

THE MIRROR

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www.CAAonline.org



Reitman TBFAA Person of the Year

Mitch Reitman has been selected as the 2019 TBFAA Person of the Year. As in years past the selection is made by a committee of past winners and the TBFAA Executive Director.

Mitch was selected for his long-term service to TBFAA and his industry involvement with a multitude of industry associations. He will formally receive the award at the Roast & Toast Dinner as a part of the TBFAA Convention to be held in Rockwall in October.



Mitch began his involvement with TBFAA as a member in 1996. He joined the board as financial adviser in 2007. Over the years he has served on the Convention & Legislative Committees. He has also worked with TBFAA and local associations to setup and administer a scholarship program for children of public safety officers.

For more than 20 years, Mitch has been actively involved in local, state and national security trade associations and held leadership roles on boards with ESA & AIREF. He is a frequent speaker on business and financial topics at local meetings as well as state and national conventions. Mitch is a member of the Security Sales & Integration Industry Hall of Fame and Editorial Review Board and is a columnist for Security Sales & Integration Magazine.



Mitch began his career at Coopers and Lybrand, Certified Public Accountants where he was an audit manager. He has been in the security industry for twenty-three years and was Vice President of Acquisitions for Select Security, and Director of Acquisitions and Business Development for Protection One Alarm Monitoring. He is currently Management Principal of Reitman Consulting Group in Fort Worth.

Golden Gate,
Silicon Valley and East Bay
Alarm Associations

BAY AREA SPEAKER ROADSHOW Upcoming events

For more information, contact:

Deric Morrow

deric.morrow@jci.com

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Details of
the Bay Area
Speaker
Roadshow on
page 18



Join us at the CAA Winter Convention December 4-7, 2019 - Fairmont Nob Hill

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*Call the CAA office for details, and to book sponsorships of
the Tribute event and for the CAA Winter convention.*

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Bob Michel has been selected as the 2019 CAA George A. Weinstock award recipient. He will be honored Friday night, Dec. 7 at a Tribute dinner at the Fairmont Hotel.



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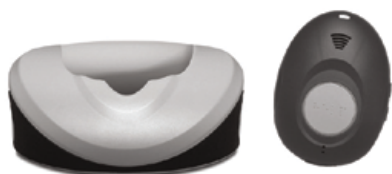


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PRESIDENT'S MESSAGE

Dear CAA Members,

I hope that you all had an enjoyable summer. Before we realize it, our association will be gathering in San Francisco for our 2019 CAA Winter Convention.

By this time, the California Assembly and Senate will have concluded their work in Sacramento. The Governmental Affairs Committee of your association has been busy in 2019 tracking over one-hundred different bills that could have an impact, in one way or another, on your business. In last month's Mirror, we highlighted a bill that the CAA sponsored, AB 1287. In this month's message I wish to bring to your attention another piece of legislation that could have a far reaching impact on our industry.

AB 5, by Assemblymember Lorena Gonzalez (D-80), addresses the status of employees and independent contractors. The purpose of this bill is to codify the ruling from the case law that was established in *Dynamex Operations West, Inc. v. Superior Court of Los Angeles* (2018) 4 Cal.5th 903. This is also referred to as the *Dynamex Case*. While this case involved an issue within the trucking industry, the case law and AB 5 has cast a shadow over all industries that operate within California. The central question that the bill addresses is, when is a subcontractor an employee?

At the time that I am penning my monthly message to you the bill would not allow the use of subcontractors to be used to install the systems that we provide. Your Governmental Affairs Committee, along with our lobbyist Trent Smith, has been working throughout August to craft an amendment to the bill that would provide an exemption to the main requirements of the bill so that subcontractors may be used. Similar exemptions have already been placed within the language of the bill for barbers, health care professionals, real estate agents and repossession agents, to name a few.

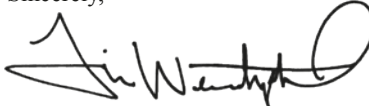
We will not know the final outcome of this bill until the end of September at which time additional information will be provided.

It is through this work of your association that our industry can stay on top of issues that are coming out of our state capitol as you focus on the growth of your company.

If you have not done so yet, please mark your calendars to attend our CAA Winter Convention December 4-7, 2019 in San Francisco. The first two people from each installing company are guests of the sponsors. You can call the CAA office at 800-437-7658 to register by phone or visit www.caaonline.org for registration and program information.

I hope to see you there.

Sincerely,



Tim Westphal

CAA President



By Tim Westphal



Become A Member of the California Alarm Association

The California Alarm Association develops and manages programs to benefit members and to promote the growth of professionalism in the electronic security industry throughout the state of California.

Member Benefits

- Government relations/full time lobbyist in Sacramento
- BSIS liaison and participation in enforcement
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Our purpose is to promote growth, professionalism and innovation in the security industry, and to make all Californians safer and more secure.



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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2019

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 2019 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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NAPCO SECURITY TECHNOLOGIES is expanding its award-winning line of StarLink® Universal Cellular Communicators with new models on the AT&T LTE network, so important in various areas of the country. The much-anticipated StarLink LTE AT&T Cell and Cell/IP Communicator

models include StarLink Fire® Commercial Fire Communicators, plus StarLink Intrusion Cellular & StarLink Connect® Cell/IP/Hubs, with universal support for alarm reporting for all panel brands and to dealers' choice of central stations.

Universal **STARLINK™** LTE Intrusion Alarm Communicators support any brand alarm panel or 12V/24V FACP reporting in Contact ID and 4/2, and offer fast installation in minutes. Preactivated to ensure communications before going to the job site, they also use Panel Powered Technology™, so they don't require extra power supplies or extra installation time either. StarLink LTE's unique Signal Boost™ & Dual Diversity Twin Antennae outperform others, maximizing signal acquisition

& null-avoidance, receiving signals on both antennae. Napco offers free customizable self-mailers/statement stuffers for burg, fire or connected home or business, to help dealers explain and market their cellular and connected services. For more information visit www.StarLinkLTE.com or call Napco at 800-645-9445.

DMP has named Edward Zachar to the position of Dealer Development Manager in the company's Los Angeles region. He will be responsible for developing new sales and providing ongoing service to the area's DMP-authorized dealers, helping them grow their businesses. Zachar has had many successful years managing sales teams. Most recently, he worked the last 10 years with Johnson Controls Security Solutions as Regional Government Account Manager. He also served Johnson Controls as Sales Manager in Southern California, New Mexico and Texas, during which he developed numerous sales tools and trainings that have been rolled out across the national organization.



"Ed has earned top honors multiple years, including National Sales Manager of the Year for Johnson Controls," said Paul Wassem, DMP Director of Sales, West. "We're thrilled that Ed has joined our team, and we know that he will do an outstanding job of helping both DMP dealers and their customers better understand how DMP technology can meet their security and safety needs." For information, contact Edward Zachar at 417-831-9362 x 1133 or EZachar@DMP.com

DMP announced the expansion of its East Coast sales leadership team with the promotion of Ken Nelson to Director of Sales — East. Nelson joined DMP in 2017 as the Dealer Development Manager (DDM) for the company's New York territory. In that short time, he has quickly proven his outstanding leadership abilities, making this transition a natural one. "Ken is a transformational sales leader," says Jim Hawthorne, DMP Executive Director of Sales. "As one who leads by example, he is a respected and trusted mentor among his peers, team and customers." As DMP's



Associates News, continued on page 8



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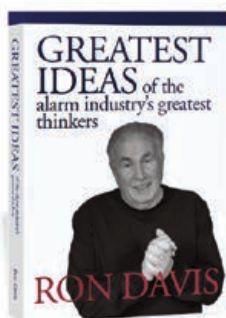
Director of Sales – East, Nelson will lead a seven-member sales team with territories including New York City, New England, Northeast, Mid-Atlantic, Mid-South, Southeast and Florida. “DMP is honored to work with a network of highly skilled sales professionals across the country, and Ken is exceptional,” Hawthorne added. “We’re thrilled he is stepping into this director role, and we know our network will continue to grow under his leadership.” Nelson has more than 25 years of security industry experience. Previously, he 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 teams for Interlogix and Lenel. Nelson can be contacted at 417-849-8135 or KNelson@DMP.com.

SNAPAV and **CONTROL4 CORPORATION** announced the successful completion of their merger. Unified into a single organization, Control4® becomes a professional smart home brand in the company portfolio, SnapAV continues to bring technology professionals a trusted, end-to-end partner that invests relentlessly in growing the industry and helping their businesses succeed. “The smart home industry is poised for massive growth, and much of that growth will be driven and satisfied by professionals. Our team shares a passion to deliver fantastic experiences to homeowners and businesses,” said John Heyman, chief executive officer of SnapAV. All brands in the combined product portfolio – including Packedge® and Araknis®, OvrC® and BakPak®, Triad® and Episode® – continue to be supported today, and dealers can use the solution that best fits their business needs. More information about SnapAV and its product brands can be found at www.SnapAV.com.

GREATEST IDEAS of the alarm industry's greatest thinkers

Ron Davis, one of the alarm industry's greatest leaders and motivators, asked successful entrepreneurs, “If you had just one really great idea to share with the alarm industry, what would it be?” Their answers are in this remarkable new book, available now.

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JOHNSON CONTROLS announced Tyco Cloud, a new cloud-based security suite developed to help customers move costly and complex security infrastructure for access control and video surveillance to the cloud. With Tyco Cloud, organizations can reduce costs, improve enterprise security management and scale security operations on demand, providing unlimited possibilities to deliver security services over the internet. Tyco Cloud allows users to protect lives, assets and facilities through management of access control, video surveillance and other security operations using secure cloud services and connected devices such as cloud cameras and controllers. Cloud solutions from Tyco run on an open and modern microservices architecture to ensure fast, scalable and secure services. “Our customers worldwide are embracing and accelerating digital transformation to make their businesses more intelligent, agile and cost effective,” said Martin Renkis, general manager of Cloud Solutions, Global Security Products at Johnson Controls. “Tyco Cloud empowers this digital transformation with on-demand security management that enables organizations to securely and cost-effectively customize their video surveillance and access control solutions based on site-specific and enterprise-wide requirements.”

As part of **STANLEY SECURITY**, **SENTRYNET** began the implementation of Monitoring 2.0 late last year. The alarm handling software was upgraded to MAS and now permits load sharing across all STANLEY Security UL/FM facilities. “Jackie” the automatic alarm handler was introduced to handle routine notifications so that central station operators can focus on handling the critical alarms sent by end-users. Dealers were given access to their data from anywhere through MASweb and MASmobile.

James Beaty has been assigned as Director of Monitoring responsible for the operation, development, and improvements of the monitoring processes in the Memphis office. 800-932-3304 or james.beaty@sbdinc.com.

Larry Robinson is Dealer General Manager and will oversee the daily operations at SentryNet, to ensure quality services and solutions for independent alarm installers. You can reach him on his cell at 901-299-0731 or larry.robinson@sbdinc.com.

Jeff Kunzler will be the new Business Development Manager and will focus on the needs of independent at alarm installers, providing assistance on how to use SentryNet services, discounts and solutions to grow their business. He can be reached at 407-257-7827 or jeff.kunzler@sbdinc.com. Call 800-932-3304 or go to sentrynet.com.

SECURITY-NET, INC., a network of leading security system integrators, is welcoming two new members, in the New York, New Jersey and Illinois areas, increasing Security-Net's membership to twenty. New members include FE Moran Security Solutions, headquartered in Champaign, Illinois and Care Security Systems, of New York City. Their addition to Security-Net will bring extensive expertise in a diverse array of markets including government, education, residential and commercial. Dominic Burns, chief executive officer of A.C. Technical Systems and Security-Net member, said both companies participated in a rigorous review process before being accepted as members. Part of the Security-Net membership process is ensuring potential members are focused on developing and maintaining strong service-oriented relationships with their customers.



COMING SOON! New this year, the ISC Security Events team is introducing ISC News, the latest addition to the ISC brand that extends our industry content to a year-round resource. Learn about up-and-coming trends, innovations, technologies and information critical to physical, IT and IoT security. Discover new brands, companies, and products revolutionizing the industry, and get all the information you need to keep your business (and career) ahead of new threats. Sign up for the ISC News newsletter today for complimentary access to featured articles, research, webinars, white papers, and more.

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Upcoming Events:

- Board of Directors Meeting, Phoenix, AZ, October 10, 2019
- 2020
- Board of Directors Meeting, Jacksonville, FL, January 15-16, 2020
- 2020 Annual Meeting and Codes Conference, Phoenix, AZ, May 4 - 7, 2020
- 2020 Annual Breakfast (Held in Conjunction with NFPA Conference), Orlando, FL, June 16, 2020



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Soar with
the Eagles



CAA Winter Convention December 4-7, 2019 - Fairmont Nob Hill

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Empower Your Skills to Build A Strong Relationship



By Harvey Eisenstadt

History has proven that people tend to gravitate to and buy from those that they like and trust. This is an action and a position that indisputably is a challenge that must be successfully addressed by all salespeople: capturing the like and trust of your prospect. For the salesperson to meet this challenge they must build and strengthen a truly strong and binding relationship with the prospect. To accomplish this the salesperson must begin by recognizing that they can effectively employ a host of personal selling skills they already possess. First, they must identify those skills followed by applying

the tools and knowledge to competently strengthen them and then faithfully practice to successfully employ them. The result of this effort on the part of the salesperson will be a truly strong and binding relationship with prospects, bringing sales success a step closer. Here are a few of those personal selling skills and how to effectively strengthen and successfully employ them.

Salespeople must remember that, to get the prospect to hear the second point they have to say, the prospect must resonate positively to the first point they say. With this understanding the process of building a strong and binding relationship with the prospect is strengthened by always delivering benefits. Products and/or services being presented by the salesperson consist of two major components - the features of the product or service and the benefits of the features of the product or service. Features are interesting and informative, but benefits are what resonate positively with prospects. From your initial contact with the prospect and throughout

your presentation, keep presenting the benefits to the prospect. Extremely critical is receiving their agreement and acknowledgement of the importance and value of each benefit to them. You can introduce the features to support the benefits at closing. This is a personal selling skill you already possess, and employing it effectively will undeniably result in moving you closer to a successful close.

Listening very carefully to what the prospect is saying when they are speaking, learning as much as you can from the words they are delivering, and repeating what they have asked or commented when you are replying are three powerful personal selling skills you possess. Properly employed, these skills will be an important tool to strengthen your relationship with the prospect.

Salespeople, all too often, will interrupt a prospect when they believe they have the answer to a prospect's comment or question before the prospect finishes what they were saying. You must avoid doing this. Not only is this bordering on rudeness, but the chances are that you will miss something very important they are trying to tell you, possibly a message that could very well be effective in successfully closing. Always let them finish regardless of how you interpret what they are saying. When you do respond to their question or comment, always repeat what they have said, or asked, followed then by your response. By listening, learning and repeating you are sending three powerful messages to the prospect. First, you are listening carefully to what they are saying. Second, you do understand the message they are delivering. Third, you repeated what they said because it was very important to you. These three actions will unquestionably earn their trust and strengthen your relationship with the prospect.

These are just a few of the personal selling skills you already possess. You can begin to implement these skills immediately. They will strengthen your relationship with the prospect and gain their like and trust that is critical for sales success.

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

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A Dealer's Perspective — #17



By Tony Smith

It's Time for the Security Industry to Seriously Examine its Privacy and Data Protection Practices

Not just a compliance issue, but a matter of trust and customer retention

Are you ready? According to a recent article in Security Sales and Integration magazine, alarm dealers of all sizes are crossing the threshold and beginning to pay significant attention to Cyber Security issues and how they affect their companies.

Whether it is the Gramm Leach Bliley Act or

the Federal Trade Commission, C-Suite executives are embracing the challenge because it is the law, and the alternative is not good for them and their customers.

Here is one very good reason why: a \$700M reason. The Equifax Breach settlement was recently announced, and it gets your attention. Equifax took their sweet time to patch a hole in their computer systems. They chose not to notify their regulatory authorities or tell anyone, thus resulting in the compromise of personal information for more than 140 million people. Two hundred and seventy-five million dollars of the settlement, will be distributed to all the states plus Puerto Rico and the District of Columbia. In addition, Equifax will pay out \$425M to compensate customers and provide credit monitoring. In the words of FTC chairman, Joe Simons, "Companies that profit from personal information have an extra responsibility to protect and secure that data. Equifax failed to take basic steps that may have prevented the breach." They made almost every mistake in the book. They ignored the breach

for almost 90 days, when they actually knew there was a serious problem, before notifying the government. They then waited another 30 days to notify their customers.

Alarm dealers, Integrators, Fire companies and Central Monitoring stations likely fall under these same regulations, plus a multitude of Privacy laws that have been passed by many states. Equifax has insurance and some very good lawyers, but the settlement still puts a big hole in their cash flow. Our alarm customers are monitored and serviced every day by us, but they would leave en masse, if we treated a breach of their personal information similarly.

According to "HashedOut-2019," Cyber security is like a muscle: the more you work it and keep it engaged, the stronger and more honed it will become. If you become complacent, the cyber equivalent of a "couch potato" you'll see your employees' sense of cyber awareness get "out of shape," and become ineffectual, leaving your organization defenseless against external cyber threats. I'd say nobody wants that, but then I'd be lying--cybercriminals are hoping for exactly that.

Alarm dealers and central stations are busy folks doing what we do so well. However, we are still smart enough to use passwords and change them when an employee leaves the company. We are smart enough and aware that it is a dangerous cyber world out there. But, how much of our time is actually focused on our cyber risk? Clearly, not enough. Physical security is our business.

We are not trained in Cyber security or Risk management. In the same way that we off-loaded the responsibilities of alarm monitoring to third-party central stations, we should consider doing the same with Cyber security and its myriad of new issues. We trust our alarm central stations to deploy the technology and resources to the monitoring function in a professional fashion. Isn't it time we do that with our Cyber security responsibilities? InfoSafe is one of the leading companies that has addressed the Cyber security challenge and is providing the software, resources and trained personnel to professionally manage the issue for their clients. InfoSafe, however, is the only entity that realized one important factor in dealing with Cyber security in all its forms. That is the need to certify that their clients have completed all of the requirements necessary to comply with Federal and State regulations and will not fall into the "I've been Equifaxed trap." This certification will assure customers, suppliers, lenders, and their insurance agent that they have done the "right thing" to comply with the law.

Tony Smith is the founder and President of Security Funding Associates, a 20 yr. Brokerage, and Advisory Services firm, located in Los Angeles CA. He is a licensed alarm dealer, past President of the CAA and former Board Member of ESA.

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Members of the Mid-Cal Alarm Association shared THE MIRROR following their organizational meeting for the 2019 MCAA Golf Tournament to be held November 4, 2019 at Fort Washington in Fresno.



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2/4/20 – Disruption Crisis
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Three Flames 1547 Meridian Ave, San Jose, CA 95125

11/6/19 – State of Tech (George De Marco)
2/5/20 – Legislation 2020 Review
4/29/20 – Fire Forum

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11/7/19 – Physical and Cyber Cross Roads
2/6/20 – Dealer Partnerships adding new services to your catalog
4/30/20 – Protecting the Masses (Active Shooter)



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The California Alarm Association develops and manages programs to benefit members and to promote the growth of professionalism in the electronic security industry throughout the state of California.

Member Benefits

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- Public safety relationships with law enforcement and fire service
- Organized local chapters working with local public agencies
- Network events in San Francisco, Palm Springs and Las Vegas
- Up to 65% off on WBFSA training and workforce development
- ISC West Partnership in largest industry trade show

Preferred Vendor Relationships

- Opportunity to review new technologies and applications
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Our purpose is to promote growth, professionalism and innovation in the security industry, and to make all Californians safer and more secure.



For more information go to www.caaonline.org or call 800-437-7658

What We Do

The California Alarm Association guided the passage of the statewide Alarm Company Act which eliminates the need for licensing at the municipal and county level.

The CAA supported legislation that establishes that alarm companies are not required to have consumer contracts signed for renewal every year.

More than 100 preferred vendors and 100 alarm companies attend semi-annual conventions for networking and professional development.
San Francisco December 4-7, 2019
Palm Springs May 13-16, 2020

Alarm companies cannot be fined for non-permitted alarm dispatches by government agencies.

The CAA monitors ordinances with local city and county agencies through the 11 Regional Chapters and the Security Industry Alarm Coalition.



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TMA's 2019 Annual Meeting Takes Business Risk Head On

Security services companies face some of their greatest business challenges today. From the ongoing threat of mergers and consolidations to the risky business of data security, leaders seek the counsel of experts whose innovative, proven strategies offer solutions they can trust.

TMA's Annual Meeting offers the security industry's executive leaders a unique forum in which to connect with and engage their peers and subject matter experts in dynamic discussions that lead to strategic, actionable take-aways.

Make plans now to attend this year's meeting... take a proactive posture in planning for your success in a risky business climate.

Go to www.tma.us/am19 to register.



Opening Keynote
Gary Garfield
Former President,
CEO, and Chairman
Bridgestone Americas



Closing Keynote
Eric Schurenberg
Editor-in-Chief
Inc. Magazine



INDUSTRY NEWS

Top Business Executives to Keynote the Monitoring Association Meeting 2019

The Monitoring Association (TMA) announced its keynote speakers for the upcoming TMA 2019 Annual Meeting. Former Bridgestone Americas, Inc. CEO, President and Chairman Gary A. Garfield, known as "America's Turnaround CEO", will share on Monday, October 14 his personal story of leadership and extraordinary business success amidst radical corporate change.

Inc. Magazine Editor-in-Chief Eric Schurenberg will inspire attendees on how innovation will help them achieve their business goals in a rapidly changing marketplace. He will present on Wednesday, October 16.

"The security and monitoring industries have faced exponential change in the past decade and more due to mergers and consolidation, as well as an evolving marketplace for products and services," stated TMA President Ivan Spector. "Our members are faced each day with major disruptors to their business, as they know it. Gary and Eric will offer their invaluable insights into how to best manage change and thrive today and into the future."

TMA's 2019 Annual Meeting will take place at the Meritage Resort and Spa in Napa, Calif, October 12-16. Registration is now open online at www.tma.us. Visit www.tma.us/AM19 for complete program details, accommodations, and registration.

CAA CONVENTIONS

2019.....December 4 – December 7..... Fairmont San Francisco
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



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**REDWOOD
ALARM ASSOCIATION**

Sean Cooke, President

RAA MEETINGS

Thanks for Making Our Summer Meeting a Success!

Thanks to everybody who came out to the Summer Redwood Alarm Association meeting on July 17. We especially want to thank our guest speaker Wayne Mills from ADI Global.

♦ **October 16, 2019**Fall meeting

Join the RAA for the Final Member Meeting of 2019!

The Redwood Alarm Association hosts its fall member meeting on Wednesday, **October 16, 2019**, from 11:30 a.m. to 1 p.m. at Chevy's Mexican Restaurant in Santa Rosa, CA.

To RSVP, please email Jarad Petroske at jarad@advancedsecurity.us.

Guest speaker to be announced.

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



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♦ **November 7 Physical and Cyber Cross Roads**

2020

♦ **February 6 Dealer Partnerships adding new services to your catalog**

♦ **April 30..... Protecting the Masses (Active Shooter)**

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



EAST BAY ALARM ASSOCIATION

Mike Salk, Vice President

EBAA Meetings

With a focus on the "Evolution Revolution". We look forward to you joining these lively events at our new home location in Emeryville. The new location has a safe parking lot with magnificent views of the bay. We are offering lunch at \$25 with an open menu and free for any public service works. For questions please reach out to Treasure Deric Morrow 510-432-8130 deric.morrow@jci.com

Meetings to be held at:

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2019

♦ **11/5/19 – State of the industry (One Man / Regional / National)**

2020

♦ **2/4/20 – Disruption Crisis**

♦ **4/28/20 – Video Integration**

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

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Jon McNamara, President

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IEAA MEETINGS

♦ **September 26 IEAA General Meeting**

♦ **November 7 Teen Holiday Charity Event The Mission Inn**

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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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.



Ben Martinez, President

SVAA MEETINGS

Bass Pro (Uncle Buck's Fish Bowl & Grill, 5160 Cherry Ave), San Jose, CA 95118

♦ November 6 11:30-1:30 State of Tech (George De Marco)

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.



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GLASAA

Greater Los Angeles Security Alarm Association

David Michel, President

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

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

GLASAA Meetings and Events

Please visit our website at www.glasaa.org.

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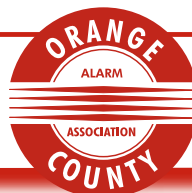
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Chris Kwast, President

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 hgonzalezreed@pd.sandiego.gov. If you have any questions, please contact Hilda Gonzalez Reed at hgonzalezreed@pd.sandiego.gov or 619-531-2247. Visit our website www.sandiegosecurityassociation.org.

The San Diego Police Department Permits Division reminds all alarm companies that they are required to have a valid alarm permit, for the premise being installed, prior to the installation of an intrusion or fire system. The alarm company is responsible for obtaining or verifying the existence of an existing alarm permit for the premise. For information please contact SDPD Permits Division – Frank Dragula 619-531-2364 Fdragula@pd.sandiego.gov



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ALARM ASSOCIATION

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CITY OF IRVINE PERMITS

The City of Irvine requires all alarm users to register their systems with a no fee permit. Alarm users may obtain an alarm permit application at the Irvine Police department website at www.irvinepd.org. The City also offers quarterly Alarm Awareness Classes to help defray the cost of false alarm fines.

For more information about OCAA activities, contact the OCAA office at 800-339-1420 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.



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.

GVAA MEETINGS

- ♦ September 12Custom Electronic SupplyManteca
- ♦ December 12Custom Electronic SupplyManteca

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Mark Simpson, President

The Sacramento Area Alarm Association invites you to our annual SAAA Industry Trends Forum on Wednesday, September 25, 2019. CAA Technology Committee member Sam Aviles from Honeywell Fire will present an eye-opening look at the newest technologies and trends that will impact the Security Industry.

TMS Event Center
2440 Glendale Lane
Sacramento, CA 95825

Wednesday, September 25, 11:30 a.m. to 1 p.m.

(Registration 11:00 a.m. – 11:30a.m.)

Lunch will be included. Please R.S.V.P. through the California Alarm Association office by emailing info@caaonline.org or calling 800-437-7658.

SAAA MEETINGS

- ♦ September 25... SAAA Industry Trends ForumSacramento
- ♦ December 12 ... SAAA Holiday Event Sacramento

MID-CAL

*Alarm
Association*



MID CAL ALARM ASSOCIATION

Mike Tarin, President

We had our meeting to discuss the organization of our charity golf tournament November 4. Everyone is excited and wants to be involved. Perhaps there are those that were unable to attend that would like to sponsor and volunteer for the golf tournament. If so feel free to contact us.

6th Annual MCAA Golf Tournament

♦ **November 4, 2019**

Plan on joining us on November 4, 2019 for the 6th Annual MCAA Golf Tournament in Fresno, CA to support law enforcement and the outreach program of the Mid-Cal Alarm Association. For information and sponsorship opportunities contact Vanessa Wood at vanessa@matsonalarm.com.

MCAA MEETINGS

♦ **November 4 Mid-Cal Golf TournamentFresno**

*Kind Regards,
Michael Tarin*

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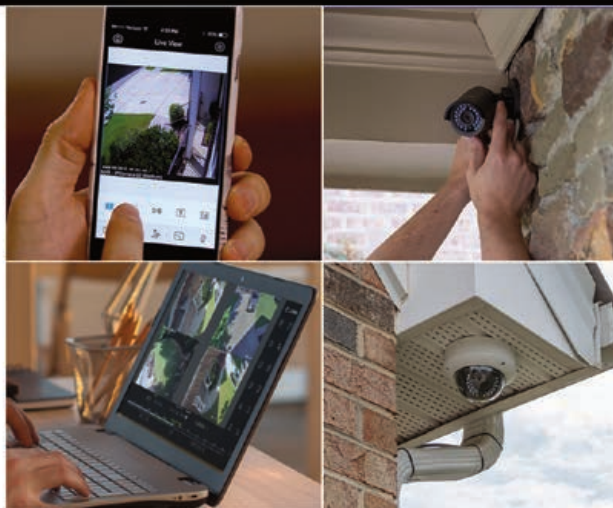
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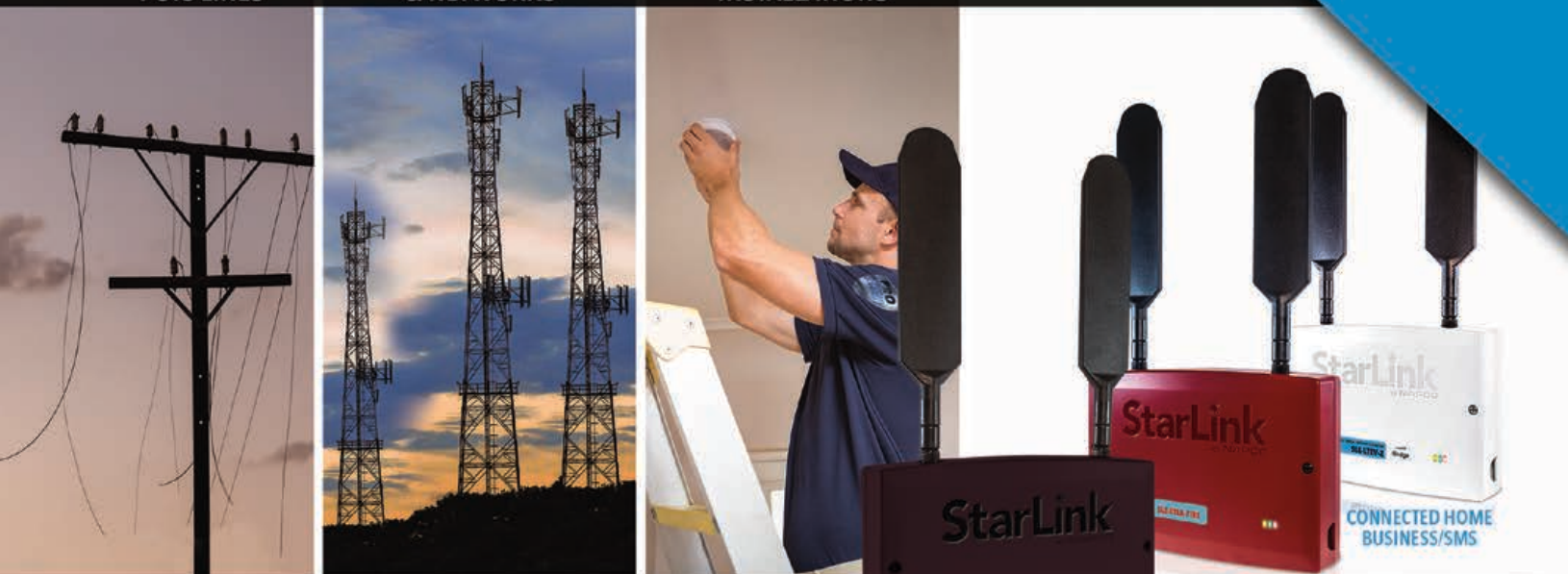
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*The NSA invites vendors and dealers to sponsor and attend our
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When?

October 3, 2019

Where? Expo at The Las Vegas Hotel followed by a fun networking
pub crawl in eclectic old Las Vegas Fremont Street East District.

*Contact NSA today for sponsorship information. It's a great way to support
kids in our community!*

Upcoming Meeting Schedule:

September 18 General Meeting – NV State Fire Marshal, LV Fire Rescue
Deputy Chief.
Vendor Spotlight: Honeywell Fire

October 3 Youth Scholarship Fundraiser Expo & pub crawl

November 20 General Meeting

Get involved with NSA today! www.nevadasecurityassociation.org

Security Industry Alarm Coalition (SIAC)

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

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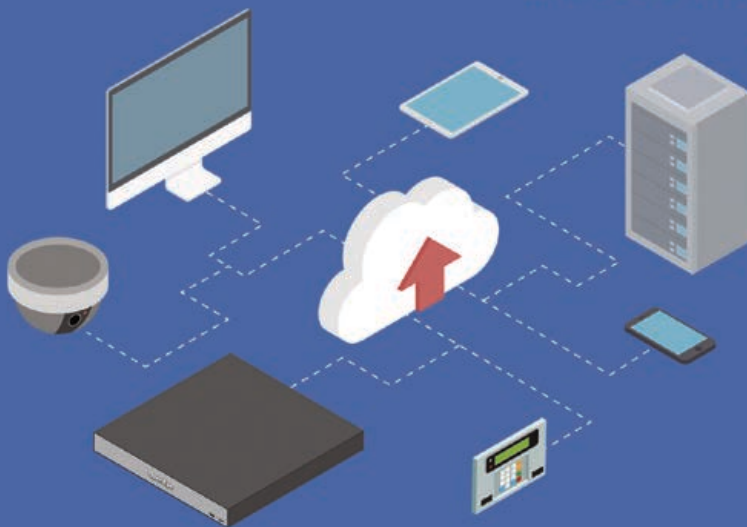
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steve@siacinc.org

Even through the “dog days” of summer, CBFAA remains active.
Do you want more information about CBFAA and what we’re working on? Join us at an upcoming meeting or event.

Schedule

October 9.. General Meeting at Hacienda Restaurant, Mexico Ave, Denver.
Guest Speaker: SIAC (Security Industry Alarm Coalition)- industry relations with law enforcement

December . Member Holiday Party

New to CBFAA? Add your name to our email list to get meeting notifications and our newsletter. Once you see the benefits of membership, you’ll want to add your voice to ours. Info and membership applications available on our website www.cbfaa.org

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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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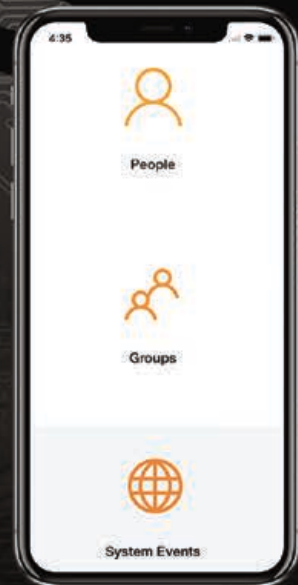
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Security America Risk Purchasing Group

Security America Risk Purchasing Group (SARPG) 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 RPG 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 RPG is registered in all 50 U.S. states. For information visit www.securityamericarrg.com, call 866-315-3838 or e-mail info@securityamericarrg.com.

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WBFAA UATC Apprentice Enrollment for Spring Semester Class Open

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

Certification – Fire/Life Safety Technician - Renewal

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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.

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

September 25	SAAA Industry Tech	Sacramento
September 26	IEAA General Meeting	Riverside
October 10	AFAA Board Meeting	Phoenix, AZ
October 9	Colorado BFAA	Denver
October 16	RAA General Meeting	Santa Rosa
November 4	MCAA Golf Tournament	Fresno
November 5	EBAA General Meeting	Emeryville
November 6	SVAA General Meeting	San Jose
November 7	GGAA General Meeting	S. San Francisco
November 7	IEAA Holiday Charity	Riverside
December TBD ...	Colorado BFAA Holiday	Denver
December 12	SAAA Holiday Party	Sacramento
December 12	GVAA General Meeting	Manteca

2020

January 15-16	AFAA Board Meeting	Jacksonville, FL
February 4	EBAA General Meeting	Emeryville
February 6	GGAA General Meeting	S. San Francisco
April 28	EBAA General Meeting	Emeryville
April 30	GGAA General Meeting	S. San Francisco
May 4-7	AFAA Annual Meeting	Phoenix, AZ
June 16	AFAA Breakfast at NFPA	Orlando, FL

CAA CONVENTIONS

2019.....	December 4 – December 7.....	Fairmont San Francisco
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

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ISC West 2020

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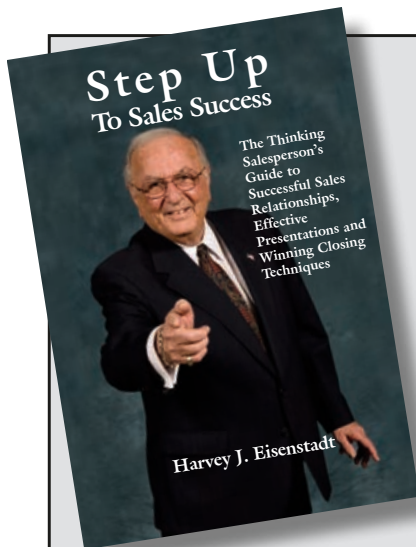
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