

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



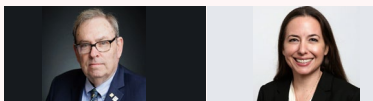
SPEAKER: GEORGE DE MARCO, MANAGING PARTNER, DECO VENTURES LLC

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

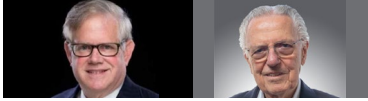
This is a real-world application designed specifically for how our industry sells. If you're serious about increasing close rates, improving efficiency, and giving your sales team a

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



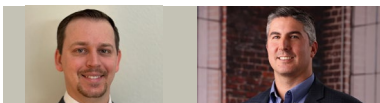
SPEAKER: PETE SUICA, AJAX SYSTEMS

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

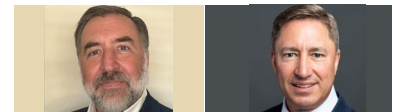
12:00 P.M. - 1:00 P.M.

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.

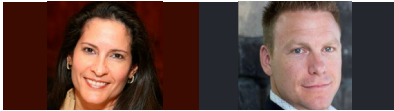
PLAZA C

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.

*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

*Beyond Wireless - The Power
of PowerG+*

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

PLAZA C



SPEAKER: MICHELLE CHESNUT, JCI AND WISE CO-CHAIR

*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