

THE MIRROR

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Industry News

Doyle's Kevin Stone Is ESA's Chair Elect

The Electronic Security Association announced Kevin Stone, COO and Executive Vice President of



Doyle Security Systems in Rochester, New York, as the Association's Chairman Elect for 2023-2024. As the association's current Chairman, John Loud, finishes his term. Kevin will serve as Chairman Elect from July 1, 2023, through June 30, 2024. Kevin began his security industry career with

Doyle Security in 1989. Starting off as a commercial security consultant, he has come to own responsibility for sales, installation, and service for Doyle Security's eight branches. With a passion for peace of mind, Kevin helped launch and oversee the Doyle Medical Monitoring Division. "I'm at a point in my career where I want to give back to an industry that I'm passionate about. I love what I do each day and believe in the greater good contributions the electronic security and life safety industry make to society." Said Stone. With 34 years of experience in the security industry, Kevin has collected a number of titles and varied expertise as well as a Rochester Business Journal 40 under 40 recipient as well as a Rochester Police Rosewood Club Distinguished Service Award recipient. In addition, he was also named Rotarian of the Year by the Local Chapter of Rotary International.

Partnership for Priority Verified Alarm Response Announces 2023 Board Members

The Partnership for Priority Verified Alarm Response (PPVAR announced their new president and secretary for the 2023-2024 board, led by President Mark McCall,



Director of Global Operations for IMMIX. Mr. McCall takes over from Immediate Past-President David Holl, Director of Public Safety for Lower Allen Township, PA. The PPVAR board is structured to alternate the role of President between the alarm industry and public safety each term. Mr. McCall commented on his new role at PPVAR "I have long believed that PPVAR is in a unique position to bridge the gap between the security industry and Public Safety and push forward topics that were important to both. They certainly have proven that over the past few years, as evidenced, in part, by pushing for and working with TMA in the creation of the AVS-01 Standard. I am honored to be a part of PPVAR and look forward to working with our members to advance our mission."

Industry News, Continued on page 14

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CAA PRESIDENT'S MESSAGE

Dear California Alarm Association Members,

I hope this message finds you well.

I am writing to share some important news about our Association. We are embarking on the process of finding a new Executive Director who will guide the California Alarm Association into the next Chapter of our work.

We understand that the role of Executive Director is a critical one, and we are committed to finding someone who possesses the experience, leadership skills, and passion for our industry that are essential to success in this role. Our search committee has been working diligently to identify qualified candidates, and we have received a number of promising applications thus far.

I want to assure you that we are actively engaged in the search process and making progress towards identifying the right person to lead our organization.

On behalf of the California Alarm Association, I would like to express our deepest gratitude to Jerry Lenander for his outstanding service as our Executive Director over the past several decades. Under his leadership, the California Alarm Association has made significant strides in advancing the interests of our members and promoting the highest standards of professionalism and integrity in our industry.

At this time the Board feels that it is in the best interest of the Association to go in a different direction as we move forward. We thank Jerry for his dedicated service, and willingness to assist during the transition process.

I am confident that, together, we will find a leader who will uphold our mission and lead the California Alarm Association into a promising future. We understand the importance of this transition and the impact it has on all our members, and we assure you of our unwavering dedication to making the best choice for our Association.

Thank you for your continued commitment to the CAA. Our work is made meaningful by your support and involvement, and we are deeply grateful for your trust in our organization.

Sincerely,

Sean Cooke
California Alarm Association President



By Sean Cooke
CAA President

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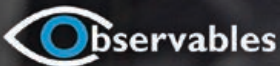
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Huston, TX	\$1.5 Million
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Providence, RI	\$2.5 Million
Memphis, TN	\$4.2 Million
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ASSOCIATES NEWS

After 31+ years with **NAPCO SECURITY TECHNOLOGIES** in roles including Western VP, and later, SRVP of Sales for all the Napco RSMs across North America, Dave Sheffey has announced his retirement. Sheffey has long been a key part of Napco Security Sales Management as an accomplished leader, industry icon and driver of Napco security sales and distribution channels. Stephen Spinelli, SVP, Sales, NAPCO Security Technologies, Inc, added, "On behalf of all of us at NAPCO, it's been our pleasure to work with you." After decades of traveling across this great country and Canada, representing Napco, attending countless tradeshow and events, and visiting and supporting security professionals and distributors all along the way; Dave plans to begin his retirement with his wife, Beth and their cats in their boat on the Great Lakes.



SNAP ONE announced that U.S. Partners can now order Digital Watchdog surveillance products through its e-commerce portal, ensuring they have access to the equipment and solutions they need regardless of how they prefer to purchase. "Snap One is committed to providing convenient purchasing options for all our Partners," said Andras Balassy, Senior Business Development Manager at Snap One. "The new online



availability makes our web portal even more valuable for Partners across the U.S. by offering surveillance products at multiple levels of sophistication and cost, enabling greater design flexibility and ability to

tackle different types of jobs." Digital Watchdog offers complete solutions including an industry-leading Video Management System (VMS), edge analytics and server-side analytics. These are all fully compatible with many of Snap One's current product offerings as well as all major manufacturers in the video market.

The New **DICE** has announced their UL data center in Bay City, Michigan, is now ULC compliant for Canada. Any central station that has dealers in Canada and the United States can now be hosted in the DICE center and operate in both countries simultaneously. Even central stations that are not using Matrix Interactive, or any other DICE product, can take advantage of the ULC compliance. "Even though they based the new standard on our data centers, we had to make a lot of changes, which took about two years," explained Cliff



Dice, president, CEO, & founder of the company. "We spent quite a bit of time and money, but what helped is the fact that our sister company, IPtelX is a registered Canadian carrier and ISP provider. In fact, we are not only an infrastructure and security company, but also the backbone for most of the smart home systems in Canada as well." To develop the Canadian standard, ULC looked at every detail of the DICE data center including how the building is built, how the fire suppression systems work, redundancy, backups, failovers, power and infrastructure networks, telecom, receiver management, software management, and the disaster plans and procedures that are in place. "We are the first and only data center to be ULC Compliant," added Dice. "Now those central stations, that do not want to make the investment of building their own data center, can now use the DICE data center."

NAPCO ACCESS PRO, the new Access Control division of Napco Security Technologies introduces new standalone and add-on Bluetooth reader modules for seamless mobile credential convenience inside and out. The addition of the BRM-Series enables Napco Access Pro to offer a complete matched mobile solution across an enterprise, i.e., to allow our mobile access credentials, distributed via email, text, or QR code, to provide access throughout a building or campus, for convenient smart device passage through doors secured with any brand Wiegand readers &/or our award-winning Trilogy Networx PIN/Prox access locks intermixed at will. Aaron Black, Napco Access Pro's VP of Sales, said, "Our brand is committed to expanding our access control offerings and staying up to date with the latest technology. That's why we added Bluetooth Reader Modules, to provide the Total Bluetooth Solution, and card-free convenience, many applications are looking for. We want to be the go-to brand for all your access control needs, and our focus on innovation and improvement helps us achieve that goal."

SDI announced Nicole Valenzuela as Western Regional Sales Coordinator, where she will be working alongside Mariana Ferguson in the Northwest and Ed Fuentes in the Southwest territories. Nicole holds over seventeen years of experience in the fire alarm and security industry. In 2006, she joined an independent distributor as a Customer Service Representative and shortly after joined their Inside Sales Team. Nicole joined Alarmax in 2012 as they opened their location in Phoenix, AZ. She started as an Inside Sales Representative and was promoted to Branch Manager. In 2022, Nicole's most recent experience was with Wesco as the Arizona Business Development Manager and Thomasson Marketing Group as the Pacific Southwest Regional Manager.



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Service Revenue in The Fire Alarm Industry: Why It's A Valuable Asset When it Becomes Time To Sell



By: *Rory Russell*

Service revenue is among the most valuable assets for fire alarm companies. As such, if you're a fire alarm business owner, growing your service revenue can result in a tremendous amount of additional profit and can ultimately help you increase the value of your business. Looking for ways to grow service revenue in the fire alarm industry? Here are a few ways to do so.

Increasing Fire Alarm Service Revenue

Set Your Sights on Servicing Larger Facilities. Fire alarm glitches are inevitable, which is part of what makes fire alarm service contracts so profitable. It's not a matter of if your customers will need service from you – it's when and how often. If you're looking to further increase fire alarm service revenue, set your sights on servicing larger facilities. Typically, the larger the facility in terms of square footage, the larger the revenue opportunity. Since you know these facilities will ultimately require service, this can be a great way to increase profits. If you do decide to reach towards increasing the size of the facilities you provide service to, make sure that you don't stretch yourself too thin. You'll need to ensure your fire alarm business has the resources required to service larger facilities effectively, otherwise this strategy could backfire.

Provide Top of the Line Customer Service

In this day and age, consumers have grown accustomed to being disappointed by customer service. They receive subpar service, leaving them frustrated and searching for alternative solutions that will better meet their needs and expectations. This disappointment with customer service can actually be seen as an opportunity for your fire alarm business. With customer satisfaction low, the door remains open for new, more attentive providers to step in and connect with customers who are disappointed with their current service provider. You may be able to generate new business by outperforming your competitors in terms of customer service – and you'll likely prevent attrition by keeping your current customers happy with the level of service you're providing. As such, staying focused on providing top of the line customer service can, in turn, help you to grow your fire alarm service revenue.

Consider Becoming More Focused on Service Revenue

Service revenue may be just one facet of your fire alarm business, but it's an incredibly important one when it comes to generating revenue. With that in mind, if you're looking to increase profitability and the value of your alarm business, it may be a good idea to take a step back and refocus on the area of your business where your profit margin will be the biggest. For many fire alarm businesses, this area is service revenue. Whether you choose to seek out additional service agreements with current customers, go after larger service agreements when pursuing new clients, or adjust what you choose to provide as part of your service contracts, focusing in on generating service revenue can help you to augment your profitability and grow the value of your alarm business.

Market Service Agreements to New Customers

One of the most basic ways you can go about growing your alarm business' service revenue is by signing new customers on for service agreements. Showcasing your high-quality service as a selling point can set you apart from the competition and help you to win business that's extra profitable. By marketing service contracts, you can increase the area of your business that provides the highest profit margin while maintaining a comfortable balance between the service side of your business and the systems side. This may also enable you to grow your customer base which, in turn, can further strengthen and add value to your organization.

Don't Overlook Opportunities to Grow Your Fire Alarm Service Revenue

If you're a fire alarm business owner looking to increase your company's profitability and value, fire alarm service revenue can provide a terrific opportunity to do so. Whether you're hoping to stay in the industry for years to come, or you're looking to sell your fire alarm business in the near future, the four strategies above can make a big difference for your organization when it comes to augmenting growth, profits, and value.

Rory Russell is the President and Owner of Acquisition & Funding Services (AFS), brokering large scale mergers, acquisitions and financing in the security alarm, fire and integration industry for over twenty-five years. Previously, Rory owned and operated Empire Security, at the time the largest regional security company in the Northeast, handling \$5 million per year in sales and installations.

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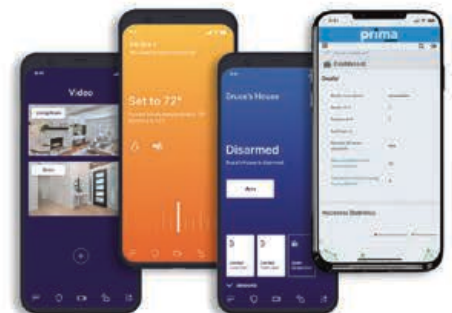


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Member companies can register new apprentices anytime. If you will be hiring new apprentices or technicians, member companies are encouraged to send job postings to info@wbfaa.net and we will send to our list of qualified prospects. The WBFAA UATC 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.

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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.

CSLB Enforces Zero Tolerance

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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 more than 50 hours of course offerings. Registered technicians with member companies will have access to 18 hours of online courses annually at no fee. In addition, registered technicians will have access to courses offered in physical classrooms and can submit third-party training for certification for renewal of the state Fire/Life Safety Certification card. For more information, visit www.wbfaa.net or www.wbfaatraining.net.

WBFAA UATC Invites Membership

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

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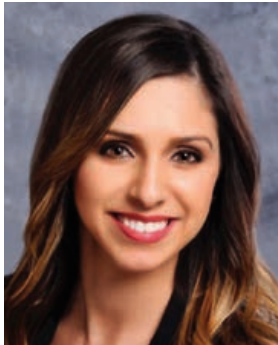
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Industry News, continued from page 1

Kristy Johnson, Director of Integrations at ADT, has been voted to the PPVAR Secretary role



Ms. Johnson remarked, “The electronic security industry plays a vital role in protecting life and property. However, it is just one piece of a larger picture, heavily reliant on collaboration with law enforcement and public safety partners. When I joined the industry in 2012, I discovered a significant issue concerning false alarms leading to unnecessary police dispatches. This realization motivated me to work passionately on bridging the gaps within our industry, and in my various roles throughout my time

in the industry, I’ve remained dedicated to correct this discrepancy. My mission is to enhance the sector by focusing on solutions that make the best use of our combined resources and form true partnerships with public safety. My commitment to prioritized and verified alarm responses drives my enthusiasm to assume a more formal role within PPVAR (Priority Partners Verified Alarm Response) and actively contribute to these ongoing efforts.”

Industry Hall of Fame Goldfine Becomes EIS Marketing Director

Elite Interactive Solutions (EIS) announced Scott Goldfine as its new Marketing Director. Goldfine joins EIS following a celebrated 25-year



career with leading electronic security channel trade publication Security Sales & Integration, where he long served as Editor-in-Chief and Associate Publisher. “I have watched and admired Elite’s vision and results since its inception,” says Goldfine. “As someone who has covered the industry as long and intimately as I have, I well know how maligned it has been by false alarms and unnecessary police dispatches. At the same time, I have been a keen advocate of advanced technologies like video monitor-

ing and artificial intelligence. The future is leveraging that to end false alarms and achieve true crime prevention. EIS has been and continues to be the tip of that spear, and I am excited to help extend the company’s

reach and boost its business.” In his new role with EIS, among Goldfine’s responsibilities will include generating marketing initiatives, press coverage, presence at industry conferences and events, website content, supporting sales initiatives and more. He will remain based in the Charlotte, N.C., area and report to COO Michael Zatulov, who joined Elite in 2018. Inducted into the Industry Hall of Fame in 2017, Goldfine directed all editorial aspects of SSI in print, digital, online and in person. The innovative and award-winning content produced under his watch included groundbreaking research, landmark features, leadership roundtables, high profile case studies and many industry exclusives. Well versed in the technical and business aspects of electronic security, Goldfine is an in-demand industry presenter known as a progressive thinker who has promoted disruptive technology such as networked security, cybersecurity, managed services and AI.

TMA Announces 131st ECC

The Monitoring Association (TMA) announced The Queen Anne’s County MD Emergency Services is the 131st Emergency Communications Center (ECCs) in the United States to implement their Automated Secure Alarm Protocol (ASAP). Launched in 2011 as a public-private partnership, TMA’s ASAP service is designed to increase the accuracy and efficiency of calls for service from alarm monitoring centers to Emergency Communication Centers (ECCs). Queen Anne’s County ECC is the 4th ECC in the state of Maryland to implement ASAP. The Center went live the week of July 17, 2023 with: Vector Security, Rapid Response Monitoring, Johnson Controls, Securitas (Stanley Div), Securitas, CPI, Security Central, Brinks Home Security, United Central Control, Protection One, National Monitoring Center, Vivint, Affiliated Monitoring, Guardian Protection and ADT.

ADT in the News

ADT announced that it has entered into a definitive agreement to sell its commercial security, fire and life safety business unit to GTCR, a leading private equity firm, for a purchase price of \$1.6 billion, subject to customary purchase price adjustments. Proceeds from the sale, which is expected to close in the fourth quarter of 2023, will be used to reduce debt by \$1.5 billion, with cash interest savings expected to offset the impact of divesting the commercial business. Jim DeVries, ADT President and CEO, said, “The decision to divest ADT’s commercial business is a value-enhancing transaction that focuses our portfolio on growth opportunities in our consumer markets. The sale enables ADT to monetize the commercial business at an attractive valuation and accelerate our debt reduction goals. With greater financial flexibility, we will be better positioned to grow through our strategic differentiators and innovative offerings, including our partnerships with Google and State Farm. We will continue our journey to be the premier provider of safe, smart and sustainable solutions that meet the evolved definition of what safety means to consumers today.” Upon closing of the transaction, ADT expects to receive approximately \$1.5 billion in net proceeds, subject to final tax calculations and purchase price adjustments. ADT plans to use the net after-tax cash proceeds of the transaction to reduce debt. As adjusted for the transaction, ADT expects its net leverage ratio to be 3.3, down from 3.7, currently. The transaction has been approved by ADT’s Board of Directors and is expected to close in the fourth quarter of 2023, subject to customary closing conditions, including regulatory approvals.

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Industry News



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Six Networking Tips To Make Your Next Event Less Painful



By: Brian Plant

If it ever seems like networking events are awkward, it's not just you. We all struggle sometimes. Especially after two years of masking and lock-downs. It's 2023 and events for the alarm industry are in full swing, and in person. Here's a few tips to overcome social anxiety and get back in the game.

What happens at a networking event?

People grow their businesses, make life-changing connections and meet vital influencers. 70% of jobs are found through networking. But sometimes, this just isn't motivation enough. For those of us who don't love spending our free time meeting – and impressing – crowds of new people, the whole thing can feel a bit stressful. When bagels alone aren't a sufficient icebreaker (have they ever been?) you'll need a concrete strategy for getting more out of networking events – but don't worry, we've got your back. After all, we can't all be professional networkers, but whether you're looking to hire or be hired, you can't win the game if you don't want to play it. So, what are the 6 toughest things about networking – and how can you overcome them?

1. 'I don't like small talk'

Don't we all? Make it more natural and find an ally – it's easier for a third person to join a conversation between others than to start up from cold, so buddy up and let the chatter flow. If you find yourself stuck, drop your guard and get meta – say precisely what you're thinking. As in, "Man, I am not great at small talk. Isn't networking kind of awkward?" Odds are they're thinking the exact same thing, and that connection can spark an honest dialogue.

2. 'I'm bad at remembering names'

Prepare! Memorize or make notes about the speakers. Find

out who's attending – you could ask the organizer, or check an event page – then open LinkedIn and get stalking. This will also help make sure you spend as much time as possible with the people you want to keep in touch with. At the event, play a name-recalling game like the meet and repeat: As soon as you meet someone, use their name in the next thing you say. You can even challenge others to join in. You can quickly unite a small team of strangers around overcoming one of the toughest parts of networking and in doing so, you'll learn a lot more about them than just their names.

3. 'I always get shy in big gatherings'

Getting over the first hurdle of saying anything is the typically the hardest part, so put together a little toolkit (a metaphorical toolkit, that is) of conversation starters to whip out when called upon. We think you can do better than low-hanging fruit like "What do you do?" – ask something deeper to really get to know someone.

4. 'I find it hard to approach someone new'

Work your wardrobe! If you're wearing something unique that stands out – like a brightly colored tie, choker, or that piece of statement jewelry you never find a time to wear – gives people an easy intro to start talking to you, and makes you memorable.

Pro Tip: Take screenshots of a conversation starter and it and make it the home screen on your phone. Whenever you check the time, you'll be reminded what you should be doing instead, and you'll actually take steps towards it.

5. 'It's a waste of my time – nothing ever comes of it'

It's a cliché, but you're never going to get more out of an event like this than you put in. If you work it like a wallflower and let others start the conversations, you'll be stuck discussing whatever's on their agenda. So get off the fence and drive that conversation train yourself: are you seeking employment? Employees? Co-founders? Write your intention down – in fact, screenshot it and make it the home screen on your phone. Whenever you check the time, you'll be reminded what you should be doing instead, and you'll actually take steps towards it. And networking doesn't end with the event – sincere follow-up closes the deal and builds stronger connections. After the event, write down whatever you remember about your new contacts, and send them an email referencing your conversation. Or, if you want to really knock it out of the park, design personalized postcards to send and write your note by hand.

6. 'I never meet the people I'm hoping to meet'

Did you research the guest list? Arm yourself with a clear intent for what you want to achieve? If so, are you at the appropriate event? Not all networking events are created equal, and often, the lower the barrier to entry the less obvious value you'll find. Try seeking out events whose planners and speakers have credentials specific to your purpose, and whose organizers are confident enough in their offering to have a cover charge. By being more selective, you'll find more of the right contacts.

Brian Plant is Managing Director at AlarmBrand, offering website creation and marketing for the electronic security industry that communicate your story, resonate with your audience, and generate revenue. Since 2009, brands that you know and trust have leveraged AlarmBrand to grow their businesses, including SDM 100, SDI Fast 50, monitoring centers, technology providers, professional corporations, and small / medium businesses across the USA.

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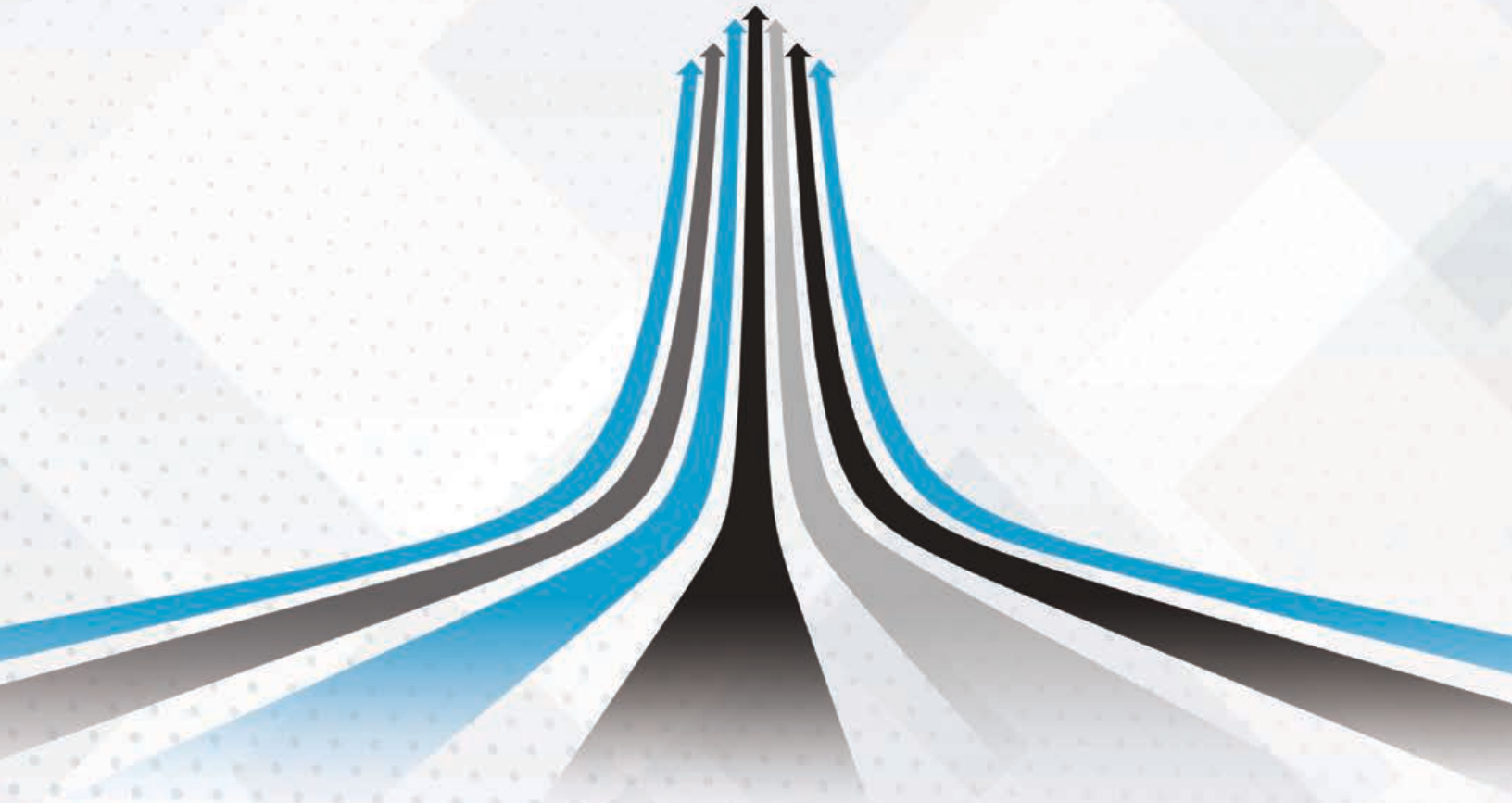
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Visit www.OCAAonline.org for more information.
By Elizabeth Courtney, OCAA President

This year the Orange County Alarm Association is continuing to focus its' efforts on recognizing our law enforcement partnerships. We are endeavoring to build stronger, real-life relationships with our law enforcement partners. We have much to learn about law enforcement issues and we have much to teach in return.

We are encouraging our Chapter members to initiate and cement relationships by meeting with their local law enforcement agencies. Consider simply dropping by the station unannounced with donuts, coffee, pizza or sandwiches. Shift changes present a unique opportunity.

For more information about OCAA activities, contact the OCAA office at 800-437-7658 or email OCAAlarmAssoc@aol.com. Visit our new website at www.ocaaonline.org for meeting information and registration forms, training opportunities, members list and a whole lot more.



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www.ieaaonline.org
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Joe Castro, President

MEETINGS

GVAA meetings are held at Custom Electronic Supply, 1324 Dupont Court, Manteca 95336. They start at 11:30 a.m. 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.

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Meeting Topic Considerations:
Building relationships with public safety
Legislation affecting the alarm industry
Local ordinances affecting the region
Latest technology and solutions

RAA MEETINGS

For questions about the association, please contact Chuck Petrusha at chuck@advancedsecurity.us or call 707-443-0366.

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www.glasaaonline.org
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GLASAA Meetings and Events

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**EAST BAY
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Tim Westphal, EBAA President

As we continue to distance ourselves from the trials related to the COVID pandemic, we hope to re-engage all EBAA Members for future meetings or gatherings in 2023 and beyond. We have incredible resources within the Association as well as through our affiliate organizations, such as SIAC.



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GGAA MEETINGS

www.ggaaonline.org

Meeting Topic Considerations:
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Matt Kruger, President

Save the Date: Thursday December 14th 2023, The SDSA holiday party returns. This year's party will be at Karl Strauss Brewing Sorrento Mesa. More information about the party will be available soon.

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.

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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Please save the dates for all of our 2023 Events:

- 10/12/2023 SAAA Fire Forum
- 12/14/2023 SAAA Holiday Party

On August 17th, the SAAA held their Top Golf event in Roseville. With over 100 in attendance, we fought through the heat and had another great event. We would like to thank our generous Sponsors who enable us to host these events. We could not do it without them. I personally would also like to thank the SAAA Board. Tauni Wallace, Sarah Wilson, Raven Brockway, Dawn Smith and Kent Brust make this unarguably the best Board! I am so appreciative that they stepped up once again to support an organization that we are all passionate about.

Our next event is our Annual Fire Forum on October 12th. For the second year we will be holding it at the Sacramento Fire Museum located at 3650 Industrial Blvd West, Sacramento, CA 95691. If you have not been there, this is a great opportunity to check it out. Fire Engines, old Turn Out Gear, antique Memorabilia and even an original Fire Alarm with the ticker tape. Speakers still yet to be determined, but I am sure they will present on relevant and timely topics. Please save the date and make plans to join us.




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SAAA Roundup and photos continued on page 30



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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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NSA will be holding its annual Industry Get Together & Fundraiser in October. Mini expo, raffles and fun pub crawl. Watch for details in your inbox soon. If you would like to sponsor this fun event, contact NSA.

JOIN NSA. Download a Membership application on our website www.nevadasecurityassociation.org or contact us today admin@nevadasecurityassociation.org

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Contact: SILSANW1@outlook.com for more information on events and membership.

COLORADO BURGLAR & FIRE ALARM ASSOCIATION, INC.



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Fundraiser October 5

JOIN colleagues and vendors at the annual CBFAA Industry Get Together & Fundraiser on October 5th. We'll be at TopGolf in Centennial, CO from 2-5pm. Mini Expo, networking, dinner and drinks, fun golf and raffles.

To RSVP or sponsor contact Jeanne@cbfaa.org

Join CBFAA in 2023! Low flat-rate annual dues are a great ROI. Want to know more? Contact us! Membership applications are online at www.cbfaa.org or contact us at cbfaa@cbfaa.org Join today!



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The Utah Alarm Association invites all concerned professionals and other parties (Police, Fire, government, etc.) to join us for our monthly false alarm meeting, now in its 34th year.

We meet the third Tuesday of each month at Jim's Family Restaurant, 1728 Park Ave, Riverton, Utah 84065 at 8:30AM. We encourage all to come out for free breakfast and discuss false alarm reduction, industry standards, best practices, etc.

The Association is proud of our 2021 false alarm dispatch numbers. Our false alarm rate for residential dispatches is .08, that is one dispatch per system every 12.5 years. Our commercial false dispatch rate is .33, that is one dispatch every 3 years. Combined is .14 or one false dispatch every 7 years.

We look forward to your help as we work towards reducing our false alarm rate.

If you would like to sponsor one of these meeting or have questions about the association, please feel free to contact a member of the board.

ARIZONA ALARM ASSOCIATION



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

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Arizona Alarm Association 2023 Annual Convention & Golf Tournament

Convention:

September 27-28, 2023

DoubleTree by Hilton

Mesa, Arizona

Golf:

September 27

Legacy Golf Club, 6808 S. 32nd Street, Phoenix, AZ 85042.

For more info, go to www.azalarmassociation.org or e-mail info@azalarms.org or call 480-831-1318.

Please contact susan@azalarms.org if you would like to become involved.

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WESTERN STATES SECURITY ALLIANCE
CALENDARS 2023 - 2026

Send your events to *THE MIRROR*: info@caaonline.org

SEPTEMBER

27-28 Arizona Alarm Association 2023 Annual Convention & Golf Tournament Mesa, AZ

OCTOBER

5..... CBFAA Industry Get Together/fundraiser TopGolf, Centennial, CO

12..... SAAA Fire Forum

DECEMBER

14..... SAAA Holiday Party

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INDUSTRY EVENTS

SIA Securing New Ground

October 17-18, New York City, NY

ISC East

November 15-16, 2023, New York, NY

TMA

OPSTech, October 9-12, Lafayette, LA
Annual Meeting, November 4-8, 2023, Kapalua, Maui, Hawaii

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**ATTENTION -
ALARM COMPANY
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The State of California Bureau of Security & Investigative Services is recruiting Alarm Company Operator (ACO) Qualified

Managers (QMs) to participate as Subject Matter Experts (SMEs) in Exam Development Workshops for the purposes of writing, reviewing and revising items for a new version of the Alarm Company Qualified Manager Exam. Workshops are two days long and may be held remotely or in-person, and SMEs will receive \$200 per day for their participation. For in-person workshops, the Bureau will book lodging as well as airfare to and from the workshops. Meals and mileage will be reimbursed in accordance with State travel guidelines. ACO QMs who are interested must enter into a three-year contract with the State of California and must be holders of an ACO QM Certificate in current and clear status and be active in a current ACO licensee's business. If you are interested in participating, fill out the Qualified Manager Subject Matter Expert Registration Form found here: <https://www.bsis.ca.gov/webapps/workshops.php>. Thank you for your interest!

CAA CONVENTIONS

**CAA WINTER CONVENTIONS -
Western States Security Conference**

Fairmont San Francisco

- December 6 – December 9, 2023
- December 4 – December 7, 2024
- December 3 – December 6, 2025
- December 2 – December 5, 2026

CAA PALM SPRINGS CONVENTIONS

Hilton Palm Springs

- May 15 – May 18, 2024
- May 14 – May 17, 2025

BSIS Address and Telephone Numbers

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

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



CONTACT THE CAA
California Alarm Association
333 Washington Blvd., Suite 433, Marina del Rey, CA 90292
TEL 800/437-7658 FAX 800/490-9682 www.CAAonline.org info@CAAonline.org
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