

# CAA WINTER CONVENTION 2025 - Schedule

Location: Fairmont San Francisco |  
Dates: December 3 - 6, 2025

## WEDNESDAY, DECEMBER 3RD

### WBFAA BOARD MEETING

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

FOUNTAIN ROOM

### REGIONAL CHAPTER PRESIDENT'S MEETING (Closed Door)

1:00 P.M. - 2:25 P.M.

FAR EAST ROOM (MEZZANINE)

### CAA BOARD MEETING (Open Door)

2:30 P.M. - 5:00 P.M.

CALIFORNIA ROOM (MEZZANINE)

### VENDOR MEETING

5:45 P.M. - 6:00 P.M.

GRAND BALLROOM

### WELCOME RECEPTION

6:00 P.M. - 7:30 P.M.

GRAND BALLROOM

## THURSDAY, DECEMBER 4TH

### CONTINENTAL BREAKFAST

8:00 A.M. - 9:00 A.M.

GRAND BALLROOM

### CAFAA MEETING

8:30 A.M. - 11:30 A.M.

FRENCH ROOM

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

9:00 A.M. - 10:15 A.M.

GRAND BALLROOM



SPEAKERS: DEAN BELISLE, DMP AND  
RICH WHITLOCK, HONEYWELL

### Strengthen Security Operations with Intelligent Video Monitoring Tools

10:30 A.M. - 10:55 A.M.

HUNT ROOM (MEZZANINE)

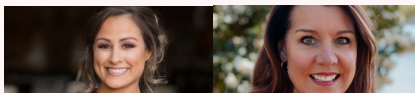


SPEAKER:  
PAUL WASSEM, OPENEYE

OpenEye's intelligent video monitoring tools provide a powerful set of hardware and software features that enhance business monitoring, enabling you to provide a more dynamic and complete security solution to your customers. This workshop explores the main benefits of OpenEye's next-generation monitoring tools, how it enables upsell opportunities, improves processes, and enhances workflow by reducing false alarms and streamlining active monitoring.

### Video Monitoring Ground Up: Strategy and Implementation

10:30 A.M. - 11:25 A.M.



SPEAKERS: TATIANA ABRAHEK AND  
NICOLA OAKIE, NMC (NATIONAL  
MONITORING CENTER)

The subscriber's 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. 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.

### Water Leak Detection

11:00 A.M. - 11:25 A.M.

FAR EAST ROOM (MEZZANINE)

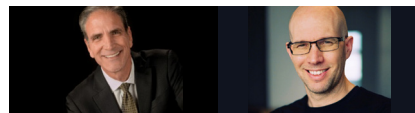


SPEAKER: MICHELLE  
CHESNUT, JCI DSC.IQ

### LUNCH / EXECUTIVE SYMPOSIUM

11:30 A.M. - 12:45 P.M.

GRAND BALLROOM



GEORGE DE MARCO, ESX TO  
INTERVIEW RYAN LEE, FOUNDER AND  
CEO, TRIDENT ADVISORS

AI Reality Check: Cutting Through the Noise for the Security Industry.

AI is dominating headlines, but how much of the hype truly applies to security companies and monitoring centers? In this interactive Executive Symposium session, moderator George De Marco, Managing Partner for DECO Ventures LLC, sits down with Ryan J. Lee, Founder and CEO of Trident Advisors and former ADT Program Manager of Integrated Services & Solutions, for a candid exploration of what AI means—and doesn't mean—for today's industry leaders.

Ryan will guide attendees through real-world scenarios, emerging trends, and common misconceptions, helping executives understand where AI genuinely creates value and where expectations can easily become misaligned. This interactive session is designed to spark thoughtful dialogue, challenge assumptions, and provide strategic clarity for leaders navigating AI adoption.

Attendees will leave with a grounded, practical perspective on how AI can enhance operations, support teams, and improve customer outcomes—without the noise, confusion, or overpromising often seen in the market.

## BREAK TIME

**12:30 P.M. - 3:30 P.M.**

COFFEE SERVICE ON MEZZANINE LEVEL

### *The Purchase and Sale of Your Alarm Company*

**1:00 P.M. - 1:55 P.M.**

CALIFORNIA ROOM (MEZZANINE)



**SPEAKERS: MITCH REITMAN, REITMAN CONSULTING AND LESSING GOLD, MSK LLP.**

Discussing due diligence, accounting, and tax issues, preparation for sale or acquisition, purchase or sale agreements, and current "beware" issues."

### *Generative AI in Specific Verticals*

**1:00 P.M. - 1:55 P.M.**

FAR EAST ROOM (MEZZANINE)



**SPEAKER: CHRIS HAUN, TURING VIDEO**

### *Sales & Business Growth Workshop*

**1:00 P.M. - 1:25 P.M.**

INTERNATIONAL ROOM (MEZZANINE)



**SPEAKER: AUDREY PIERSON, AUDREY PIERSON CONSULTING**

Are your sales reps walking away from opportunities without closing the deal? The problem often isn't the product, it's the ask.

Join Audrey Pierson, a 35+ year veteran of the security industry, for a powerful 30-minute session at our upcoming convention:

If You Don't Ask, the Answer Is Always No

In this interactive presentation, Audrey will show you:

Why salespeople hesitate to ask, and the real cost of not asking

Five proven closing techniques that work in this industry

How to build confidence and make asking feel natural, not pushy

This session is designed to help alarm dealers, integrators, and sales professionals close more sales and protect more customers.

Don't miss it! Add this session to your convention schedule.

### *Future Impact of OBBBA + Tax Strategy Updates*

**1:30 P.M. - 1:55 P.M.**

HUNT ROOM (MEZZANINE)

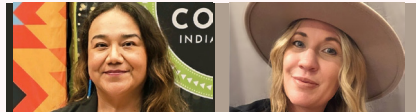


**SPEAKER: ALYSON PATTIE, CITRIN COOPERMAN**

### **WISE MEETING + NETWORKING**

**2:00 P.M. - 2:55 P.M.**

HUNT ROOM (MEZZANINE)



**SPEAKERS: VANESSA CASTRO, VARITEC SYSTEMS AND MICHELLE CHESNUT, JCI**

### *Smarter Security, Safer Spaces: How AI Detects, Deterrents, and Delivers Unrivaled Customer Experience*

**2:00 P.M. - 2:25 P.M.**

INTERNATIONAL ROOM (MEZZANINE)



**SPEAKER: JAMES RENO, ALARM.COM**

In today's intelligent property, video AI is doing more than just capturing footage, it's transforming how we secure and manage spaces.

By understanding the state of the security system, access control activity, and behavioral patterns unique to each site, AI can accurately distinguish between routine activity and real threats. This contextual awareness dramatically reduces false alarms, improves response accuracy, and strengthens deterrence before incidents occur.

Beyond safety, these insights create a seamless and reassuring customer experience, residents, employees, and visitors feel protected without disruption. The result is a smarter, safer, and more proactive environment where AI not only sees what's happening but understands what it means.

### **SEE WEBSITE FOR UPDATES**

**2:30 P.M. - 2:55 P.M.**

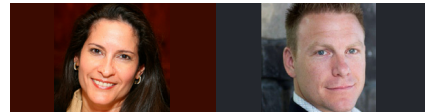
CALIFORNIA ROOM (MEZZANINE)

**DIGITAL WATCHDOG**

### *Tales from the Trenches*

**3:00 P.M. - 3:55 P.M.**

FAR EAST ROOM (MEZZANINE)



**SPEAKERS: LILIANNE CHAUMONT, CHAUMONT LAW INC. AND LARRY ST. JOHN, ECLIPSE INSURANCE**

Hear first-hand reports of developing trends in liability and risk management from CAA committee chairs Lilianne G. Chaumont, Esq. and Larry St John, CIC, CRM, as they provide updates from their legal and insurance practices on protecting the alarm industry. Program highlights include, New Contractor Disclosure Requirements, CalSavers Mandatory Updates, and Staying Insured When AI Monitors.

### **SEE WEBSITE FOR UPDATES**

**3:00 P.M. - 3:25 P.M.**

INTERNATIONAL ROOM (MEZZANINE)

**ADI EXCLUSIVE BRAND**

### **SEE WEBSITE FOR UPDATES**

**3:30 P.M. - 3:55 P.M.**

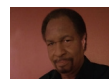
CALIFORNIA ROOM (MEZZANINE)

**RESIDEO**

### *How to COMPLETE Your Alarm Systems.*

**4:00 P.M. - 4:30 P.M.**

FRENCH ROOM (LOBBY LEVEL)



**SPEAKER: JAY DYER, DENSITY USA**

Until now, no alarm system in America could physically stop any crime. Come learn the future of the alarm industry. Come learn how and why you should be the first to offer this new technology to your valued clients.

## VENDOR & SPONSOR RECEPTION

5:00 P.M. – 7:00 P.M.

GRAND BALLROOM

## FRIDAY, DECEMBER 5TH

## BREAKFAST

7:30 A.M. – 8:30 A.M.

GRAND BALLROOM

## CAA GENERAL SESSION

8:15 A.M. – 10:00 A.M.

GRAND BALLROOM

## *Tunnel to Towers Presentation*

10:00 A.M. – 10:15 A.M.

GRAND BALLROOM



**SPEAKER: RICK GOMBAR,**  
TUNNEL TO TOWERS

## COFFEE & EXHIBITS

10:00 A.M. – 10:15 A.M.

GRAND BALLROOM

## *The Communicator's Advantage*

10:30 A.M. – 11:45 A.M.

GRAND BALLROOM



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

Securing the listener buy-in isn't about words alone. JoDee Anderson, President of Red7 Live, teaches how aligning words, voice, and body language builds trust and strengthens connection.

## KEYNOTE WORKSHOP

11:45 A.M. – 12:15 P.M.

GRAND BALLROOM

Following the keynote, the Growth Tables offer an immersive, collaborative workshop where you'll actively apply and deepen the communication skills you've just learned.

## CAA SPOUSES LUNCHEON

11:30 A.M. – 1:00 P.M.

FRENCH ROOM (LOBBY LEVEL)

## LUNCHEON & EXHIBITS

12:15 P.M. – 1:15 P.M.

GRAND BALLROOM

## *BSIS Presentation by Chief Lynne Jensen*

12:30 P.M. – 1:15 P.M.

GRAND BALLROOM (DURING LUNCH)



**SPEAKER: CHIEF LYNNE**  
JENSEN, BSIS

## *Discover the Power of Proactive Security: Maximizing RMR with the Halo Smart Sensor*

1:30 P.M. – 2:00 P.M.

FAR EAST ROOM (MEZZANINE)



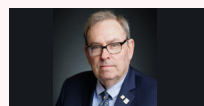
**SPEAKER: EVAN WELCH,**  
MOTOROLA

Join me in learning about how the Halo smart sensor moves beyond traditional alarm systems to detect threats before they escalate, using advanced, real-time multi-sensor monitoring. Learn the concrete steps security dealers can take to maximize customer retention, provide powerful protection, and capture significant new RMR in the rapidly evolving security market.

## *A Review of the Sacramento Legislative Actions for 2025*

1:30 P.M. – 2:25 P.M.

HUNT ROOM (MEZZANINE)



**SPEAKERS: DR. SHANE CLARY, BAY**  
ALARM AND HOLLY BORGMANN, ADT

Looking ahead to 2026  
Right-to-Repair (Holly Borgmann)  
Secure Act (Holly Borgmann)  
NextNav

## AJAX PRESENTATION

1:30 P.M. – 2:25 P.M.

CALIFORNIA ROOM (MEZZANINE)



**SPEAKER: GARY COTTON,**  
AJAX SYSTEMS

## DEALER WORKSHOP

2:30 P.M. – 3:25 P.M.

FAR EAST ROOM (MEZZANINE)

## *The Security Acquisition Market on Steroids!*

2:30 P.M. – 3:25 P.M.

INTERNATIONAL ROOM MEZZANINE



**SPEAKER: BARRY EPSTEIN,**  
VERTEX CAPITAL

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!

## *Outsourcing & Subcontracting: Boosting Profitability and Building Operational Resilience*

3:00 P.M. – 3:25 P.M.

CALIFORNIA ROOM (MEZZANINE)



**SPEAKER: SHAWN BHALLA,**  
KEYSTONE SECURITY

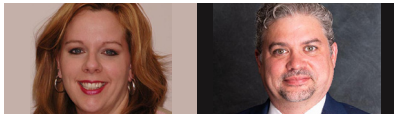
In today's competitive security alarm industry, outsourcing and subcontracting are no longer just cost-cutting tools—they're strategic levers for growth, efficiency, and scalability. As operational demands increase and margins tighten, companies are turning to outsourcing to streamline processes, access specialized expertise, and stay ahead of the curve. This session will explore: 1) The various models of outsourcing and subcontracting, 2) Key benefits and potential risks, 3) Real-world use cases from within the industry, and 4) Actionable steps to implement a successful outsourcing strategy.

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## *New CAA Training Program Launch*

**3:30 P.M. - 4:25 P.M.**

HUNT ROOM (MEZZANINE)



**SPEAKERS: CONNIE MOORHEAD AND  
CHRIS MOORHEAD, CMOR GROUP/  
WBFAA**

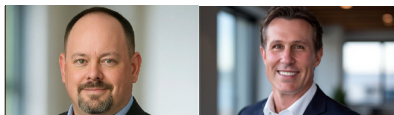
**NEW TRAINING PROGRAM TO BE  
ROLLED OUT BY SPRING 2026**

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## **NAPCO WORKSHOP**

**3:30 P.M. - 4:25 P.M.**

INTERNATIONAL ROOM (MEZZANINE)



**SPEAKERS: JASON HARRIS AND  
CHRISTIAN BRANDOW, NAPCO  
TECHNOLOGIES**

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## **CAA TRIBUTE DINNER**

**6:30 P.M. - 9:00 P.M.**

VENETIAN ROOM

**SATUDAY, DECEMBER 6TH**

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## **BREAKFAST**

### **& INDUSTRY INCORRECT:**

**Find out who the real experts  
are and what they really think!**

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

CROWN ROOM (TOP FLOOR OF HOTEL)