

# CAA SPRING CONVENTION 2026 - Schedule

Location: Hilton Palm Springs |  
Dates: May 13-16, 2026

## WEDNESDAY, MAY 13TH

### WBFAA BOARD MEETING

11:00 A.M. - 2:00 P.M.

WHITewater ROOM

### CAA REGIONAL PRESIDENT'S MEETING (Closed Meeting)

2:00 P.M. - 2:50 P.M.

EXECUTIVE BOARDROOM

### CAA BOARD MEETING (Open to All)

3:00 P.M. - 5:30 P.M.

PLAZA A & B

See meeting details on page 4

### SET UP FOR VENDORS/ EXHIBITORS

12:00 P.M. - 5:00 P.M.

HORIZON BALLROOM

### WELCOME RECEPTION

Sponsored by PSR

5:30 P.M. - 7:30 P.M.

HILTON POOLSIDE BAR

## THURSDAY, MAY 14TH

### GOLF TOURNAMENT

7:00 A.M. - 12:00 P.M.

ESCENA GOLF COURSE

### WISE MEET & GREET

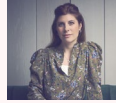
9:30 A.M. - 10:00 A.M.

ESCENA GOLF CLUBHOUSE

### WISE BRUNCH & WORKSHOP

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

ESCENA GOLF CLUBHOUSE



SPEAKER: NICOLE MARINO,  
LIFESTYLE AND MINDSET  
TRANSFORMATION EXPERT

Nicole Marino is a Napa Valley-based mindset and lifestyle coach, speaker, and founder of The Revival Platform. She specializes in helping individuals move from "survival mode" to living with "vacation energy" through actionable daily habits, personal branding, and transformational workshops. <https://nicolemarinolifestyle.com/>

### Executive Symposium: Better Decisions Through Real-World Insights

1:00 P.M. - 2:00 P.M.

HORIZON BALLROOM



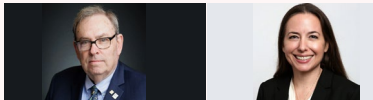
SPEAKER: GEORGE DE  
MARCO, MANAGING  
PARTNER, DECO  
VENTURES LLC

This interactive session brings together experienced industry leaders for a candid, discussion-driven exchange on the challenges impacting your business today. Designed as a working session—attendees are encouraged to bring real questions and contribute their own insights, lessons learned, and hard-earned experience. Leave with practical ideas and one or two decisions you can put into action immediately.

### NextNav® and its Possible Impacts on the Alarm Industry

2:30 P.M. - 3:30 P.M.

PLAZA A & B



SPEAKERS: DR. SHANE CLARY, BAY  
ALARM & HOLLY BORGMAN, ADT.

### AI 3.0: How AI Agents Improve Productivity in Modern Security

2:30 P.M. - 3:30 P.M.

PLAZA C



SPEAKER: BRANDON  
HADDAD, CHIEF  
INTEGRATION OFFICER,  
ALPHA VISION

Modern security teams need more than alerts, they need intelligence that helps them understand what is happening, what to do next, and how to act at scale. In this talk, we'll show how AI agents can surface insights, recommend next steps, and launch automated workflows that enhance security operations while creating value across safety, compliance, audits, and business performance.

### Smarter, Faster, More Profitable: How AI is Transforming the Way You Quote to Close

2:30 P.M. - 3:15 P.M.

PLAZA D



SPEAKER: AUDREY PIERSON,  
WESUITE

If your team is still building proposals manually, making mistakes, and taking days to turn around quotes, you're at high risk of leaving time and profit on the table while your competition beats you to it.

In this session, you'll see how WeSuite's QuoteAnywhere with embedded Selena AI is changing the sales game for security, fire, and AV companies:

- Eliminate costly mistakes and increase profitability
- Use embedded AI for notes, surveys, scopes of work, and sales insights
- Automate device counting into estimates with AI
- Deliver polished, professional proposals every time
- Close and sign contracts on the spot
- Get new sales reps ramped up faster, helping them sell more accurately and confidently while shortening the learning curve

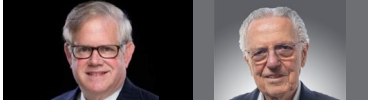
This is a real-world application designed specifically for how our industry sells. If you're serious about increasing close rates, improving efficiency, and giving your sales team a

competitive edge, you won't want to miss it.

## Reitman Consulting & MSK Session

2:30 P.M. - 3:30 P.M.

TAPESTRY ROOM



**SPEAKERS:** MITCH REITMAN, REITMAN CONSULTING & LES GOLD, MITCHELL SILBERBERG & KNUPP LLP

## Prima All-in-One Security Systems

3:35 P.M. - 4:05 P.M.

PLAZA A & B



**SPEAKER:** CHRISTIAN BRANDOW, SW REGIONAL SALES MANAGER, NAPCO

## Rule Your Space

3:35 P.M. - 4:05 P.M.

PLAZA C



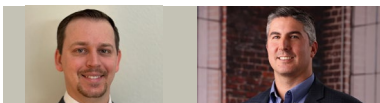
**SPEAKER:** PETE SUICA, AJAX SYSTEMS

We cover intrusion protection, comfort and automation, fire and life safety, and video surveillance. All integrated into one system.

## Retrofit Mechanical Hardware for Access Control

3:35 P.M. - 4:05 P.M.

TAPESTRY ROOM



**SPEAKERS:** ZACH BURNS, ACCESS HARDWARE SUPPLY AND NATHAN GUTSU, ARCHITECTURAL SECURITY HARDWARE

Come learn the basics on how to retrofit electrified panic bars and cylindrical and mortise locks with new motorized electronics. Attendees will learn the basics on how to easily retrofit or replace existing hardware with new motorized latch retraction devices.

## Recurring Revenue

3:35 P.M. - 4:05 P.M.

PLAZA D



**SPEAKER:** CARL HUNTSMAN, DIGITAL WATCHDOG

## DMP Sales Training

4:10 P.M. - 4:40 P.M.

PLAZA D



**SPEAKER:** DEAN BELISLE, DIRECTOR OF SALES, DMP

## ALL CHAPTERS MEETING

4:45 P.M. - 5:00 P.M.

PLAZA A & B

## VENDOR MEETING

4:45 P.M. - 5:00 P.M.

HORIZON BALLROOM

## VENDOR EXPO

5:00 P.M. - 7:00 P.M.

HORIZON BALLROOM

## FRIDAY, MAY 15TH

## EXHIBITS & BREAKFAST

7:30 A.M. - 8:30 A.M.

HORIZON BALLROOM

## GENERAL SESSION

8:45 A.M. - 10:30 A.M.

HORIZON BALLROOM

| See meeting details on page 4

## EXHIBITS & BREAK

10:30 A.M. - 11:00 A.M.

HORIZON BALLROOM

## The Power of Proximity: Human Influence in the Age of A.I.

11:00 A.M. - 12:00 P.M.

HORIZON BALLROOM



**KEYNOTE SPEAKER:** JODEE ANDERSON, RED7 LIVE

Become a compelling force! In this engaging keynote session taught by communication expert JoDee Anderson, you'll learn connection keys to harness the power of influence in today's increasingly A.I.-driven world. Whether you're focused on leadership, sales, customer relationships, or team development, this keynote will empower you with skills you can start using immediately!

## EXHIBITS & LUNCHEON

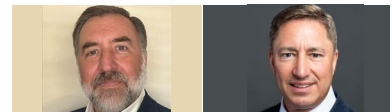
12:00 P.M. - 1:00 P.M.

HORIZON BALLROOM

## Harvey Eisenstadt Sales Symposium (H.E.S.S.)

1:00 P.M. - 2:00 P.M.

PLAZA A & B



**MODERATORS:** DEAN BELISLE, DMP AND RICH WHITLOCK, HONEYWELL

## Rock-Solid Reliability, Smart Innovation with Alarm.com

2:10 P.M. - 2:40 P.M.

PLAZA A & B

**SPEAKER:** SEE WEBSITE FOR MORE INFO

Experience AI-powered technology, seamless integration capabilities, and professional-grade equipment designed to protect what matters most.

*Your Trusted, Innovative Partner Committed to Quality - National Monitoring Center*

**2:10 P.M. - 3:10 P.M.**

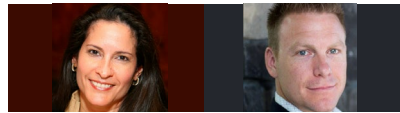
PLAZA C

SPEAKER: SEE WEBSITE FOR MOR INFO

*Tales from the Trenches*

**2:10 P.M. - 3:10 P.M.**

PLAZA D



SPEAKERS: LILLIANE CHAUMONT, PRESIDENT OF CHAUMONT LAW INC. AND LARRY ST. JOHN, PRESIDENT OF ECLIPSE MARKETING & INSURANCE SERVICES

Hear first-hand reports of developing trends in liability and risk management from CAA committee chairs Lilliane G. Chaumont, Esq. and Larry St John, CIC, CRM, as they provide updates from their legal and insurance practices on protecting the alarm industry.

*Automated Secure Alarm Protocol (ASAP) Service Review*

**2:10 P.M. - 3:10 P.M.**

TAPESTRY ROOM



SPEAKER: RON DUNN, RETIRED RIVERSIDE PD COMMUNICATIONS MANAGER, MISSION CRITICAL PARTNERS.

| The Disruptive Power of the ASAP Service

*AI Visual Check - The Future of Proactive Business Intelligence*

**2:45 P.M. - 3:15 P.M.**

PLAZA A & B



SPEAKER: PAUL WASSEM, STRATEGIC ACCOUNT MANAGER, OPENEYE

*Detect, Deter, and Stop Crime Before it Happens with Chekt*

**3:20 P.M. - 3:50 P.M.**

PLAZA A & B

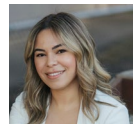
SPEAKER: SEE WEBSITE FOR MORE INFO

Built for security providers, central stations, and the people they protect. Proactive Visual Security by CHEKT is designed to deliver real outcomes for every link of the security chain.

*Winning the Connected Home: Security, Automation, and the Modern Buyer*

**3:20 P.M. - 3:50 P.M.**

PLAZA D



SPEAKER: ALEX MONTENERO, NICE NORTH AMERICA | 2GIG

*Intro to Connected Life Safety Services*

**3:20 P.M. - 4:20 P.M.**

TAPESTRY ROOM



SPEAKER: RICH WHITLOCK, SR. ACCOUNT MANAGER, HONEYWELL CLSS

**CAA POOLSIDE DINNER BUFFET AND ENTERTAINMENT**

**5:30 P.M. - 9:00 P.M.**

POOL PATIO & BAR

**SATUDAY, MAY 16TH**

**BREAKFAST & INDUSTRY INCORRECT**

**8:45 A.M. - 10:00 A.M.**

PLAZA A & B



LESSING GOLD, ESQ. OF MITCHELL SILBERBERG & KNUPP LLP