

# THE MIRROR

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[www.CAAonline.org](http://www.CAAonline.org)



## IRS Relief for California Wildfires



By Mitch Reitman

The California wildfires have been particularly brutal this year. Some of our clients have lost customers due to their homes and businesses being destroyed, and the economic effects will continue for years. The IRS is providing some relief to taxpayers in Shasta County and I expect that similar relief will be provided in other areas of the State. Following the

recent disaster declaration for individual assistance issued by the Federal Emergency Management Agency, the IRS said affected taxpayers who reside or have a business in Shasta County may qualify for tax relief.

The declaration permits the IRS to postpone certain deadlines for taxpayers who reside or have a business in the disaster area. For instance, certain deadlines falling on or after July 23 and before November 30 are granted additional time to file through November 30. This includes taxpayers who had a valid extension to file their 2017 return due to run out on October 15.

It also includes the quarterly estimated income tax payments due on September 17 and the quarterly payroll and excise tax returns normally due on July 31 and October 31. It also includes tax-exempt organizations that operate on a calendar-year basis and had an automatic extension due to run out on November 15.

If an affected taxpayer receives a late filing or late payment penalty notice from the IRS that has an original or extended filing, payment or deposit due date that falls within the postponement period, the taxpayer should call the telephone number on the notice to have the IRS abate the penalty.

The IRS automatically identifies taxpayers in the covered disaster area and applies automatic filing and payment relief. Affected taxpayers who reside or have a business outside the covered disaster area must call the IRS disaster hotline at 866-562-5227 to request this relief.

*Mitch Reitman of Reitman Consulting Group can be reached at [mreitman@sicc.us](mailto:mreitman@sicc.us) or*



Ron Galippo and Willy Galippo from Smart Tech Security, Matt Kruger from Honeywell, Steve Bracket from Bosch, Steve Eisenstadt from PSR and Zuzana Spencer from CMS in Big Bear with THE MIRROR.



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# PRESIDENT'S MESSAGE

It's a 'Déjà vu' moment as I begin to write this month's article as thousands of brave men and women battle catastrophic California wildfires.

In some ways, it feels like yesterday that Sonoma County was ablaze – destroying homes, businesses, and lives in an unprecedented wildfire rage.

Fast forward approximately one year, and here we are again as California is pouring in resources and risking lives to battle 27 wildfires in our state alone.

My first reaction is to my pause and pray for all who are threatened and involved for a quick resolution and for the safety of those helping.

It is also a moment to pause on my capitalistic tendencies of running and managing my business to lift my head and look for ways to help those in need.

Last year it was food drives and fundraisers. This year, it's more of the same with an emphasis on contributing to the Salvation Army.

Last year as my daughter Morgan and I flipped burgers in the Salvation Army parking lot, we witnessed hundreds of families in line to receive a cooked meal and boxes of food and clothing to take with them. Most were living in their car or with a friend.

It is in this vein that I ask for your help to assist the California wildfire victims by supporting the Salvation Army any way you can.

## In Northern California:

The Salvation Army – Western Territory

PO Box 80066

Prescott, AZ 86304-8066

(Please designate "Northern California Fires" on all checks.)

## In Southern California:

The Salvation Army - Disaster Relief

PO BOX 93002

Long Beach, CA 90809-9355

(Please designate "SoCal California Fires" on all checks.)

**You can also donate by phone by dialing 1-800-SAL-ARMY (1-800-725-2769).**

One thing is for sure, Californians are resilient. We will live through this and prepare for the next disaster to come.

As friends and neighbors, let's do what we can to help our fellow Californians in this time of need.

All the best,  
Chuck

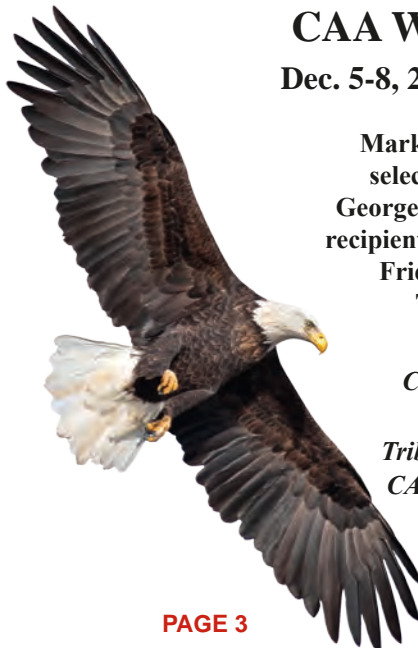
## CAA Winter Convention

Dec. 5-8, 2018 - Fairmont Nob Hill

Mark Sepulveda has been  
selected as the 2018 CAA  
George A. Weinstock award  
recipient. He will be honored  
Friday night, Dec. 7 at a  
Tribute dinner at the  
Fairmont Hotel.

Call the CAA office for  
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**SNAPAV** has become a growing presence in the security industry, as well as a top supplier to other residential technology dealers and was named as a top 10 distributor on the 2018 SDM 100 Report. John Heyman, SnapAV's CEO, believes these results are a natural outgrowth of the rise of smart technology across multiple industries and changes in the market. "More and more homes and businesses increasingly have more technology for purposes of entertainment, safety, and security and other mission critical tasks such as enabling the home office. While DIY will play a prominent role in the adoption of these technologies, these homeowners and small businesses will turn to professionals to ensure these products work reliably and seamlessly." As more and more security dealers and integrators discover SnapAV, the company itself has also recruited a number of well-known names from the security sector to bridge the gap between both markets. This includes Shannon Murphy, former Vice President of Sales and Marketing for Electronic Security Association, who is now a National Accounts Manager for security and IT clients. Also new to SnapAV are Bill Reimer, who joined the company through Visualint and is now the business development manager for the security channel, and Clint Choate, the new director of SnapAV's security channel and a 25-year industry veteran from sensor manufacturing, dealer programs, and with integration experience of his own. Additionally, Sean Dubose, who ran Tyco Integrated Security Monitoring call centers and field dispatch teams, is taking on a pivotal supervisory role in SnapAV's customer care team as part of this effort. You can learn more about SnapAV at [www.snapav.com](http://www.snapav.com).

**QOLSYS** announced IQ Panel 2 Plus supports Dual SRF featuring PowerG's industry leading range, remote programming and encryption with a radio compatible with Qolsys S-Line encrypted sensors and other legacy sensors that utilize the 319.5 MHz protocol. PowerG takes range off the table while bringing a powerful commercial technology to the residential market including two-way communication, remote access, and banking level frequency hopping encryption," says Mike Hackett, SVP Sales and Marketing. "Dual SRF allows dealers to deploy PowerG while still providing support for the legacy devices currently installed inside the home, eliminating replacement costs associated with wireless translators and life safety devices. Dual SRF delivers the most comprehensive sensor portfolio bridging the past with the future of security." Learn more at [www.qolsys.com](http://www.qolsys.com).

**POTTER ELECTRIC SIGNAL COMPANY** announced Jon Veldman as newly appointed Executive Vice President of Global Operations and Supply Chain. He brings to Potter a wealth of varied operations and supply chain experience and an enhanced perspective on the global market place. Bernie Lears, Chief Executive Officer at Potter said, "We are excited to have Jon on the Potter Team, helping direct us in our ongoing global efforts as a world class manufacturer." For more information visit [www.pottersignal.com](http://www.pottersignal.com).

**POTTER ELECTRIC SIGNAL COMPANY** announced the release of the PAD100-LFSB. This Addressable Low Frequency Sounder Base may be utilized with all PAD100 detector heads. This device complies with low frequency signal requirements (520 Hz). The base has an independent low frequency sounder that may be programmed for single station, zone or all call. The PAD100-LFSB does not consume an address on the loop and is fully programmable to operate with any input. Once activated the sounder will also follow the input from the power source and deactivate accordingly. Amy Liedman, Product Manager for the Fire/Security division at Potter said "The PAD100-LFSB is an excellent addition to our product line. We are excited to have this available for our customers to help them comply with the increasing requirements for low frequency sounders." For more information visit [www.pottersignal.com](http://www.pottersignal.com).

**DMP INTERNATIONAL** has initiated a new structure to enhance their ability to service the global electronic security market. As a major part of this strategy, Joe Hurst, previously Senior Vice President of DMP, will move to the new role of President for DMP International. DMP has also supplemented our existing engineering capability with substantial international engineering experience provided by the addition of Jim Stevens as Senior Engineer. Joe and Jim worked together for many years in the international market in senior management and technical roles with CADDX, InterlogiX and GE Security. Jim comes to DMP from his most recent role at UTC, where he was a key

member of their global control panel development team. "This combination of DMP market leading intrusion products in the USA commercial market segment, combined with the strong international market and technical knowledge resource available with Jim Stevens and Joe Hurst, will allow DMP to make a significant push into this growing market opportunity," says Rick Britton, President of DMP. Joe's industry involvement includes serving on the board of Directors for the Security Industry Association (SIA), including two terms as President. Jim Stevens was on the original SIA committee that established the SIA communicator format, was Chairman of the SIA False Alarm Standards committee that established the CPO1 standard and was a long-term member of the SIA Control Panel standards committee.

**FIRE-LITE ALARMS** announced the availability of their new line of addressable smoke detectors, bases and accessories known as the 365 Series. The 365 Series product line includes photoelectric, photoelectric/thermal and heat detectors as well as complimentary bases and accessories. The new 365 Series offers the latest in fire detection technology with improved detection for fires involving synthetic materials that are commonly used in modern buildings. In addition, these detectors have been designed to meet new industry requirements that go into effect in 2020 – the UL 268 7th Edition standards – ensuring business continuity after the new code goes into effect. The 365 Series also offers a more attractive streamlined design available in an expanded color offering including a contemporary white finish to better compliment modern building aesthetics or in traditional ivory for legacy installations. Contact your preferred Honeywell authorized security equipment distributor for ordering and pricing information or visit [firelite.com](http://firelite.com) for more information.

**HONEYWELL SILENT KNIGHT** announced the availability of their new line of addressable smoke detectors, bases and accessories known as the SK-W Series. This next generation of detectors has been designed to meet the latest code requirements and features improved fire detection capabilities as well as a more modern design. The SK-W Series product line includes photoelectric, photoelectric/thermal and heat detectors as well as complimentary bases and accessories. Introducing the SK-W Series from Honeywell Silent Knight. Contact your preferred Honeywell authorized security equipment distributor for ordering and pricing information. Please visit [silentknight.com](http://silentknight.com) for additional information.

**DMP** has named Mark NeSmith as Vice President of Sales to oversee all DMP domestic sales. With more than 25 years of experience in both domestic and international markets within the security industry, Mark is perfect to lead DMP efforts as we continue to expand our domestic market penetration. "Mark is distinguished for his ability to develop solid, long-term relationships with key industry professionals. This will result in positive outcomes for DMP and our customers," said Rick Britton, company Owner and President. "Mark's talents and drive will substantially contribute to our successful growth." "His passion and love for sales as a profession are infectious. Not only is he professional, but he's also a fierce competitor," said DMP Director of Sales West, Dave Rogers. Mark previously joined DMP in 2009 as Vice President of Sales. He moved to Vice President of Global Accounts in 2017. Prior to joining DMP, Mark served as Director of International Sales and Director of North American sales for Tyco Security Products.

**NATIONAL MONITORING CENTER (NMC)**, part of the Netwatch Group, is pleased to welcome Grant Graham back to the team as Vice President of Dealer Relations. Graham will be responsible for the leadership of dealers and dedicated to their success. Graham served as NMC Operations Manager from 2001-2016. "NMC has a long history of dedication to ahead-of-industry technological solutions and valuable partnerships which lead to the formation of Netwatch Group, and we apply that same dedication in our efforts to build a powerful, synergistic team at NMC. His knowledge, drive, and winning attitude are assets that will complement and enhance NMC's ability to meet the needs of our dealers as we continue to provide more attractive services," said Woodie Andrawos, President of NMC. More information can be found on the NMC website [nmccentral.com](http://nmccentral.com) or by calling 877-353-3031.





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### THURSDAY DECEMBER 6

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- CAA SPONSOR LUNCHEON
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### FRIDAY DECEMBER 7

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- CAA General Session
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- EXECUTIVE SYMPOSIUM
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### SATURDAY DECEMBER 8

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## LEGISLATIVE WATCH

### \*PAC ALERT\*

## \$30,000 GOAL FOR 2018

*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 2018 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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# Where in the World Is THE MIRROR?

Are you travelling with THE MIRROR? Paris? London? Chicago?

Take a photo and email it to [info@caaonline.org](mailto:info@caaonline.org) with description and identification.



Steven Currans from CheckVideo addresses members of the Redwood Alarm Association at the Summer Member Meeting on July 18 in Santa Rosa, CA.



Contra Costa County Sheriff Dave Livingston and Jon Sargent at the 40th annual Sheriff's Posse BBQ with THE MIRROR.

## A Day with Ron Spiller and THE MIRROR

Security industry icon Ron Spiller carves out some time to spend with THE MIRROR in spite of his busy schedule.



THE MIRROR and Ron Spiller ready for a BBQ in Nevada City.



Ron Spiller in his kitchen, preparing to roast THE MIRROR in lieu of tri-tip.



Ron Spiller in his garage with THE MIRROR waiting for Uber driver, CAA Past President John Hopper, to pick him up.



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By Harvey Eisenstadt

# Your Presentation Opens the Door to Success

Successful sales professionals will be the first to reflect that their success is a direct result of the preparation and practice of their presentations to effect maximum impact. They recognize and understand that their presentation must be compelling to persuade and convince the prospect without any possibility of misinterpretation. In addition to being effective in closing the sale, the presentation must leave the door open for future business and quality referrals. Effective presentations are the backbone of the salesperson's success. Before a salesperson can become a

successful closer they must first be a persuasive presenter. Once they have conquered this challenge they have stepped into the path to reach the pin-

nacle of selling. The presentation must be recognized as the foundation of the entire sales process. Effective presentations are ones that lead with logic and assurance from the opening to the close. The presentation is where the salesperson develops and strengthens a partnership with the prospect. Understanding the basic requirements and effective planning of your presentation is the cornerstone for opening the door to success.

The first few seconds with a prospect are decisively important. Do not underestimate the fact that you are immediately facing the competition of what is in the prospect's mind and what they are identifying is important to them. You must seize their instant and undivided attention by focusing your opening comments on what you know is important to them. Remember, the one thought in their mind that you can always rely on is What's in it for me? This is a question that must be immediately answered and critically important is the fact that you must keep on addressing and answering this question throughout your presentation. To keep the prospect's attention and begin the process of moving them over to your side, you must focus your talking points on that which relates their need to your product or service.

It is very important to remember that to get the prospect to pay attention to your second comment they must resonate positively with your first comment. So, arousing their interest and seizing their attention in those first few seconds is critical. Once you have their attention and remembering that prospects are only concerned with how their needs will be served, you must convert that attention into what they perceive as a benefit to them. To arouse their attention you must immediately deliver some of those benefits that the prospect will recognize they will gain from your product or service. Notice the key word is benefits not features. Benefits provide tangible results while features represent the mechanics of how these results are obtained. Although features are an important component of your presentation it is the benefits that will motivate the prospect to an informative open discussion providing a wealth of critical information for your sales call. Features will be brought in later in the presentation to support the benefits. As the professional salesperson you understand your prospect's business and the benefits of your product or service that will appeal most to them. Communicate that appeal.

Think of the presentation as the heart and soul of the sales process. Currently, you are past all the preliminaries and face to face with the prospect experiencing your opportunity to make the sale or lose it. The prospect has given you the time for your presentation, but the question now is, are they going to listen to what you are presenting? You must capture their attention and hold onto it while your presentation stimulates the prospect's desire for your product or service and energizes their motivation to buy. If you have aroused their interest and stimulated their desire for your product or service during your presentation they will listen. Some tools that can be used to enhance this response are the positive effects of the product or service you will be providing; testimonials reporting successful results from reliable and believable sources; and warranties or guarantees directly related to the benefits of your product or service will add strength to your presentation. You know you have delivered this message successfully when the buyer begins to flash some buying signals. The professional salesperson will recognize these signals and know when to enact the close.

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



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AFAA continues to expand our benefits to members and provide continuing training opportunities designed to enhance your skills. Through our regional delivery program, AFAA is committed to providing training regionally in various part of the US and beyond. Please check the AFAA training calendar (www.afa.org) for a seminar near you. If you would like to host or sponsor specific training in your area or at your facility, please contact us directly at training@afa.org.



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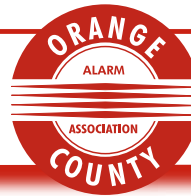
*Jon McNamara, President*

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

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.



## ORANGE COUNTY Alarm Association

P.O. Box 2149, Newport Beach, CA 92659  
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[www.alarmassociation.org](http://www.alarmassociation.org)

*Jason Keyz, President*

### 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 OCAA activities, contact the OCAA office at 800-339-1420 or email [OCAlarmAssoc@aol.com](mailto:OCAlarmAssoc@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.

## MID-CAL



## MID CAL ALARM ASSOCIATION

*Mike Tarin, President*



## EAST BAY Alarm Association

*Mike Salk, President*

### EBAA Meetings

Our General Meetings are held at Trader Vic's in Emeryville. The meetings start at 11:30 a.m. RSVP to 800-437-7658, Ext. 3 or [info@caaonline.org](mailto:info@caaonline.org).

### Richmond Ordinance

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



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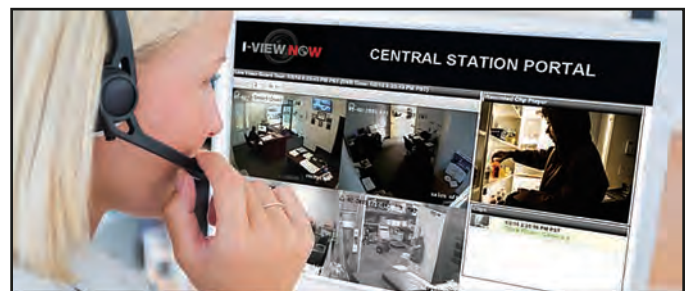
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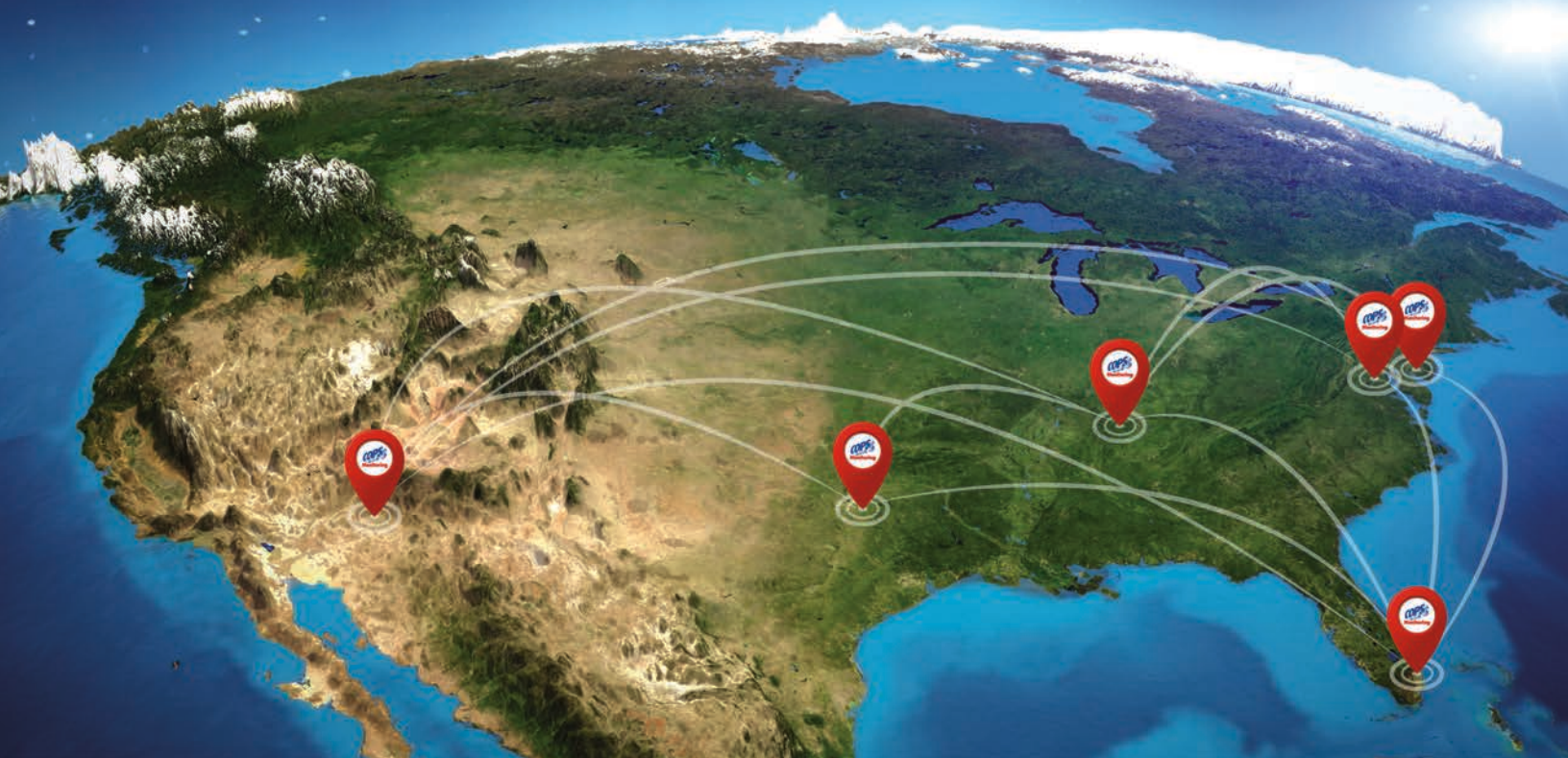


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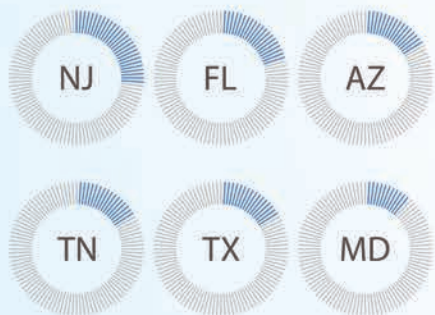


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Mark Simpson, President



## GREATER VALLEY ALARM ASSOCIATION

Joe Castro, President

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



## GOLDEN GATE ALARM ASSOCIATION

Paul Wassem, President

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



## REDWOOD ALARM ASSOCIATION

Sean Cooke, President

### Join us for the RAA Fall Meeting Oct. 17!

The Redwood Alarm Associations holds its fall meeting on Wed., Oct. 17, 11:30-1 p.m. at Chevy's Mexican Restaurant in Santa Rosa, Calif. We will feature guest speaker Steve Keefer, national law enforcement liaison with the Security Industry Alarm Coalition.

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.



Chris Kwast, President

### 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 hgongalezreed@pd.sandiego.gov. If you have any questions, please contact Hilda Gonzalez Reed at hgongalezreed@pd.sandiego.gov or 619-531-2247.

Visit our website: www.sandiegosecurityassociation.org



Ben Martinez, President

### SVAA Information

If you are not on our e-mail list, please contact Ben Martinez at (510) 750-0252 or bmartinez@gcsmonitoring.com. It is so important to get involved with your local associations more than ever and to keep up to date on all the new information.



Greater Los Angeles Security Alarm Association

David Michel, President

### Our annual GLASAA Golf Classic will be held on October 18, 2018. Please update your calendars!

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

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

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### GLASAA Meetings and Events

♦ October 18..... GLASAA Golf Tournament

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Join us for our September 12th meeting. This will be a jam-packed meeting with Nevada State Fire Marshal Bart Chambers as guest speaker, Melinda Pfenning of Eaton in the Vendor Spotlight. We will be holding our biennial elections for board officers and discussing updated alarm ordinance for City of Las Vegas. Don't miss it!

Don't forget to RSVP for the Annual NSA Scholarship Fundraiser Poker Party on October 19. We'll be at Las Vegas Country Club for dinner, networking, raffles and a fun game of poker to raise money for our scholarship for kids of first responders. Sponsorships available! admin@nevadasecurityassociation.org - 702-551-4672.

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### 2018 NSA Calendar

September 12 .... NSA Board of Directors Meeting .....	Las Vegas
September 12 .... NSA Membership Meeting .....	Las Vegas
October 10 .... NSA Board of Directors Meeting .....	Call-in
October 19 .... NSA Youth Scholarship Fundraiser .....	Las Vegas
November 14 .... NSA Board of Directors Meeting .....	Las Vegas
November 14 .... NSA Membership Meeting .....	Las Vegas
December 12 .... NSA Board of Directors Meeting .....	Las Vegas

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### CBFAA SCHEDULE

September 12 ....	CBFAA Board of Directors Meeting .....	Denver, CO
September 12 ....	CBFAA Membership Meeting .....	Denver, CO
October 10 .....	CBFAA Board of Directors Meeting .....	Denver, CO
November 14 ....	CBFAA Board of Directors Meeting .....	Denver, CO
December 6 .....	CBFAA Holiday Party .....	Denver, CO

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### Security America Risk Retention Group

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### 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).

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### WBFAA UATC Offers Online Continuing Education

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### 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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## SEPTEMBER

11	EBAA General Meeting	Emeryville
12	NSA Membership Meeting	Las Vegas
12	CBFAA Membership Meeting	Denver, CO
20	IEAA General Meeting	Riverside
26	GGAA General Meeting	San Francisco

## OCTOBER

11	GVAA General Meeting	
19	NSA Scholarship Fundraiser	Las Vegas
13-17	TMA Annual Meeting	Palm Beach, FL
18	GLASAA Golf Tournament	Los Angeles
25	SAAA Fire Forum	Sacramento

## NOVEMBER

7	SVAA General Meeting	San Jose
8	IEAA Holiday Teen Charity	Riverside
13	EBAA General Meeting	Emeryville
14	NSA Membership Meeting	Las Vegas

## DECEMBER

5-8	CAA Winter Convention	Fairmont San Francisco
13	SAAA Holiday Party	Sacramento
6	CBFAA Holiday Party	Denver, CO
12	NSA Board of Directors Meeting	Las Vegas
12	SDSA Holiday Bash	San Diego

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2020	May 13 – May 16	Hilton Palm Springs
2020	December 2 – December 5	Fairmont San Francisco
2021	May 12 – May 15	Hilton Palm Springs
2021	December 1 – December 4	Fairmont San Francisco

## INDUSTRY EVENTS

### ASIS 2018

Sept. 23-27, 2018  
Las Vegas, NV

### ISC East

Nov. 14-15, 2018  
New York, NY



### ESA Rising Leaders Forum 2019

January 27-29, 2019  
Austin, TX



### ESA Leadership Summit 2019

January 29-31, 2019  
Austin TX



### ISC West 2019

April 10-12, 2019  
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### ESX 2019

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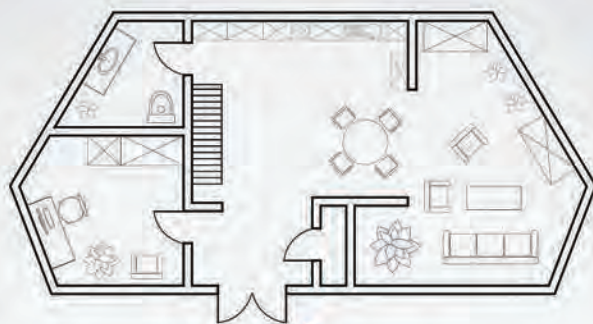


# Tech APP

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**Simple.** Easy installation and ability to manage systems remotely.

**Scalable.** Start with basic security to a fully secured smart solution with the ability to connect to home automation devices.

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