

THE MIRROR

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SAAA 2015 Scholarship Check Presentation to Gracyn Lewis

The Sacramento Area Alarm Association was pleased to present our 2015 scholarship recipient, Gracyn Lewis, with her Scholarship check at our last meeting on August 20th. Shown are Rich Whitlock, Gracyn Lewis, her mom Janice Lewis with the Sacramento Metro Fire Department and Gracyn's grandmother.



Shannon Beritzhoff of Sentry Alert went hiking with baby and The MIRROR above South Lake Tahoe.



GVAA President Joe Castro presented a check for \$1,000 to scholarship winner Joseph Martin and his father Tim Martin of Stockton Fire Department at the GVAA meeting.

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THE MIRROR

PRESIDENT'S MESSAGE

by Cathy Rempel

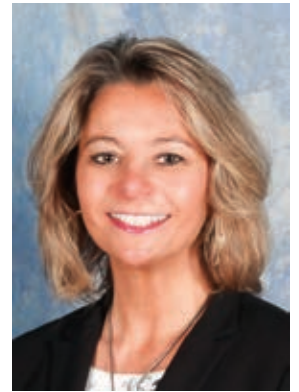
The summer months are winding down and as we move into the remainder of the year, we continue our focus on relevancy to you, your businesses and the security industry. Your CAA team remained on task during the summer with the planning of the 2015 Winter Convention, "Leadership Forum", work with SIAC on both fire and alarm ordinances and with our government liaison team on topics that directly affect our industry. Many of you participated in the CAA/ESA Youth Scholarship Program where we awarded scholarships at our chapter meetings, local jurisdictions and schools to the recipients of the program.

The CAA/ESA Youth Scholarship Program was started in 1998 and more than 180 children of active duty law enforcement and fire service personnel in the State of California have received a scholarship. This year the CAA/ESA Youth Scholarship Program offered \$25,000 in funds through our 11 regional awards, one statewide award, and four national awards. The awards are made possible with the support of the CAA Members and Regional Chapters.

Now as we move into the fall, our next board meeting will be held September 21-22 in Santa Barbara. During this meeting our committee chairs provide reports on the work they have been doing on your behalf including scholarship, legislative, membership, leadership, technology trends and public liaison. Our eleven regional chapter presidents provide updates and share best practices on what is happening in their area and we plan directions in support of our goals to be relevant and inclusive to all those we serve.

Our goals this year were to increase membership, participation and overall funding to continue to provide the best programs and opportunities for growth, learning and support within our industry. We are on track and look forward to rounding out the year with the kick-off of the Transitional Leadership Platform in San Francisco.

We look forward to seeing you at the 2015 Winter Convention, "Leadership Forum."



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By Harvey Eisenstadt

ASSOCIATES CORNER

Staying On Course to Success

Success does not just happen. You must think of success as being earned. You set what are realistically achievable goals and on the road to success you experience a myriad of obstacles. This is not unusual since you know that the road to success can be quite bumpy and not always as smooth as you would like it to be. Unquestionably, this can certainly have a negative impact on your mentality as you drive to achieve those goals that you set for yourself. In simpler terms,

how do you react to and address these bumps in the road to stay on course to achieving success. There are many theories that can be examined, and in this article I will touch on a few that I know have worked for me and the many salespeople I have mentored during my career.

This brings me to the very first action that should be employed. Find a mentor. A mentor should be someone you entrust yourself to who has the talents and skills to recognize and exploit your strengths. Your mentor must be your teacher, your critic and your confidant. The most successful mentors are those who have challenged those bumpy roads and achieved the level of success that you seek. The mentor you choose should be someone who has been or is at where you strive to be. Choosing the right mentor is a critical step on your road to success, and they must have the credentials to provide you with the guidance, knowledge and motivation to move you forward successfully.

Stay focused and positive as you move forward to achieve your goals. Don't let lapses or interruptions in your plan act as a detour distracting you from staying on course towards reaching those goals. Keeping track of your progress, so you can easily identify where weaknesses may be beginning to show their presence, is a very effective tool for letting you know when you must incorporate changes into your plan. A step by step log of your activities on a daily, weekly or monthly basis (depending on your goals) will help keep you focused on your progress and its effectiveness. This will provide you with the critical criteria to recognize, update, correct or enhance, as necessary, the steps in your plan as you drive to success. By employing this tool you will be sure to maintain a positive attitude, stay focused and strengthen your motivation to achieve your goals.

Embracing self-criticism as well as criticism from others is extremely helpful as you travel that bumpy road. Your personal growth is a direct result of the effectiveness of your actions. It is no secret that quite often your own actions may result in mistakes or failures. Here is where your professionalism and your motivation to achieve success must take precedent. Look at your mistakes or failures as part of your learning process and be open to accept helpful and useful criticism from others. Employ the tools and knowledge that you have learned from those mistakes and failures as well as from your own self-criticism and the criticism received from others. Correct and improve the actions of your plan as you continue to move forward towards achieving your goals.

Finding a mentor, staying focused and positive while learning from your own self-criticism as well as criticism from others are just a few actions you can employ to overcome that bumpy road and stay on course to success.

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



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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.

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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2015

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 2015 and encourage CAA members to contribute what they can to reach this goal.

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

CAA PAC FUND CONTRIBUTIONS

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

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QOLSYS announced the addition of the IQ Flood and IQ Mini Door/Window Extended to its expanding portfolio of connected sensors and smart devices. “There’s room for innovation in every room,” says Mike Hackett, Qolsys SVP of Sales and Marketing. “We’re looking at every device in the home and making them more efficient, easier to use and smarter.” The IQ Flood detects the presence of water and reports it to the IQ Panel before serious damage occurs. The IQ Mini Door/Window Extended takes the powerful IQ Mini Door/Window released earlier this year and adds a terminal block for easy wiring of external contacts for greater flexibility in a variety of installations, including looping multiple zones together or navigating challenging locations such as ornate molding. For more information, visit www.qolsys.com.

POTTER ELECTRIC SIGNAL COMPANY announced a partnership with AES Corporation regard to the new AES 7706-ULF Integrated Fire Monitoring System. This state-of-the-art system applies AES-IntelliNet® patented mesh radio technology to Potter’s IP capable Fire Alarm Control Panel, ideally suitable for small to mid-size fire protection applications. The AES 7706-ULF employs simple and flexible single point configuration, providing faster alarm communication and reporting to the Central Monitoring Station. UL listed and NFPA compliant, the AES 7706-ULF is a highly integrated turnkey single box solution that eliminates the need for telephone lines. Improved productivity, significantly reduced installation time, lower cost of deployment, and faster AHJ approval process of the fire application are all benefits of this exciting new Fire product. For more information, visit www.aes-corp.com.

NAPCO SECURITY TECHNOLOGIES announced its popular StarLink™ universal cellular alarm communicator brand, will co-sponsor the 1st Mission 500 Security Industry Softball Game benefiting U.S. children in need, September 12 at noon, in Overpeck County Parks NJ. The goal for the 1st Annual Mission 500 Security Industry Softball Game is to raise \$100,000 to help American children at risk. Mission 500 will be also be sponsoring a “School Kit Build” there, with a goal of assembling 200 school bags to be donated to Title One Schools in NYC’s South Bronx. “What could be better, helping US kids in need; celebrating America’s pastime and supporting Mission 500,” Richard Soloway, NAPCO CEO said. For more information, visit www.napcosecurity.com.

TYCO SECURITY PRODUCTS introduced the new version of the victor Video Management System (VMS). The case management tool enables the holistic management of alarms, reporting and video-associated alarms and investigations from such systems as access control, intrusion, fire, intercom, elevator and HVAC systems. “Having the most critical information about their organization available in one interface is no longer a luxury for operators and investigators, who need access to this information quickly,” said Steve Carney, Senior Director of Video and Integrations, Tyco Security Products. “Our enhancements to victor offer a complete case management solution that brings all the relevant details from an event or threat into a single, easy-to-access format.” For more information, visit www.tycosecurityproducts.com.

TYCO SECURITY PRODUCTS announced the newest release of its Proximex Surveillint PSIM solution, which provides security operation centers with unparalleled situational awareness and communication capabilities through enterprise dashboards, contact management, social media integration and a new module that raises operator alarms based on correlated events. “We’re committed to giving security organizations around the world as much informa-

tion as possible about potential threats and the quickest, most cost-effective ways to communicate with their communities,” said Michael Mesaros, Group Product Manager of Proximex. “Operators can now receive automatic notification of weather, earthquake and other events, and they now have the ability to deploy a cost-effective mass-notification solution.” Security operations centers can, in one convenient display, monitor the number and types of open alarms, operator response times, the status of doors, cameras and sensors in the environment, and other operational metrics. For more information, visit www.proximex.com.

TYCO SECURITY PRODUCTS introduced its new line-up of high-efficiency PSX Power Solutions to provide clean, uninterrupted power to iSTAR door controllers, ensuring security system integrity during power failures. PSX Power Solutions provide the supervision of ground fault, reverse battery, fire alarm activation, switched and resettable output status, intelligent battery charging, and battery state monitoring. The system can provide automatic email alerts on events such as an aging/drain battery, AC or system faults, and voltage/current/temperature alarms. “Whether it’s a full-on power outage or a temporary loss of power security personnel want the assurance that they have uninterrupted power when it’s needed the most,” said Rick Focke, Senior Product Manager, Tyco Security Products. For more information, visit www.swhouse.com.

TYCO SECURITY PRODUCTS announced the expansion of a strategic global partnership with Alarm.com that will enable smart interactive services for both the residential and small-to-medium commercial market. With the integration of Tyco Security Products’ PowerSeries Neo system and Alarm.com’s cloud-based interactive services, dealers and integrators can serve residential and small-to-medium commercial customers with a single, scalable solution.

PowerSeries Neo combines the flexibility of a modular, hard-wired system with the simplicity of a wide range of compatible wireless devices. “We’re excited to bring the next generation of smart technology to the commercial space with PowerSeries Neo powered by **ALARM.COM**,” said Dan Kerzner, Chief Product Officer, Alarm.com. “The integration of PowerSeries Neo and Alarm.com offers a unique solution that anticipates the future needs of the connected environment, whether a residence or a multi-tenant commercial property, and provides infinite opportunities to maximize the system,” said Tim Myers, Director of Product Management, Intrusion, **TYCO SECURITY PRODUCTS**. For more information, visit www.tycosecurityproducts.com.

Charles Durant, attorney, accountant, investor and security industry veteran, has joined **SANDRA JONES AND COMPANY** to provide the firm’s clients customized transaction support and comprehensive exit strategy advisory services. “Providing exit strategy services blend my skills and experience as an attorney, accountant, investor and security business operator to help security business owners optimize the value of their businesses and exit on their terms,” said Durant, the former president of GE Residential and respected security industry consultant. For more information go to www.sjandco.com.

PELCO by Schneider Electric announced that they have teamed up with Agent Video Intelligence (Agent Vi) to integrate Pelco’s VideoXpert™ video management platform with savVi™, Agent Vi’s video analytics platform – a union that literally extends the perfor-

Associates News, continued on page 12

New!
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2. Register & activate it online. (Easy auto-dialer capture. Choose ANY Central Station.)
3. Send us the 2G SIM Card from the Old Alarm Radio plus the StarLink Upgrade Form Online
4. We'll Credit Your Account \$70

That's \$99.95 - \$70 = \$29.95^{NET}

Unlimited Radios • Unlimited Plans \$5.95/mo



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Universal CDMA Alarm Radio



For More: Call 1.800.645.9445 and see full details online at www.napcosecurity.com/contact/StarLink4GUUpgrade link or scan QR Code above.



* "2G Radio upgrade" Promotion from Napco requires purchase plus online prior registration/activation of StarLink SLE-CDMA or SLE-CDMA Radio Models only (Unlimited Radios). StarLink is a trademark of Napco. Promotion may be ended without notice. Void outside US &/or where prohibited. *Suggested Dealer Pricing, quoted in USD. Verizon Network Certified is a trademark of Verizon. AT&T and others are trademarks of their respective cos.

ASSOCIATES NEWS, *continued*

mance and functionality of the already powerful VideoXpert VMS. "The VideoXpert VMS platform is the ultimate core solution for capturing and reviewing real-time and recorded video, and multi-system information," said John Raudabaugh, Senior Manager of Product Integration, Pelco by Schneider Electric. Through VideoXpert technology, users can tag cameras for easy recall, create and share playlists, and customize their workspaces to make more efficient use of their time focusing on the tasks most relevant to them. For more information, visit www.pelco.com or www.agentvi.com.

COPS MONITORING adds two former alarm company owners to its account executive lineup. "We're excited to welcome Ernie Gambone and Charlie Crenshaw to our team," says Jim McMullen, COPS Monitoring's President and COO. "With more than four decades of experience owning and operating alarm companies, both Ernie and Charlie are uniquely positioned to identify with alarm dealers' needs and help them understand how to grow their business by leveraging the exclusive benefits of being a COPS Dealer." Ernie Gambone began his career



COPS Ernie Gambone



COPS Charlie Crenshaw

in the security industry in 1973 with Robinson Alarm Company; one of the largest providers of alarm systems in the Philadelphia area. Charlie Crenshaw brings more than 40 years in the electronic security industry, including various sales and management positions with companies such as Ademco/Sonitrix, ADT, and Smith Alarm Systems. For more information, visit www.copsmonitoring.com.

HONEYWELL announced a wide array of updates to its Fire-Lite Alarms® Smart Wireless Integrated Fire Technology (SWIFT™), including increased battery life, new agency listings, accredited technical training, and an enhanced software suite of new utilities. The SWIFT line of wireless fire alarm detectors and modules seamlessly integrates with new and existing Fire-Lite Alarms systems to provide smarter, cost-conscious solutions for a myriad of applications. SWIFT has earned approvals from the Fire Department of New York (FDNY) and California State Fire Marshal (CSFM). "We've witnessed a number of SWIFT site surveys and installs, and there are a growing number of instances where wireless detectors are the most simple and beneficial solution," said David Pakech, Vice President of Sales, Fire-Lite Alarms. For more information, visit www.firelite.com.

FLAIR ELECTRONICS has worked in the healthcare industry and has increasingly been involved in the assisted living market. CyberMedix provides information and communication technology to the healthcare industry. Their systems include products for nurse call, patient wandering, fall protection and incontinence management. Flair recently worked with CyberMedix to create a wireless annunciator to link these products to a central nurse station. For residents in wheelchairs, there is always a risk of falling. A pressure mat on the wheelchair communicates with the panel and notifies the nurse if a patient is no longer sitting. For more information, visit www.flairsecurity.com.

ADI announced it has launched new mobile websites in Canada and Puerto Rico to help dealers easily access the products they need anytime, anywhere. The mobile websites make it easy for dealers to shop more than 400 brands while on the go, and provide instant access to ADI's Sales Center and Clearance Zone so dealers can easily explore all the ways to save at ADI. "We are extremely excited to launch our mobile sites in Canada and Puerto Rico and provide dealers with instant access to ADI's complete product offering from their mobile devices," said Rob Aarnes, president of ADI North America. For more information, visit www.adiglobal.com/pr.



SNapp is the tool **SENTRYNET** dealers and technicians use to access critical account information from any wireless connection. The most recently added feature is Push Notifications which can be used for much more than standard alarm notification like open and closing and fail to tests. Consider using them as part of your marketing and sales program by sending special offers, user referrals, and new products. Using these customizable messages you can keep them informed and educated about their security needs. Customers who depend on you are less likely to leave and more likely to refer you to someone else. For more information, visit www.sentrynet.com.

SENTRYNET does not want their dealers to be caught without solutions, as the 2G networks are already being phased out and in some cases failing and not being repaired across the country. This leaves 2G radios with no way to communicate to the central station and customers without the security they have contracted and paid for. SentryNet has been working with vendors to create discounts

Associates News, continued on page 14



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COMPLIANCES: NFPA 72 Editions: 2013, 2010, 2007; UL 864, 9th Ed., UL1610, UL985, UL1023



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ASSOCIATES NEWS, *continued*



ESX presented Honeywell the top award with Don Childers, CEO of Smokey Mountain Systems, Steve Firestone, President of Select Security, John Smith, Honeywell, Michael Coniff, Honeywell, Robert Few, Time Warner IntelligentHome, and George De Marco, ESX.



ISC took their show on the road at the CASIA Golf Classic including Rob Finn, Liz Connors, Steve LaRoche and Mary Beth Shaughnessy.

and special pricing that will help aid in the cost of the new radios and SIM cards that will be required when doing the upgrades. SentryNet has been pushing this information to their dealers via ENews and their various social media markets. For more information, visit www.sentrynet.com.

HONEYWELL announced it has introduced Silent Knight® low frequency sounders and sounder bases, plus a unique amplifier to provide code-mandated backup power capabilities for emergency communication systems. A unique amplifier has been developed by the Silent Knight team to provide backup power capabilities for the IntelliKnight 5820XL-EVS emergency voice system. The new line of low frequency notification solutions includes SpectraAlert® Advance low frequency sounders and sounder bases. These notification appliances provide the low frequency output to meet current NFPA 72 standards and International Building/Fire Code. Existing installations of current Silent Knight detectors and traditional sounder bases can be easily upgraded by replacing the base with the new low frequency version. "Survivability is a code-required function of fire and voice evac systems, and we're seeing more specs calling for more power to back-up these systems," said David Pakech, sales leader, Silent Knight-IntelliKnight. For more information, visit www.silentknight.com.

SILENT KNIGHT announced the release of the redesigned addressable Hochiki heat and photoelectric smoke detectors. The sleek new design provides an updated installation aesthetic while maintaining state of the art detection capabilities. The new models address, program, and operate the same as the previous versions. The SD505-HEAT and SD505-PHOTO are compatible on all versions of the 5700, 5808, 5820XL, and 5820XL-EVS panels and can be installed on panels with existing prior version devices. The new SD505-HEAT heat detector and SD505-PHOTO photoelectric detector are now available. The SD505-AHS will be available while supplies last. Click here to download the SD505-HEAT and SD505-PHOTO datasheets. For more information, visit www.silentknight.com.

AES CORPORATION announced that David Heinen has joined the AES sales team as Regional Sales Manager based in the greater Atlanta area where he will cover the commercial and residential market in Southeastern USA. Heinen's appointment supports the company's strategic direction, strengthening customer relationships as well as expanding our global sales support coverage. John Milliron, Vice President of Sales for North America, AES Corporation, commented, "David is a great fit for this position. I am confident that his experience and knowledge will help cultivate our customer centric sales model and drive our company goals." For more information, visit www.aes-corp.com.



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Rick Gombar, Clauedettte and Ed Michel and Bert Ross with THE MIRROR at the GLASAA Marina Harbor Cruise.



Candi Hurtt of Interlogix and Dana Scroggins of Optex with THE MIRROR.



Matt Westphal of Bay Alarm and Bob DiAlto of NMC with THE MIRROR at the GLASAA Cruise in Marina del Rey.



Steve Brackett of Bosch delivered THE MIRROR to Jehan and Woodie Andrawos of NMC at the GLASAA cruise.



Tim Westphal of Bay Alarm, CAA Executive Director Jerry Lenander, Bob Michel of Valley Alarm, Matt Westphal of Bay alarm and Dave Michel of Valley Alarm at the GLASAA Marina Cruise.



Jason Keyz and Natalia Prescott of Epic Alarm, Lida and Scott Jones of Volutone and Rick Gombar of Bolton with THE MIRROR.



Paul Eisenstadt of Protection Alarms, Christopher Baskin of ATW and Harvey Eisenstadt with THE MIRROR.

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CAA past president John Hopper delivered THE MIRROR to Stonehenge.

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Industry News



Bob Jennison of Post Alarm, Woodie Andrawos and Jehan Andrawos of NMC at the GLASAA Marina Cruise.



Bert Ross of CMS and Sharon Elder of NMC at the GLASAA Marina Cruise.

Matt Standiford Dealer Development Manager Southern California 800.641.4282 x570 Cell: 417.827.2664 mstandiford@dmp.com	Jon Adams Dealer Development Manager LA 800.641.4282 x573 Cell: 417.425.4293 jadams@dmp.com
	
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Tim LeBlanc and Debbie Padilla of Tri-Star Monitoring on the GLASAA Marina Cruise.



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Industry News

ADS SECURITY (ADS), has acquired customer accounts from ProTec Plus, Inc. adding more than 1,000 accounts to the ADS South Carolina customer base, growing the market to approximately 4,000 total accounts. "We are excited to add another South Carolina city to our service map and we extend a warm welcome to ProTec Plus customers," said ADS President and CEO, John Cerasuolo. "ProTec Plus has been protecting homes and businesses in Myrtle Beach for over twenty-five years and we are honored to continue their legacy of outstanding service." For more information, visit www.adssecurity.com.

The 9th Annual **ELECTRONIC SECURITY EXPO (ESX)** will take place at the Fort Worth Convention Center in Fort Worth TX, June 8-10, 2016. "Fort Worth is welcoming ESX with open arms and has made a huge effort to understand the ESX event and create an overall experience exhibitors and attendees will highly value," stated Pam Petrow, president of CSAA." Echoed Marshall Marinace, president of ESA, "We are very

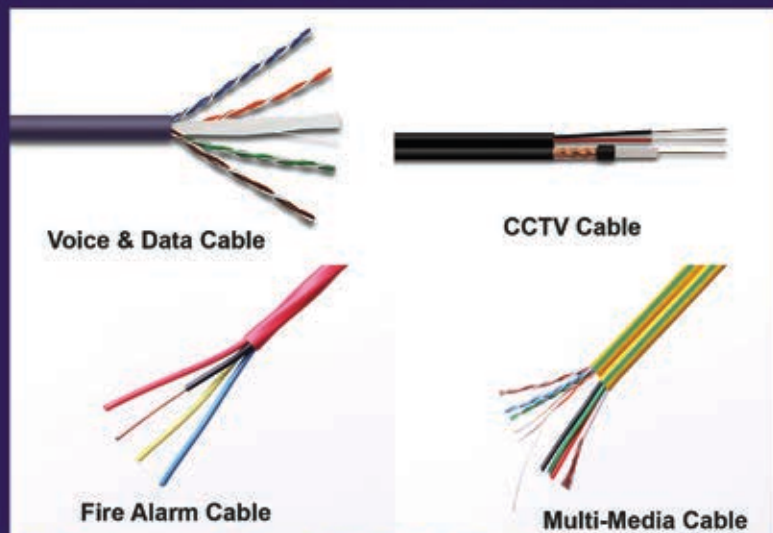


excited to bring this event to Fort Worth and the initial feedback has been terrific."

The theme for ESX 2016 is Explore, Expand, Exchange and Evolve," which affirms its direction on delivering vibrant networking events, an interactive peer-to-peer educational program, inspirational and business focused keynotes and a robust exhibit hall with relevant technology and solutions for dealers, integrators and monitoring companies. Business owners, senior level executives and functional managers will hear the latest trends and opportunities in the electronic security and life safety industry, increasing their knowledge and business acumen. "We are thrilled to be moving ESX to Fort Worth in 2016", says George De Marco, ESX Chairman.



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Mike Salk, President

2015 EBAA MEETINGS

- ♦ September 8 ... EBAA General Meeting.....Richmond
- ♦ November 10 .. EBAA General Meeting.....Richmond

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

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2015 OCAA MEETINGS

- ♦ September 16 . OCAA General MeetingAnaheim
- ♦ November 18 .. OCAA General MeetingAnaheim

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.

GLASAA

Greater Los Angeles Security Alarm Association

Save October 8 for the 9th Annual GLASAA Golf Classic. This year our tournament co-chairs are GLASAA Vice President Tom Rankin and Russell Massrey from Massrey and Associates, with me assisting as needed.

Please visit the GLASAA website at www.glasaa.org.

GLASAA MEETINGS 2015

- ♦ October 8..... GLASAA Golf Tournament.....Los Angeles
- ♦ December 17 ... GLASAA General Meeting.....Los 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.



GOLDEN GATE ALARM ASSOCIATION

Gary Lowndes, President | (650) 722-3044 | glowndes@rfi.com

2015 GGAA MEETINGS

- ♦ November 12 ... GGAA General MeetingSan Francisco

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

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Joe Castro, President

2015 GVAA MEETINGS

♦ October 8..... GVAA General Meeting..... Manteca

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



GVAA President Joe Castro with scholarship winner Joesph Martin and his father Tim Martin of Stockton Fire Department at the GVAA meeting.

MID-CAL

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MID CAL ALARM ASSOCIATION

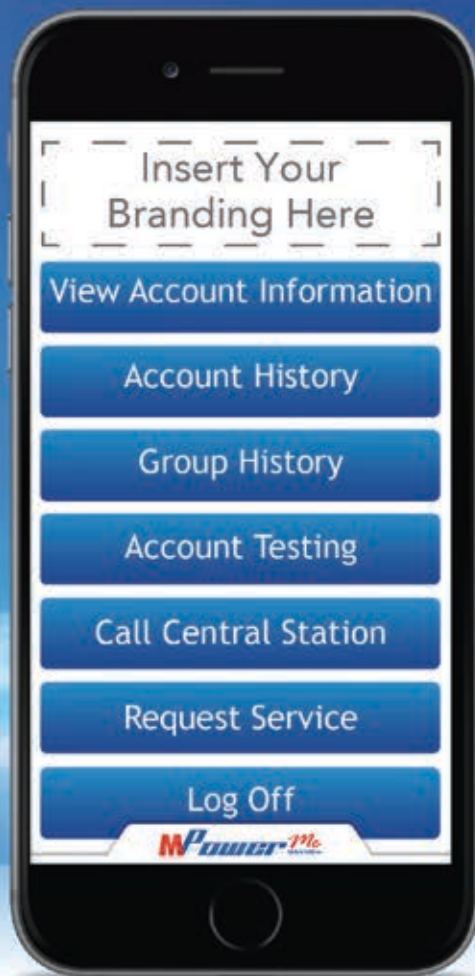
2015 MID CAL MEETINGS

♦ November 17 ... MCAA Golf Tournament Fresno



MCAA President Michael Tarin welcomed industry leaders to the general meeting with special guest speaker Dorsie Mosher of Davis Acquisitions & Mergers. The event included planning for their upcoming golf tournament.

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SVAA 2015 MEETING

♦ **October 21 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.

SAN DIEGO
SECURITY ASSOCIATION

SAN DIEGO
SECURITY ASSOCIATION

Sean Hamm, President

2015 SDSA MEETINGS

♦ **September 17 .. SDSA General Meeting San Diego**

♦ **December 16 ... SDSA Holiday Party San Diego**

City of San Diego Permit Process

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

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Rich Whitlock, President

2015 SAAA MEETINGS

- ♦ October 15..... SAAA Fire ForumSacramento
- ♦ December 17 ... SAAA Holiday Party.....Sacramento



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An RSVP is required for our events. Call 800-437-7658 ext. 3 or email info@caaonline.org. We hope that throughout the year you make a commitment to get involved with your Association and aid us in continuing to grow, communicate, prosper and leave a legacy for future generations. We have all benefited from the efforts of those who have participated before us and your current board hopes you will help them build on the foundation our predecessors have provided.

Our thanks to all those who attended and participated in our Industry Trends Forum that was held on August 20th. Led by the CAA Industry Trends Committee Chairman, Mr. David Hood with First Alarm, we discussed the patterns and trends of today's Electronic Security Industry. Our panel consisted of Tim Tracy with Honeywell, Michelle Chiles with HIK Vision, Jeff Dickerson with 2GIG, Sam Aviles with Honeywell Fire, Dawn Smith with TMS, Robert Stoddard with Badger Reps and Elias Melendrez with DSC / Qolsys.

Sponsorship is needed for The SAAA event of the year, on October 15th. SAAA's 8th Annual Fire Forum with First Responders' Electrical Awareness by CJ Hamilton. The event will be held at the Holiday Inn Sacramento. Member tickets are \$50.00 each (which is quite a value! The education is worth is worth your life!). Non Member tickets are \$75.00 each and there is no charge for Public Safety Officers. Seating will be limited. Please send in your RSVP to SAAASecretary1@gmail.com. Call 800-437-7658 ext. 3 or email info@caaonline.org for more information.

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INLAND EMPIRE ALARM ASSOCIATION

Matt Standiford, President

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

2015 IEAA MEETINGS

- ♦ September 15.....IEAA General Meeting Riverside
- ♦ November TBD.....IEAA Charity Tree of Life..... Riverside

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

IEAA Membership

If you would like to become a member, or have any suggestions on ways to increase our membership, please us a call at 800-559-9060.



REDWOOD ALARM ASSOCIATION

Sean Cooke, President

scooke@allguardsystems.com 800-255-4273

The next meeting is set for October 21, 2015. 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

2015 RAA MEETINGS

- ♦ October 21 RAA General Meeting Windsor



RAA welcomed Travis Hudson of Deep Valley, Sgt. Michael Raasch of Sonoma County Sheriff Department, Bart Skold of Bosch, Mathew Vogt of Deep Valley and Yaqui Lara of Allied Alarms.



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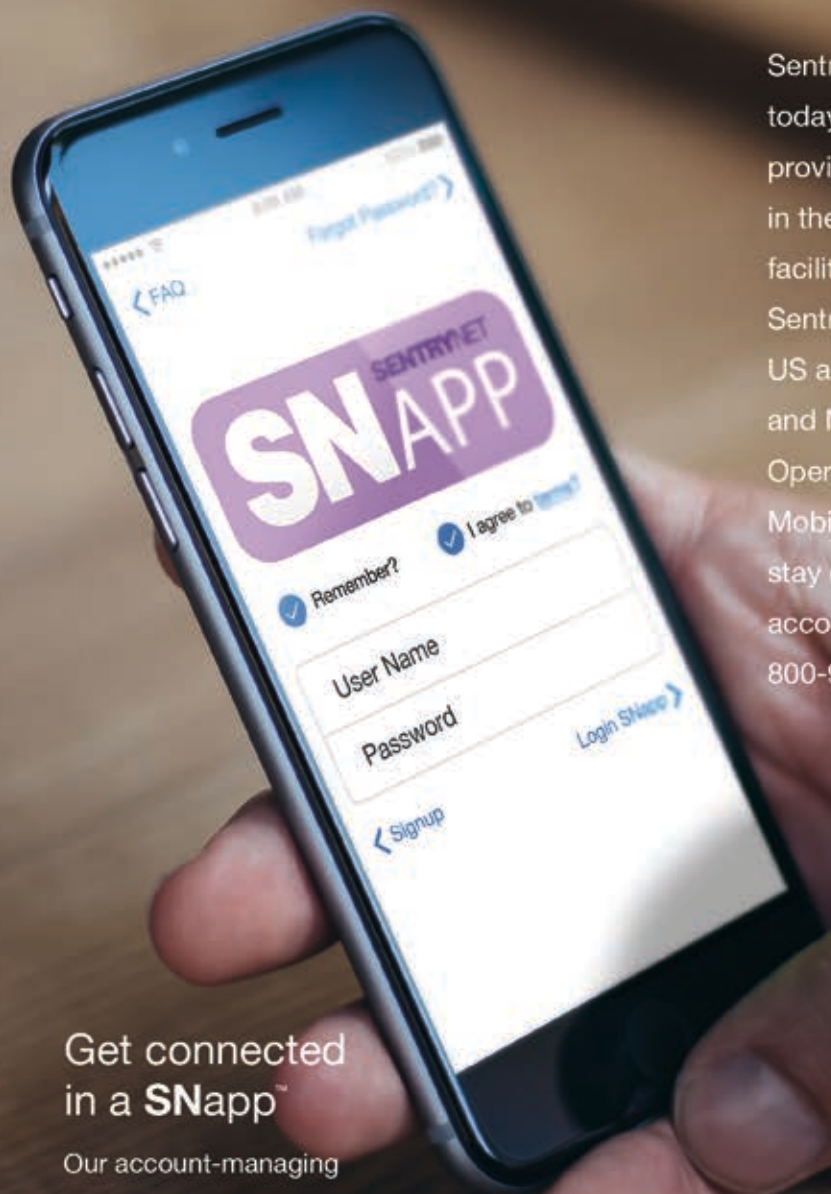
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September 9
Tri-Ed Stadium Tour - Seattle
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Something Good to Say

By Ron Walters



I know I refer to my mother from time to time, but why wouldn't I? After all, she was the smartest person in the world; wasn't your mom?

I can hear my mom when she would chastise us when we spoke badly about someone. "Son, if you don't have something good to say, then don't say anything." Now, I am not going to tell you that I don't ever gossip because my mom would also remind me not to

tell a lie. Of course I also learned that all lies weren't equal and there are always those little white lies, like "you can't go in the water for an hour after you eat," when what they were actually saying is to sit down in the shade and rest, but what kid wants to hear that on a great day at the lake?

Anyway, back to having something good to say. My son hates that I am always engaging strangers. The boy or girl at the take out window when I ask "can I have a smile with that kid's meal," or warning shoppers in the grocery store when we bump carts that "sorry but I learned to drive in Miami" is sure to make him cringe, but interaction with complete strangers is a good thing.

It is amazing how you can make someones day with a complement for no reason. Of course in today's world of political correctness this could be thin ice so be careful, but saying that someone has a great smile and that their smile changed your mood can actually get you a great smile that could make your day. Or out of the blue tell your wife or girlfriend they look so good that you'd like to take a picture, and then take that picture.

I have always been prone to stop at a florist's shop on an odd day and buy enough roses for every girl and woman in the office, or bring a single one home to the wife. How about buying a big bag of candy for everyone in the office?

Having grown up in the 1950's I remember a kinder and gentler world. One where you held doors open for everyone, not just women, and when you did people actually said thank you. Remember mom? Well, she would thump the back of my ear if I didn't hold a door open, so I admit there was a reward factor for doing the right thing.

Just for the record, I agree with most of the errors corrected by being politically correct. No one should be subjected to degrading, mean or cruel comments. None of us should ever have to work in a hostile environment, but can't there be a happy compromise? All I'm saying is that we don't have to walk around being afraid to talk to strangers or work associates. An unexpected compliment to anyone makes us feel better, and the feeling you can get from engaging everyone with a positive attitude spills over. Who knows what the impact could become if we all acted just a little bit friendlier?

You know, Mom used to say that everyone brightens a room; some by entering and others by leaving. Which are you?

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.



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AFAA Testing & Inspection Seminar

The Automatic Fire Alarm Association (AFAA) announced a new seven-hour accredited course on the testing and inspection requirements of NFPA 72 (2013). The new AFAA Fire Alarm System Testing & Inspection (AFAA026) seminar was developed for installers, service technicians, build and fire inspectors, and owner-representatives. Visit www.afaa.org for the latest training calendar or email info@afaa.org to sponsor a local seminar.

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.

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NSA Executive Director Jeanne Palmer and NSA Treasurer John Perdichizzi of ASAP Security represented the industry at the National Sheriffs Association National Night Out in Las Vegas.

The NSA continues to work over the summer on industry interests. August saw us meet with Henderson Police Department on new industry technology, with the city of Las Vegas about new licensing language, and attending Las Vegas Metro PD National Night Out. The NSA works hard to assure that we are included in whatever affects our industry.

ATTENTION: REGISTER TODAY for ESA's National Training School Level 1 Technician Course

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LOCATION: ADI-Las Vegas

This newly updated course is the building block for all the other NTS certifications. Give your business the advantage of nationally recognized certified staff. For more information or to register contact the NSA or go to <http://courses.esaweb.org/CAT1061015LASNV.html>. Registration deadline: September 9

NEW MEETING LOCATION for September meeting: Gordon Biersch Restaurant, 3987 Paradise Rd, Las Vegas, NV 89169. We meet on the second Wednesday of every other month starting at 6:00pm.

Member meetings take place at our NEW LOCATION: Gordon Biersch Restaurant, 3987 Paradise Rd, Las Vegas, NV 89169. We meet on the second Wednesday of every other month starting at 6:00pm. Visit www.nevadasecurityassociation.org.

NSA 2015 MEETINGS

September 9 — Member Meeting (Guest Speaker: Las Vegas Metro Sheriff Lombardo)

September 23-25 — NTS Certified Level 1 Technician Class

October 7 — Member Only tour of Switch

November — Annual NSA Scholarship Fundraiser Poker Party

Join the NSA today! Download our member application at www.nevadasecurityassociation.org.

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APPRENTICESHIP PROGRAM**

www.WBFAA.net



WBFAA UATC Apprentice Spring Semester Class Begins January 2016

The WBFAA UATC Spring 2016 semester begins January 2016. Call the WBFAA UATC at 800-809-0280. Please register new apprentices in advance of this start date. The WBFAA UATC is open to member companies of the CAA or CAFAA who require having registered apprentices with the State of California.

Certification – Fire/Life Safety Technician - Renewal

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

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

CSLB Enforces Zero Tolerance

The Contractors State License Board (CSLB) issues legal action against any C-10 Electrical contractor who willfully employs an 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.wbfaatraining.net.

WBFAA UATC Invites Membership

Assented member companies register all fire alarm technicians in the program and pay a monthly fee of \$25 per technician. The apprentice program and course, prep material for certification and continuing education courses are provided at no additional fee. In addition, member companies who contribute to public works training trust funds to the WBFAA receive a \$.15 per hour credit for registered technicians. For complete information, visit www.wbfaa.net or call the WBFAA UATC at 800-809-0280.

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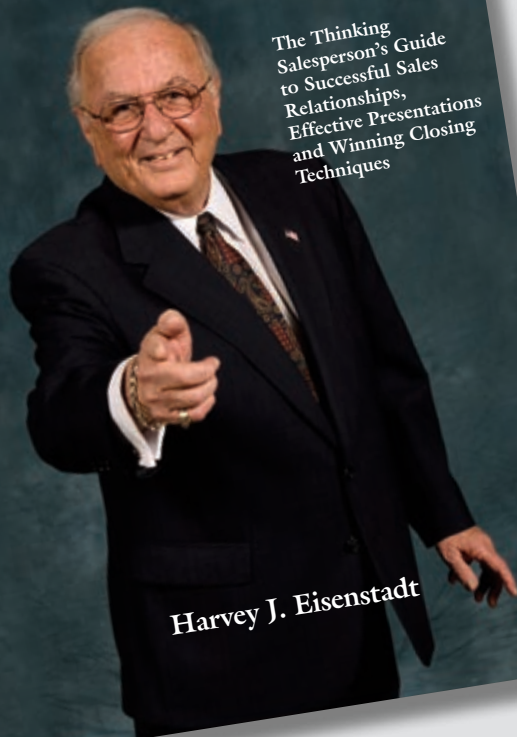
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Electronic Security Association SECURE+ Initiative

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 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@security-america.com.

NTS Expands Online Courses

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

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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 CAA CALENDAR 2015

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

SEPTEMBER

8	EBAA General Meeting	Richmond
15	IEAA General Meeting	Riverside
16	OCAA General Meeting	Anaheim
17	SDSA General Meeting	San Diego
29	ADI EXPO	Vancouver, BC

OCTOBER

6	OBFAA General Meeting	Lake Oswego, OR
8	GVAA General Meeting	Manteca
8	GLASAA Golf Tournament	Los Angeles
14	AZAA General Meeting	Tucson, AZ
15	SAAA Fire Forum	
21	SVAA General Meeting	Santa Clara
21	RAA General Meeting	Windsor
27	ADI EXPO	Santa Clara

NOVEMBER

2	MCAA Golf Tournament	Fresno
10	ADI EXPO	Dallas, TX
10	EBAA General Meeting	Richmond
12	GGAA General Meeting	San Francisco
18	AZAA General Meeting	Phoenix, AZ
18	OCAA General Meeting	Anaheim
TBD	IEAA Charity Tree of Life	Riverside

DECEMBER

9	AZAA Holiday Party	
9-12	CAA Winter Convention	San Francisco
16	SDSA Holiday Party	San Diego
17	GLASAA General Meeting	Los Angeles
17	SAAA Holiday Party	Sacramento

CAA CONVENTIONS - 2015 - 2017

2015	December 9-12	Wyndham Parc 55 San Francisco
2016	April 27-30	Palm Springs Hilton
2016	December 7-10	San Francisco Marriott Marquis
2017	May 3-6	Palm Springs Hilton
2017	Nov 29-Dec. 2	San Francisco Marriott Marquis

INDUSTRY EVENTS 2015 - 2017

Nov. 18-19, 2015	ISC EAST	New York, NY
Jan. 31 - Feb 2, 2016	ESA Leadership Summit	Chandler, AZ
May 10-12, 2016	PSA TEC Conference	Westminster, CO
April 6-8, 2016	ISC WEST 2016	Las Vegas
April 5-7, 2017	ISC WEST 2017	Las Vegas

ASIS National Calendar 2015

ASIS International Annual Seminar & Exhibits

September 28 – October 1, Anaheim, CA, www.securityexpo.org

ESA Leadership Summit 2016

January 31 - February 3, 2016 at the Wild Horse Pass Hotel & Casino in Chandler, Arizona. Intensive learning and networking opportunities for security integration professionals interested in growth strategies. For more information, visit www.esaweb.org.

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
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