

Schedule of Events

WEDNESDAY, DECEMBER 3RD

WBFAA BOARD MEETING
9:30 A.M. - 2:00 P.M.
Whitewater Boardroom

CAA REGIONAL PRESIDENTS MEETING (Closed Meeting)
2:00 P.M. - 2:50 P.M.
Executive Boardroom

CAA BOARD OF DIRECTORS (Open to All) P.M.
3:00 P.M. - 5:30
Plaza A & B

CAA WELCOME RECEPTION
6:00 P.M. - 7:30 P.M.
Hilton Poolside Bar

REITMAN CONSULTING & MITCHELL SILBERBERG & KNUPP LLP



Speaker: Mitch Reitman and Lessing Gold

The purchase and or Sale of your Alarm Company Including discussion about:
-Due diligence -Accounting and Tax Issues -Preparation for sale or acquisition
-Purchase or sale agreements -Current "beware" issues

VERTEX CAPITAL



Speaker: Barry Epstein
The Acquisition Market on Steroids - The acquisition market continues to move full

steam ahead. Interest rate hikes, geopolitical uncertainty and the like have had no effect on the uber hot market for buying and selling life safety companies. Join Barry Epstein of Vertex Capital as he takes you on a tour of the current craze in life safety transactions and how sellers are amping up their companies to maximize their value!

BSIS



Ballroom or large meeting room

Speaker: Chief Lynne Jensen

NMC (NATIONAL MONITORING CENTER)



Speaker: Tatiana Pino and Nicola Oakie

Video Monitoring Ground Up-

Strategy. The subscriber needs should be the biggest driver of what video service level you provide, not the budget. However, your company goals matter and what services you are willing to become the leader for within your market. Where do you start? There are

so many levels of video services, pricing strategies and environments, right? In this class structure, we aim to break it down once and for all so that you can decide how to make the best decisions to move forward with your video services offerings. Nuts to Bolts.

CITRIN COOPERMAN



Speaker: Alyson Pattie

Placeholder for this workshop: The future impact from the One Big Beautiful Bill Act (OBBBA) which has officially been signed into law as well as changes regarding key tax provisions, enhanced business deductions, etc. Lastly, Strategies and scenarios for business tax planning.

AUDREY PIERSON CONSULTING



Speaker: Audrey Pierson | Sales & Business Growth Consultant | Coach | Trainer | Mentor | 831-277-7447 | audrey@audreypiercion.com

DEALER WORKSHOP

H.E.S.S. SYMPOSIUM/DMP

FRIDAY, DECEMBER 5TH

TUNNEL TO TOWERS
10:00 A.M. - 10:15 A.M.

Ballroom



Speaker: Rick Gombar

Schedule of Events

RED7 LIVE

10:00 A.M. - 12:00 P.M.

Ballroom



KEYNOTE SPEAKER:

JoDee Anderson

Growth Tables - Pose questions for all tables/5 minutes - use skills. Create solutions and statements. Table Leader to get up and share - designate the speaker. Integrate specific questions/challenges in industry and outlooks. Develop - the "I" story. Role Play - How did it go? What did you experience? Here is the feedback from online survey if we do a survey with Survey Monkey. 1 - hour for workshop/keynote and ½ hour for Q & A

DMP



Speaker: Dean Belisle

EXECUTIVE SYMPOSIUM

1:30 P.M.

DIGITAL WATCHDOG



Speakers: Mitch Reitman and Lessing Gold

RESIDEO

BAY ALARM



Speaker: Dr. Shane Clary

CHAUMONT/ECLIPSE INSURANCE



Speakers: Lilianne Chaumont and Larry St. John

ISC WEST

WBFAA



Speakers: Connie Moorhead/Chris Moorhead of CMOOR Group

CAA TRIBUTE DINNER

2025 George A. Weinstock Award Recipient

6:30 PM – 9:00 PM

Venetian Room

(Black Tie Optional)

SATURDAY, DECEMBER 6TH

BREAKFAST & INDUSTRY INCORRECT

8:30 A.M. - 10:00 A.M.



Speaker: Lessing Gold

An informal discussion reviewing the news from the convention and perspective from all aspects of the industry by a diverse panel