

# 2023 CAA Winter Conference

## Information for Attendees

December. 6 - 9, 2023

- Recognizing Our Sponsors
- President's Message
- Workshop Times and Locations
- Tribute Dinner



CAA Conference Sponsors 2023

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 Woodland Hills, CA 91367  
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 www.CAAonline.org  
 info@caaonline.org

## PRESIDENT'S MESSAGE

Dear CAA Winter Conference Attendees,

Welcome to the California Alarm Association Winter Conference here at the beautiful Fairmont in San Francisco. As we gather amidst the grandeur of this historic venue, I am filled with a sense of anticipation and excitement for the days ahead. This conference marks not only a culmination of our year's efforts but also a launching pad for innovative ideas and collaborative ventures that will shape our industry's future.

We are here to celebrate our collective strides, engage with cutting-edge technologies, and harness the knowledge that will empower us to exceed the benchmarks of security and service in the year to come. Your presence signifies a shared commitment to excellence, progress, and the unyielding pursuit of knowledge.

As we embark on this conference, I want to express my deepest gratitude to each of you for your invaluable contributions to our field. Your expertise, dedication, and passion are the driving forces that elevate our industry to new heights.

This year, we have an array of insightful sessions and networking opportunities designed to foster professional growth and industry advancement. I encourage you to immerse yourself in the experience, participate actively, and perhaps most importantly, connect with your peers—there is immeasurable value in our collective wisdom.

A highlight of our conference—and indeed a moment of great pride—is the presentation of the prestigious George A. Weinstock Award. This year, it is my profound honor to congratulate Dave Michel on receiving this esteemed accolade. Dave's unwavering commitment to excellence and his substantial contributions to our community embody the spirit of this award. He stands as a testament to the leadership, innovation, and integrity that the George A. Weinstock Award celebrates. Please join me in applauding Dave for his achievements.

I wish you all an inspiring and productive conference. May the days ahead spark new ideas, forge new partnerships, and strengthen our shared vision for a secure and prosperous future.

Welcome to the CAA Winter Conference. Let's make it extraordinary.

Warm regards,  
 Sean Cooke

California Alarm Association, President



## Register for the 2023 CAA Winter Conference

### REGISTRATION HOURS

GRAND BALLROOM – TERRACE LEVEL: December 6, Wednesday 1 P.M. – 5:30 P.M.

FAIRMONT SUITE – PENTHOUSE: December 6, Wednesday 5:30 P.M. – 7 P.M.

GRAND BALLROOM – TERRACE LEVEL: December 7, Thursday 9 A.M. – 8 P.M.

GRAND BALLROOM FOYER: December 8, Friday 7:30 A.M. – 4 P.M.

**This year, we are focusing on “Innovation and Security: Shaping the Future Together”, a theme that encapsulates the progressive spirit of our industry. The conference will serve as a conduit for knowledge exchange, networking opportunities, and an exploration of the latest trends and technology in the security and life safety sector.**

## WEDNESDAY, DECEMBER 6

*11:00am – 2:00pm*  
WBFAA – UATC Committee Meeting  
FOUNTAIN ROOM

*Noon – 2:00pm*  
Regional Chapter President’s Meeting (closed door)  
FAR EAST ROOM (Mezzanine)

*2:30pm - 5:30pm.*  
CAA Board Meeting (open door)  
CALIFORNIA ROOM (Mezzanine)

*6:00pm - 7:30pm*  
CAA Welcome Reception  
CROWNE ROOM (Tower)

## THURSDAY, DECEMBER 7

*8:00am - 2:00pm*  
Exhibitor Setup  
GRAND BALLROOM

*8:30am – 11:30am*  
CAFAA  
FRENCH ROOM (Lobby)

*9:00am - 10:15am*  
Harvey Eisenstadt Sales Symposium  
Speakers: Audrey Pierson, Audrey Pierson Consulting/David Morgan, Security Dealer Marketing  
VENETIAN ROOM (Lobby)

*10:30am - 11:15am*  
What’s Happening in Mergers and Acquisitions Today  
Kelly Bond, Davis Mergers  
HUNT ROOM (Mezzanine)

*10:30am - 11:15am*  
Legalities of Artificial Intelligence  
Su Ross, Mitchell, Silberberg, & Knupp L.L.P.  
INTERNATIONAL ROOM (Mezzanine)

*11:30am – 12:50pm*  
Sponsored Lunch (dealers and sponsors only)  
BSIS Presentation  
Speaker: Chief Lynne Jensen, BSIS Chief  
TERRACE ROOM

*1:00pm - 1:45pm*  
To Plan or Not to Plan: An Alarming Question  
Presenters: Larry St. John, Eclipse Insurance/Lillianne Chaumont, Chaumont Law  
HUNT ROOM (Mezzanine)

*1:00pm - 1:45pm*  
How to Engage Customers with AI Technologies  
Chris Haun, Turing Video  
CALIFORNIA ROOM (Mezzanine)

*1:00pm - 1:45pm*  
Financial Statements - What a Security Focused Bank Looks Like  
Jennifer Holloway, CIBC Commercial Banking  
FAR EAST ROOM

*2:00pm - 2:45pm*  
Upselling and Introducing Yourself  
Dean Belisle, DMP/Jeff Spatz, DMP  
INTERNATIONAL ROOM (Mezzanine)

*2:00pm - 2:45pm*  
AI Enabled VMS Built for Users  
Carl Huntsman, Digital Watchdog  
CALIFORNIA ROOM (Mezzanine)

*2:00pm - 2:45pm*  
The New Complete Video Alarm Solution  
Tommie Van Fossen, Optex/Checkt  
HUNT ROOM (Mezzanine)

*3:00pm - 3:45pm*  
Innovative and Integrated Security Solutions in Today’s World  
David Berman  
Alarm.com  
HUNT ROOM (Mezzanine)

*3:00pm – 3:45pm.*  
Delivering the Visual Xperience – The value of VX1 Video Doorbell & VX3 Outdoor Camera  
Ian Arquero, Resideo  
INTERNATIONAL ROOM (Mezzanine)

*3:00pm – 3:45pm*  
CAA CARES about Life Safety – Empowering Safety with Honeywell CARES: A Connected Alarm Response Ecosystem Initiative  
Speakers: Tyler Roby, Honeywell Fire/Sam Aviles, Honeywell Fire  
CALIFORNIA ROOM (Mezzanine)

3:45pm – 4:00pm  
**Exhibitor Meeting**  
**GRAND BALLROOM**

4:00pm – 4:45pm  
**IQ Pro**  
**Speakers: Vaughn Wells, JCI, Ruiz, JCI/DSC/Qolsys**  
**HUNT ROOM (Mezzanine)**

4:00pm – 4:45pm  
**Pre-Attrition Metrics You Need to Know to Reduce Churn or Customer Satisfaction**  
**Speakers: Kirk MacDowell, MacGuard/Joy Curtiss, MacGuard**  
**INTERNATIONAL ROOM (Mezzanine)**

4:00pm – 5:00pm  
**SIA Foundation for Advancing Security Talent (FAST) Cornhole Tournament**  
**GRAND BALLROOM**

4:00pm – 5:00pm  
**Exhibitor Product Preview for Dealers and Sponsors Only**  
**GRAND BALLROOM**

5:00pm – 7:00pm  
**Gala Openings Exhibit & Reception**  
**GRAND BALLROOM**

## FRIDAY, DECEMBER 8

7:30am – 8:15am  
**Breakfast Exhibits**  
**GRAND BALLROOM**

8:15am – 10:15am  
**CAA General Session**  
**GRAND BALLROOM**

10:15am – 10:30am  
**Coffee and Exhibits**  
**GRAND BALLROOM**

10:30am – 12Noon  
**KEYNOTE SPEAKER**  
**Sue Sadler, Sr. Director, Honeywell Enterprise Systems**  
**GRAND BALLROOM**

11:30am - 1:00pm  
**CAA Gift & Gab Ladies Luncheon**  
**HUNT ROOM (Mezzanine)**

12:00Noon – 1:15pm  
**Luncheon & Exhibits**  
**GRAND BALLROOM**

12:00 Noon – 1:15pm  
**WISE Breakout Session**  
**FRENCH ROOM**

1:30pm – 3:00pm  
**Executive Symposium**

**Speakers: George De Marco/Executives from CAA WISE**  
**GRAND BALLROOM**

This year at the CAA Winter Conference we welcome three inspiring executives from our Women In the Security Evolution, “WISE”, group on the panel. Kelly Bond, Joey Rao-Russell and Audrey Pierson will share their perspectives and insight on where the security industry is steering us. Be inspired, informed and impacted with real world directions at this year’s CAA Executive Symposium lead by security veteran and leader George De Marco on Friday, December 8th in San Francisco.



*Kelly Bond*  
*Partner*  
*Davis Mergers & Acquisitions Group*



*Audrey Pierson*  
*Principal*  
*Audrey Pierson Consulting*



*Joey Rao-Russell*  
*President & CEO*  
*Kimberlite Corporation dba Sonitrol & Security First*

3:15pm – 4:00pm  
**Building Long-Term Value Through Recurring Monthly Revenue**  
**Speaker: Alex Nitterhouse, Egan Security Group**  
**FRENCH ROOM**

3:15pm – 4:00pm  
**Video Monitoring Today, Central Station Panel Discussion**  
**FOUNTINA ROOM**

7:00pm – 10:00pm  
**CAA Tribute Reception & Dinner**  
**(Black Tie Optional)**  
**VENETIAN ROOM**

## SATURDAY, DECEMBER 9

8:50am – 10:00am  
**Breakfast & Industry Incorrect**  
**CROWN ROOM (Tower)**

# MINUTES FROM 2023 PALM SPRINGS GENERAL MEETING

## GENERAL MEMBER MINUTES MAY 2023

### CAA General Meeting Minutes

May 19, 2023

#### Hilton Palm Springs

1. Meeting Called to order by President Sean Cooke at 8:46 a.m.
2. Pledge of allegiance led by Matt Kruger
3. Self-introductions were made
4. Minutes
  - a. Motion--- Approve the minutes of the meetings of May 20th 2022 and Dec. 2nd 2022 as submitted-----Passed
5. Anti-Trust Statement was made by Les Gold after recognized the 25th anniversary of the scholarship and the event in Palm Springs
6. Presidents Message was made by Sean Cooke
7. Treasurers Report by David Michel: Revenue up, David Michel reported that revenue is up. Expenses are down. \$42,000 net profit, cash of \$115,000, Scholarship fund has \$48,000, PAC fund has \$43,000
8. Business Operations report by David Michel: Dues AR at \$45,000
9. Legal Report was given by Les Gold: lots of privacy law activity.

Have to protect yourself with updated contracts. Ensure websites are in alignment with contracts

10. Legislation Report: Facial Recognition, AB 1531, SB 244 right to repair.
11. Public Safety
  - a. Brian Boeglin reported that Breeze is 100% paperless must use.
  - b. Steve Keefer, working on Oakland, Oxnard, Monterrey, Martinez, Santa Barbara, Police Chiefs Association, Foster City Lunch
12. WBFAA report given by Ron Lander: New Logo, 200+ apprentices, 120 companies, 575 journeymen
13. ISC report given by Sean Cooke: April dates for ISC 4/9/2024 given.
14. Associate Directors report given by Rich Whitlock: sponsors were recognized, attendance numbers reported, CAA Mark Shubert Memorial Award to Ben Martinez in 2020. Rich Whitlock is the CAA Mark Shubert Memorial Award winner in 2023. John Loud reported on ESX show and 75 years of ESA.
15. Old Business: Brian Boeglin brought up that BSIS is looking for ACQ's to be on the testing and content committee
16. Meeting was adjourned at 9:47 a.m.

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Denis Cooke, President

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# GENERAL MEMBER AGENDA DECEMBER 8, 2023

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### General Membership Meeting

Sean Cooke, President  
THE FAIRMONT SAN FRANCISCO  
Friday, December 8, 2023 8:15 a.m. – 10:15 a.m.

## AGENDA

### Innovation and Security: “Shaping the Future Together”

1. Call to Order (Sean Cooke)
2. National Anthem
3. Pledge of Allegiance (Elizabeth Courtney)
4. Introduction of CAA Past and Present Officers (Sean Cooke)
5. Self-Introductions
6. Anti-Trust Statement (Lessing Gold)
7. Approval of Minutes (Tim Westphal)
8. President’s Message (Sean Cooke)
9. Treasurer/Business Report (David Michel)
10. Legal Report (Lessing Gold)
11. Legislative Report (Shane Clary/Trent Smith)
  - a. CAA PAC Fund
  - b. BSIS
12. Public Safety Liaison (Mike Salk)
  - a. SIAC Update (Stan Martin/Steve Keefer)
13. Membership (Larry St. John)
14. Scholarship Program (Lilianne Chaumont)
15. Communications Report (David Morgan)
16. CAA Education (Chuck Petrusa/Shane Clary)
17. Technology/Industry Trends (Sam Aviles)
18. WBFAA Training Update (Ron Lander)
19. ISC Expo West/SIA (Mary Beth Shaughnessy)
20. ESA/ESX (George de Marco)
21. Associate Director Report (Rich Whitlock)
  - a. Sponsor Recognition (Sean Cooke)
22. Old Business
23. New Business (Cathy Rempel)
  - a. WISE
24. Good of the Order
25. Adjournment

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Sean Cooke, AllGuard Alarm Systems

*Northern Vice President*

Matt Hoffman, Hoffman Security

*Southern Vice President*

Matt Kruger, Ranch & Coast Security

*Secretary*

Tim Westphal, Bay Alarm Company

*Treasurer*

David Michel, Valley Alarm

*Sergeant at Arms*

Elizabeth Courtney, Beacon Security

**REGIONAL PRESIDENTS**

Tim Westphal *East Bay Alarm Association*

Paul Wassem, *Golden Gate Alarm Association*

David Michel, *Greater L.A. Security Alarm Assn.*

Joe Castro, *Greater Valley Alarm Association*

Richard Jimenez, *Inland Empire Alarm Association*

John Heath, *Mid Cal Alarm Association*

Elizabeth Courtney, *Orange County Alarm Association*

Chuck Petrusa, *Redwood Alarm Association*

Rich Whitlock, *Sacramento Area Alarm Association*

Ben Martinez, *Silicon Valley Alarm Association*

Matt Kruger, *San Diego Alarm Association*

Rich Whitlock, Wesco, *Associates Director*

Joe Nuccio - ADT, *Large Company Representative*

**PAST PRESIDENTS**

Mike Salk, Reed Brothers

Tim Westphal, Bay Alarm Company

Chuck Petrusa, Advanced Security Systems

Cathy Rempel, American Security Integrators

Bob Michel, Valley Alarm

John Hopper, Sentry Alarm

Matt Westphal, Bay Alarm Company

Jon Sargent, Tyco Integrated Security

Patty Hartman

Tony Smith, Security Finance Associates

George Gunning, USA Alarm Systems

Frank Burke, USA Alarm Systems

Pam Alva, Allied Security Alarms

Ted Willie

Roger Westphal, Bay Alarm Company

Richard A. Beunk, Comseco of California

Rod Uffindell, Denalect Alarm Company

Jack McAboy Harold France

Bruce Westphal, Bay Alarm Company

Paul Worsley, Valley Burglar & Fire Alarm Co.

George A. Weinstock

Everett Westphal, Bay Alarm Co.

Frank Meiners William Swinney

Robert Leeper Jerry J. Linder

**EX OFFICIO**

Paige Pohlrs-Meek, Executive Director

Lessing E. Gold, Legal Counsel

Alyson Pattie, CPA

California Alarm Association  
21700 Oxnard Street, # 950  
Woodland Hills, CA 91367  
TEL 800/437-7658

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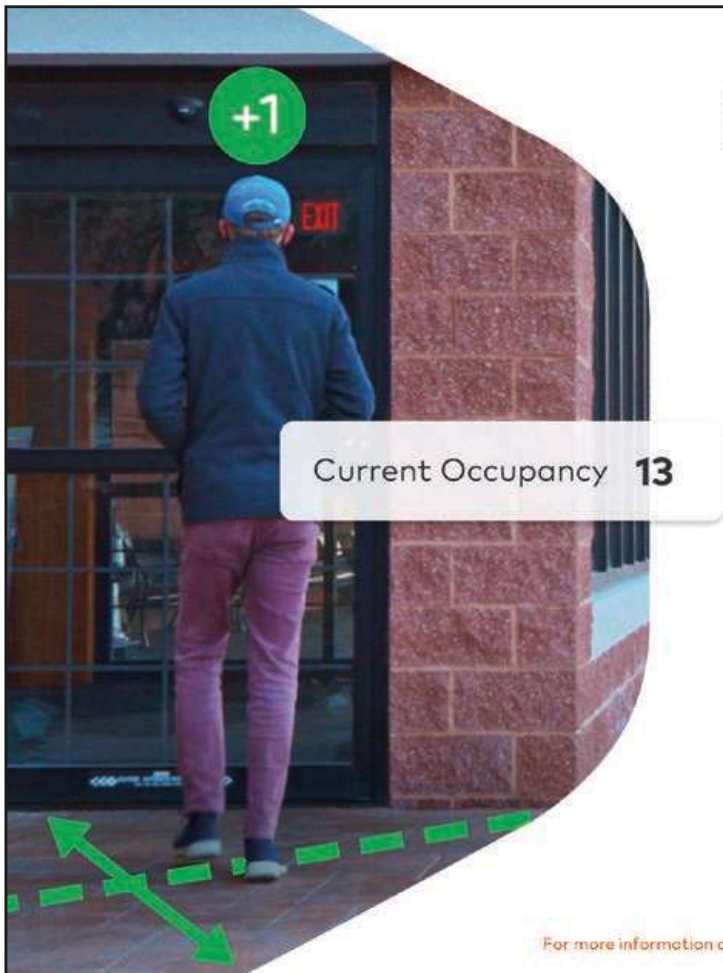
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**APRIL 9-12, 2024**

SIA EDUCATION@ISC: APRIL 9-11

EXHIBIT HALL: APRIL 10-12

VENETIAN EXPO, LAS VEGAS

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# Where Eagles Soar



Recipient of the  
2023 CAA  
George A.  
Weinstock Award



For a lifetime of  
achievement and  
service to the  
security industry

**David Michel**



Tribute Reception & Dinner  
Friday, December 8  
7 P.M.- 10 P.M.

# Celebrating Our Partnership with the California Alarm Association

We Applaud the Lifetime  
of Achievement and Service  
to the Industry of  
David Michel



## PAST PRESIDENTS

- Tim Westphal, Bay Alarm Company  
Chuck Petrusha, Advanced Security Systems  
Cathy Rempel, American Security Integrators  
Bob Michel, Valley Alarm  
John Hopper, Sentry Alarm  
Matt Westphal, Bay Alarm Company  
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Bruce Westphal, Bay Alarm Company  
Paul Worsley, Valley Burglar & Fire Alarm Co.  
George A. Weinstock  
Everett Westphal, Bay Alarm Company  
Frank Meiners  
William Swinney  
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Jerry J. Linder

## PRESIDENT'S MESSAGE

Dear CAA Members and Guest,  
The George A. Weinstock Award is a significant recognition presented by the California Alarm Association (CAA). Established to honor lifetime achievement and service to the industry, this award reflects the legacy of George A. Weinstock, a notable figure to us within the security industry and CAA.

George Weinstock's contributions spanned over four decades, during which he led prominent installation and monitoring companies in the security industry. He was actively involved in industry issues, serving as president of both the National Burglar and Fire Alarm Association (NBFAA, now the Electronic Security Association or ESA) and the Western Burglar & Fire Alarm Association (WBFSA).

Additionally, he served in the Air National Guard and the U.S. Air Force. Weinstock's involvement in the industry started in 1955 and included roles such as President and CEO of American Home Security, as well as various leadership positions in industry organizations. His father, Morris Weinstock, was also a respected figure in the industry, honored with the Morris F. Weinstock Award by the ESA.

The George A. Weinstock Award was established by the CAA in 1999 as our highest honor. Since 2000, the award has been presented annually to a member of the alarm industry, recognizing their lifetime achievements and contributions to the field.

I would like to sincerely congratulate Dave Michel on being honored with the George A. Weinstock Award for Lifetime Achievement. This prestigious award is a testament to your exceptional dedication and contributions to the security and life safety industry. Your innovative work, leadership, and commitment to advancing our field have not only set high standards but also inspired many within our community.

Your achievements reflect the spirit of excellence and service embodied by George A. Weinstock, making you a truly deserving recipient of this honor. We celebrate your success and look forward to your continued contributions to our industry.

Warm regards,  
Sean Cooke  
California Alarm Association, President



## Register for the 2023 CAA Winter Conference

### REGISTRATION HOURS

GRAND BALLROOM – TERRACE LEVEL: December 6, Wednesday 1 P.M. – 5:30 P.M.

FAIRMONT SUITE – PENTHOUSE: December 6, Wednesday 5:30 P.M. – 7 P.M.

GRAND BALLROOM – TERRACE LEVEL: December 7, Thursday 9 A.M. – 8 P.M.

GRAND BALLROOM FOYER: December 8, Friday 7:30 A.M. – 4 P.M.



*CAA President Tony Smith presented George Weinstock with a Lifetime Achievement Award at the CAA Winter Convention in 1999 and announced the establishment of the George A. Weinstock Award.*

### GEORGE A. WEINSTOCK AWARD

George Weinstock entered the security industry in 1955 when he joined the family's Morse Signal Devices of California, where he served as President from 1970 to 1981. He was concurrently President of Morse Signal Devices of Cleveland and partner and director of Ans-R-Tel Answering Service / Broadway Le Mesa Answering Services of San Diego. He sold that business to partner Robert Berlin in 1983 and established American Home Security. He was President, Director and CEO of American Home Security from 1984 until 1993 when he sold the company to Protection One where he served as Executive Vice President.

George participated in our organizations from the moment he entered the industry. His role model was his father Morris, who the industry has honored with the presentation by the ESA of the Morris F. Weinstock Award since 1970 to honor the Person of the Year.

George chaired his first NBFSA committee in 1969, and was elected President of the national organization in 1973.

In 1976, he was elected President of the Western Burglar & Fire Alarm Association, the organization that preceded the CAA. Over the years, he has served as Director, Chair or other leadership position in an array of organizations that serve the industry.

George served on the California Alarm Association Board of Directors as Large Company Representative, and was the founding Chair of the CAA Newsletter Committee that produces THE MIRROR.

The California Alarm Association presented him with a Lifetime Achievement Award at the 1999 CAA Winter Convention and announced the establishment of the George A. Weinstock Award as the highest honor to be bestowed by the Association.

## CAA LIFETIME ACHIEVEMENT AWARD

1999..... George A. Weinstock

## CAA GEORGE A. WEINSTOCK AWARD

### Lifetime Achievement Award

2023.....David Michel .....Valley Alarm  
 2022 ..... Chuck Petrusa..... Advanced Security Systems  
 2020/2021...Michael Salk .....Reed Brothers Security  
 2019.....Bob Michel .....Valley Alarm  
 2018 .....Mark Sepulveda .....USA Alarm Systems Inc.  
 2017.....Mike Matson .....Matson Alarm  
 2016.....Bob Jennison.....Post Alarm  
 2015.....Matt Westphal .....Bay Alarm Company  
 2014.....Ron Lander .....Ultrasafe Security  
 2013.....Charles Schwager .....BPSD  
 2012.....Patty Hartman .....Burgarello Alarm  
 2011.....Shane Clary.....Bay Alarm Company

2010.....Jon Sargent.....ADT Security Services  
 2009.....George De Marco.....ESX-WBFAA  
 2008.....Tony Smith.....Security Finance Associates  
 2007.....Alan Pepper.....Mitchell, Silberberg & Knupp, LLP  
 2006.....Frank Burke .....USA Alarm Systems, Inc.  
 2005.....Rod Uffindell .....Denalect Alarm Co.  
 2004.....Lessing Gold .....Mitchell Silberberg & Knupp LLP  
 2003.....Roger Westphal and Bruce Westphal.....Bay Alarm Company  
 2002.....George Gunning.....USA Alarm Systems  
 2001.....Harvey Eisenstadt .....Bosch Security Systems  
 2000.....Ron Spiller .....Security Industry Association

# Dave Michel: 2023 CAA George A. Weinstock Award

David Michel started his career in the electronic security industry at Valley Alarm in 1995. At that time, Valley Alarm was an established, but small, local alarm company with approximately 1,000 accounts and \$35,000 of recurring monthly revenue. Dave began in the Administrative Department answering phones and performing clerical duties.

After just three months at Valley Alarm, his responsibilities increased dramatically when Valley Alarm's President, Bob Michel, took a six-month assignment in Chicago as a Director at SecurityLink.

Dave quickly progressed to Controller and took over Operations in 1999 and then

Vice President of Valley Alarm in 2000. He became President of Valley Alarm in 2005 and he and Edward Michel became Co-Presidents in 2015.

From 1997 to 2001, Dave managed Valley Alarm's subcontracting work for Edison Security. This involved the direct oversight of installation, inventory and billing for 300 small systems per month. These installations were in addition to Valley Alarm's in-house sales and installations.

In 2001, Dave managed the successful conversion of Valley Alarm's financial software from an obsolete DOS program to a brand-new Windows based product called Sedona Office. Valley Alarm was the first user to actually implement this product, which is now used by hundreds of larger alarm companies nationwide. Dave is largely self-taught in bookkeeping and accounting and he developed financial processes, reports and financial statements to meet the requirements of Valley Alarm's new lender, SLP Capital. These processes and reporting capabilities eventually facilitated Valley Alarm's ability to transition from high interest alarm industry financing to traditional business bank financing.

In 2002, Dave managed the successful transfer of Valley Alarm's central station monitoring from NACC to NMC.

In 2004, Valley Alarm more than doubled its RMR when it acquired Millennium Security. Millennium Security had about 3,300 accounts and almost

\$100,000 of RMR. Dave oversaw the financial analysis, due diligence, central station transfer and assimilation of Millennium's accounts. This process was accomplished economically and on schedule and he also oversaw over 30 acquisitions ranging in size from 50 to 1,500 accounts.

In early 2006, Dave was instrumental in the development of a new Valley Alarm program to create a company culture of excellence and customer perceived value.

Dave was instrumental in the growth of Valley Alarm to its current size of over 10,000 customers and \$450,000 RMR and they have been an SDM Top 100 company since 2007.

Dave majored in engineering at the University of Notre Dame and later advanced his engineering studies at the University of California at Irvine. He continues his business and management education through numerous seminars and avid reading.

Dave is active in alarm trade associations and has been Treasurer of the California Alarm Association (CAA) since 2009. He has served numerous terms as President of the Greater Los Angeles Security Alarm Association (GLASAA). In 2011 he was honored with the Man of the Year award from GLASAA. From 2013-2014, Dave was the California representative to the board of directors of the nationwide Electronic Security Association (ESA).

In 2021, Dave received a commendation from the City of San Fernando for his services to the community. In 2022, Dave received the Chief's Award from the City of San Fernando Police Chief for outstanding support of the San Fernando Police Department.

Dave lives in Long Beach, CA with his wife Karen, who he met while playing intramural softball at the University of California at Irvine. They have two daughters -- Allison, 28 and Lauren, 26. When his daughters were younger, Dave coached and refereed AYSO soccer and was also active in the YMCA Adventure Guides program and worked at their camps.





Congratulations to

# Dave Michel

on being honored with the California Alarm Association 2023 George A. Weinstock Award  
from your friends at National Monitoring Center!

Your continuous dedication and commitment to our industry are truly exemplified by this  
award. We express our gratitude to you!





***Thank you,  
David Michel,  
and  
congratulations  
on receiving this  
well-deserved  
award.***

***“Leadership is  
practiced  
not so much  
in words  
as in attitude and  
in actions.”  
– Harold Geneen***



**ALARM.COM<sup>®</sup>**





**CONGRATULATIONS**  
**DAVID MICHEL**  
2023 CAA GEORGE A.  
WEINSTOCK AWARD  
WINNER

**THANK YOU FOR YOUR SERVICE AS THE**  
**“ANCHOR OF OUR ASSETS” AND FOR**  
**SAFEGUARDING THE SUCCESS**  
**OF THE CAA!**

The Westphals and  
your friends at Bay Alarm



**WE GOT YOU.**

If one advances  
confidently in the  
direction of one's  
dreams, and endeavors  
to live the life which  
one has imagined,  
one will meet with a  
success unexpected in  
common hours.

- Henry David Thoreau





“Leaders don’t look backwards to condemn what has already been done; they look forward to create a better future.”

— Mark Cuban, Entrepreneur  
Businessman

## *Congratulations*

# Dave Michel

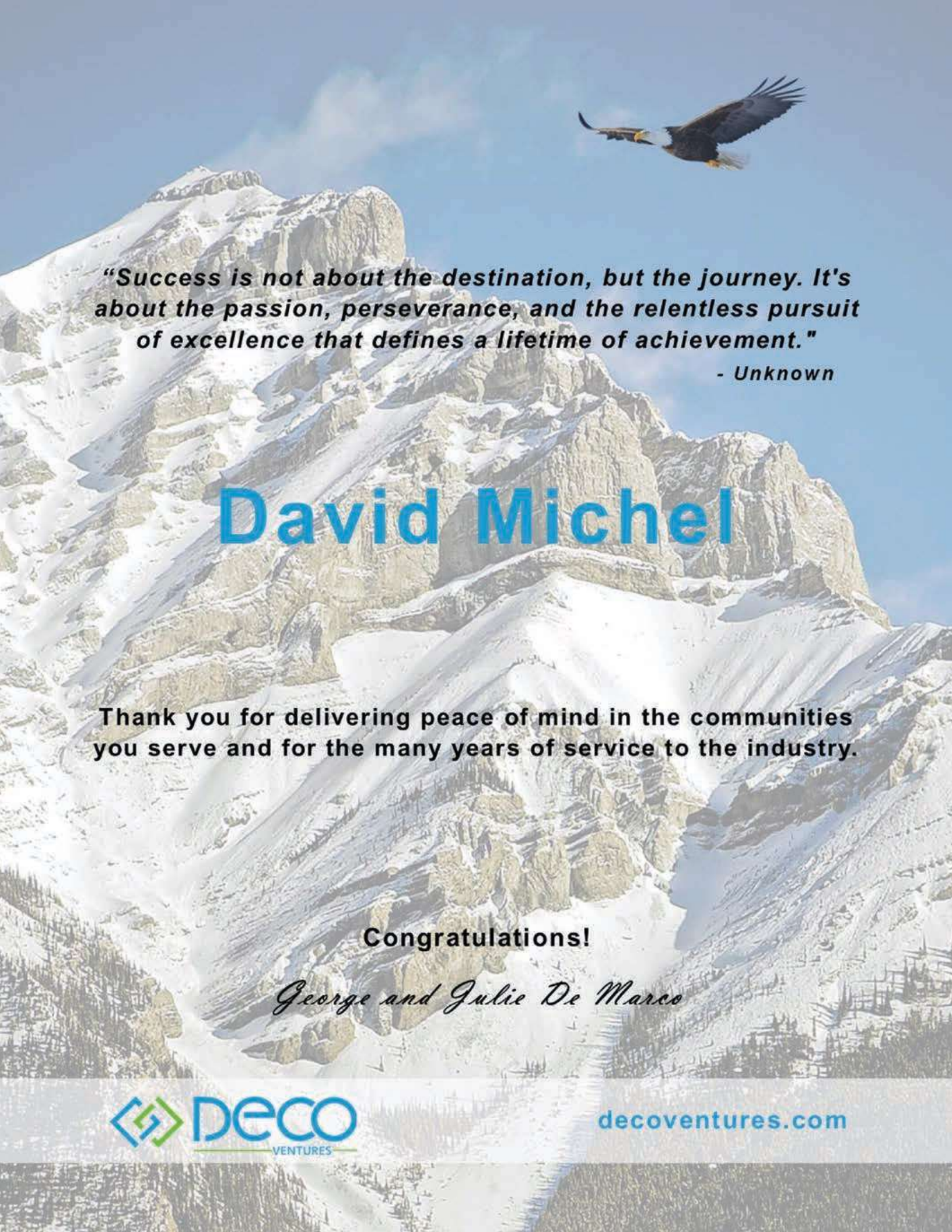
for receiving the 2023

CAA George A. Weinstock Award  
for Lifetime Achievement and  
Service to Our Industry.

**GLASAA**  
Greater Los Angeles Security Alarm Association



*Be willing to make decisions. That’s the most important quality in a good leader.*  
— George S. Patton



***“Success is not about the destination, but the journey. It's about the passion, perseverance, and the relentless pursuit of excellence that defines a lifetime of achievement.”***

***- Unknown***

# David Michel

**Thank you for delivering peace of mind in the communities you serve and for the many years of service to the industry.**

**Congratulations!**

*George and Julie De Marco*



[decoventures.com](http://decoventures.com)

# *Altronix Congratulates...*

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**David Michel**

2023 George A. Weinstock Award Recipient

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Honoring you for your lifetime commitment  
and contributions to the security industry.

Your friends at







Our Heartfelt congratulations on receiving the prestigious George Weinstock Award. Your leadership has been a guiding light for our team at IE Alarm Systems.








**George A. Weinstock Award for  
Lifetime Achievement and  
Service to the Industry**

*David Michel,*

Our warmest congratulations on being the  
2023 recipient of the George A. Weinstock Award!  
Your dedication and leadership inspire us and  
the entire community.  
Well-deserved, and here's to your continued success!



**Congratulations,  
David Michel.  
Thank you for your  
contributions to the  
industry.**

**Congratulations David!**

*Thank you for your many years  
of service to the industry!  
You are an inspiration to us all.*

**KEEPYOURIP**  
ALARM IP SIGNALS YOU CONTROL

(866) 444-7007  
davin@keepyourip.com  
www.KeepYourIP.com

2023

# Congratulations



**Dave Michel**

**Your well-earned recognition is warmly celebrated!  
You are a friend to everyone in the industry. Thank you  
Dave! From Chuck and Robyn Petrusha and everyone at  
Advanced Security Systems, Congratulations!**



[www.advancedsecurity.us](http://www.advancedsecurity.us)

*"Delivering Peace of Mind"*

ALARM LIC #ACO2883, CA CONT 527700, OR CONT 144207



**“The quality of a person’s life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor.”**

**- Vince Lombardi**

**Congratulations to  
David Michel for receiving  
the George A. Weinstock  
award for 2023**







*Congratulations*

# DAVE MICHEL

2023 CAA George A. Weinstock Award

Lifetime achievement and outstanding service to our industry



**“There are no secrets to success. It is the result of preparation, hard work, and learning from failure.”**

—Colin Powell U.S. Army Officer, former Secretary of State

**VALLEY ALARM**

Intrusion • Fire • Cameras • Access Control







*Dave Michel,*

Congratulations on being the recipient of the 2023 George A. Weinstock Award!

FROM ALL YOUR FRIENDS AT



CONGRATULATIONS TO  
**DAVID MICHEL**  
FROM VALLEY ALARM!

Farpointe Data congratulates David Michel from Valley Alarm, on being awarded the 2023 George A. Weinstock Award for Lifetime Achievement and Service to the Industry.

[www.farpointedata.com](http://www.farpointedata.com)





Thank You Dave!

*Thank you, Dave, for being a good steward of CAA funds during some very challenging times. We appreciate your efforts and commitment.*

**Chaumont Law**  
Inc.

Dedicated to the representation of the electronic security, and fire and life safety industries

# Congratulations, David Michel!

We applaud your commitment  
to the security industry and to  
your local community. Bravo!



**“Nothing so conclusively**

**proves a man’s ability**

**to lead others as what**

**he does from day to day to**

**lead himself.”**

*– Thomas J. Watson*

**Thank you for all you do  
to support our industry.**

**resideo**

*"The roots of true achievement lie in the will to become the best that you can become."*

*- Harold Taylor*

*Mission accomplished!*

*Thank you, David Michel, and congratulations.*

**Honeywell**



**Dave Michel**

2023 Recipient of the  
George A. Weinstock Award

From Your Friends at AMAROK,  
**Congratulations!**

Thank you for your service and dedication to the community, the state of California, and the security industry.



The WBFAA UATC Committee  
Congratulates **Dave Michel**  
**CAA George A. Weinstock Award 2023**



A well-deserved honor for a man who has given a lifetime of service to our industry. While he won the award, the industry reaps the reward of his achievements.

*Congratulations,  
David Michel  
on receiving this  
well-deserved honor.*

*Thank you for supporting  
our industry.*



*“The dangerous  
part for most of us  
is not because our  
aim is too high and  
we miss it, but it’s  
too low and we  
reach it.”*

*- Michelangelo*





IS PROUD TO JOIN THE

# California Alarm Association

IN SALUTING

## David Michel

FOR A LIFETIME OF ACHIEVEMENT  
AND SERVICE TO THE INDUSTRY.

LOS ANGELES  
NEW YORK  
WASHINGTON D.C.

If you want to be a great leader,  
remember to treat all people with respect  
at all times.

For one, because  
you never know when you'll need their  
help.

And two, because it's a sign that you  
respect people.

- *Simon Sinek*



# CONGRATULATIONS DAVE MICHEL OF VALLEY ALARM

FOR MAKING A DIFFERENCE IN THE  
INDUSTRY WE ALL LOVE AND SHARE  
— A WELL DESERVED HONOR!

WE ARE PROUD TO HAVE VALLEY ALARM AMONG OUR  
ESA MEMBERS AND SECURITY AMERICA INSURED.





If your actions inspire others  
to dream more, learn more,  
do more and become more,  
you are a leader.

- John Quincy Adams

**Congratulations  
and thank you  
for your service  
to the industry.**



We join the industry in saluting

**David Michel**

Congratulations on your well deserved achievement  
of receiving the 2023 CAA George A. Weinstock Award.

Thank you for your service to our industry!



CONGRATULATIONS

DAVID MICHEL

2023 CAA GEORGE A. WEINSTOCK RECIPIENT

**For a Lifetime of Achievement  
and Service to the Industry**

Your friends at ADI.



*“Leadership is the special quality which  
enables people to stand up and pull the  
rest of us over the horizon.”*

– James L. Fisher



*Thank you for your  
leadership.*

*Congratulations*

**Nice**

“LEADERSHIP IS NOT ABOUT  
TITLES, POSITIONS, OR  
FLOWCHARTS.

IT IS ABOUT ONE LIFE  
INFLUENCING ANOTHER.”

JOHN C. MAXWELL

**CONGRATULATIONS, DAVID!**

**FSSI**

Document Outsourcing Specialists

***Congrats David  
on a job well done!***

**Homaxi**

All of us here at Grand Central Station would like to congratulate Dave Michel on his lifetime achievement award. Thank you for your unwavering support of our Industry and the California Alarm Association!



**Thanks for all you  
do for our industry.**



**RAPID RESPONSE  
MONITORING**

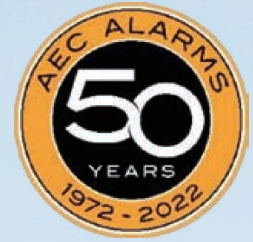
**A true leader soars even  
when no one is watching.**

**Thank you for  
your constant  
leadership and  
inspiration  
David!**





**AEC ALARMS**  
*Honesty & Quality*



# Congratulations!



**David Michel**  
Valley Alarm

**2023 CAA George Weinstock Award**  
LifeTime Achievement and Service to the Industry

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- NVR-based Solutions
- 2-12 Megapixel Cameras
- Record Locally with Cloud Access
- 3rd-party ONVIF Compliant
- 24/7 Continuous Cloud Storage Optional
- Up to 10 Years Warranty Eligible



### Edge+ Cloud Camera

- Direct to Cloud; No NVR
- 3-Click Installation
- 5 Megapixel Cameras
- Record Locally with Cloud Access
- 1-Year Premium AI Included
- 24/7 Continuous Cloud Storage Optional
- Up to 10 Years Warranty Eligible

**ALL-IN-ONE VIDEO SECURITY PLATFORM**



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- Verizon, AT&T and T-Mobile Compatible
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- Up to 10 Years Warranty Eligible



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- IP Speakers
- Access Controls
- Environmental Sensors

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A leader is one  
 who knows  
 the way,  
 goes the way,  
 and shows  
 the way.

*- John C. Maxwell*

Congratulations on  
 receiving  
 this honor.



*Congratulations*

# Dave Michel

**Husband • Dad • Brother • Uncle**



*Raren • Allie • Lauren • Bob • Jeanne • Larry • Shirley • Kristin  
Patrick • Anna • Ed • Claudette • Bobby • Bella • Alberto*

## **THE MICHEL FAMILY**

**"The most important thing in the world is family and love."  
— John Wooden**



*Congratulations to our great friend...*

*The One and Only*

## **David P. Michel**

### *2023 CAA George A. Weinstock Award for Lifetime Achievement and Service to the Industry*

Your contributions to the CAA Community are significant, sincere and appreciated.  
We are proud to be a part of your celebration and excited to acknowledge you  
during the 2023 Winter CAA Convention.



**With Love,**

**Charles and Nancy Schwager**

**Alyson Pattie and Travis Adolph**

**As well as the dedicated group of  
professionals at  
Barkin, Perren, Schwager & Dolan, LLP  
And the members of all our families**

