rapid growth and the increasing challenge to present new products and services to our customers led us to look for an addition to our team who will fit in with our ethos of innovation and exceptional service.”

SENTRYNET announced its status as a Linear preferred central station. SentryNet has enhanced its service offerings to include support of the advanced Linear PERS 4200 cell unit. This upgraded service means the dealer no longer has the burden of buying SIM cards. The SIM is now included in the purchase price of the cell module. This cutting-edge technology also provides a web based portal for the SIM management. A dealer can now track their inventory of enabled and disabled SIMs as effortlessly and intuitively as a few simple keyboard clicks. For more information, visit www.sentrynet.com.

SENTRYNET announced its status as a Linear preferred central station. SentryNet has enhanced its service offerings to include support of the advanced Linear PERS 4200 cell unit. This upgraded service means the dealer no longer has the burden of buying SIM cards. The SIM is now included in the purchase price of the cell module. This cutting-edge technology also provides a web based portal for the SIM management. A dealer can now track their inventory of enabled and disabled SIMs as effortlessly and intuitively as a few simple keyboard clicks. For more information, visit www.sentrynet.com.

Advertise in THE MIRROR. Reach a qualified, interested audience. Call the CAA office for rates and details.

800-437-7658 ext. 3

www.CAAonline.org

When the Going Gets Tough, the Tough Get Going!

This is the moto of the Entrepreneur. I really love all of these old sayings. Because as a young person, we really don't understand the depth of the words. It's not until we live life that we truly grasp the meaning of those little words. Let me explain:

When I think back to 1980, how my husband and I got started in this business; well, all I can tell you is that “God was there in the middle.” I really didn't think about the future, I just did what was asked of me, I put out daily fires, and I worked hard for everything I have today. When my husband and I separated in 1981 and ultimately divorced in 1982, I was a “nobody.” I had no credit. No banker would speak to me. I was not going to ask my parents for the money. I was not going to be a failure! So I just did what was necessary every day. If I didn't have the money to buy equipment, I didn't buy it. People think that does not really work today, but I disagree. To stay in business you become creative. That's what becoming an entrepreneur is about.

But I'm getting ahead of myself. What am I saying here? I am saying that when my husband and I divorced, I had a tough decision to make during the property settlement. Option one, let him have the company I built as he worked as a reserve New Orleans Police Officer. Or, option two, buy him out and prove that I can grow the business and succeed.

Option one was to give up and say everyone is right, I can't possibly succeed.

- I'm a young woman of 21 years.
- I'm a minority.
- I'm a nobody.
- I have no credit.
- I'm not a part of the “good ole boys club”.
- I'm in a male dominated industry, no one will take me seriously.
- My husband just opened up a competitive shop with an industry giant, in my own home town.
- He took half my client base.
- He is underbidding me to get the rest of the clients.

Option two was to succeed because I know exactly who I am.

- I'm a strong willed hard headed young woman of 21 years!
- I come from a happy trustworthy gutsy family.
- Mother always told me I can do anything I want to do, just work hard and smart!
- I don't need a loan, I can make my own money!
- I'm going to do business with strong men who aren't afraid of what the good ole boys club members have to say about doing business with a woman.
- I'm going to join the local and national security associations.
- I'm going to educate myself.
- I'm going to meet industry leaders and ask them to mentor me.
- I'm definitely going to prove to my ex that I will succeed, despite his negative comments.
- I'm going Nationwide with my company!

I chose Option Two. Lots of hard work, challenges and failures. Lots more fun, laughs, good relationships, endearing friends, travel, wonderful employees, and terrific customers that I consider family.

Dera DeRoche-Jolet
Alarm Monitoring Services, Inc.
800-228-4134
dderoche@monitor1.com



BUY-IN ONLINE
AT SENTRYNET.COM

Countdown to Cozumel #2

Earn Cabins for the whole crew

2015 SENTRYNET DEALER CRUISE II

CARIBBEAN
SPRING 2015
COZUMEL MEXICO



**JOIN 200+
INDUSTRY PEERS**

**YOU'VE WORKED HARD
IT'S TIME TO PLAY!**



SentryNet dealers will set sail for **Cozumel, Mexico** from **New Orleans** in Spring 2015. Don't miss the boat! This opportunity is all about building your business, growing your recurring revenue and then celebrating! It's about working hard, then playing hard!

Our Cruise promotion runs for 16 months, starting **October 1, 2013** through **January 31, 2015**. See sentrynet.com for rules and registration. Don't delay! **Get your company growing and your staff excited** about this unique opportunity that can be completely free, compliments of SentryNet! Make plans now!



EARN CEU's

This is the perfect time to Grow Your Business and sail to success, so make plans to attend!

Call 1.800.932.3304



**SENTRYCON
CRUISE II
SPRING 2015
COZUMEL MEXICO**

Call Kurt Erdman at **1-800-932-3304** or get more info about the cruise & how to earn points at <http://www.sentrynet.us/conference/cruise>

AL-0048800 • AN-81086 • CA-AC08044 • DE-030AC09080032 • FL-EP0001086 • FM-0018873 • GA-LVU403333 • MD-107-1466
IL-128-00000A127 2013347 • IN-408 • OH-88703 • TN-000051078 • TX-8877914ACR1536 • VA-10479 • WA-114793 • WA-806





24636 Brighton Dr.
 UNIT B
 Valencia, CA 91355

Dave Middleton
Regional Sales Manager

Phone: 1-800-645-5516 ext. 101
 Fax: 631-297-7201 • Mobile: 661-342-7516
 dmiddleton@specotech.com
 www.specotech.com

SAFE SECURITY announced that it has acquired Safeguard Security and Communications, Inc. based in Scottsdale, AZ, representing approximately \$1.5 MM of RMR and 25,000 customers. Paul Sargenti, SAFE Security President and CEO, comments “We are excited to partner with this fine company and intend to maintain the operations that have made Safeguard one of the premier regional security companies in the United States. Safeguard’s and SAFE’s cultures are an excellent fit and we intend to continue the tradition of excellence that has made Safeguard a success for over 50 years. I think this is a great match and I look forward to partnering with Safeguard and welcome the opportunity to work together.” John Jennings, Safeguard Security CEO said, “When I decided to sell Safeguard Security and begin a new chapter for me and my family, it was crucial to pick the right buyer. Honestly, there was only one choice I thought would be the right match for continuing the tradition of excellence I’ve worked so hard to establish. Paul Sargenti and SAFE Security are known for fair dealing and common sense when it comes to mergers and acquisitions. I wanted the buyer for my company to appreciate what I’ve accomplished, as well as a buyer with a culture that would respect the people who helped me build Safeguard. I’m confident that together SAFE and Safeguard will continue to serve the Arizona market with distinction and quality.” Acquisition documentation was provided by Greenan, Peffer, Sallander & Lally on behalf of buyer and documentation review was provided by Lessing Gold and Alan Pepper of MS&K on behalf of seller. Investment banking services were provided by SPP advisors.

CSAA INTERNATIONAL announced that Protection 1 Security Solutions is the latest alarm monitoring company to come online with the Automated Secure Alarm Protocol (ASAP) program. “Protection 1 is very excited to now have the ability to transmit alarm data to responding agencies via the Automated Secure Alarm Protocol (ASAP) program,” said Donald M. Young, Protection 1 Chief Information and Operating Officer. “The ASAP-to-PSAP alarm response program enables us to relay critical information with the utmost speed and accuracy in what can potentially be an emergency and/or life threatening situation. This saves valuable time for the 911 emergency operators we interact with on a daily basis.” With ASAP, critical life safety signals and accurate information is processed in seconds, not minutes, through the NLETs system of state-to-state PSAP communication, insuring that critical time is not lost, and that complete and accurate information is transmitted to the PSAP every time. The ASAP program also helps reduce false alarms, saving the PSAPs and emergency services potentially millions of dollars.

Tom Sweeney met with the Executive Director of the Massachusetts Chiefs of Police Association in the hope of stimulating some alarm dispatch reduction initiatives in that state and to explore the possibility of the association establishing an alarm management committee. He discussed and provided written material on

Industry News, continued on page 18

Get Electrified

With Access Hardware Supply and ASSA ABLOY



For electrified door hardware, ASSA ABLOY Group brands Adams Rite, Corbin Russwin, HES, Rixson, Sargent, Securitron and Yale lock the competition out in the cold. All bases are covered with a broad selection of electric strikes – including the new HES 8300 Fire-Rated Electric Strike, electrified exit devices, cylindrical and mortise locksets, magnetic locks, power supplies and more – all manufactured to the highest standards by companies who are proven winners.

When it comes to product knowledge, service and inventory, Access Hardware Supply has all the bases covered. Our hardware pros have the answers and recommendations you need, and can ship orders fast. If necessary, we can even visit your location to determine the right security products for your particular application. With over 25 years in the door hardware business, we have customer service and support down to a science. It's our number one priority.

Access Hardware Supply and ASSA ABLOY: For the security your clients need, deserve and expect.




ACCESS HARDWARE SUPPLY
 14447 Griffith Street, San Leandro, CA 94577
 Phone: (855) 847-5691 • Fax: (800) 435-8233
 www.accesshardware.com

Check out the entertaining and informative HES 9400 Electric Strike Video.



FREE GIVEAWAY



VIDEO ALARM LEASING

- ✓ Free Wireless Video Equipment
- ✓ Fast Funding
- ✓ Includes Installation Cost
- ✓ Video Monitoring by EMERgency24
- ✓ Billing & Collection Built-In
- ✓ Parts Guaranteed*

* Based on contract terms of the program

EMERgency24
FIRST IN COMPUTERIZED MONITORING

999 East Touhy Ave., Suite 500, Des Plaines, IL 60018

Call us at **855.760.0030**
or visit

Emergency24.com/VideoAlarmLeasing/

the Model Ordinance and the best practices identified for achieving alarm dispatch reductions. The Director indicated he will post the ordinance and his earlier article, "Reducing Alarm Dispatches," on the Association's website. He asked that Tom also provide him with a short write up explaining the type of support that SIAC can provide to jurisdictions interested in achieving greater alarm dispatch reductions and reviewing or revising its alarm ordinance. In closing, he agreed to present the proposal to create an alarm management committee to the September meeting of the Board of Directors for the Association.

Tom also provided Ron Walter's "Discussion of Exempting Public Buildings from Alarm Ordinance Provisions" to the Norwich (CT) Police Department. That city has a continuing problem with such alarms, particularly in their schools, and the chief had been trying to generate support for an alarm ordinance revision.

Steve Keefer attended the GLASAA Meeting in Marina Del Rey, addressing their members of SIAC's mission, outreach efforts, non-response information and offering of service.

Steve also attended the AZAA Annual Conference, making good contacts with different alarm coordinators throughout the state and meeting with a few police departments who are interested in assistance from SIAC.



James Perri of ProDataKey teaching a full class about wireless access control. IML drew 178 eager learners to their training expo in Fairfield.

IP and PoE over coax

- with eBridgePLUS...only from Altronix.



eBridgePLUS - IP/PoE over Coax Adapters

- High-performance and cost effective solution to transmit IP video/data and power over coax cable up to 1500 ft.
- Eliminates labor and costs of deploying new cable utilizing existing coax infrastructure
- Supports IP cameras, accessories and access control devices
- Ports provide PoE (IEEE 802.3af) and/or PoE+ (IEEE 802.3at)
- Ethernet connectivity facilitates local and remote programming and status monitoring (multi-port versions)

eBridge PLUS



More than just power.™

info@altronix.com
altronix.com
1.888.258.7669

MADE IN THE U.S.A.
LIFETIME WARRANTY



www.ControlCenterOnline.com 1-800-400-7347

Since 1979

Professional Scalable Monitoring Solutions Built on Technology

- Video Monitoring and Virtual Guard Tours
- GPS (Location-Based Services)
- Claris360
- Environmental Monitoring
- Open/Close Monitoring
- Fire and Life Safety Monitoring
- Water Detection
- Elevator Monitoring









CONNECTED HOME DEALERS WANTED:



• SECURITY • VIDEO • AUTOMATION • ALERTS

Protect Your Home Turf and Cash in On \$71B Connected Home Market.

The time is now to maximize accounts & account value!

Expand your business into the connected home market today for new business, growth and RMR. We'll provide everything you need, and show you how, as part of the iBridge Connected Home Dealer Program.

Connected Home Made Easy

Combine security, video, lighting, locking, and climate control services, using free iBridge Apps, and leverage all the media headlines & national ad campaigns large competitors are attracting your customers with. We'll give you the training, marketing materials and know-how to increase your accounts, value and retention with the stickier, smarthome/security services today's consumers want.

How can you compete with cable, telco and larger competitors in your local market? The iBridge® Connected Home Dealer Program has ALL you need to go from a traditional security dealer to a certified connected home dealer:

iBridge Connected Home Dealer Program:

- Leading Edge Product & Free Smart Phone Apps
- Preferred Pricing
- Certified Trainings: Sales, IP 101 & Technical
- Free Custom Marketing Materials & Co-op Advtg
- Exclusive Consumer Website & Leads
- Tech Support & Customer Service Hotlines
- Annual Event & Meetings



Become an iBridge Connected Home Dealer: Call **1.800.645.9445** today or email dealers@ibridgehome.com, and find out how to join the industry's first and only Connected Home Dealer Program: Or, scan the code below or take a free iBridge new technologies class near you or online www.napcosecurity.com/seminars



TMS

TOTAL MONITORING SERVICES INC.

Locally owned and operated in
Northern California
UL S-8219-1

TIM M. SPROUL
President / CEO

(916) 480-4800
(888) 610-4377 Toll Free
(888) 610-4399 Fax
tsproul@tmscentral.com
Lic. #ACO 5715

GUEST EDITORIAL

“Fool’s Gold”

*By Ron Davis,
President, Davis Mergers & Acquisitions Group*

Dating back to the sixteenth century, there are hundreds of stories about gold miners who mistook shiny rocks for the real thing but later learned that all their hard work had only produced iron pyrites (fool’s gold). In fact, there is a story of an entire shipload of iron pyrite having been shipped over to England during the 1500’s – the yellow stuff having been mistaken for gold.

All too often, dealers see great value in certain aspects of their business that turns out to be “fool’s gold” in the eye of the Buyer. Whether you are a Buyer, a Seller or neither, let’s look at a few common examples of an owner’s “fool’s gold”:

1) “I do all the selling myself.” -- While it’s admirable to have great sales skills and to have a broad network of personal contacts, this scenario creates a major problem for the Buyer (particularly if the Seller is “out the door” after the sale.) The Buyer is forced to build a sales force.

2) “More than a third of our business comes from the largest employer in our market.” -- Any time a single customer represents more than 15% of the revenue and/or profit of a business, the Buyer sees this as a negative.

3) “We don’t bill for service calls. It helps to get referrals.” -- Major problem for the Buyer. A subscriber accustomed to “no charge” service is not likely to be pleased when billed at the service rates of the new owner, and, even if he or she doesn’t cancel at the first opportunity, he will require a lot of handholding during the transition.

Think about your company’s business practices from a Buyer’s perspective and implement whatever change is necessary to ensure that all of your “fool’s gold” has been minimized.

*Ron Davis
Davis Mergers & Acquisitions
847-910-7716
rdavis@graybeardsrus.com*

BERMUDA

CSAA International

2014 Annual Meeting

Fairmont Southampton Bermuda

October 17-22



Join your colleagues for our annual gathering of the best and brightest in our industry. The CSAA Annual Meeting is a “must-attend” for networking and educational programming. Highlights and focus areas include:

- Keynote Address — Speaker to be announced
- Connected Everything, Monitored Some-Things: The 10,000-foot view of industry trends
- DIY and Self-Monitoring
- The Continuing Value of Professional Monitoring
- The Mergers and Acquisition Landscape After Nest
- The Monitoring Center and Leveraging Meta-data
- Video Monitoring Roundtables
- President’s Reception, Dinner/Dance and Presentation of the Stanley C. Lott Award
- Golf and Tennis Tournaments

***Come to beautiful Bermuda for a gathering you’ll long remember.
Program and registration details are online at csaaintl.org.***



WHEN IT MATTERS

TRUST A HERO



PERS



BURGLARY



FIRE

AT **AVANTGUARD**, OUR OPERATORS SAVE LIVES AND PROPERTY EVERY DAY

We also have the best technology and redundancy in the industry!

*What makes AvantGuard different from other wholesale central stations?
An incredible culture of caring service.*

**EMS LIFE-FLIGHT WOMAN AFTER
CONDITION WORSENS IN AMBULANCE**

MONTGOMERY, CA - Scan the QR code to read
how Mark's actions aided EMS with a
patient's failing health...
www.agmonitoring.com



EXPERIENCE THE DIFFERENCE



855-228-2568

Alarm Management Best Practices

The IACP's Private Sector Liaison Committee (PSLC) and the alarm industry have worked closely together over the past twenty years to develop and test alternative approaches to reduce alarm dispatches. Through that partnership it has been determined that the single most effective means to significantly reduce alarm dispatches is a strictly enforced ordinance that contains the six best practices identified by numerous joint studies on alarm management to be the most effective measures to reduce alarm dispatches. The six recommended practices reinforce one another and the effectiveness of the ordinance improves as each element is added.

To assist communities in crafting an effective alarm management ordinance, a Model Police Alarm Ordinance has been developed. That Model Ordinance incorporates the best practices supported by the IACP and the alarm industry. The model was vetted by the PSLC and it has been adopted as the recommended approach by twelve SACOP chapters. The Model Ordinance has now been used in constructing the ordinances of hundreds of municipalities. As a result, many of those communities, like those cited above, have been successful in reducing their alarm dispatches by fifty to seventy percent. Communities may choose to eliminate some of the best practices from the model, however, the results achieved will be diminished.

The six best practices incorporated into the Model Ordinance are:

ECV-Enhanced Call Verification, commonly referred to as two-call verification. Requiring alarm monitoring companies to make two calls to two different numbers (one typically a cell phone) prior to calling the PSAP in an effort to determine the cause of the alarm and whether or not a dispatch is required. ECV may be the single most effective provision in stopping false activations from being routed for police dispatch. A number of responsible central monitoring stations serving Connecticut communities have on their own initiative already implemented this screening practice with their own direct subscribers. Those monitoring companies cannot, however, mandate that the independent alarm companies they also

service must submit the multiple phone numbers for each alarm site needed to do such verification unless there is requirement for ECV mandated by State law or specified in the local ordinance.

Requiring the use of alarm control panels built to ANSI SIA CP-01 standards in all new installations. This national standard for control panels incorporates several provisions such as longer time for the system to arm itself, longer time for a user to deactivate the system after entry and the

elimination of "plus one" duress alarms. As a result, these panels are highly effective in reducing the number one cause of alarms--"user error." All major manufacturers produce these panels.

Requiring Alarm Permits and renewals with fees. Registration of all intrusion systems is critical for the effective management of alarm programs. By recording system owner information, municipalities have responsible party documentation for fines/renewals/policy and ordinance change notifications. Annual reregistration insures that the needed information is regularly updated. Nominal fees for registration routinely cover costs associated with the administration of these programs.

Free responses/Fines- Setting reasonable fines for alarm dispatches can be a significant deterrent to the occasional offender and let a community recoup part of the costs associated with response to baseless alarms. Allowing a maximum of two free responses before incurring fees is advisable. When combined with restricting reasonable response to chronic abusers, a reasonable fine structure will accomplish all reduction goals and allow for higher collection rates. Greater reductions will occur when free responses are set at one or zero. Local politics will govern this threshold.

Accepting Cancellations- Cancel the dispatch if the alarm company subsequently determines a response is unnecessary and contacts the PSAP with an update. This allows the responding officer to return to other duties at the earliest possible time. Waiving any fees if the call is cancelled prior to the arrival of the officers at the scene provides an incentive to both the alarm user and the monitoring station to communicate quickly and cancel the call as quickly as possible.

Ceasing Response to Chronic Abusers- Stopping response to chronic abusers. It has been determined that some sites will just "write checks" and take no other steps to remedy the underlying cause of repeat alarms. These sites are typically are the worst offenders. An agency should establish a response cut-off point at 6, 8, 10 or whatever is politically supported. Proper notice should be sent to the owner/premises with a right to appeal and/or take corrective action for reinstatement. Most jurisdictions now also use cessation of response for sites that do not pay the fees imposed for violations of the ordinance. That alternative insures a high collection rate for violations while avoiding the need to undertake contentious and manpower intensive collection or revocation procedures.

Departments interested in learning more about alarm management practices and the Police Alarm Ordinance should visit the Security Industry Alarm Coalition (SIAC) website: www.siacinc.org. That site provides access to a Word document version of the Model Ordinance that communities can use as a template for crafting a new or revised alarm ordinance for their community. The SIAC website also provides an informative video on alarm management. That video provides input from numerous police chiefs from across the nation. SIAC also offers no cost assistance to local communities looking to learn more about alarm management or which are seeking to update their local ordinance.

If you have questions on alarm management or need assistance in drafting a revised ordinance or making a presentation on alarm management in California, contact SIAC's Chuck Brobeck at csb@csbrobeck.com; Chief Sweeney can be reached at (860)682-4565 or via email at tomswee@cox.net.

Think Signs. Think Maxwell.

Helping security professionals build their business since 1977 with personalized service and high quality products...all at competitive prices.

MAXWELL
...building a better sign™

MAXWELL SIGN & DECAL DIVISION
800-472-7336
signs@maxwellmfg.com
www.maxwellmfg.com

SECURITY SIGNS • DECALS...AND MORE

©2012 Maxwell Alarm Screen Mfg., Inc. All rights reserved.

Step Up To Sales Success

The Thinking
Salesperson's
Guide to
Successful Sales
Relationships,
Effective
Presentations and
Winning Closing
Techniques

Harvey J. Eisenstadt

Step Up To Sales Success

By **Harvey J. Eisenstadt**

Contact SYNCOMM
MANAGEMENT GROUP
800-490-9680 TO ORDER BY
PHONE
or email to:
info@snnonline.com

THREE UL/CSAA – FIVE DIAMOND CERTIFIED CENTRAL STATIONS.

ONE SPECIAL MONITORING COMPANY.



There is no monitoring company quite like Security Partners. With three central stations from coast-to-coast, we are one of the fastest growing companies in our wholesale monitoring industry. Yet our focus remains on serving our most treasured partner: our dealers.

Security Partners continually delivers our dealers advanced services, education and growth opportunities. With our recent acquisitions of Mace Central Station in Anaheim, CA and Response Center USA in San Antonio, TX, our expanding dealer network accesses a truly redundant system, operating at 24/7 optimal efficiency.

Our dealers enjoy the benefits of exclusive access to new products and services from a team committed to support, customization and opportunity. With the power of three forces, personal service is now combined with national capability and opportunity.

Learn what makes Security Partners special. Visit us at
www.SecurityPartners.com
1-877-484-9026



National Presence
Customized Services

Serving our Dealer Network
from THREE Strategic Locations:
Anaheim, CA - Lancaster, PA - San Antonio, TX



Our monitoring centers are proud to be certified

- Alarm Load Sharing
- Disaster Recovery
- Hot Redundant Centers



Alarm installers are you moving your customers from 800 Dial-Up to IP?



Introducing the only secure IP address forwarding service made just for the alarm industry. Get all the features you enjoyed with 800 Dial-up such as number ownership and on demand forwarding. Let **Keep Your IP** give you the peace of mind of knowing that as your business grows and merges into the new Internet IP based world, you will be able to direct that growth as you desire.

WWW.KEEPYOURIP.COM

KEEP YOUR IP
CONTROL YOUR INTERNET DESTINY

Where in the World Is THE MIRROR?

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



Trevor Hansen, Chris Gibby, Mike Hampton of Volutone with THE MIRROR in Marina del Rey for the GLASAA Harbor Cruise.



Bobby Michel, Grandson of CAA President Bob Michel is catching up on the latest industry news.



Mike Hampton and Chris Gibby of Volutone and Kurt Meierhenry of the California Alarm Association with THE MIRROR on board the GLASAA Harbor Cruise.



Jason Copeland of PSR, Paul Millard of Alarmax Distributors and Ivy Moon of SDi on the bow of the Yacht in Marina del Rey.

Bob di Alto of National Monitoring Center, Dale Clement of Rosslare Security Products, Francis Chung and Phil Raacke of San Marino Security Systems with THE MIRROR on the GLASAA Annual Harbor Cruise.

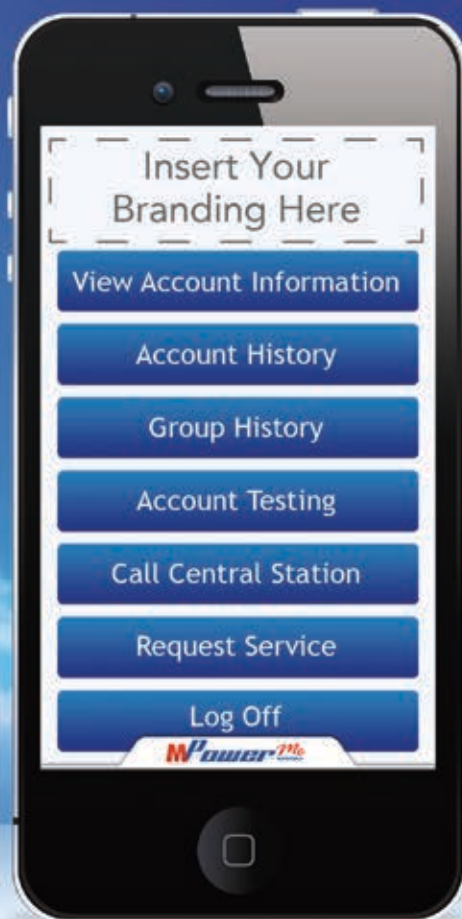


Bert Ross of CMS, Mo Castro of ADT and Dale Clement of Rosslare Security Products on the starboard side of the Yacht at the GLASAA Harbor Cruise



Brian Fullhart of Interlogix, Dana Scroggins of Optex, Candi Hurtt of Interlogix and Rick Gombar of Rick Gombar Insurance Services with THE MIRROR.

Satisfy your customers' *app*etite.



Introducing your company's smartphone access.

Offer your customers **MPowerMe** access with your company brand and give them the peace of mind that could improve customer satisfaction, reduce attrition, and increase referral sales.

Read more at copsmonitoring.com/appetite.

Contact Rich Cowan at 800-367-2677 x 1250 to get your own private label smartphone, tablet, and computer subscriber access. Available only at COPS Monitoring.

Also ask about account transfer incentives, competitive volume pricing, funding programs, expert marketing support, and equipment purchase discounts.

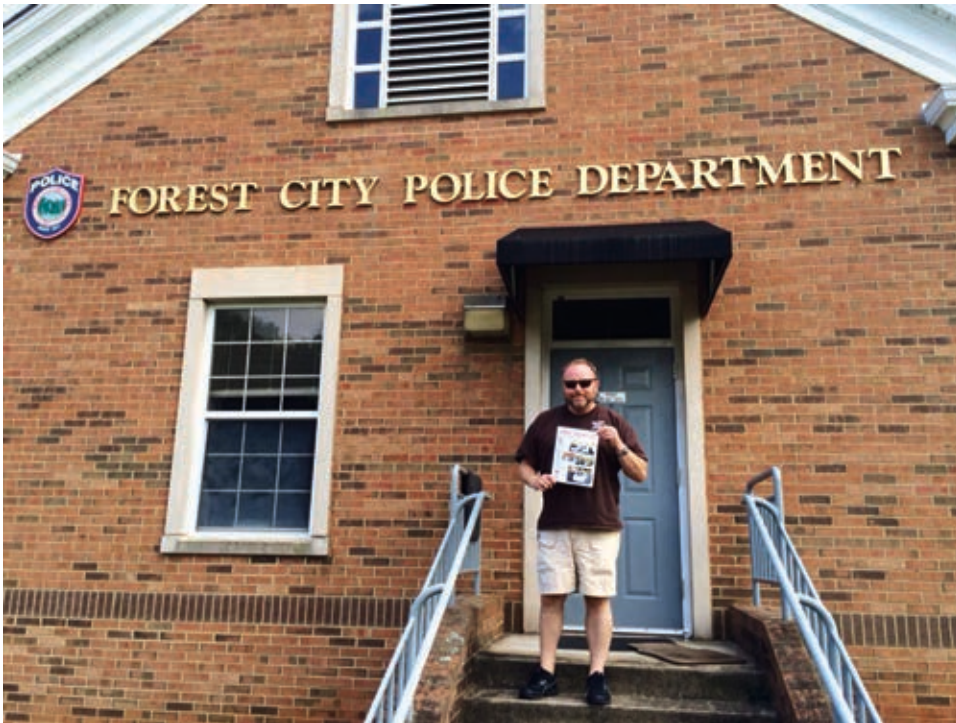
Providing nationwide wholesale alarm monitoring and dealer services from
New Jersey | Florida | Arizona | Tennessee | Texas | Maryland
800.367.2677 | Fax: 856.629.4043 | info@copsmonitoring.com | copsmonitoring.com

CA: ACO6132 • DE: 05-85 • FL: EF20000481 • IL: 127-001299 • MD: 107-840 • TN: 632/1626 • TX Burg: B11561/17961 • TX Fire: ACR-2215 • VA: 11-1941



COPS
Monitoring
Your Hometown Central Station

Where in the World Is THE MIRROR?



John Hopper in front of the Forest City Police Department with THE MIRROR.



CAA members Doug Sartain and Jake Sartain of Certified Fire, Tim LeBlanc of TriStar Monitoring and Debbie Padilla of Arlenco Distribution showing off their winnings with THE MIRROR.



CAA President Bob Michel and CAA Past President Tony Smith with THE MIRROR.



Ron and Bev Davis in Instabul Taksim Square with THE MIRROR.



George De Marco, ESX Chairman, Jon Sargent of Tyco Integrated Security and Merlin Guilbeau, Executive Director of ESA attended the ESA Strategic Planning meeting in Irving, TX.

Alarm Monitoring | Video Monitoring | GPS Tracking | Answering Service | Accounting Services



Innovation. Expertise. Service.

The winning combination for Personal Emergency Response.

Numera/Libris offers a compelling combination of freedom, safety and security in one mobile solution. When combined with Centralarm Monitoring's 25 years of expertise with traditional, mobile and medical response services, it's even easier to "close the deal." Through a small, easy-to-use device, Numera-Libris offers today's active seniors and their families a Mobile Personal Emergency Response System (MPERS) that travels with them anywhere—and delivers peace-of-mind around the clock.

When paired with Centralarm Monitoring, Numera-Libris offers even more, including:

- An instant connection to our UL listed, MAMA certified, CSAA 5 Diamond Central Stations
- Dispatch times that are among the fastest and most accurate in the industry.
- Industry-leading, highly-trained customer service and alarm response staff.

Learn more about how the Centralarm Advantage can boost the selling power of your Personal Emergency Response offering. | **1.800.639.4068**
www.centra-larm.com



mama
Medical Alert Monitoring Association



INLAND EMPIRE ALARM ASSOCIATION

By Holley Hunt, 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.

2014 IEAA MEETINGS

- ♦ Sept. 18..... IEAA General MeetingRiverside
- ♦ Nov. 20..... IEAA General MeetingRiverside

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.



REDWOOD ALARM ASSOCIATION

Sean Cooke, President

scooke@allguardsystems.com
800-255-4273

The next meeting is set for October 22, 2014. Located at Johnny Garlic's in Windsor starting at 11:30 am.

If you have any questions or want to participate in the Redwood Alarm Association please contact Chuck at 707-443-6366 or visit www.redwoodalarmassociation.org

2014 RAA MEETINGS

- ♦ October 22... RAA General MeetingWindsor

For more information regarding RAA, its membership and participation, please visit www.redwoodalarmassociation.org or contact Sean Cooke at scooke@allguardsystems.com or 800-255-4273.



GOLDEN GATE ALARM ASSOCIATION

By Gary Lowndes, President

2014 GGAA MEETINGS

- ♦ Nov. 16 GGAA General MeetingSan Francisco

For further information, contact Gary Lowndes at 650-574-1077 or g.lowndes@hueandcry.com.

SAN DIEGO SECURITY ASSOCIATION

SAN DIEGO SECURITY ASSOCIATION

By Sean Hamm, President

2014 SDSA MEETINGS

- ♦ Sept. 16..... SDSA General MeetingSan Diego
- ♦ Dec. 11 SDSA Holiday Bash.....San Diego

City of San Diego Permit Process

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

Visit our website: www.sandiegosecurityassociation.org

New Area Code Overlay 628 - continued from page 3

To enable you to verify that equipment can complete calls to the new area code, a special test number will become available on December 21, 2014. This special number, (628) 628-1628 will remain active through April 21, 2015.

Beginning March 21, 2015, new telephone lines or services may be assigned numbers with the new 628 area code, and it will be necessary to dial 1 + area code + 7-digit telephone number for all calls within the 415 and 628 area codes.

What will remain the same?

The price of a call, coverage area, or other rates and services will not change due to the overlay, and what is a local call now will remain a local call regardless of the number of digits dialed. Customers can still dial just three digits to reach 911, as well as 211, 311, 411, 511, 611, 711 and 811.

Questions about the dialing procedure change should be directed to your local service provider, or you can call the California Utilities Commission, Consumer Affairs at 1-800-649-7570 or visit the California Utilities Commission website at www.cpuc.ca.gov/areacode415/ for more information.

Quality Monitoring and So Much More

**Alarm
MONITORING
SERVICES INC.**

Dera DeRoche-Jolet
(877) 740-0283
www.monitor1.com



Nationwide Monitoring

ONLY
\$ **2.50**
per month

AWARD WINNING
TECH SUPPORT
& Customer Service



CALL US...

NEW

TO LEARN MORE

FREE TEXT MESSAGING OF ALARM, TROUBLE, OPENING AND CLOSING SIGNALS TO THE PRIMARY KEYHOLDERS. Our swift response to all signals along with great customer service is provided to you for only \$2.50 per account. Now occupying our new and much larger Central Station Headquarters and in our 41st year.

We invite you to grow your business with us utilizing the great features listed below - all for only \$2.50 per account. CALL US!... AND REMEMBER THE FIRST FEW MONTHS ARE ON US!

CSAA Five Diamond Central Station
Commitment to highest standards

Receivers include multiple Sur-Guard w/IP models, DMP, Silent Knight IP, Bosch IP, AlarmNet and ITI

Fast & Accurate Response Times

Free Texting of All Signals
including Open & Close

Free Virtual Operator - Place your accounts on Test via Smartphone App

Free Dealer Access to Account Data

Unbeatable Customer Service

Emergency Reports Every 24 hours
via Email-FREE

No Setup Fees, Minimums or Hidden Charges

1-800-318-9486

visit our website to learn more

www.allamericanmonitoring.com

Licensed
in all
Required States



Certified
Central
Station



GLASAA

Greater Los Angeles Security Alarm Association

By Bill Collins, President

It was great to see so many of you turn out for our annual boat cruise out of Marina Del Rey down Ballona Creek. We had wonderful weather and a fun time was had by all. Big thanks to SIAC's Steve Keefer and his wife Kathy for coming down from Sparks, Nevada to join us. We continue to prepare for the 8th Annual GLASAA Golf Classic which will take place on October 9 at Tierra Rejada Golf Club in Moorpark, California. This tournament is the primary fundraiser for the CAA Youth Scholarship Fund. I expect to see all GLASAA members on October 9 either as sponsors, participants or volunteers. It's all hands on deck for this once a year event. Please contact me directly for further details. I look forward to seeing many of you at the CAA board meeting in September as we prepare for San Francisco in December. FYI, the San Francisco dates have changed and the conference is now December 10-13. I am still looking for a person to chair our Local Government Committee. Please contact me for more details. The more effort we put into something the more we get back. GLASAA is your association, contribute.

GLASAA MEETINGS 2014

♦ **October 9..... GLASAA Golf Tournament...Moorpark**

♦ **December 4. GLASAA Holiday PartyLos Angeles**

GLASAA Meetings and Events

Please visit our website at www.glasaa.org

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

GLASAA and its members continue to support the extremely important work of the CAA and ESA.

Contact GLASAA at 888-826-9149 or through the web at www.glasaa.org if you would like to contribute by serving on a committee.

Bill Collins

GLASAA President, 818-220-1899

Wc3215@att.net

*CAA Treasurer
Dave Michel,
CAA Vice
President Cathy
Rempel and
CAA President
Bob Michel at
the GLASAA
Harbor Cruise.*



Jeanne Michel of Valley Alarm and Bob di Alto of National Monitoring Center coordinating the drink tickets at the GLASAA Harbor Cruise.

Rick Gombar of Rick Gombar Insurance Services and Ed Michel of Valley Alarm at the Annual GLASAA Harbor Cruise.



Christopher Baskin of American Two-Way and Charles Schwager of BPSD aboard the Yacht at the GLASAA Harbor Cruise.



Ray Redhead of Wesco Security Systems and Bob di Alto and Cathy Redhead Wesco Security Systems at the GLASAA Harbor Cruise.



Kylie Raacke, daughter of Phil Raacke of San Marino Security and Gina Post-Franco of Post Alarm at the GLASAA Harbor Cruise.



GLASAA President, Bill Collins, Steve Keefer of SIAC, Bob Michel and Dave Michel of Valley Alarm at the GLASAA Harbor Cruise in Marina del Rey.



Jorge Romo and Mo Castro of ADT pause for a photo on the GLASAA Annual Harbor Cruise.



Bob Jennison of Post Alarm getting legal advice from Lessing Gold and Tony Adler of MSK.



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

SVAA 2014 MEETINGS

♦ **October 22... SVAA General Meeting** Santa Clara

SVAA Information

If you are not on our e-mail list please contact Mark Simpson at 408-882-4260 or msimpson@rfi.com. It is so important to get involved with your local associations more than ever and to keep up to date on all the new information.

TANE ALARM PRODUCTS

NEW

MET-CDS

Curtain Door Switch

BI-DIRECTIONAL
CURTAIN DOOR SWITCH
WITH REVERSIBLE
MOUNTING ASSEMBLY.

WWW.TANEALARM.COM

PRICING, SPECIFICATIONS
AND IMMEDIATE
QUOTATIONS
AVAILABLE
UPON REQUEST.

PLEASE EMAIL [INFO@TANEALARM.COM](mailto:info@tanealarm.com)

Sharon Elder
Vice President of Sales
selder@NMCcentral.com

P 800.353.3031 F 949.631.6470

NMCcentral.com

We have the capital!

CapitalSource Security Lending Group

With deep industry expertise and approximately \$800 million in committed financing, our security financing team understands the complexities of the security market and provides creative financing to accelerate growth and/or facilitate acquisitions. **Contact us today.**

Will Schmidt • 314.259.4206
wschmidt@capitalsource.com

MID-CAL

Alarm
Association



MID CAL ALARM ASSOCIATION

The Mid Cal Golf Tournament has been set for Monday, November 17, 2014.

This year, proceeds from the tournament will benefit the Fresno Sheriff's Department as well as the Marjaree Mason Center. For those of you who are not familiar with the Marjaree Mason Center, it is a nonprofit center located in Fresno that provides shelter, counseling, legal assistance, and a variety of education opportunities for women and children who are victims of domestic violence. This center plays such an important role in protecting and educating those who are suffering from domestic violence in the Fresno community and really needs our support.

The Second Annual Mid Cal Golf Tournament will again be held at the Fort Washington Country Club in Fresno. We will be holding another Sunday Night Dinner the night before the tournament. The day of the tournament, we will provide breakfast, lunch, and dinner.

Sign-ups for sponsorships, teams, and golfers are now available so be sure to sign up early! Last year the tournament sold out quickly so don't miss your opportunity to join us. When you reserve a premium sponsorship early, we will feature your company name on all of our promotional emails and ads as our premium sponsors. If you have any questions or would like to reserve your spot, please contact Vanessa at vanessa@firstresponse-monitoring.com or directly at 559-448-7507.

2014 MID CAL MEETINGS

♦ November 17 MCAA Golf Tournament.....Fresno



ORANGE COUNTY ALARM ASSOCIATION

P.O. Box 2149, Newport Beach, CA 92659
800-339-1420
www.alarmassociation.org

By Steve Maris, President

2014 OCAA MEETINGS

- ♦ Sept. 17..... OCAA General MeetingOrange
- ♦ Nov. 19..... OCAA General MeetingOrange

CITY OF IRVINE PERMITS

The City of Irvine requires all alarm users to register their systems with a no fee permit. Alarm users may obtain an alarm permit application at the Irvine Police department website at www.irvinepd.org. The City also offers quarterly Alarm Awareness Classes to help defray the cost of false alarm fines. For more information about the City's alarm program you can contact the Alarm Coordinator at 949-724-7066. Classes are 9 a.m. - 10 a.m. and fee is \$15.

For information contact:

Cristine Gaiennie, Regulatory Affairs Supervisor
Irvine Police Department
949-724-7066
cgaiennie@cityofirvine.org

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

Save the Date November 17th, 2014

2nd Annual Mid-Cal Golf Tournament



Fort Washington Country Club
Fresno, CA



COMMITMENT



SERVICE



FLEXIBILITY

Fire / Burg
Medical PERS
Area Of Rescue
Two-Way Audio
Video Verification
Elevator Monitoring



Alarmnet
Telguard
Connect 24
AES-Intellinet
Internet Monitoring
Interactive Services

Providing Security Services Since 1971

Interpreter Service - Over 180 Languages
Guard Dispatch Service ~ Offsite Disaster Recovery
Dedicated Dealer Owned Toll-Free & IP Numbers
Dealer Customized Voicemail & Call Answering
Dealer Account Access and Service Tools

Your Company In Good Company

800-839-7212

www.gmscentral.com

ACO # 5198





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

By Rich Whitlock, President

Chico, Verified Response

An Internal Affairs Committee was established and they met with members of law enforcement, industry representatives and community members on August 13. Due to a public outcry, the City of Chico knows that they have to repeal Verified Response. There is no doubt that this city has a problem with lack of staffing, lack of funding and an abuse of false alarms. A City of Chico Police Lieutenant, Mike O'Brien, drafted a report that discussed the severity of the false alarm problems. The committee identified the two main, non-negotiable components required are to be:

- From the Department: A significant reduction in police response to false alarms must occur.
- From the Committee: A police response to electronic alarms must occur.

After several speakers consisting of business owners, representatives from CAA, SAAA and SIAC, the committee requested that the Model Ordinance's best practices such as two call verification and CP-01 standards be included in the next draft of the proposal. Where it gets complicated is that the Police and the Committee are still proposing to stop collecting permits from the end user and just have permits from the Alarm Dealers. They also want to fine the Alarm Companies rather than the end users. This is after SIAC provided evidence of the legal precedence showing that it cannot be done. The committee said that they were aware of the material that was provided, but because that decision was made in Superior Court and not State Court so that decision did not apply to them. As I write this article, it is my understanding that CAA legal council is going to reach out to the Chico City Attorney. It is never our desire to pursue litigation, but it could come to that.

The recommendation that the committee is trying to draft for City Council is close to being something that would work. If they would include the other components of the best practices like permits from alarm users, structuring meaningful fines (ran by a third party) to alarm users, suspending chronic abusers and implementing a right to appeal, then they would have a draft of a proven, viable alternative.

The revised draft is to be reviewed at the next committee meeting on September 10. Once approved by the committee, it would go to vote at the following city council meeting on September 16th. Are best hope is that CAA legal-council can change their mind, get them

to understand that what they are proposing goes against the constitution and due process and urge them to revise their proposal. I really hope this happens before it gets costly for the CAA and for a city that is already having financial hardship.

City of Roseville Building Department has a change in fees effective August 18

You can see the changes by visiting www.roseville.ca.us

We had our S.A.A.A. Life Style vs. Life Safety forum on August 21.

It was a great panel discussion on the pitfalls and successes of automation in the Electronic Security Industry. I would like to again thank our panel that consisted of David Divine of Napco, Glenn Guldbeck of Alarm.com, Tim Tracy of Honeywell and Jeff Dickerson of 2GIG

♦ October 24

S.A.A.A. Fire Forum

SAAA will be attending the Nor Cal Fire Marshal Association's meeting. This is a chance to meet with over 50 Fire Marshals, including the State Fire Marshal. CC Biggs, Intrepid Alarm, will be speaking on Communications and David Myers, System Sensor, will be speaking on Low Frequency Sounders.

Registration and continental breakfast begin at 8:30a.m.

Meeting begins at 9:30a.m.

Location: Sun City Roseville's Timber Creek Ballroom

Members, pre-registering for the meeting \$30 (payment the day of the meeting is allowed, as long as "pre-registration" information was provided) by October 21.

Non-members, pre-registering for the meeting \$35 (payment the day of the meeting is allowed, as long as "pre-registration" information was provided) by October 21st.

Members, registering the day of the meeting \$35

Non-members, registering the day of the meeting \$40

Continental Breakfast: Assorted muffins and Danish, fresh fruit salad, juices, coffee, tea.

Lunch Buffet: Tri Tip, Chicken Picata, Garlic Mashed Potatoes, Vegetables, Salad and Dessert.

Any questions, please contact Shari Tasler, Roseville Fire Dept. (916)774-5800

♦ December 4.

S.A.A.A. Holiday Party, a chance to get together, honor some key participants and have annual board elections. RSVP is required for these events! Call 800-437-7658 ext. 3 or email info@caaonline.org.



GREATER VALLEY ALARM ASSOCIATION

By Joe Castro, President

2014 GVAA MEETINGS

♦ October 9..... GVAA General Meeting..... Manteca

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

Troy Iverson
Vice President
Sales & Marketing
tierson@agmonitoring.com

Direct: 801.781.6108
Toll Free: 877.206.9141
Fax: 801.781.6133
Cell: 801.940.2813

4699 Harrison Blvd., Ste.100 • Ogden, UT 84403
www.agmonitoring.com

ACO 5198



General Monitoring Services, Inc.
Your Company In Good Company

Director Marketing/Business Development
Jeffrey Mook
 Direct: 800.839.7212
 Cell: 714.943.2914
 Fax: 800.836.9272

17951 Lyons Circle
 Huntington Beach, CA 92647
 jmook@gmscentral.com
 www.gmscentral.com




**EAST BAY
ALARM ASSOCIATION**

By Mike Salk, President

2014 EBAA MEETINGS

- ♦ Sept. 9..... EBAA General Meeting.....Richmond
- ♦ Nov. 11 EBAA General Meeting.....Richmond

Our General Meetings are held at Chevy's, 3101 Garritty Way, Richmond. The meetings start at 11:30 a.m. For further information contact EBAA President Mike Salk 510-652-2477. RSVP to 800-437-7658, Ext. 3 or info@caaonline.org.



**BARKIN,
PERREN,
SCHWAGER &
DOLAN, LLP**
 CERTIFIED PUBLIC ACCOUNTANTS

CHARLES H. SCHWAGER, CPA

21700 Oxnard Street, Suite 950
 Woodland Hills, CA 91367
 www.bpsidcpa.com

PH: 818.719.9020 ext.205
 FAX: 818.702.0273
 cschwager@bpsidcpa.com



**PARAGON
MONITORING CENTER**
Our business is monitoring your business.
 EST. 1984

Showcase monitoring of:

- Videoified™ & CheckVideo™
- Videoified™ "Indoor" monitoring partner
- Medical Two-Way Voice
- Alarmnet / DSC IP

Jeff Martin
 General Manager
 jeff@wemonitor.org
 866.936.6648

UL LISTED
 All major formats supported

www.wemonitor.org

Find us online: www.vyanet.com



**IS THE RIGHT
DECISION FOR
YOUR COMPANY**

LOCAL since 1969, we are an experienced operator and buyer. We offer dealer programs with FREE monitoring, support, and advice to prepare your company for sale. Call today for a quick closing, with competitive pricing and terms tailored to help you achieve your short and long term financial goals.



WE SHARE YOUR LOCAL VALUES

- ✓ HANDLE YOUR CLIENTS WITH CARE
- ✓ HANDLE YOUR TEAM WITH CARE
- ✓ HANDLE YOUR LEGACY WITH CARE



Byron Warner
 (Hawaii)
 (808) 205-2357
byron.warner@vyanet.com



Charlie Tebbs
 (Northwest)
 (541) 241-1805
charlie.tebbs@vyanet.com



Tom Rankin
 (Southwest)
 (818) 335-5507
tom.rankin@vyanet.com

Low Frequency Requirements: When, Where, and Why?

Did you know that, effective January 1, 2014, a low frequency audible fire alarm signal is required in all sleeping areas of newly constructed hotel guest rooms and dormitory sleeping rooms?

That's right: the 2010 and 2013 editions of NFPA 72, National Fire Alarm and Signaling Code®, require a low frequency signal with a fundamental frequency wave of 520 Hz to awaken people in occupancies with a protected premises fire alarm system. Even though this new requirement was published in 2009, a lot of confusion and misinformation remain today. People often ask what the new requirement's basis is, where it is required, when it is required, and where it is not required.

The intent of the new requirement is to improve people's waking effectiveness. Smoke alarms and fire alarm systems provide value when occupants are awake, but their greatest benefit may be when occupants are asleep. This observation is illustrated in a 2010 U.S. Fire Administration study, which reports that 50% of fire fatalities in residential buildings occur between the hours of 10 PM and 6 AM – the time when most people are sleeping. According to a 2008 Dorothy Bruck study, most unimpaired adults wake up quickly to the so-called standard audible fire alarm signal, even at levels well below 75 dBA. The majority of fire alarm horns produce a signal with a frequency range between 2 KHz and 4 KHz. Also, integral sounders in nearly all smoke alarms produce a 3 KHz audible alarm signal.

However, how effective is that standard signal at waking up certain high-risk segments of the population, such as school-age children, the elderly, and the hearing impaired? According to U.S. Fire Administration study, 13% of fire fatality victims in residential buildings are less than 10 years old, and 44% of fire fatality victims are between the ages of 40 and 69. Additionally, there are more than 34.5 million people in the United States who are hard of hearing.

In 2006, the NFPA petitioned the Fire Protection Research Foundation (FPRF) for two research projects to study the effectiveness of the audible fire alarm signal in high-risk groups: Waking Effectiveness of Alarms for Adults Who Are Hard of Hearing, and Waking Effectiveness of Alarms for the Alcohol Impaired. The aim of the research is to optimize performance requirements to meet the needs of these high-

risk groups. The two studies came to the following conclusions:

The low frequency, 520 Hz signal is the most effective. It woke up 92% of hard of hearing participants when presented at or below 75 dBA for 30 seconds.

In comparison, the standard 3 KHz signal woke up 56% at or below 75 dBA.

The low frequency signal is superior to bed and pillow shakers and strobe lights.

Effective January 1, 2014, section 18.4.5.3 of NFPA 72 requires the low frequency signal in all sleeping areas of occupancies with a protected premises fire alarm system; affected sleeping area examples include hotel guest rooms, dormitory sleeping rooms, and possibly dwelling unit bedrooms within apartment buildings. This requirement excludes hospital patient rooms and other occupancies where the signal is not intended to wake up sleeping people, because such occupancies have trained staff responsible for waking patients. Also, the Chapter 18 Committee specifically chose to apply the requirement to all sleeping areas, not just those where occupants have self-identified as having a hearing impairment. This was done because many people may not know they have a hearing impairment, and also because the low frequency signal has proven very effective at waking up people with alcohol impairments.

Several Group R occupancies are required to have the low frequency signal after January 1, 2014. To list them, we need to turn our attention to the 2012 edition of the International Fire Code and the International Building Code (IFC and IBC):

- Section 907.2 in the 2012 edition of the IFC/IBC requires a fire alarm system to be installed in new buildings in accordance with NFPA 72 and provide occupant notification in accordance with Section 907.5.

- Section 907.5 makes it very clear that fire alarm system activation must first send a signal to the control unit and then provide occupant notification throughout all occupied areas of the building, including both common and tenant spaces. Common spaces are the corridors, lobbies, or meeting rooms. Tenant spaces are dwelling units within apartment buildings, hotel guest rooms, or dormitory sleeping rooms. The basic purpose of a fire alarm system is to alert all occupants in the building.

- The requirements in NFPA 72 and Section 907.2 of the IFC do not retroactively apply to existing systems. However, there are situations when an AHJ (authority having jurisdiction) may require an existing system to be brought up to current criteria even though the system still meets the minimum code requirements of the version in effect at the time of the original installation. The 2010 edition of NFPA 72 is referenced in Chapter 80 of the IFC and Chapter 35 of the IBC.

- Section 18.4.5.3 of NFPA 72 requires the low frequency signal in all occupancies having a protected premises fire alarm system, in order to wake up sleeping people. The 2010 edition of NFPA 72 is referenced in Chapter 80 of the IFC and Chapter 35 of the IBC.

Based on the above IFC/IBC and NFPA 72 provisions the low frequency signal is required to be installed in sleeping units of Group R-1 occupancies such as motels and hotels where there is a protected premises fire alarm system to activate the occupant notification system.

The low frequency signal is also required in sleeping units of Group-R2 college and university occupancies, where there is a protected premises fire alarm system to activate the occupant notification system.

Richard Roberts

Honeywell Life Safety 1-630-338-7025

Richard.roberts@systemsensor.com



Cross the Finish Line Ahead of the Competition

Selling alarms is like a 100 yard dash. You line up against the competition. The starter gun fires and it's off to the finish line — THE SALE. Will YOU cross the finish line first?

IQ Certification is the secret weapon many companies use to sprint ahead of the competition. IQ gives consumers a way to identify alarm companies that are committed to providing them with high-quality security and life safety systems. Non IQ Companies have no accountability or approved standards on how they operate.

Become IQ Certified and cross the finish line ahead of your competition!

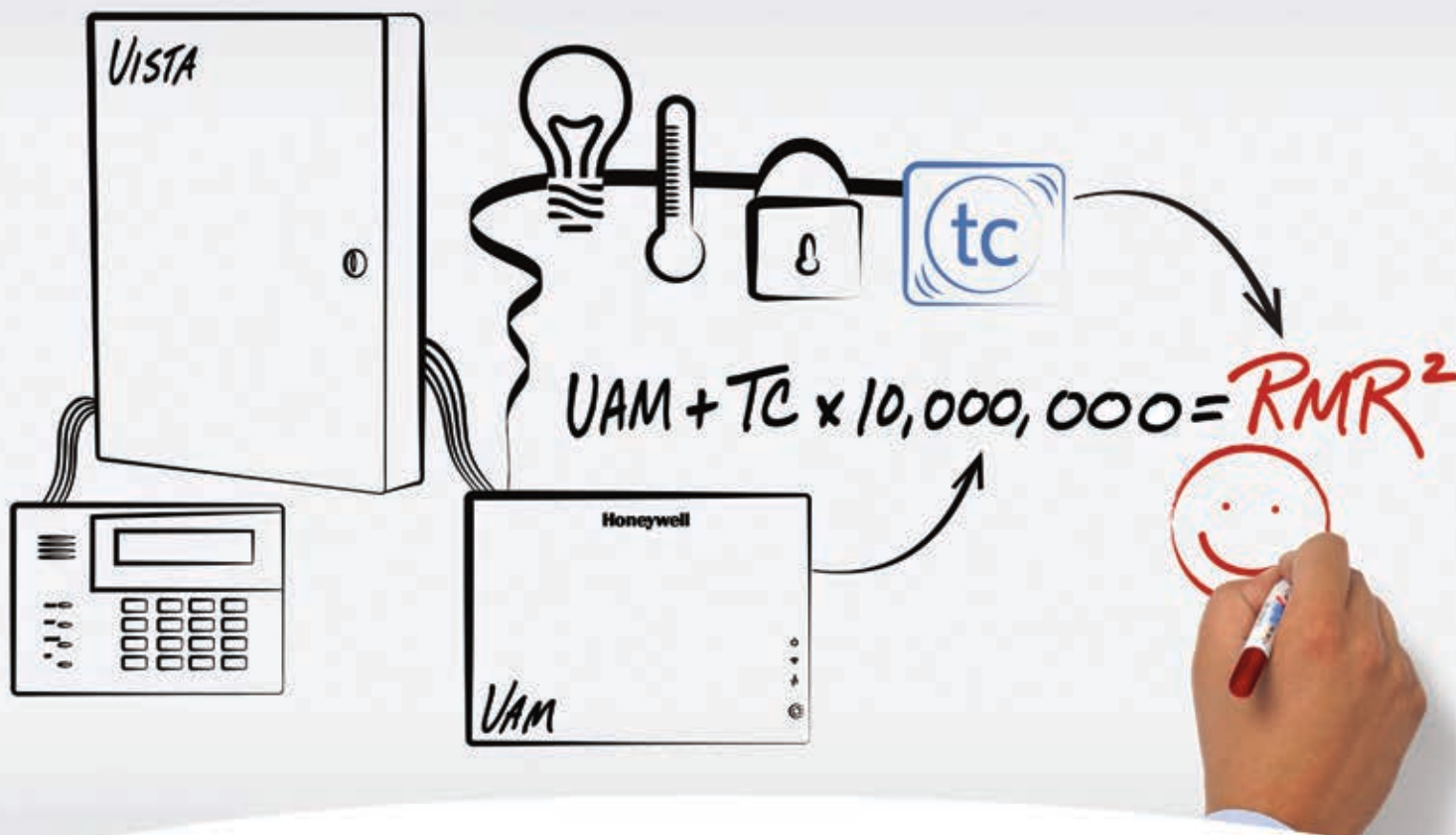
IQ CERTIFICATION
INTEGRITY • QUALITY • ACCOUNTABILITY

866-833-8302 • 814-833-8306 • www.iqcertification.org

The IQ Certification Program is endorsed by these leading security industry associations:

SIAC SIA FARA CANASA ASIS CSA

the big picture



VISTA Automation Module (VAM)



Honeywell Total Connect

With over 10 million VISTA® control panels installed across North America, opportunity is everywhere. Go out and grab it!

The VISTA Automation Module (VAM) transforms the world's most popular security control panel into a home automation system at a price the competition can't touch. It enables easy, local control of security, cameras, lights, locks and thermostats on everyday smart devices. Want to earn more RMR? Offer VAM with Honeywell Total Connect™ Remote Services for on the go control. It's the formula for success—helping you sell more products, win new business and protect your existing accounts. **Get the picture?**

Honeywell



Call us to find out more about VAM and how you can get Honeywell Total Connect **FREE** for six months – **800-467-5875!**
For more information, please visit www.honeywell.com/security

© 2014 Honeywell International Inc. All rights reserved.

2014 Training and Education Calendar

September 9
CAFAA Basic Fire Alarm
Pechanga
www.cafaa.com

September 9 - 10
Fire-Lite Systems
Spokane, WA
www.firelite.com

September 10
CAFAA Fire Alarm Plan Review
Pechanga
www.cafaa.com

September 11
CAFAA Smoke Control
Pechanga
www.cafaa.com

September 11
Fire-Lite Software Applications
Spokane, WA
www.firelite.com

September 12
TRI-ED Albuquerque
Videofied Training Seminar
505-923-9914
www.tri-ed.com

September 16
CAFAA Evolution of the
National Fire Alarm Code
Ontario
www.cafaa.com

September 17
TRI-ED Union City
Rosslare Counter Day
510-487-1731
www.tri-ed.com

September 17
TRI-ED Sacramento
2GIG Technical Training - CEU
Credits
510-487-1731
www.tri-ed.com

September 17
CAFAA Understanding NFPA
101 Fire Alarm Requirements
Ontario
www.cafaa.com

September 18
CAFAA Fire Alarm System
Testing & Inspection
Ontario
www.cafaa.com

September 23 -24
Fire-Lite Systems
Burbank, CA
www.firelite.com

September 23
TRI-ED Union City
Nitek Counter Day
510-487-1731
www.tri-ed.com

September 25
Fire-Lite Software Applications
Burbank, CA
www.firelite.com

September 30-October 2
ASIS Gaming and
Wagering Protection
Las Vegas, NV
www.asisonline.org

October 7
Tri-Ed Road Show
The Hyatt North Houston
www.tri-ed.com

October 7 - 8
Fire-Lite Systems
San Jose, CA
www.firelite.com

October 9
Fire-Lite Software Applications
San Jose, CA
www.firelite.com

October 14
CAFAA Understanding the IBC
Fire Alarm Requirements
Ontario
www.cafaa.com

October 15
CAFAA Understand the 2013
Changes to NFPA 72
Ontario
www.cafaa.com

October 16
CAFAA Carbon Monoxide
Detection
Ontario
www.cafaa.com

October 20-22
ASIS Video Surveillance
Applications and Advances
Las Vegas, NV
www.asisonline.org

October 23-24
ASIS Cloud Computing:
Security's
Transformation Technology
Las Vegas, NV
www.asisonline.org

October 27-28
ASIS Corporate Investigations
How to Conduct Proper and
Effective Internal
Investigations
Denver, CO
www.asisonline.org

October 28 - 29
Fire-Lite Systems
Portland, OR
www.firelite.com

October 29-30
ASIS the Investigative
Interviewing
Method
Denver, CO
www.asisonline.org

October 30
Fire-Lite Software Applications
Portland, OR
www.firelite.com

November 4 - 5
Fire-Lite Systems
Dallas, TX
www.firelite.com

November 4
CAFAA Fire Alarm Plan Review
Tulare
www.cafaa.com

November 5
CAFAA Fire Alarm System
Testing & Inspection
Tulare
www.cafaa.com

November 6, 2014
CAFAA Understand the 2013
Changes to NFPA 72
Tulare
www.cafaa.com

November 6
Fire-Lite Software Applications
Dallas, TX
www.firelite.com

November 12
Tri-Ed Road Show
Burbank Roadshow
Los Angeles Marriott Burbank
Airport
www.tri-ed.com

November 12
Los Angeles Technology
Roadshow
Marriott Burbank
www.tri-ed.com

December 2 - 3
Fire-Lite Systems
Las Vegas, NV
www.firelite.com

December 4
Fire-Lite Software Applications
Las Vegas, NV
www.firelite.com

December 4
Potter Seminar
Tri-Ed Seattle
253-395-3930
www.tri-ed.com

December 11
Counter Day - Speco
Tri-Ed Sacramento
916-928-5766
www.tri-ed.com



CALIFORNIA AUTOMATIC FIRE ALARM ASSOCIATION

TEL 888/607-5959
www.CAFAA.com info@CAFAA.com
P.O. BOX 1459
FREMONT, CA 94538-0013

CAFAA BOARD OF DIRECTORS

PRESIDENT

Tony Locatelli
Cupertino Electric Inc

VICE PRESIDENT-SOUTH

Jay Levy
Eaton Cooper Notification Solutions

VICE PRESIDENT - NORTH

John Sullivan
Engineered Monitoring Systems Inc

SECRETARY

Skip Vandeventer
SimplexGrinnell LP

TREASURER

Jim Edon
ADI

IMMEDIATE PAST PRESIDENT

Kevin Green
Pyro-Comm Systems, Inc.

DIRECTORS

Heather Hays
System Sensor

John Strohecker
Cosco Fire Protection

Mark McQuaid

C.A. GAMBLE & ASSOCIATES

John "CC" Biggs
Intrepid Electronic Systems

Patrick Ward
Aon Fire Protection Engineering

Joel Reitz
Siemens Industry, Inc.

TRAINING DIRECTOR

Bill Hopple
Hopple & Co.

CAFAA 2014 CALENDAR

October 9CAFAA State Agencies ..Sacramento
October 10CAFAA MeetingSacramento
December 11CAFAA MeetingSan Diego

2015 CAFAA Annual Conference

January 29-31, 2015
Hilton Palm Springs
www.cafaa.com

CAFAA TRAINING CALENDAR

September 9, 2014 Basic Fire Alarm
September 10, 2014 Fire Alarm Plan Review
September 11, 2014 Smoke Control
Hosted by Pechanga Casino & Resort, Pechanga, CA
Led by Bill Hopple, CAFAA Training Director

September 16, 2014 Evolution of the National Fire Alarm Code
September 17, 2014 Understand NFPA 101 Fire Alarm Requirements
September 18, 2014 Fire Alarm System Testing & Inspection
Hosted by City of Ontario, Ontario, CA
Led by Bill Hopple, CAFAA Training Director

October 14, 2014 Understanding the IBC Fire Alarm Requirements
October 15, 2014 Understand the 2013 Changes to NFPA 72
October 16, 2014 Carbon Monoxide Detection
Hosted by City of Ontario, Ontario, CA
Led by Bill Hopple, CAFAA Training Director

November 4, 2014 Fire Alarm Plan Review
November 5, 2014 Fire Alarm System Testing & Inspection
November 6, 2014 Understand the 2013 Changes to NFPA 72
Hosted by City of Tulare, Tulare, CA
Led by Bill Hopple, CAFAA Training Director



There is no Substitute for Experience

GEM Electronics 75 years of designing and manufacturing experience
15 years of designing and providing products that have solved YOUR installation problems

ONE MISSION → TAKE CARE OF YOU THE CONTRACTOR



BLN-MTL2
Video CCTV Balun Pair at Camera



BLN-PVRJ452
Video / Power CCTV Balun Pair at Camera



TRB-16BNCST
16 Channel Video CCTV Hub
at Head End, 4 & 8 Channel Available



TRB-16BNCPT
16 Channel Video/Power CCTV Hub
at Head End, 4 & 8 Channel Available



BLN-STPT2
Video CCTV Balun Pair with pigtail
Use at Head End instead of Hub



BLN-RJ452
Video CCTV Balun Pair, with RJ45 connection
Use as alternate to BLN-MTL2

New Problem-Solving Baluns



BLN-MTPT2
Video CCTV Balun Pair
1 Balun with pigtail for easier installation
at Head End DVR and fewer failures



BLN-PCVRJ452
Video/Power CCTV Balun Pair at Camera
Both with Power Contacts for easier Installation

**Do not settle for LESS, purchase the original Gem Electronics Products
from your local participating distributor or call 1-888-436-4195**

ESA OF WASHINGTON



phone 310-821-7309 Ext. 3
fax 800-490-9682
www.waesa.org
info@waesa.org

OFFICERS

PRESIDENT

Margaret Spitznas,
Washington Alarm Inc.
206-328-3288
mspitznas@washingtonalarm.com

SECRETARY

Phil Moran, ITDES
253-569-9855
Phil.moran@ITDES.com

TREASURER

Jamie Vos, Security Solutions NW
360-815-2771
jamiev@ssnw.co

PAST PRESIDENT

Michael Miller,
Moon Security Services
509-545-1881
consult@moonsecurity.com

BOARD MEMBERS

Leonard Hanna, March Networks
lhanna@marchnetworks.com

David Ewton, Bosch
206-375-0363
David.ewton@us.bosch.com

Shannon Woodman,
Washington Alarm Inc.
206-328-3288
swoodman@washingtonalarm.com

ALARM RESPONSE MANAGER

Ron Haner, Alarm Center, Inc.
360-456-1441
ron@alarmcenterinc.com

APPRENTICESHIP PROGRAM

Executive Director Stella McDonald
stella@waesa.org

20th Annual Security Tradeshow & Golf Tournament

September 17-18, 2014

Northern Quest Resort & Casino - Airway Heights, WA

Call WAESA Office to Register: 310-821-7309

or visit www.waesa.org

Schedule of Events

Wednesday, September 17, 2014

Golf Tournament

Golf Registration: 8:30–9:30 a.m.

Start Time: 10:00 a.m.

After golf, join us for the President's Reception at the Northern Quest Resort & Casino from 6:00 – 7:30 pm.

Thursday, September 18, 2014- Security Tradeshow

Exhibitor Setup: 10:00 a.m. – 1:00 p.m.

Speaker: 10:30 a.m. – 12:30 p.m.- **Ron Davis of Davis**

Mergers & Acquisitions- "Building the Value of Your Company"

Show time: 1:00 p.m. – 5:00 p.m.

Workshops: 1:30 p.m. – 2 p.m. 3:30 p.m. – 4 p.m.

Dinner: 5:30 p.m. – 7 p.m. Keynote Speaker:

Dr. Shane Clary- "Trends in the Fire Industry"

Shane Clary, Ph.D., is Security Sales & Integration's "Fire Side Chat" columnist and has more than 37 years of security and fire alarm industry experience. He serves on a number of NFPA technical committees, and is vice president of Codes and Standards Compliance for Pacheco, CA - based Bay Alarm Co. Dr. Clary is Chairman of the WBFAA Apprentice Training Program in California and past president of the Automatic Fire Alarm Association and California Automatic Fire Alarm Association.

ESA of Washington 2014 Meetings

Sept. 17-18WAESA Conference/Tradeshow Spokane, WA

WASHINGTON APPRENTICESHIP PROGRAM

We have a great apprenticeship program which is valuable to both employers and employees. It is dedicated to training apprentices in all phases of the electronic life safety, security and systems industry. The recruitment, selection, employment and training of apprentices during their apprenticeship shall be without discrimination because of race, sex, color, religion, national origin, age, disability or otherwise specified by law. We encourage the application of female and minority apprentices. For more information contact Stella McDonald, Training Director at stella@waesa.org

NEVADA ASSOCIATION OF SECURITY PROFESSIONALS



ABOUT NASP
Nevada Association of
Security Professionals

P.O. Box 50911
Sparks, NV 89435-0911

NASP BOARD OF DIRECTORS

PRESIDENT

Todd F. Harrington
RFI Communications & Security

VICE PRESIDENT

Larry Tracy
Aleph America Corporation

TREASURER

Michaun Burgarello
High Standard Alarm

SECRETARY

Scott Wulforst
Stanley Security Solutions

SERGEANT AT ARMS

Jackie Vye
ADI - Reno

Any inquiries regarding the Nevada Association of Security Professionals can be directed to Scott Wulforst from Stanley Convergent Security Solutions 775-287-8110.

Please contact me if you have any questions.

*Todd Harrington
775-852-3555
tharrington@rfi.com*

Security Industry Alarm Coalition (SIAC)

Visit www.SIACinc.org for alarm management resources for alarm companies, law enforcement and public safety policy development officials. Resources include model ordinance, ECV information and alarm school materials.

Security Industry Alarm Coalition

ESA OF UTAH



358 South 700 East B # 602
Salt Lake City, UT 84102
385-229-2120 FAX 801/282-9507
www.esautah.com

EXECUTIVE BOARD

PRESIDENT

Nathan B. Wilcox
General Counsel
Vivint, 800-216-5232 Toll Free
nwilcox@vivint.com

VICE PRESIDENT

Jacob Menke
President
Zions Security, 801/770-2806
jake@zionssecurity.com

SECRETARY

Brek Grover
Dealer Services Manager
AvantGuard Monitoring Centers
801-781-6109
bgrover@agmonitoring.com

TREASURER

Jared Mellor
Tech Force National
801-437-9049

BOARD MEMBER AT LARGE

Ed Bruerton
President
Anchor Alarm
801-943-8001

BOARD MEMBER AT LARGE

Linda Ferguson
Operations/Safety
ADT Commercial Security
801-799-5625
lferguson@adt.com

EXECUTIVE DIRECTOR

Michelle Best
385-229-2120
esautah@gmail.com

Mark your calendar for **October 8-9, 2014** for the Electronic Security Association of Utah 2nd Annual Conference/Expo at Thanksgiving Point in Lehi, UT. Special workshops, golf and expo with your favorite vendor will make this a special value outing. Visit www.esautah.com for information.

ESA of UTAH 2014 Meetings

ESA of Utah Annual Conference — October 8 - 9 - Lehi, UT

NEW MEXICO ELECTRONIC SECURITY ASSOCIATION



PO Box 35286
Albuquerque, NM 87176
505.453.4044
www.esa-nm.org
Gary Scheffler
Executive Director
email to: execdirnmesa@gmail.com

NMESA OFFICERS

PRESIDENT:

Paul Glenn
Alarm Research
Phone: 505-291-9358
alarmresearch@msn.com

VICE PRESIDENT:

Joseph Salazar
ATI Security
505-473-0508
joseph@atisecurity.net

SECRETARY:

Chris Mazzei
ADT, LLC - Albuquerque
505-349-2715
cmazzei@adt.com

TREASURER:

Andrew Lehrer
Tri-Ed Distribution
505-923-9914
alehrer@tri-ed.com

MEMBERS AT LARGE:

Chris Ipiotis
Security & Access Systems
505-823-1561
cipiotis@securityandaccess.com

Steve Berniklau
Industrial & Commercial Security
Systems
505-888-2954
steveb@icssnm.com

PAST PRESIDENT/MEMBER AT LARGE:

Richard Rosley
A-Tech Security
505-821-5777

rrosley@atechsecurity.com

EXECUTIVE DIRECTOR:

Gary Scheffler – Executive Director
NMESA (New Mexico Electronic Security Association)
505-350-4370
ExecDirNMESA@gmail.com
www.esa-nm.org

OREGON BURGLAR & FIRE ALARM ASSOCIATION



OBFAA Offices

800/692-3798

Fax: 503/684-6481

Please check our website at
www.obfaa.com

LinkedIn www.linkedin.com/groups?gid=4782456

Facebook www.facebook.com/OBFAA

BOARD OF DIRECTORS

PRESIDENT

AJ GOMEZ

VICE PRESIDENT

JESSE FOGLIO

SECRETARY-TREASURER

Roberta Phillips

COMMUNICATIONS

DIMITRI BEGEOR

REGULAR MEMBER

EARL RICKARDS

ASSOCIATE MEMBER

JIM ESSAM

PAST PRESIDENT

JEFF MARTIN

AT LARGE MEMBER

BILL GLASBRENNER

By Dimitri Begeor

OBFAA 2014 MEETINGS

October 7.....IP Video Surveillance 101

Meetings are Noon - 1:30 p.m. at the Fairfield Inn 6100 SW Meadows Rd, Lake Oswego, OR 97035. Sandwiches can be ordered for \$10 each. Please contact the OBFAA for more information.

OBFAA LOGOS

Decals showing the OBFAA logo are great for your company vehicle and they will be distributed as members who pay their dues. There are extra's if requested.

PUBLIC SAFETY AGENCY MEMBERS

We are proud to have as our affiliate members the following agencies:

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

OBFAA Membership

If you are not a member of your state's alarm association, join now. We can only make a greater impact, with greater numbers, and your involvement is vital to the growth of your local association and the industry as a whole.

Justin Gates

503-630-8991

jgates@csmul.com



DIMITRI BEGEOR
Director of
Dealer Development

503.630.8961
503.630.8944 Fax
800.722.0364 ext 8961
begeord@cuaccess.net

www.csmul.com
PO Box 1005
Estacada, OR 97023

24-Hour  Listed UUFx Central Station

COLORADO BURGLAR & FIRE ALARM ASSOCIATION, INC.



Colorado Burglar & Fire Alarm Association
PO Box 24604, Denver, CO 80224-0604
303-805-0885
info@coloradoalarms.org
www.coloradoalarms.org

BOARD OF DIRECTORS

PRESIDENT

Andrea Van Dyke
Safenet, Inc.

VICE PRESIDENT

Jordan Jackson
Security Central Co.

SECRETARY/TREASURER

Frank Lawrence
Integrated Systems

DIRECTOR

Sofia Aguilar
A-1 Security Systems

DIRECTOR

Larry Halpern
Safe Systems, Inc.

DIRECTOR

Jennifer Porter
Advanced Alarm Co.

DIRECTOR

Bill Roberts
ADI

EXECUTIVE DIRECTOR

Susan Brenton

COLORADO 2014 MEETINGS

October 8 "Pre-employment Issues"

ARIZONA ALARM ASSOCIATION



2158 N. Gilbert Rd., #116
Mesa, AZ 85203
Ph: 480-831-1318
www.azalarms.org

BOARD OF DIRECTORS

President, Maria Malice

COPS Monitoring

Vice-President, Ben Wilson
Safeguard

Secretary, Julia Bogen
Cox Communications

Treasurer, Tom Eggebrecht, PhD
Bonds Alarm Co.

Past President, Steve Compton
Safeguard

Director, Paul Brooke
Titan Alarm

Director, Kevin Campbell
FDC

Director, Candi Hurtt
Interlogix

Director, Charlie Lester
ADI

Director, Kent Rini
CrimeBusters USA

Public Safety Director, Kelly Beutel
Mesa Police Department

Executive Director, Susan Brenton

Surprise Alarm Ordinance in Arizona

The new ordinance in Surprise, AZ took effect May 1, 2014. The ordinance is available at www.surpriseaz.gov. For questions please contact Duane Fletcher at 623-222-4282 or email questions to duane.fletcher@surpriseaz.gov or harold.brady@surpriseaz.gov.

ARIZONA 2014 MEETINGS

October 9 "Video Alarms" Tucson

November 13 "Conversation with an Ex-Convict" Tucson

December 11 Annual Holiday Party Tucson

For information on meetings, please contact the Arizona Alarm Association at 480-831-1318 or susan@azalarms.org.

Custom Security Signs and Decals



All Of Our Custom Manufactured Products
Are Quality Engineered For Long Term
Outdoor Durability.

- Very Competitive Pricing
- Knowledgeable, Helpful And Courteous Customer Service Staff.
- Dependable Delivery.
- Digital Print And Vinyl Cut Lettering
- ...And Much More!

J.C. Gury Company, Inc.

530 East Jamie Ave, La Habra, CA 90631
Call (800) 903-3385 or Fax (800) 556-5576 www.jcgury.com

**FLAIR
ELECTRONICS**

Standard and Custom Magnetic Contacts
Wired and Wireless Annunciators
Perimeter Fence Sensors

800-532-3492

Free Samples



ASIS Foundation Annual Golf Tournament

SUNDAY, SEPTEMBER 28, 2014

Stone Mountain Golf Club
Stone Mountain, GA

Register at www.securityexpo.org.



Register Today!

www.bicsi.org/fall



2014 BICSI FALL

Conference & Exhibition

September 28-October 2, Anaheim, CA



Attend a BICSI Conference & Learn More About:

- Data Center Design
- Project Management
- Data Cabling Installation
- AV and DAS
- Electronic Safety and Security
- Industry Standards
- Outside Plant
- Cable Network Design





Exhibit Hall: November 19-20, 2014
SIA Education@ISC: November 19-20, 2014

Javits Center | New York, NY
www.ISCEast.com

NSA NEVADA SECURITY ASSOCIATION



NEVADA SECURITY ASSOCIATION

www.nevadasecurityassociation.org

NSA BOARD MEMBERS

PRESIDENT

Larry Folsom
American Video & Security
702.896.4643
lfolsom@avsdigital.com

VICE PRESIDENT

Greg Simmons
Eagle Sentry
702.736.8880
gsimmons@eaglesentry.com

SECRETARY

Jon Perry
Sting Alarm
702.737.8464
jperry@stingsystems.com

TREASURER

John Perdichizzi
ASAP Security
702.870.8880
Johnp@asapnv.com

SERGEANT AT ARMS & PAST PRESIDENT

Howard Wulforst
Stanley Security Solutions
702.252.4200
Howard.Wulforst@sbdinc.com

ASSOCIATE DIRECTOR

John Rodda
Alarmax
(702) 940-5000
JRodda@Alarmax.com

EXECUTIVE DIRECTOR

Jeanne Palmer
205 N. Stephanie St, Suite D #170
Henderson, NV 89074
702-551-4672

Contact NSA:

admin@nevadasecurityassociation.org
or call 702-551-4672

MARK YOUR CALENDARS! The NSA Scholarship Fundraiser Poker Party will be held on November 7th, 2014. Get your poker face ready!! Your participation ensures that we can continue to help the children of first responders in our community with their goals in higher education.

2014 NSA MEETINGS

September 10....General Meeting;

Lilianne Chaumont, Esq. talks about Business Law; also, Elections for 2015-2016 Board of Directors.

November 7.....Scholarship Fundraiser Poker Party

Member meetings take place at: Marilyn's Café at the Tuscan, 255 E. Flamingo Rd, Las Vegas, NV 89169. They start at 6:00pm.

The NSA urges anyone wanting to perform life safety or security sales, installation, repair or monitoring in Nevada to check out the Business Info link in the side bar of the NSA website: www.nevadasecurityassociation.org. This link provides information on getting properly licensed in Nevada.

Take advantage of all that your local industry association brings to your business by joining the NSA. We continue to face challenges to our businesses. The NSA can help by providing interesting guest speakers, networking opportunities, ongoing relationships with municipalities, access to benefits at the national level through the ESA.

NSA at National Night Out 2014

In August, the NSA participated with Las Vegas Metro Police at National Night Out in Las Vegas. The NSA was able to provide home safety and alarm information to community neighbors. It was a great evening helping with community partners to provide information about safety.

WANTED: Burglar & Fire Alarm Business & Accounts

BUSINESS AS USUAL.

SELL TO US OR OUR QUALIFIED BUYERS.
WE WILL PURCHASE ALL OR PART OF
YOUR ACCOUNT BASE AND YOU KEEP:

- YOUR BUSINESS
- YOUR REPUTATION
- YOUR NAME
- YOUR SERVICE
- YOUR LEADS
- YOUR SALES

AND WE BILL IN YOUR COMPANY NAME.

Call for a **FREE Business Valuation!**
(800) 354-FUND (3863)

Visit www.afssmartfunding.com



Call Rory Russell at AFS Now!

AFS
ACQUISITION &
FUNDING SERVICES

TEXAS BURGLAR & FIRE ALARM ASSOCIATION



Texas Burglar & Fire Alarm Association
P.O. Box 59982 Dallas, TX 75229-1982
TEL 877-908-2322
www.tbfaa.org

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

TBFAA 2014 Convention

October 1-4, 2014

San Luis Resort Spa & Conference Center
Galveston, TX





401 W. Lincoln Ave.
Anaheim, CA 92805

Michael J. Joseph

GENERAL MANAGER

michael.joseph@macecs.com

714.956.6353 direct

850.554.0015 cell

Serving our
Dealer Network from
THREE Strategic
Locations

ANAHEIM, CA
LANCASTER, PA
SAN ANTONIO, TX



401 W. Lincoln Ave.
Anaheim, CA 92805

Jamie Kristen

SALES REPRESENTATIVE

jamie.liles@macecs.com

714.956.6316 direct

714.365.8835 cell

Serving our
Dealer Network from
THREE Strategic
Locations

ANAHEIM, CA
LANCASTER, PA
SAN ANTONIO, TX



AUTOMATIC FIRE ALARM ASSOCIATION

National Headquarters
P.O. Box 1569
14 Sammy McGhee Blvd, Suite
103
Jasper, GA 30143
678-454 -FIRE (3473)
678-454-3474 FAX
fire-alarm@afaa.org

AFAA Seminars

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

AFAA Insurance

AFAA has worked with Willis Insurance for over a year to bring you a Member's Only insurance program guaranteed to save you money. We recently held a webinar to discuss the program. The recorded version as well as applications are available at www.afaa.org. We have policies for Fire Alarm Contractors and one for Security Services Contractors. Find out about this excellent AFAA member benefit. For more information, you can call Dale Wittick with Willis Insurance at 610-260-4342 or email at Dale.Wittick@willis.com



WIRELESS SECURITY & AUTOMATION



ENERGY
MANAGEMENT



REMOTE
HVAC CONTROL



POLICE, FIRE
& MEDICAL



ACCESS
CONTROL



Volutone

PRODUCTS & PEOPLE YOU TRUST

www.volutone.com

Your 2GIG Headquarters



Simi Valley

170 W. Cochran St.
Simi Valley, CA. 93065
800-795-5111
simivalley@volutone.com

Van Nuys

6917 Val Jean Ave.
Van Nuys, CA. 91406
888-298-7888
vannuys@volutone.com

Cerritos

16315 1/2 Pluma Ave.
Cerritos, CA. 90703
888-332-9600
cerritos@volutone.com

Ontario

320 S. Milken Ave. Ste E
Ontario, CA. 91761
800-339-9881
simivalley@volutone.com

Irvine

4229 Ponderosa Ave. Ste A
San Diego, CA.
800-700-2057
irvine@volutone.com

San Diego

4229 Ponderosa Ave. Ste A
San Diego, CA.
800-700-2057
sandiego@volutone.com

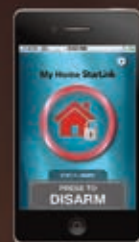
Las Vegas

799 Middlegate Rd.
Henderson, NV. 89011
866-795-5111
lasvegas@volutone.com

Don't Let the Death of 2G, Kill Your Accounts!

Trade Up to Universal StarLink 3/4G Radio
For only **\$49.95***

Suggested Dealer Price



3G/4G



SLE-GSM3/4G Primary or Backup Radio & App

2G

Upgrade any radio on any panel and safeguard all your accounts, with this unbeatable StarLink \$50 Upgrade Offer:

- Upgrade any 2G Radio
- Works on any Panel
- Full Data Radio
- Ultra-Easy to Install, Enroll & Activate

2G



For More: Call 1.800.645.9445 and see details online at www.napcosecurity.com/contact/StarLink4GUpgrade or scan QR Code at right.

Here's How the Radio Upgrade Offer Works:

1. Buy a StarLink 3G/4G Radio for \$99.95 (New Sugg. Dealer Price)
2. Register & activate it online
3. Send us the 2G SIM Card from the Old Alarm Radio plus the StarLink Upgrade Form, Online
4. We'll Credit Your Account \$50

That's \$99.95 - \$50 = \$49.95
Unlimited Radios



* "Radio upgrade" Promotion from Napco requires purchase plus online registration/activation of a SLE-GSM3/4G (Unlimited Radios). ** Supports any panel using Contact ID or 4/2. StarLink is a trademark of Napco. Promotion may be ended without prior notice. Used outside US & where prohibited. Suggested Dealer Price quoted in USD.

WBFAA UATC APPRENTICE TRAINING PROGRAM

WBFAA BOARD OF DIRECTORS

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

PRESIDENT

Shane Clary, Bay Alarm Company

SECRETARY/TREASURER

Ron Lander, Ultrasafe Security Specialists

IMMEDIATE PAST PRESIDENT

George Gunning, USA Alarm Systems

DIRECTOR

Jon Sargent, Tyco Integrated Security

DIRECTOR

Doug Shackley, Pacific Auxiliary Fire Alarm

DIRECTOR

Kevin Green, Pyro-Comm

DIRECTOR

Nan Snow, Apprenticeship Development Group

DIRECTOR

Mathew Westphal, Bay Alarm Company

DIRECTOR

Beverly Cramer, VFS Fire & Security Services



**SPONSOR OF THE
FIRE/LIFE SAFETY
CERTIFICATION PROGRAM**

**UNILATERAL
APPRENTICESHIP AND
TRAINING COMMITTEE
(UATC)**

**THE WBFAA
APPRENTICESHIP PROGRAM**

www.WBFAA.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.

WBFAA UATC Apprentice Class Set for January

The WBFAA UATC Spring 2015 first semester apprentice course will begin January 2015. Call the WBFAA UATC at 800-809-0280. Class is open to employees of member companies who have an apprentice registered with the State of California.

CERTIFICATION – FIRE/LIFE SAFETY TECHNICIAN - RENEWAL

For Fire/Life Safety Technicians with 4,000 hours of work experience, the state law requires them to be certified by passing the state exam. The renewal application is posted at www.dir.ca.gov/das and the state does not send out reminders. For information on the Electrician Certification Program visit www.dir.ca.gov/das and follow the links.

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

CSLB Enforces Zero Tolerance

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

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.wbfaa-training.net.


RSI VIDEO TECHNOLOGIES
Dennis Dop
Vice President
ddop@videofied.com

RSI VIDEO TECHNOLOGIES
 4455 White Bear Parkway
 Suite 700
 White Bear Lake, MN 55110

Tech Sup/Cust Svc > 877-206-5800
 Fax > 651-762-4693

www.videofied.com


EE SYSTEMS GROUP Inc.
ePIR-TECH

ADVANCED SECURITY • SAFETY TECHNOLOGY

ePIR® - EE988DPG, EE966D, EE933MMD, EE977DMC, EE905D

eLEDing® - EE836DE, EE860DDC, EE817DDC,
EE810-30W/SRLH, SSLH, SFLH, SCLH

ePower™ - EE830-60W/SPG (up to 600WH)

www.eesgi.com at **ADI Tri-Ed**

**Permanent, Temporary & Emergency
Security Services**
Anywhere in 4 hours or less Guaranteed!

■ Alarm Response	■ Investigative Services
■ Fire Watch Officers	■ Patrol Services
■ Security Officers	■ Off Duty Law Enforcement Officers
(Armed & Unarmed)	(Active & Retired)

Our Licensed and Insured Veteran Industry Security Providers are Available 24/7, 365

Call Today Toll Free: 866-980-6565



PRIVATE SECURITY
 E-Mail: Dispatch@privatesecurityusa.com
 PPD 12810

EMERGENCY COVERAGE
is our specialty

ELECTRONIC SECURITY ASSOCIATION

EXECUTIVE COMMITTEE

PRESIDENT

Marshall Marinace

VICE PRESIDENT

Roy Pollack

VICE PRESIDENT

Dee Ann Harn

VICE PRESIDENT

Chris Mosley

VICE PRESIDENT

Angela White

SECRETARY

Jon Sargent

TREASURER

Tom Eggebrecht

IMMEDIATE PAST PRESIDENT

John Knox

EXECUTIVE DIRECTOR

Merlin Guilbeau (Ex Officio)

ASSOCIATION COUNSEL

Bryan Lawrence (Ex Officio)



6333 North State Highway 161, Suite 350
Irving, TX 75038
Phone: (972) 807-6800
Toll free: (888) 447-1689
Fax: (214) 260-5979
www.alarm.org
National Training School (NTS)
866/636-1687

safer, but simpler, more energy-efficient and more convenient. For more information about the SECURE+ Initiative, go to ESAweb.org or contact the ESA Member Service Center at 972-807-6801.

ESA Member Buying Program

The ESA Member Buying Program, designed to save you and your company significant amounts of time and money, now offers collective buying power through our Buying Group Alliance, made up of more than 250,000 businesses. ESA members are seeing immediate value and reporting an average of 20% savings. "We are thrilled to deliver another valuable member benefit to ESA member companies and their employees. Members taking advantage of this program may be able to pay for their ESA membership many times over by saving significant money on products and services they already buy," said Knox. Electronic Security Association members can register for the ESA Member Savings Program by going to www.esaweb.org.

Security America Risk Retention Group

Security America Risk Retention Group (SARRG) is an insurance company developed by the ESA and administered through Marsh Insurance. Security America RRG was formed in 2003 to provide affordable and stable insurance coverage exclusively to ESA member companies. Security America RRG offers general liability including errors & omissions insurance specifically tailored to meet the needs of electronic life safety, security, and systems professionals throughout the country. Domiciled in Vermont, Security America RRG is registered in all 50 U.S. states. For information visit www.securityamericarrg.com, call 866-315-3838 or e-mail info@securityamericarrg.com.

NTS Expands Online Courses

The ESA National Training School has expanded its catalog of on-line training courses including technician and business management courses. For information, visit www.esaweb.org.

Electronic Security Association SECURE+ Initiative

The Electronic Security Association (ESA) web presence helps consumers find the most qualified and trustworthy professionals for their home safety and automation needs. The website, www.Secure-Plusweb.org showcases ESA member companies who have joined the SECURE+ Initiative. These companies install security systems, along with lifestyle-enhancing features, such as remote control of lighting, air conditioning and heating, making their customers' lives not only



**Get Involved in ESA's
Public Awareness Campaign Today!**



**Are you helping consumers and business owners
Connect, Protect and Control their homes and businesses?**

Learn more at www.secureplusweb.org

Working with security integration companies, manufacturers and service providers, the Electronic Security Association (ESA) established the SECURE+ Initiative as a way of increasing public awareness of the lifestyle-enhancing features offered by ESA Members.



WESTERN STATES SECURITY ALLIANCE CALENDAR 2014

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

SEPTEMBER

9.....	EBAA General Meeting.....	Richmond
10.....	NSA Meeting and Elections.....	Las Vegas
16.....	SDSA General Meeting.....	San Diego
17.....	OCAA General Meeting.....	Orange
17-18.....	WAESA Conference/Tradeshow.....	Spokane, WA
18.....	IEAA General Meeting.....	Riverside

OCTOBER

1-4.....	TBFAA Annual Convention.....	Galveston, TX
8-9.....	ESA of Utah Annual Conference.....	Lehi, UT
9.....	GLASAA Golf Tournament.....	Los Angeles
9.....	GVAA General Meeting.....	Stockton
9.....	CAFAA Meeting State Agencies.....	Sacramento
10.....	CAFAA General Meeting.....	Sacramento
22.....	SVAA General Meeting.....	Santa Clara
22.....	RAA General Meeting.....	Windsor
24.....	SAAA Fire Forum.....	Roseville

NOVEMBER

7.....	NSA Annual Poker Night.....	Las Vegas
11.....	EBAA General Meeting.....	Richmond
16.....	GGAA General Meeting.....	San Francisco
17.....	MCAA General Meeting.....	Fresno
19.....	OCAA General Meeting.....	Orange
20.....	IEAA General Meeting.....	Riverside

DECEMBER

2.....	SDSA Holiday Bash.....	San Diego
4.....	SAAA Holiday Party.....	Sacramento
4.....	GLASAA Holiday Party.....	Los Angeles
10-13.....	CAA Winter Convention.....	San Francisco
11.....	CAFAA Meeting.....	San Diego

Industry Events 2014 - 2015

ASIS Annual Meeting	ISC East 2014	ISC West 2015
Sept. 29 - Oct. 2, 2014	November 19-20, 2014	April 15-17, 2015
Atlanta, GA	Javits Center, NYC	Sands Expo Las Vegas

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

CAA CONVENTIONS

2014.....	December 10-13.....	San Francisco Parc 55
2015.....	May 13-16.....	Palm Springs Hilton
2015.....	December 2-5.....	San Francisco
2016.....	April 27-30.....	Palm Springs Hilton
2017.....	May 3-6.....	Palm Springs Hilton

CAFAA Annual Conference

January 29-31, 2015
Hilton Palm Springs
www.cafaa.com



SOARING WITH THE EAGLES

Ron Lander will receive the CAA George Weinstock Award for a lifetime of achievement and service to the security industry. He will be honored at the CAA Winter Convention Tribute Dinner to be held on Dec. 12, 2014 at the San Francisco Parc 55.

Notice from Bureau of Security and Investigative Services Signatures Required on All Forms

The Bureau would like to inform its applicants/licensees that they must personally sign applications and other BSIS forms used to conduct official business with the Bureau. The Bureau is receiving applications and forms with typed signatures; however, these are not acceptable. Applications and other BSIS forms received without a handwritten signature will be considered deficient and sent back to the applicant/licensee for correction. Receiving deficient applications and forms impacts the Bureau's ability to timely process the documents; your cooperation is requested and appreciated



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
Jerry Lenander, Executive Director director@caaonline.org

SUPPORT



As the security industry evolves, we're always a step ahead. Our exclusive eContract application eliminates the common errors that come with hard-copy paperwork. eContract centralizes your funding and gives your customers a clean, professional presentation. At Monitronics, we give you more.

866.535.8577 | monidealerprogram.com





NOBODY

Sells **MORE** Security than ADI
But ADI Sells alot **MORE!**

Visit the ADI location near you:

CALIFORNIA

ADI - Carson
1007 Dominguez Street
Suites E & F
Carson, CA 90745
Ph: 310.523.2840 • Fax: 310.523.1874

ADI - Fresno
230 W. Fallbrook Ave.
Unit 103
Fresno, CA 93711
Ph: 559.437.1444 • Fax: 559.437.1440

ADI - North Hollywood
7260 Radford Avenue
North Hollywood, CA 91605
Ph: 818.764.4202 • Fax: 818.765.4005

ADI - Orange
1635 North Batavia Street
Orange, CA 92667
Ph: 714.283.0110 • Fax: 714.283.0305

ADI - Riverside
1737 Atlanta Avenue
Riverside, CA 92507
Ph: 951.787.6790 • Fax: 951.787.6854

CALIFORNIA (cont'd)

ADI - Sacramento
709W Del Paso Road
Sacramento, CA 95834
Ph: 916.929.8700 • Fax: 916.921.9102

ADI - San Diego
9610 Ridgehaven Court
Suite B
San Diego, CA 92123
Ph: 858.268.9641 • Fax: 858.268.0280

ADI - San Leandro
2371 Verna Court
San Leandro, CA 94577
Ph: 510.352.8700 • Fax: 510.352.8706

ADI - Santa Clara
487 Mathew Street
Santa Clara, CA 95050
Ph: 408.986.8200 • Fax: 408.988.5501

ADI - South San Francisco
441 Victory Avenue
South San Francisco, CA 94080
Ph: 650.871.2300 • Fax: 650.871.7703

ARIZONA

ADI - Phoenix
3710 East University Drive
Suite 5
Phoenix, AZ 85034
Ph: 602.437.2878 • Fax: 602.437.9373

COLORADO

ADI - Denver
700 West Mississippi Avenue
Bldg. E, Unit 3, 4 & 5
Denver, CO 80223
Ph: 303.777.1660 • Fax: 303.777.3453

IDAHO

ADI - Boise
9999 West Emerald Street
Building A
Boise, ID 83704
Ph: 208.375.1502 • Fax: 208.375.6487

NEVADA

ADI - Las Vegas
5818 West Spring Mountain Rd.
Suite 207-211
Las Vegas, NV 89146
Ph: 702.362.8788 • Fax: 702.362.6337

ADI - Reno
525 Vista Boulevard
Sparks, NV 89434
Ph: 775.355.5066 • Fax: 775.355.5063

OREGON

ADI - Portland
25977 Canyon Creek Road
Suite A
Wilsonville, OR 97070
Ph: 503.570.9088 • Fax: 503.570.0445

UTAH

ADI - Salt Lake City
3759 West 2340 South
Unit E
Salt Lake City, UT 84120
Ph: 801.972.8787 • Fax: 801.972.8805

WASHINGTON

ADI - Bothell
22121 17th Avenue S.E.
Olympic Bldg., Suite 103
Bothell, WA 98021
Ph: 425.485.3938 • Fax: 425.488.0279

ADI - Kent
7112 South 212th Street
Kent, WA 98032
Ph: 253.872.7128 • Fax: 253.872.7119

ADI

YOUR BUSINESS DESERVES MORE

more products more locations more savings more support



intrusion



fire



video surveillance



ip solutions



access



power



audio/video



network systems



telephony



central vacuum



tools & hardware



wire & cable

For orders, call 1.800.233.6261 • For Systems Sales & Support, call 1.800.234.7971 • On-line catalog @ www.adiglobal.com/us