

# THE MIRROR

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## New Law Clarifies Alarm Companies Cannot Be Fined by Local Governments for False Alarms

The California alarm industry had a big win this year when AB 1616 by Assemblyman Nazarian was signed into law by Governor Brown on July 31, 2017. This bill was sponsored by ADT Security Services and supported by the California Alarm Association (CAA).

Specifically, AB 1616 provides that local jurisdictions impose false alarm fees and penalties on the permittee, not on the alarm company, except in cases where the false alarm is attributed to error by the company or its installer. As the alarm industry knows well, false alarm fees are customarily imposed on the home or business owner as a means to encourage responsible use of alarm equipment. While most local jurisdictions already assign false alarm penalties on the user, AB 1616 ensures consistency in the imposition of false alarm fees throughout California by codifying current practices.

Because CAA has worked effectively with many local governments and law enforcement to establish reasonable alarm ordinances, we asked ADT to seek input from law enforcement, cities, and counties before moving forward with the language in AB 1616. CAA wanted to ensure that the alarm industry maintained the productive relationships it has worked to build with local officials. To their credit, ADT and their lobbyists did an outstanding job clearing the path with local representatives and shepherding the bill through the Legislature.

The language in AB 1616 will take effect on January 1, 2018.

## Ghosts Among Us

Reaching new milestones almost always make for nostalgia and reflection.

Now that we are observing the 25<sup>th</sup> Anniversary of the California Alarm Association, we “old-timers” may recall the morphing of the old WBFAA into CAA, in response to NBFAA’s (now ESA) launch of its federation program for establishing individual state charter associations. That must have been in 1992, if my abacus is still in working order. Whenever, it was a change that prompted many of us to ponder the inevitability of change, especially about some of the people who had gone before, and what they might think about our ability to adapt to another change without abandoning our foundations.

A couple of years ago, soon after I had retired as toastmaster of our annual Tribute Dinner, Jerry Lenander and I devised a little scenario, in which I played the ghost of Christmas past “behind the scenes” at the awards ceremony.



By Ron Spiller

*Ghosts, continued on page 8*

**The Mid Cal Alarm Association donated \$12,000 to Made for Them, the Fresno Police Department, and PAIN to support their service to the community.**



Director of Made for Them Andrea Shabaglian, CAA Vice President Mike Matson, Fresno Chief of Police Jerry Dyer, MCAA President Mike Tarin, PAIN Founder Flindt Andersen and Executive Director of PAIN Jamie Brown.

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# PRESIDENT'S MESSAGE

It's the law! I am pleased to report that SB1616 was signed by our Governor July 31<sup>st</sup> that makes it illegal to impose false alarm fines, fees or penalties to the alarm company for false alarms attributed to the permittee or alarm users.

This is a great example of smart legislation that will ultimately allow municipalities and responding agencies to save resources and reduce false alarms. By levying fines to the person responsible for creating them, this legislation aims at the pocketbook of the offender and keeps the alarm company from becoming the middle man.

My hat is off to ADT Security Services who sponsored the bill along with Edelstein, Gilbert, Robson and Smith, our CAA lobbyist, for their leadership in shepherding the bill through the legislature and ultimately signed by our Governor.

For the CAA and SIAC it will save valuable time and resources fighting or lobbying against these types of ordinances in the future, as they have been on the rise. (Including in my home town of Eureka!)

On to other news-

I was a little embarrassed last week on a conference call with BSIS Chief Laura Alarcon, her staff, CAA staff and CAA Executive Director. The purpose for the call was to request that the BSIS help all alarm companies understand the benefits of the online licensing system, BreEZE, and hold a web based tutorial for office staff to attend in hopes of greater participation and understanding.

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The embarrassment came within the first minutes of the call when Chief Alarcon asked me if I had ever viewed the help tutorials that were already on the BreEZE website! I had to admit that I had not! What I was requesting was already there. Please pass this info to the person in your organization that will help you and your company save time, money and keep you compliant with the most efficiency.

That's it for now as I have a big bid to get out this morning!

All the best,

Chuck

P.S. Do you have your reservations made for San Francisco?



By Chuck Petrusha

## San Francisco

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## ASSOCIATES CORNER

### Exercising Fearlessness for Success

By Harvey Eisenstadt

As human beings, we all possess the desire, imagination and fearlessness that it takes to be a winner. Winning is the ability to recognize and exercise these possessions successfully. However, as human beings, from time to time we have to be reminded of our ability to exercise these possessions. All too often we move through life's cycles not recognizing that we encounter challenges to these abilities which we are not addressing, and as a consequence negatively affecting our progress as we strive to reach the top.

Periodically we must receive a wake-up call to remind us that with control of these possessions our accomplishments can be accelerated. Our relationship with these three possessions is that we all have the desire to be successful and will always engage whatever imagination we possess to achieve this success. However, we quite often do not recognize how fear affects our growth, and how to execute fearlessness to move us into that winner's circle.

First, we must recognize that fear drives us to settle for less than we can truly accomplish. The fear of knowledge, failure and rejection plays havoc with our mind and presents the roadblock to winning. This moves us in a direction which I refer to as "risk avoidance" which is the willingness to settle for less rather than address the fears that accompany risk. Granted, there are clearly discomforts when taking a risk. However, there are significant rewards when challenging the risks, confronting the fears and finding the emotional capabilities to overcome them. Winners will accept the challenges, never giving up and constantly exerting everything they have to employ the fearlessness they possess.

The fear of knowledge is a result of not being honest with yourself when you do not have the answer to a question or a comment. There is nothing wrong with saying "I don't know." In fact, being honest and forthcoming could be the perfect opportunity to educate yourself on a subject for which you have little or no knowledge. Overcoming this fear then becomes a valuable asset as you move forward in your career.

The fear of failure prevents us from entering situations where we feel we may not have total control. In sales, we avoid situations where we are not 100% confident that we will be successful. I have yet to meet a salesperson with a 100% closing ratio. Accepting this as fact, then failure will be recognized an integral part of selling. With this mentality, we should not fear failure but accept it as a critical component in the sales learning process. Yes, view your mistakes as a learning tool, so that you do not repeat them and will not avoid situations where you believe you may not have total control. Don't let the fear of failure restrain your progress.

The fear of rejection can be viewed as the total result of both the fear of knowledge and the fear of failure. Rejection leads us in the direction of risk avoidance. Simply stated, when we fear rejection we don't take risks. To overcome this fear, we must start remembering what is right, and to do what we want to do rather than what others want us to do merely to avoid rejection. The acceptance of some discomfort while recognizing the opportunity for long term success will be the catalyst that awakens you to your own fearlessness.

Periodically take a look back at your activities for the past week or month and see if there were any situations where you could have exercised your fearlessness and changed the results of a situation. I am confident that there were some that could have been changed if you had exercised the fearlessness you possess.

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



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## Ghosts, continued from page 1

It was a spoof, but it put me in mind that although time passes, and circumstances change we can never completely separate the past from the present and because of that, the “ghosts” of those who preceded us continue to inhabit our organization, consciously, or sub-consciously.

Now, as we observe this milestone in CAA’s history, I am subliminally aware of a number of the ghosts of our past who were instrumental in forming the character and purpose of the California Association.... In my mind’s eye, I see them assembled in some ethereal meeting room to attend to their business of watching over what we are doing:

Jerry Linder comes to mind. How he continued to attend and support CAA events long after he became physically restricted... he remained mentally alert and helpful to all who sought after his wisdom.... His ghost sits at the end of the table, and listens to everything.

I fondly remember Bob Leeper.... For years after his retirement, he maintained communication with our Board and our members, always with optimism, good will and sound advice for our new members. .... He is the smiling ghost, inviting and encouraging.

Everett Westphal was the first of three generations of Westphal’s to assume the responsibilities of leadership, and he remains the epitome of integrity and the role model for those who have followed him.... Everett’s ghost always sits on the far-right side of the table.

Bob Berlin was our PR champion who strove to emphasize the benefits of alarm protection, and persistently demonstrated that the false alarm statistics that we were being confronted with were actually positive signs of an industry that was providing a valuable service to the community.... Bob’s ghost is eager to face each issue with a plan of action...It never sits down.

And who can ever forget Paul Worsley?... A warm and wonderful man. I recall that at the first meeting I ever attended, it was Paul who welcomed me, and introduced me to others, defining the areas of expertise and/or influence that I should associate with each name.... His ghost is the one which watches over the new people who come into the security business and urges them to join the California Alarm Association.

John Roberts was a man of great stature, both physically and within the industry. He was among the first to recognize the value of including the Associate members of the Association as valued partners, and it was his advocacy that promoted the establishment of an Associate member category with representation on the CAA Board of Directors... John’s ghost looms large over the conference table, and hovers over our product exhibits.

My personal mentor was George Lippert who brought me into the security industry in 1969. He, along with John Roberts organized our Associate Members into a cohesive group and, of course, George was among our first representatives to be invited onto the Board. Under his leadership many of the programs we now follow were developed. Needless to say, George’s ghost is vividly prominent in my memory, always benevolent and kind, but pragmatic and practical.

I’m sure there are others that may continue to exist in the reveries of our senior members who have long histories in the Association, but these are the “ghosts” of WBFAA/CAA that haunt my memory as we observe another milestone.

They were men of substance who worked to make our Association stronger and more viable, so that even now they remain as spectral observers of what we do, and how we do it.

I can visualize these six amorphous figures looking down at us from that big central station in the sky, sending metaphysical alarm signals that influence us to remember the lessons of the past, and to act wisely... These ghosts are our benevolent guardian angels, and although much time has passed since they were physically present, they continue to remain influential in what we do.

I sense that our “ghosts” of CAA past are proud to see that we have continued in the traditions that they established for us.... In fact, I can feel it in my bones....

Or is that just arthritis?

*Ron Spiller*

## LEGISLATIVE WATCH

### \*PAC ALERT\*

## \$30,000 GOAL FOR 2017

*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 2017 and encourage CAA members to contribute what they can to reach this goal.

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

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*Bob Bonifas of Alarm Detection Systems and his friend Janice Christiansen aboard a Russian icebreaker which was converted to a cruise ship that left Mermansk, Russia with THE MIRROR.*





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# ASSOCIATES NEWS

The **CONTINENTAL ACCESS DIVISION OF NAPCO SECURITY TECHNOLOGIES, INC.**, introduced new Western Regional Sales Manager, George Zamora, reporting to Ron Kandcer, Director of Sales. Zamora comes to Continental Access with a successful career of over 20 years in all aspects of integrated systems, access control, video & security, and some of the industry's largest companies. Based



in the Greater Los Angeles area, Zamora will use his expertise developing integrator relationships and building their businesses, and also working with A & E firms, in specing Continental equipment, providing sales- and systems design-support, product introductions and training, in the western territory. Zamora has an MBA from Pepperdine University, an M.S. from California Lutheran University, and holds a long list of security technology certifications. Kandcer said, "We're

happy to welcome George to the team, he's joining the organization at a particularly exciting time, with the recent launch of high-anticipated CA4K™ Enterprise Access Control & Security Management Platform and the powerful, new labor-saving uniVerse® POE Single-Door Controllor." George Zamora can be contacted via email [gzamora@cicaccess.com](mailto:gzamora@cicaccess.com).

**JOHNSON CONTROLS** introduced the VideoEdge 1U Network Video Recorder from American Dynamics. The VideoEdge 1U NVR's 16 embedded software configurable Power over Ethernet ports make it ideal for small to medium-sized businesses seeking a quick-to-install, cost-effective video recording option. The versatile VideoEdge 1U NVR supports as many as 32 IP cameras and stores up to 24 TB of recorded video in a small 1U form factor, enabling small to medium sized businesses to meet their network growth requirements. Embedded intelligence allows users to receive multiple video streams for live and recorded video, alarm, and meta-data collection, all tailored to different viewing conditions. "The value gained by leveraging data from VideoEdge 1U NVR's powerful analytics not only enhances security applications by tracking behaviors but

also by capturing consumer metrics and using it to shape business-critical plans and functions," said Mike Tabola, Senior Product Manager, Building Technologies & Solutions, Johnson Controls. "These benefits come in a unit designed with the smaller user's need for easy installation and unique requirements in mind." For more information, visit [www.americandynamics.net](http://www.americandynamics.net).

**OPTEX** announced that Dan Cummings has joined the Optex team and is the new South Eastern Regional Sales Manager. He was the former Mid Atlantic Regional Manager for TRI-ED/ Anixter, has 25 years in the low voltage security industry, and will be working from our Charlotte, NC office location. For more information, visit [www.optexamerica.com](http://www.optexamerica.com).



**COPS MONITORING**, a Lydia Security Monitoring brand announced its 'Grow Your Business' roadshow. The no-cost seminars are designed to help alarm-installing companies learn how to manage attrition, optimize their teams to meet sales goals, and provide additional exclusive benefits that can help alarm-installing companies grow their business. "With the competition steadily growing in the alarm industry, it is more important than ever for dealers to have the tools and support they need. Our 'Grow Your Business' workshops are part of the Lydia Security brands' innovative strategy to help alarm dealers succeed in every aspect of their business," said Jim McMullen, President and COO of COPS Monitoring. "We've had such an overwhelming response that we're taking the GYB seminars on the road to reach dealers in other parts of the country. Dealers walk away with practical information and valuable benefits that can immediately be put into use to create competitive advantages that can make a significant impact on their bottom line." GYB seminars are conducted by former alarm dealer Ron Bowden who shares the secrets that helped him create 300,000 accounts within a 10-year period. With more than 35 years of industry experience growing alarm companies, Ron is an integral part of the Lydia Security team at UCC and dedicates his talents to helping independent alarm dealers reach new heights. "We've received a lot of positive reaction from our GYB seminars," explains Ron Bowden, Director of Dealer Development. "Dealers tend to leave the seminars energized with new ideas and with the confidence required to tackle challenges with prospecting, sales, sales compensation, customer referrals, and managing attrition." GYB seminars are currently scheduled for Denver, CO, Boca Raton, FL, Salt Lake City, UT, and Williamstown, NJ with more dates to follow. To register, visit [www.copsmonitoring.com/GYB](http://www.copsmonitoring.com/GYB).

**JOHNSON CONTROLS** introduced the latest version of exacqVision video management system (v8.6) which offers improved video searching and video bookmarking, as well as a host of enhancements that improve the user experience and overall system protection. When exacqVision v8.6 is used as part of the Complete Security Solution from the Tyco Security Products brand portfolio, the system can leverage event information from intrusion and access control systems to improve search results and provide a comprehensive security picture. For example, users can now easily search an access control badge number to quickly obtain video of all the doors that a specific employee may have accessed. As exacqVision's capabilities exponentially increase, so do the cybersecurity measures that are designed to protect a customer's system, personnel information and enterprise. This release supports the enforcement of complex passwords, locking out users after a specified number of failed login attempts, and gives administrators additional tools to manage user access. Companies looking to enhance their ability to monitor the health of the surveillance environment can now request a free trial of the Enterprise System Manager (ESM), a centralized health monitoring and software updating system that will maximize recorder uptime and reliability. For more information, visit [www.exacq.com](http://www.exacq.com).

*Associates News, continued on page 12*

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# Associates News, continued

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For security dealers to be successful and drive greater profitability for their business in this changing technology landscape, they need to get closer to their customers, understand what makes their system more useful and deliver a stellar experience.



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more efficient, yield a tangible return on investment or provide annual savings to their business. Critical environmental monitoring of freezers or coolers can also yield value to the customer in hospitality or food storage market verticals – providing documentation and recordkeeping of regulation standards compliance. Critical temperature monitoring can also be used for pharmaceuticals, fire sprinkler rooms, servers/IT/data centers, machine operations and farming/livestock monitoring. These and other services become essential to the customer's business, making the security dealer's account stickier and resulting in additional value to the service provider's business and a differentiator in a crowded market. Think about all the possibilities customers will find useful: voice control of systems; geo-location services to track vehicle fleets or capital goods; or the ability to unlock doors quickly with the smartphone via an easily affixed barcode and no additional hardware. The cloud makes it easy for dealers to add services customers will use daily

and find value in. When that happens, your value proposition becomes undeniable and your profitability will rise. For more information, visit [www.simplifywithconnectone.com](http://www.simplifywithconnectone.com).

### DIGITAL MONITORING PRODUCTS

(DMP) has named Ken Nelson to the position of Dealer Development Manager in the company's New York City region. He will be responsible for developing new sales and providing ongoing service to DMP-authorized dealers in his region, helping them to grow their businesses. "Ken has



an excellent reputation in our industry," said Jim Hawthorne, DMP Director of Sales - East. "He is a talented sales leader and brings more than 24 years of security industry experience to our organization. I know he will provide outstanding leadership and support to the

members of the DMP authorized dealer network in his region." Before coming to DMP, Nelson was the VP of OEM Sales and Security Industry Relations for Interlogix a division of UTC. Prior to that he led the East Region sales team for Interlogix & Lenel. Ken has also been active in the New Jersey Burglar and Fire Alarm Association, serving on the state board and has been an active instructor for the National Training School (NTS). Ken attended Clemson University where he earned a BS in Chemical Engineering, he also received his MBA from Drexel University. He lives in Medford, NJ with his wife Sheri. For more information, visit [www.dmp.com](http://www.dmp.com).

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## 2017-2018 Industry Events

**ISC East**  
Nov. 15-16  
New York, NY



INTERNATIONAL SECURITY  
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**CAA Winter  
Convention**  
Nov. 29 - Dec. 2, 2017  
San Francisco, CA



**ESA Leadership  
Summit**  
February 12-15, 2018  
Savannah, GA



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www.sacalarm.org

*Leanne Boger, President*

Sacramento Area Alarm Association had a fun evening at our Spring Fling on July 19, 2017 at Top Golf. S.A.A.A. would like to thank our sponsors ADI, Altronix, Assa Abloy, Bay Alarm, Burgarello Alarm, CE Supply, Digital Watchdog, DLink, DSC, Flir, Gentex, Geo Vision, HIK Vision, Honeywell Fire, Honeywell Security, Interlogix, NMC, Nortek Security & Control, Panavise, Rapid Response, The Systems Depot, TMS, Tri-ED, Allstar Cable and Safe Side Security. We had a fantastic evening reaching out to thank our members and sponsors. Our next forum is the Fire Forum on October 26, 2017. I would like to thank Loren Dougherty with Alpha Alarm new membership. Please contact Leanne at (916) 204-1645 if you have any questions regarding membership and upcoming forums.

#### 2017 SAAA MEETINGS

- ♦ **October 26..... SAAA Fire Forum .....Sacramento**
- ♦ **December 7..... SAAA Holiday Party.....Sacramento**

An RSVP is required for our events. Call 800-437-7658 ext. 3 or email info@caaonline.org.



P.O. Box 2149, Newport Beach, CA 92659  
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www.alarmassociation.org

*Jason Keyz, President*

#### 2017 OCAA MEETINGS

- ♦ **September 20.. OCAA General Meeting .....Anaheim**
- ♦ **November 15 ... OCAA General Meeting .....Anaheim**

#### CITY OF IRVINE PERMITS

The City of Irvine requires all alarm users to register their systems with a no fee permit. Alarm users may obtain an alarm permit application at the Irvine Police department website at [www.irvinepd.org](http://www.irvinepd.org). The City also offers quarterly Alarm Awareness Classes to help defray the cost of false alarm fines. For more information about 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](http://www.alarmassociation.org) for meeting information and registration forms, training opportunities, members list and a whole lot more.



*Mark Simpson, President*

All meetings are held at Three Flames Restaurant – San Jose, 1547 Meridian Avenue, San Jose, CA 95125. Please RSVP to info@caaonline.org or call the CAA office at 800-437-7658, Ext. 3.

#### 2017 SVAA MEETINGS

- ♦ **October 25..... SVAA General Meeting .....San Jose**

#### SVAA Information

If you are not on our e-mail list, please contact Mark Simpson at 408-882-4260 or [msimpson@rfi.com](mailto: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.



*Jason Beardsley, President*

#### 2017 SDSA MEETINGS

- ♦ **September 19.. SDSA General Meeting .....San Diego**
- ♦ **December 6..... 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](mailto:hgonzalezreed@pd.sandiego.gov). If you have any questions, please contact Hilda Gonzalez Reed at [hgonzalezreed@pd.sandiego.gov](mailto:hgonzalezreed@pd.sandiego.gov) or 619-531-2247.

Visit our website: [www.sandiegosecurityassociation.org](http://www.sandiegosecurityassociation.org)



*Matt Standiford, President*

#### 2017 IEAA MEETINGS

- ♦ **September 21 .. IEAA General Meeting .....Riverside**
- ♦ **November 16 ... IEAA General Meeting .....Riverside**

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

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

#### IEAA Membership

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



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## GREATER VALLEY ALARM ASSOCIATION

Joe Castro, President

### 2017 GVAA MEETINGS

♦ October 12..... 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.



## GOLDEN GATE ALARM ASSOCIATION

Dave Hood, President

For further information, contact Dave Hood at dhood@firstalarm.com

# GLASAA

Greater Los Angeles Security Alarm Association

Tom Rankin, President

We all have Yasiel Puig to thank for a fantastic capping off of a great GLASAA dodger outing. We had more than 100 participants and thanks to all who made it.

So now our sights are set on the **2017 GLASAA golf event** that will take place on September 28 at Tierra Regada in Moorpark. This is always a great tournament that is put on to support college financing

for well deserving kids of members of local police or fire departments. If you have not yet signed on as a sponsor, helper, or player of this event please do so. It will be a lot of fun for a wonderful cause.

See you there!

Tom Rankin

818-335-5507

Please contact me with questions or comments.

### 2017 GLASAA MEETINGS

♦ September 28.. GLASAA Golf Tournament.....Los Angeles

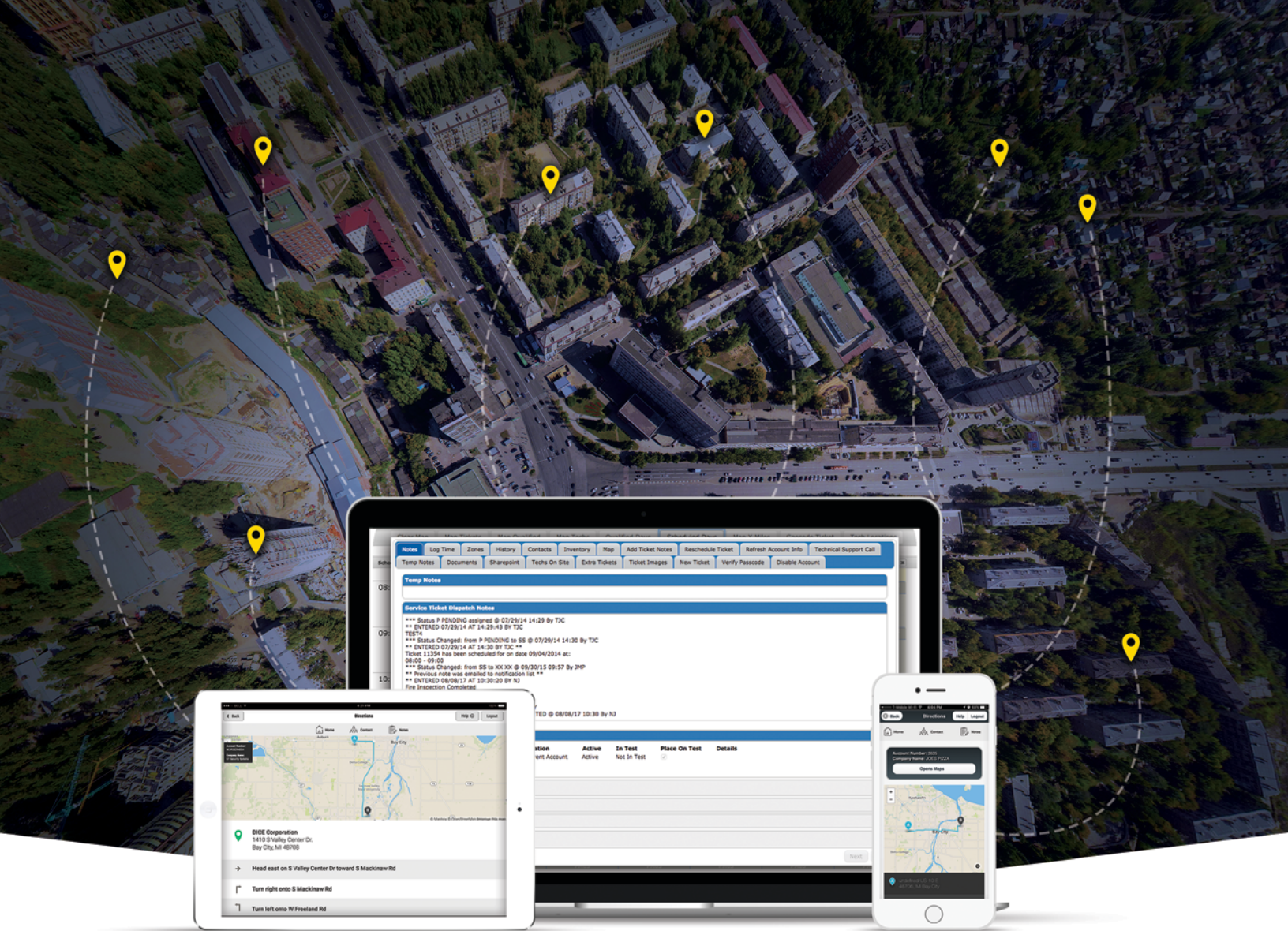
♦ December 7 .... GLASAA Holiday Party.....Los Angeles

Please visit our website at [www.glasaa.org](http://www.glasaa.org)



More than 100 Security Industry Professionals attended the GLASAA Dodger Game vs. the Chicago Whitesox.





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## EAST BAY ALARM ASSOCIATION

Amy Roither-Quintero, President

### 2017 EBAA MEETINGS

- ♦ September 12.....EBAA General Meeting .....Richmond
- ♦ November 14 .....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 Amy Roither-Quintero. RSVP to 800-437-7658, Ext. 3 or info@caonline.org.



## REDWOOD ALARM ASSOCIATION

Sean Cooke, President

### 2017 RAA MEETING

- ♦ October 25..... RAA General Meeting .....Windsor

If you have any questions or want to participate in the Redwood Alarm Association, please contact Sean Cooke at scooke@allguard-systems.com or 800-255-4273.

## MID-CAL

Alarm  
Association



## MID CAL ALARM ASSOCIATION

Mike Tarin, President

Executive Director of PAIN Jamie Brown, MCAA President Mike Tarin, PAIN Founder Flindt Andersen, PAIN Volunteer Kim Boren Volunteer of PAIN, Connie Tarin and Gloria Molina of Diamond Communications.



Fresno Chief of Police Jerry Dyer thanks the Mid Cal Alarm Association for the \$5,000 donation to the Fresno Police Department.

Mike and Connie Tarin of Diamond Communications, Fresno Chief of Police Jerry Dyer, Garrett Tarin - Vice President of Diamond Communications and Gloria Molina of Diamond Communications at the Fresno Police Department.







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## INDUSTRY NEWS

### Rising Leaders Forum October 2-4

The Electronic Security Association (ESA) announced the rebranding of its Young Security Professionals (YSP) Group to the Rising Leaders Group. ESA transformed the look and name of the group, to one accepting of all up-and-coming professionals. In its unveiling of the Rising Leaders Professional Group, ESA also announced the dates and location of its Rising Leaders Forum, October 2-4 in Myrtle Beach, SC.

The ESA Rising Leaders group is a collaborative community that provides invaluable networking, education, mentorship and resources to the leaders of tomorrow. Some of our industry newcomers are people who change professions, or even those who have just come out of the military. ESA respects all ambitious professionals looking to make a difference in our industry and has developed a network to contribute to their success.

The Rising Leaders will continue to maintain the principles of the Young Security Professionals Group, focusing on the following four pillars: leadership development, philanthropy, government relations and mentorship. The Rising Leaders Forum is home to some of the most unconventional team building and leadership exercises in the industry. It is also where ESA's Mentorship Program participants are recognized.

The Forum is an event dedicated to new ways of purposeful learning, quality networking and dynamic team-building activities specifically designed for industry professionals. Get ready to interact, engage and team build in a way you never have before. This year's Forum will take place on the sandy beaches of SC, Oct. 2-4 at the DoubleTree Resort by Hilton Myrtle Beach Oceanfront. The event has negotiated an incredible room rate of only \$109/night for Rising Leaders Forum participants.



Registration for the event is live and participants can register for \$199. For more information, to register, book your hotel reservations, and to view the schedule of events, visit [www.ESAweb.org/RLF](http://www.ESAweb.org/RLF).

### 2017 TMA ANNUAL MEETING

## A Sharp Focus on Leadership, Technology, and Business Management Challenges for Monitoring Industry Professionals

Join your colleagues in Scottsdale October 7-11 for the TMA Annual Meeting, the monitoring industry's premier networking and education event. Don't miss the top-level engagement and professional development you've come to expect from the TMA Annual Meeting!



#### KEYNOTE ADDRESS

### Business as Unusual: Innovation and Global Trends – What's in the Future?



#### Jack Uldrich, Global Futurist

"Every individual is creative — or has the potential to be creative. This implies that everyone has a role to play in creating the future. The more people who are actively involved in creating the future, the better the future will be!"

— Jack Uldrich

#### FEATURED SESSIONS

- Better Business Tax Strategies
- What Are You Worth in Today's Market?
- From Research to Reality — What's New in Our Industry
- Market Dynamics & Monitoring Protected Products
- Legal Implications of Cybersecurity

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Omar Ayass, Karen and Dave Michel, Charles Billingsley of Valley Alarm and David Morgan of Security Dealer Marketing with THE MIRROR at the Dodger Game.



Scott Simmons of Tri-Ed, Candi Hurtt of Interlogix, Steve Brackett of Bosch and Cathy Rempel of American Security Integrators at San Diego Padres Stadium with THE MIRROR.

John Kaloper of DSC with THE MIRROR in Roatan, Honduras.



Dave Michel of Valley Alarm and Captain Jack Sparrow with THE MIRROR in Cabo.

## The ARLENCO® Team

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By Tony Smith

If you have just started to read this article, I should quickly confess that this is not a Tom Clancy or Clive Cussler thriller. However, defending your company against cybersecurity risks and breaches has become a bigger responsibility for you than you may realize. Cybersecurity may sound intimidating to you, but there is help available and with some focus and study you will be able to manage it.

With thanks to PSA Security Network, we will structure your analysis and plan into five sections.

1. Identify the problems:

a. Employee/Staff questions:

When was your Staff last trained on cyber information and awareness?

When was your staff last trained on anti-phishing/social awareness issues?

Do you have any cyber security experts on staff or under contract?

When browsing the internet or opening emails, is your staff aware of cyber threat risks?

b. Company Processes:

Do you perform daily data backups and who is responsible?

Is Personal Identifiable Information (PII), retained in any form?

Is internal information data encrypted?

Is your Network scanned for breach or vulnerabilities on a scheduled basis?

Does your company carry cyber insurance and E&O coverage?

Does your company have an Information Security Policy and is the staff trained in it?

c. Product/Equipment Questions:

Is there a Password management system in active use?

Does the company use a network firewall and integrated monitoring tools?

Does the company log affixed network equipment and firmware versions?

Does the company utilize a multi-network authentication login for access to network resources?

**Mitigation and Response as a function of yes/no answers to the above:**

a. Employee/Staff Questions:

Schedule training as soon as possible to rebuild awareness and upgrade their sense of priority for cyber security. Annual training should be the minimum and documentation should be available to consider specific issues. There should be monthly training on phishing and internet management to keep skills sharp and priority high.

b. Company Processes:

Integrate with above training and consider posting a "Don't Get Hooked" poster in employee break area.

c. Seek out a cybersecurity professional to work with key staff. Create /buy software to provide security for the network including

password protection, upgrades and updates. Ensure that no staff can affix a thumb drive or similar device to the company system.

The remaining four sections will be discussed in future issues, but the most important thing now is to get your staff involved and find a professional to assist you with the process. Unfortunately, the remaining sections will not be any more "thrilling" to read than this issue. But, you will find that cyber security prevention is a lot like alarm systems and signs when it comes to deterrence.

*Tony Smith specializes in Merger/Acquisition advisory services for the security alarm industry. He is also past President of the CAA, licensed alarm dealer, and an active member of InfraGuard.com. Tsmith@securityfinance.com*

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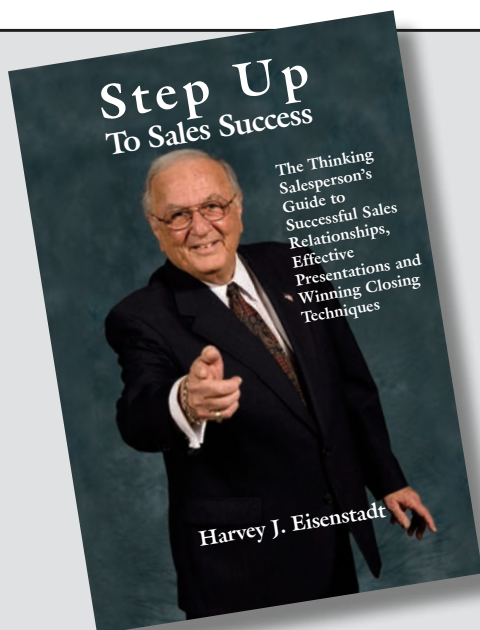
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### 2017 OBFAA Meetings

November 14 ...OBFAA Membership Meeting

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Please contact us if you would like to be a member of the OBFAA. Being part of the OBFAA has many benefits such as the latest news dealing with the alarm industry in the Pacific Northwest, OBFAA represents You and Your opinion to consumers, lawmakers and the public at large. The bigger the organization, the louder its voice.

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Maria Malice of MLM & Associates, LLC - Dream Vacations received a special award for leadership of the association from 2009 to 2017 from John Jennings of AIREF and AZAA President Julia Young at the AZAA Annual Convention.



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## CBFAA Fall General Meeting

- DATE: Wednesday, September 13th, 2017.
- TIME: 11:00 a.m. Tour  
12:00 noon General Meeting
- OUR HOST: West Safety Services, Longmont, CO.
- DETAILS: There will be a tour, complimentary lunch and presentation. Topic "False alarms and their impact on 911/PSAP dispatch centers"
- RSVP: Events@cbfaa.org . All attendees will need proper photo ID for the tour.

Get involved in your trade association. CBFAA has board positions and Committee's that may be perfect for you. Contact us today. Watch for information about our Holiday event coming soon!

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Go to our website [www.cbfaa.org](http://www.cbfaa.org) to download a member application or contact Jeanne@cbfaa.org.

Lilianne Chaumont of Chaumont Law and Kristy Johnson of Rapid Response with a member of the Paradise Police Department with THE MIRROR.



Lilianne Chaumont of Chaumont Law and Kristy Johnson of Rapid Response with the Paradise Police Department at the AZAA Annual Convention.

Peter Wingert of the Paradise Police Department, Steve Keefer of SIAC, Tempe Police Chief Sylvia Moir, Jon Sargent, and Becky Buckhannon & Det. Robbie Robinson from the Phoenix Police Department with THE MIRROR at the AZAA Annual Convention.



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## NSA's 8th Annual Youth Scholarship Fundraiser Poker Party is set for October 13, 2017.

**Yes, that's Lucky FRIDAY THE 13th! Join us at our NEW LOCATION: Las Vegas Country Club.**

Proceeds benefit Youth Scholarship for children of police and firefighters. Have fun while doing good!

- Cocktail Hour 6:00pm - Meet and greet our sponsors, network, and dinner
- Poker Tournament – 7:00 – 10:00 pm - Friendly game – Learn as you go.
- RSVP: <https://nsascholarshipfundraiser2017.eventbrite.com>
- FUNDRAISER SPONSORSHIPS AVAILABLE: Contact Jeanne for info.

### NSA 2017 MEETINGS

Our regular meetings take place at Gordon Biersch Restaurant, 3987 Paradise Rd, Las Vegas 89169 at 6:00 PM.

September 13 .... Member Meeting: Guest Speaker: Clark County Fire Chief Greg Cassell, Vendor Spotlight: Gentex

October 13 ..... Scholarship Fundraiser Poker Tournament

November 8 ..... Member Meeting: Guest Speaker: Las Vegas Metro PD Sheriff Lombardo, Vendor Spotlight: Telguard

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www.WBFAA.net



## WBFAA UATC Apprentice Program

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

## Certification – Fire/Life Safety Technician - Renewal

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

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

## CSLB Enforces Zero Tolerance

The Contractors State License Board (CSLB) issues legal action against any C-10 Electrical contractor who willfully employs an un-certified 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/ElectricalTrade](http://www.dir.ca.gov/DAS/ElectricalTrade)

## WBFAA UATC Offers Online Continuing Education

The WBFAA UATC is offering an online continuing education program for electronic security systems technicians with nearly 100 hours of course offerings. Registered technicians with member companies will have access to 18 hours of online courses annually at no fee. In addition, registered technicians will have access to courses offered in physical classrooms and can submit third-party training for certification for renewal of the state Fire/Life Safety Certification card. For more information, visit [www.wbfaa.net](http://www.wbfaa.net) or [www.wbfaatraining.net](http://www.wbfaatraining.net).

## WBFAA UATC Invites Membership

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

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The Dealer Portal is a one-stop-shop for independent alarm dealers to find everything they need to be successful in the security industry. To get more information on the Dealer Portal contact SentryNet Dealer Relations at 800-932-3304 or [michael.turner@sbdinc.com](mailto:michael.turner@sbdinc.com)



## ELECTRONIC SECURITY ASSOCIATION



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### EXECUTIVE COMMITTEE

Committee Chair: Angela White  
Vice President: Chris Mosely  
Vice President: Dee Ann Harn  
Vice President: Tim Creenan  
Vice President: G. Thomas Eggebrecht, Ph.D  
Secretary: Jon Sargent  
Treasurer: Steve Paley  
Immediate Past President: Marshall Marinace  
ESA Executive Director: Merlin Guilbeau  
Association Counsel (Ex-Officio): Bryan Lawrence

### 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.SecurePlusweb.org](http://www.SecurePlusweb.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](http://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](http://www.esaweb.org).

### Security America Risk Retention Group

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

### 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](http://www.esaweb.org).

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# WESTERN STATES SECURITY ALLIANCE CALENDAR 2017

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

## SEPTEMBER

12	EBAA General Meeting	Richmond
19	SDSA General Meeting	San Diego
20	OCAA General Meeting	Anaheim
21	IEAA General Meeting	Riverside
28	GLASAA Golf Tournament	Los Angeles
28	ADI Expo	Santa Clara, CA

## OCTOBER

3	ADI Expo	Honolulu, HI
10	ADI Expo	San Antonio, TX
12	GVAA General Meeting	Manteca
25	SVAA General Meeting	San Jose
25	RAA General Meeting	Windsor
26	SAAA Fire Forum	Sacramento

## NOVEMBER

14	ADI Expo	Dallas, TX
14	EBAA General Meeting	Richmond
15	OCAA General Meeting	Anaheim
16	IEAA Holiday Charity	Riverside
29 - Dec. 2	CAA Winter Convention	San Francisco

## DECEMBER

6	SDSA Holiday Bash	San Diego
7	SAAA Holiday Party	Sacramento
7	GLASAA Holiday Party	Los Angeles

## CAA CONVENTIONS

2017	November 29 – December 2	Fairmont San Francisco
2018	May 16 – May 19	Hilton Palm Springs
2018	December 5 – 8	Fairmont San Francisco
2019	May 15 – 18	Hilton Palm Springs
2019	December 4 – 7	Fairmont San Francisco
2020	May 13 – 16	Hilton Palm Springs
2020	December 2 – 5	Fairmont San Francisco
2021	May 12 – 15	Hilton Palm Springs
2021	December 1 – 4	Fairmont San Francisco

## 2017-2018 Industry Events

### ISC East

Nov. 15-16 - New York, NY



### CAA Winter Convention

Nov. 29 - Dec. 2, 2017  
San Francisco, CA



### ESA Leadership Summit

February 12-15, 2018 - Savannah, GA



## TRAINING AND EDUCATION CALENDAR

September 7  
Tri-Ed Kansas City:  
Annual Baseball Event  
Kansas City Royals vs. Minnesota  
Twins at Kaufman Stadium  
Call for details and to register: 913-310-9268  
[www.tri-ed.com](http://www.tri-ed.com)

September 8  
Tri-Ed Houston West  
Hands on Lisha GHIA Class  
713-864-9255  
[www.tri-ed.com](http://www.tri-ed.com)

September 20  
Tri-Ed Dallas  
Bosch Training  
214-350-2289  
[www.tri-ed.com](http://www.tri-ed.com)

## BSIS Address and Telephone Numbers

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

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

## 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](http://www.CAAonline.org) [info@CAAonline.org](mailto:info@CAAonline.org)  
Jerry Lenander, Executive Director [director@caaonline.org](mailto:director@caaonline.org)

**Wholesale Monitoring Bulk Account Purchases**

**Funding Partner Programs**

Rich Cowan, Director of Sales, Western US  
[rcowan@dynamarkmonitoring.com](mailto:rcowan@dynamarkmonitoring.com)  
609.760.0233

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