

# THE MIRROR

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[www.CAAonline.org](http://www.CAAonline.org)



*Members of the Richmond Place Department were welcomed to the East Bay Alarm Association (EBAA) meeting by Board Member Ron Lenz and President Mike Salk.*



*Redwood Alarm Association (RAA) President Sean Cooke of All-Guard Systems with guest speaker Geoffrey Hayden of Avigilon and Ben Martinez of Grand Central Station.*



*SIAC Liaison Jon Sargent of Tyco Integrated Systems with Sacramento Area Alarm Association (SAAA) President Rich Whitlock of Safe Side Security, Ben Martinez of Grand Central Station and Chief Charles Brobeck (ret.) at the SAAA Police Forum.*







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The California Alarm Association donated \$1,000 to FARA in support of the organizations alarm ordinance and management programs at the OCAA-IEAA Public Safety Forum in Anaheim. On hand were CAA Treasurer David Michel, FARA President Kerry McDonald of the Riverside Police Department and CAA Vice President Cathy Rempel and CAA President Bob Michel.

## SIAC Assists Michigan Chiefs to Form an Alarm Management Committee

The Michigan Association of Chiefs of Police (MACP), along with representatives of the Security and Alarm Industry, have partnered together in creating an Alarm Management Committee. The goal of the committee is to help reduce false alarm dispatches thereby enabling law enforcement to better utilize communications and patrol resources. For more information, visit [www.siacinc.org](http://www.siacinc.org).

The establishment of the new committee was facilitated by the Security Industry Alarm Coalition (SIAC) working with the MACP's Executive Director and the MACP's Board of Directors and the Burglar and Fire Alarm Association of Michigan (BFAAM) and driven by the need to develop sustained partnerships between the alarm industry and Michigan's police chiefs. The committee was developed using the Alarm Management Committee Model being used in other State Association of Chiefs of Police (SACOP) organizations including Georgia, Tennessee, Minnesota, and Florida. MACP President Donald F. Pussehl, Jr. appointed three police chiefs, three alarm industry representatives and a representative from SIAC to serve on the committee. Committee Member, Karen Majeske, a BFAAM Director, stated, "The committee is a wonderful opportunity for the alarm industry to collaborate with Michigan's police chiefs."

According to Stan Martin, SIAC's Executive Director, "The primary mission of SIAC is to work with local and state law enforcement agencies and the alarm industry in finding viable solutions to alarm management issues...and we are very pleased with the partnerships that have developed with the Michigan Police Chiefs and the alarm industry." The committee is charged with the responsibility of researching alarm management issues and making recommendations to MACP's Executive Board and the General Membership for adoption of effective strategies by local agencies. MACP's Executive Director, Bob Stevenson, relates "the ultimate goal of the committee is to provide options for police executives to reduce alarm dispatches and enhance their community's safety through better use of department resources." For more information, visit [www.siacinc.org](http://www.siacinc.org).

## Security Industry Alarm Coalition (SIAC)

Visit [www.SIACinc.org](http://www.SIACinc.org) for alarm management resources for alarm companies, law enforcement and public safety policy development officials. Resources include model ordinance, ECV information and alarm school materials.

Security Industry Alarm Coalition



## ASSOCIATES CORNER

### Sales Success Is a Full Time Commitment

By Harvey J. Eisenstadt

Life presents many challenges, and to successfully address these challenges requires commitment. In the business world sales success is one of those challenges, and to realize sales success, the full time commitment to a plan is an absolute necessity. Sales cannot be viewed as a sometime activity.

By Harvey Eisenstadt

You cannot go out and exercise your best techniques without a plan or a strategy. It is the ongoing commitment to a specific plan or strategy that will lead to success. I've spoken to many salespeople who are not realizing the success they seek, and in so many of those conversations the reason is usually the same. They do not have a plan. They are "shooting from the hip." You need a plan coupled with patience, persistence and focus. Once you have a plan in place and practice the principles of that plan, you will find success becomes achievable more often.

There are many proven principles that can be incorporated into a workable plan. In this article I will touch on just a few of them that are the stepping stones to success.

Clearly, one of the first requisites for a workable plan is to identify the market(s) where your product or service will have the most momentum. You must recognize that in all probability you can't be selling to everyone in every market. Locate your starting point and identify the market(s) providing the best opportunities for your products or service. Once you have established your market(s), you now have to identify how you are going to generate a list of the opportunities in those market(s). This list is critical since it will take you to where you will develop your leads.

How you are going to generate the leads from the opportunities in your market(s) is the next critical principle in your workable plan. What is your outreach plan to advertise and promote your product

or service? What marketing programs are you going to employ to shape your brand, concept and positioning? There are many avenues for accomplishing this part of the plan, with the key considerations being choice of outreach based on opportunities and budget. You select the programs that you determine will provide the best return on investment most cost effectively. Yes, create your budget and plug in the cost of advertising, networking, telemarketing, social media, cold calling, etc., identifying the one or more avenues that you have determined will generate the highest volume of leads for your new business opportunities.

I want to talk about one more principle that must be part of your plan, and that is following up a lead to get the appointment. I have found, all too often, that this part of the sales process is taken for granted and many leads are lost because the salesperson or their company does not have a strategic plan for following up the lead and getting the appointment. Not only are opportunities lost but return on investment is significantly decreased. This is where investment becomes a cost, and costs are not favorable to bottom lines. Responding to leads is a subject unto its own. However here I will offer some critical pointers to remember. First, and most important, you must think of a lead as follows: "if someone took the time to contact you, then they have made the decision they want to buy from you. Your challenge is to prove to them that they made the right decision." You accomplish this by responding immediately to the inquiry and learning as much as possible from the prospect. Once you have this information, focus only on the benefits and value of your product or service to their need. This will, in most cases, move you to getting the appointment. The accolades about you, your company and your products will follow once the prospect recognizes that you have the solution providing the benefits and value to their need and you get

*continued next page*



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the appointment. Getting the appointment is a critical principle of your workable plan. No appointment, no opportunity.

So, defining your market(s), selecting your outreach venues and getting the appointment are three critical principles of a workable plan. Perfect each one, and you will find yourself in many more quality sales presentations.

*Harvey Eisenstadt is a Sales Consultant, Trainer, Speaker, Mentor and Author. Harvey possesses over 45 years of successful sales and sales management experience and is a nationally recognized authority on relationship building. Harvey can be reached at 818-701-7799 or harvey@hjesales.com*

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Recently, NMC has reinvested nearly \$6 million to purchase a brand new facility in Lake Forest, California, as well as all new leading-edge monitoring center technologies including hardware, infrastructure, telecommunications and redundancies. This investment represents the future in central monitoring stations, providing NMC's dealers the competitive edge to succeed in the marketplace.

The new 25,000 square foot California headquarters also features NMC's Education Center which provides meeting spaces and training facilities for our dealers and their







clients. NMC also operates a fully-staffed redundant monitoring center location in Irving, Texas.

While other monitoring companies may be downsizing or cutting services to stay afloat, NMC has reinvested in its people, facilities, technology and services to serve both current and future dealers and their clients, thereby securing its position as the premier national monitoring company for years to come.

We welcome you to tour the new NMC Lake Forest, California or Irving, Texas monitoring centers. Please contact us to arrange your visit at 800.353.3031 or email us at [sales@NMCcentral.com](mailto:sales@NMCcentral.com).



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## LEGISLATIVE WATCH

### \*PAC ALERT\*

## \$30,000 GOAL FOR 2014

By Don Gilbert, Mike Robson, and Trent Smith

The Political Action Committee (PAC) is an important part of the CAA governmental relations program. In past years, CAA has raised more than \$30,000 in its PAC to contribute to business-minded legislators. We want to establish this funding level as a goal for 2014 and encourage CAA members to contribute what they can to reach this goal.

As a reminder, PACs allow citizens with a common interest to join together to participate in the political process. Members of an industry association or employees of a company have an interest in supporting candidates whose philosophy is conducive to creating an environment in which their business can succeed. By donating to the company or association's PAC fund, employees or members help ensure that legislators will be elected who are interested in and responsive to the concerns of the company or industry.

## CAA PAC FUND CONTRIBUTIONS

The California Alarm Association has a very strong government relations program that works on the local, state and national level. In addition to the hundreds of hours of volunteer service from our members, we have a CAA PAC Fund which supports our interests in Sacramento.

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**NATIONAL MONITORING CENTER, INC. (NMC)** announced the opening of a new 25,000square foot facility in Lake Forest, CA which was designed and built from the ground up to meet



the future central station monitoring needs of alarm companies nationwide. It features leading-edge monitoring center technologies including

hardware, infrastructure, telecommunications and redundancies. "We have earned a reputation since the beginning for our quality standards and service to alarm companies and their customers," said Woodie Andrawos, Executive Vice President of NMC. "The investment we made to open the most advanced monitoring center in the industry positions us to continue to be the leading provider of monitoring services with expanded capabilities and additional services for years to come." The new facility's infrastructure allows for additional redundancies that go above and beyond what is standard. It includes the NMC Education Center which provide meeting spaces and training facilities for dealers and their clients. "We are proud to answer the call to excellence made every day by our dealers and their customers," said Michael Schubert, President of NMC. "The center is so highly advanced it raises the bar in our industry and, more importantly, provides a platform for our team to continue the work expected of us by our dealers and their clients." The grand opening will be announced soon and will include a facility tour and opportunity to meet with the NMC staff. For further information and to RSVP, please call 800-353-3031 or email at [sales@NMCcentral.com](mailto:sales@NMCcentral.com).

**HONEYWELL POWER** announced a new series of power supplies that deliver more DC power to CCTV cameras and other peripheral devices. The HP1205UL and HP1210UL power supplies deliver 12VDC at 5.5amps or 12VDC at 11amps through 4, 8 or 16 outputs (depending on model). The new line's exclusive electronic circuit protection detects short conditions and immediately removes power from the affected circuit to safeguard remaining outputs and ensure that there are no interruptions to the other cameras on the system. Honeywell Pow-



er added unique features to its supplies to minimize installation and service time. To replace the common scenario of troubleshooting circuits and wiring, the new DC Video supplies' individual outputs include LEDs that illuminate when power is present and extinguish when a short condition is detected. Removable terminal blocks, convenient knockouts and a three-conductor power cord also allow the supplies to be wired faster. For more information, visit, [www.honeywellpower.com](http://www.honeywellpower.com).

**QOLSYS, INC.** announced that its innovative IQ Panel, powered by Alarm.com, is now available through distributors in the United States. The "all-in-one" solution is built on Google's Android. The 7" touchscreen integrates with Alarm.com's connected home services platform, supporting interactive security, video monitoring, energy management and home automation. "The IQ Panel redefines the traditional self-contained number pad into today's all-in-one platform," says Qolsys Vice President of Sales and Marketing, Mike Hackett. "We're excited to partner with the security industry to deliver next generation technology and innovation, enabling dealers to meet the demands of the broader marketplace."



"Integrating Alarm.com's interactive services with the IQ Panel gives our dealers a highly attractive package," says Nate Natale, **ALARM.COM's** Vice President of Sales. The six (6) built-in communications radios with no external antennas include a dedicated cellular connection for life safety signals and home automation commands, and Wi-Fi for seamless software updates delivering the latest features while reducing dealer support and maintenance; Z-Wave for traditional in-home management and device control, and the Alarm.com Image Sensor for affordable visual verification. For more information, visit [www.Qolsys.com](http://www.Qolsys.com).

**OPENEYE CM-206 and CM-306H** include a new image sensor, providing you crystal clear images with resolutions up to 700 TVL. The cameras enhanced features include Digital Wide Dynamic Range for enriched high contrast images and Digital slow shutter speed for increased performance in challenging lighting conditions. The next generation of OpenEye analog dome cameras come with a wide variety of accessory and mounting options, making them a



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perfect fit for virtually any installation. The CM-206 includes a free drop-ceiling quick mount adapter for easy indoor installations. The CM-306H, which replaces the CM-306, includes a built-in heater (at the same price as the CM-306), making it perfect for harsh outdoor conditions in any climate. For more information, visit [www.openeye.net](http://www.openeye.net).

**OPENEYE** announced the official launch of new versions of two signature solutions: RADIUS v5 and Server Software v5. These two software packages include valuable upgrades from the previously-available versions, and, when paired together, offer powerful support for remote viewing of 360° cameras and full remote access to recorder setup, using RADIUS. RADIUS v5 video management software incorporates automatic transcoding with a redesigned user interface for more efficiency and increased ease-of-use. It also includes new features such as Digital Zoom, Search in Live, and full access to your recorder setup menu from a remote RADIUS workstation when combined with OpenEye Server Software v5. For more information, visit [www.openeye.net](http://www.openeye.net).

**NAPCO** announced the launch of their updated website. The user-friendly navigation provides easy access to Security Solutions, Quick Resources, Technical Support, Products, Upcoming Events and more. It continues to provide all of the information that was previously available, however, the hope is that the new look and reorganization will offer easier access and clearer direction to the content. Visit the new updated website at [www.napcosecurity.com](http://www.napcosecurity.com).

**GAMEWELL-FCI** by Honeywell announced the SpectrAlert® Advance Series of low-frequency fire alarm sounders and sounder strobes to meet National Fire Alarm Association (NFPA) code requirements for sleeping areas in commercial buildings. The NFPA requirements went into effect January 1, 2014. The MarkeTrak series of surveys concludes 35 million Americans, or 11.3 percent of the U.S. population, have some degree of hearing loss. A series of research studies, titled Optimizing Fire Alarm Notification for High Risk Groups and funded by the Fire Protection Research Foundation,



*Associates News, continued on page 12*

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# ASSOCIATES NEWS, continued

concluded that a low frequency tone, around 520 Hz, is more effective at waking sleeping individuals. "As awareness and enforcement of this new code grows, we expect customer demand for these low-frequency appliances to pick-up quickly," says Brian Carlson, Gamewell-FCI marketing manager. "We always aim to produce technology to increase occupant safety, and we support those who adopt code changes quickly." The new SpectrAlert Advance sounders and sounder strobes from Gamewell-FCI produce a low frequency alarm signal centered around 520 Hz. For more information, visit [www.gamewell-fci.com](http://www.gamewell-fci.com).

**SILENT KNIGHT** by Honeywell released the Pro-Alert™ 480 Area of Rescue System to enable facilities to meet new code requirements and satisfy the communication needs of the United States' growing population of healthcare facilities with the Pro-Alert™ 610 Nurse Call system. New changes to the Americans with Disabilities Act (ADA) and International Building Code (IBC) requirements have created stronger demand for communication systems within facilities mandated to have an area of rescue (a.k.a. area of refuge) for those physically impaired individuals unable to evacuate a building during emergencies. The Pro-Alert 610 allows facilities to customize system alerts, offering up to 16 programmable alert levels per room. "These systems have to be well thought out and designed to the needs of the facility," said Jim Spooner, marketing product manager, Silent Knight. "That's why it makes so much sense for factory-trained experts in fire alarm



and emergency communication systems to supply and install these types of systems." For more information, visit [www.farenhyt.com](http://www.farenhyt.com).

**UNITED CENTRAL CONTROL (UCC)** adopted new software that provides its dealers with stronger automation features to build more effective customer relationships. The new system, "Stages™" from Secure Global Systems (SGS), was selected after two years of research invested by UCC to identify the best system to help their dealers. "It took a total of three years, including one to implement and troubleshoot the system so it ran smoothly once we went live," UCC CEO Don Munford stated. "The extra time we put into making sure we have the right system in place is a service we always provide with pride to our dealers."

Teresa Gonzalez, UCC President, stated, "The decision to switch to Stages™ was rooted in UCC's mission to provide our dealers with a state-of-the-art technology platform. The open architecture and integration capabilities of Stages™ help us quickly upgrade to adapt to changing technologies in the security industry. That benefits our dealers by ensuring they can deliver to their customers the newer services they seek and deserve." Stages™ is simple to use with mobile apps for iPhone, Android and tablets, and provides better dealer web access. The system utilizes an integrated telephone system that allows dealers to listen to central station-recorded customer calls in the customer account history. For more information, visit [www.teamucc.com](http://www.teamucc.com).

**SENTRYCON** registration is now open at [www.sentrycon.us](http://www.sentrycon.us). 2014 will find us in Tunica Mississippi at Harrah's, April 22 – 24.

**ACQUISITION & FUNDING SERVICES (AFS)** negotiated the sales of MHL Protection Systems, MA, Advanced Alarms, MA, Allied Security Technology, LA, American Security & Communications, DC, Allied Central Station, NY and Digital Security, CO. All six sellers were exclusively represented by AFS. Four have retired from the security industry and two have partnered up with the buyer. Combined, the sales totaled more than fifteen million dollars. AFS has handled more than \$200 million in mergers, acquisitions and financing for security alarm, fire, burglary and integration companies since its founding by Russell in 1996. Sell to us or our buyers. We buy or represent any size company or account base throughout the United States of America. "Smart companies are expanding their footprints through the acquisition of smaller companies," Russell said. "But they're also ensuring these acquisitions are with firms that are integrating services including security services, cctv, access control, fire installation, inspection and monitoring." For more information, visit [www.afssmartfunding.com](http://www.afssmartfunding.com).

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APRIL 2014



# CAA SHAKES, RATTLES 'N ROLLS



CAA member Bill Cereske of North American Alarms welcomed CAA Past President Matt Westphal of Bay Alarm and the Board of Directors to dinner at his home in South Lake Tahoe during their quarterly meeting.

## Procrastinate Later!

By Bob Harris, President, Attrition Busters

Every single day your employees have the opportunity to touch customers in ways that impact whether that customer decides to call you again, buy from you again, refer you or cancel and run away with your competitor. The question is what are you investing in your business to stir the pot and stimulate every employee to make as positive an impact on customers as they possibly can? What is it about your team, your company and your service that differentiates you from everyone else who sells, installs and stands behind the exact same products and technologies as you?

Let me ask you truthfully, how many new systems must you install each month just to replace those you have lost? As I travel around the country working with various alarm dealers both large and small I see a recurring theme, employees helping customers cancel! If you're not pouring anything into your team that enables them to make the perception of the service you provide so compelling and so engaging that customers and prospects alike can go see ten other guys but still can't shake your team and your company out of their head, you are working really hard to stay right where you are.

So, how many interactive services are your customers not buying from you only because nobody told them you offer them? How many cancellations are you failing to save only because someone else offered interactive services your customer didn't know you offered? When was the last time you brought someone in from the outside to help you stir the pot and build an effective customer retention effort? Do you ever get together on your own to strategically create retention opportunities specifically designed to save customer cancellations for your most common attrition challenges? If any of these questions raise an eye brow for you, what is it that's holding you back from doing anything to stop the hemorrhage?

You don't have to miss the boat! This may well be the best time in history to really grow your company. Market penetration is growing thanks to mass marketers, telecoms and technology. Core security industry offerings are no longer event driven like back in the old days. Today they are lifestyle choices that provide end users with unprecedented control over their homes and businesses. Many core security offerings today save people thousands of dollars in energy costs. Your company provides customers with immediate access, intel and data from just about any place in the world. With you as their partner, your customer also knows that little Susie just arrived home from school safely and turned on the alarm. All this for around a dollar or two a day. And when they can't be there, you are! Friend, how much money are you leaving on the table every day? Why are you running around in circles putting out fires when you should be growing business by "being" the competition? No one can compete with you unless you let them. And if you let them, you can always procrastinate later.

Bob Harris is President of Attrition Busters seminars, consulting, and workshops. He can be reached at 818-730-4690 or by email at [bobh@attritionbusters.com](mailto:bobh@attritionbusters.com). Learn more about The Attrition Busters at [www.attritionbusters.com](http://www.attritionbusters.com).



Bob Harris

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- Understanding how to limit your liabilities through legal contracts
- Develop a sound business plan for today and the future
- Find out how to motivate and inspire your employees
- Build relationships that will help you personally and professionally
- Find out what's new for 2014 from leading industry vendors
- Receive NTS CEU credits necessary to renew licenses
- When the hard work is over, let SentryNet show you how to play at our annual social event

Join us at SENTRYCON 2014, hosted by SentryNet.  
This year we are in Tunica, Mississippi on April 22 - 24th.

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Presidential Summit  
Meet and Greet  
April 23rd - CEU Classes  
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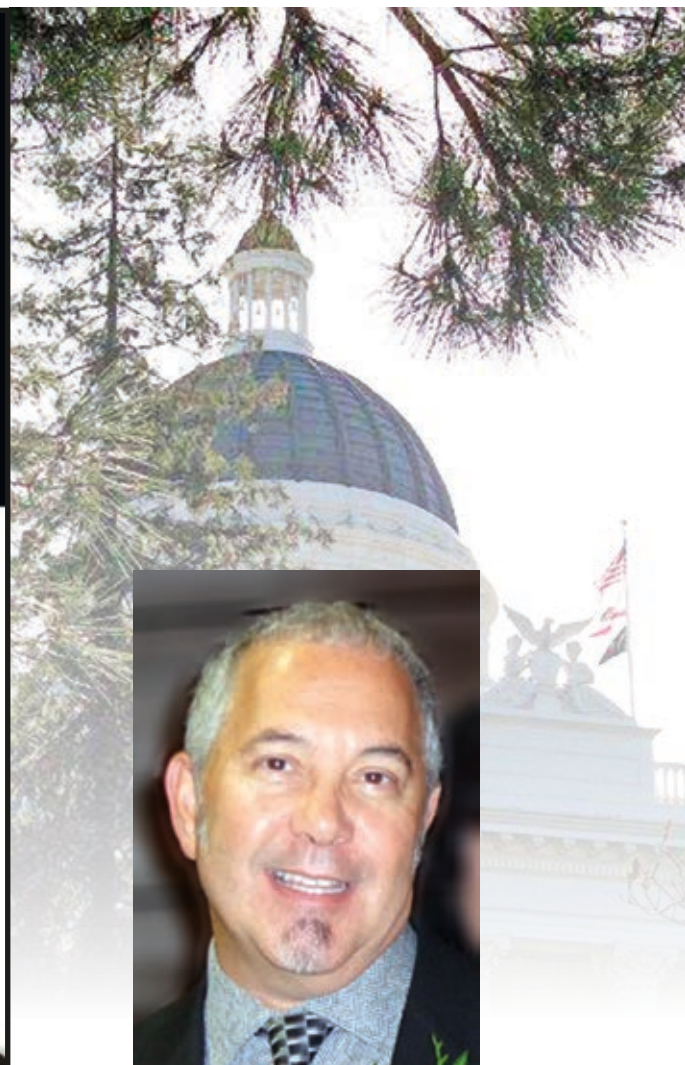
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*Steve Sopkin*

## Governor Brown Announces Appointment

Governor Edmund G. Brown Jr. announced the following appointment of Steve Sopkin of Upland to the California Alarm Company Operator Disciplinary Review Committee. Sopkin has been president at Mijac Alarm since 1981 and a security consultant at the Gerson Lehrman Group since 2009. Sopkin is a member of the California Alarm Association and the Inland Empire Alarm Association.



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Are you travelling with THE MIRROR? Paris? London? Chicago?  
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*THE MIRROR was at the CAA Board of Directors dinner in South Lake Tahoe with Cassie Whitlock, Jon Sargent, Cathy Rempel, Bill Cereske and Jeanne Michel.*

*Michelle Johnson (center) of Alert Alarm of Hawaii greeted Diana and John Hopper when they washed up on the shores of Waikiki with THE MIRROR.*



*Jason Mattingly of ADT on the edge of Niagara Falls with THE MIRROR.*

*David Michel of Valley Alarm and Tony Wilson of CMS took a break at the ESA Leadership Conference in Orlando to visit the Black Hammock Adventure with THE MIRROR.*



# INDUSTRY NEWS

**UNIVERSITY OF PHOENIX** is pleased to partner with the **ASIS FOUNDATION** to offer a scholarship program. The ASIS Foundation provides funding and manages endowments with the primary object of conducting timely, security-related research of contemporary threats and best practices. The Foundation also provides scholarships and awards to ensure that those in the field of security management are recognized and able to realize the highest academic achievements. Through this scholarship program, six (6) full-tuition scholarships will be offered. This scholarship will allow a prospective student the opportunity to complete an undergraduate or Master's Degree at University of Phoenix. Recipient may choose to attend a University of Phoenix on-ground campus or may attend University of Phoenix online. **The deadline is April 15, 2014 and information is available at [www.asisfoundation.org](http://www.asisfoundation.org).**

**AFAA** has worked with Willis Insurance to bring a Member's Only insurance program guaranteed to save you money. We recently held a webinar to discuss the program. The recorded version as well as applications are available at [www.afa.org](http://www.afa.org). We have policies available for Fire Alarm Contractors and for Security Services Contractors.

You will find out :

- What kind of insurance will be provided (no health insurance is included)
- Who is eligible?
- Who is not eligible?
- How to I join?

Find out about this excellent AFAA member benefit. For more information, you can call Dale Wittick with Willis Insurance at 610-260-4342 or email at [Dale.Wittick@willis.com](mailto:Dale.Wittick@willis.com)



*AFAA Executive Director Tom Hammerberg received the Art Kame Award from California Automatic Fire Alarm Association president Kevin Green in recognition of his service to the industry.*



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[TomHammerberg@afa.org](mailto:TomHammerberg@afa.org)  
Jeanne Hammerberg  
Office Manager  
[JeanneHammerberg@afa.org](mailto:JeanneHammerberg@afa.org)





## GREATER VALLEY ALARM ASSOCIATION

By Joe Castro, President

### 2014 GVAA MEETINGS

- ♦ April 10..... GVAA General Meeting .....Stockton
- ♦ July 10..... GVAA General Meeting .....Stockton
- ♦ October 9..... GVAA General Meeting .....Stockton

Our meetings are held at Custom Electronic Supply, 1324 Dupont CT, Manteca 95336 and they will start at 11:30 a.m. GVAA meetings are held on the second Thursday of every third month (once a quarter) at the above location. Please contact Joe Castro at 209-384-3305 or by email at josephc@alarmwatch.com for more information.



## GOLDEN GATE ALARM ASSOCIATION

By Gary Lowndes, President

### 2014 GGAA MEETINGS

- ♦ May 22..... GGAA General Meeting .....San Francisco
- ♦ August 14..... GGAA General Meeting .....San Francisco
- ♦ Nov. 16 ..... GGAA General Meeting .....San Francisco

For further information, contact Gary Lowndes at 650-574-1077 or g.lowndes@hueandcry.com.

## SAN DIEGO SECURITY ASSOCIATION

## SAN DIEGO SECURITY ASSOCIATION

By Sean Hamm, President

### 2014 SDSA MEETINGS

- ♦ May 20..... SDSA General Meeting .....San Diego
- ♦ August 28 .... SDSA Day at the Races .....Del Mar
- ♦ Sept. 16..... SDSA General Meeting .....San Diego
- ♦ Dec. 11 ..... SDSA Holiday Bash..... San Diego

### City of San Diego Permit Process

The San Diego Security Association and SIAC have been working cooperatively with the City of San Diego to assist with their fire alarm program, and now their burglar alarm program. The police are requesting alarm companies to submit their active burglar, panic and holdup alarm customer lists to the San Diego Police Department. The preferred method is to send your excel customer list electronically by email to Hilda Gonzalez-Reed at hgonzalezreed@pd.sandiego.gov. If you have any questions please contact Hilda Gonzalez Reed at hgonzalezreed@pd.sandiego.gov or 619-531-2247.


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## INLAND EMPIRE ALARM ASSOCIATION

By Holley Hunt, President

IEAA is a professional association of alarm companies and leading industry specialists, focusing on bringing together the best resources possible for the mutual benefit of all members and associates. It is our goal to bring knowledgeable people together as a resource to better protect your business and your customers' safety. Please make time to come out and be a part of what I believe is the future of the alarm industry in California. Professional, Beneficial, Informational.

### 2014 IEAA MEETINGS

- ♦ May 22..... IEAA General Meeting .....Riverside
- ♦ Sept. 18..... IEAA General Meeting .....Riverside
- ♦ Nov. 20..... IEAA General Meeting .....Riverside

If you would like to attend a meeting or if you have a desire to get involved, then please join us or call 800-559-9060.

### IEAA Membership

If you would like to become a member, or have any suggestions on ways to increase our membership, please us a call at 800-559-9060.

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## EAST BAY ALARM ASSOCIATION

By Mike Salk, President

### 2014 EBAA MEETINGS

- ♦ May 13..... General Meeting .....Richmond
- ♦ July 8..... General Meeting .....Richmond
- ♦ Sept. 9..... General Meeting .....Richmond
- ♦ Nov. 11..... General Meeting .....Richmond

Our General Meetings are held at Chevy's, 3101 Garrity Way, Richmond. The meetings start at 11:30 a.m. For further information contact EBAA President Mike Salk 510-652-2477. RSVP to 800-437-7658, Ext. 3 or [info@caaonline.org](mailto:info@caaonline.org).

Mike Salk  
EBAA President

CAA Vice President Tim Westphal of Bay Alarm with Jon Sargent of Tyco Integrated Security, Sgt. Mike Rood of the Richmond Police Department and EBAA President Mike Salk of Reed Brothers at the EBAA meeting.



*EBAA members got connected with industry issues and how to grow their business with the use of new technology from Apple.*

Ron Lenz of ADI and EBAA President Mike Salk thanked Certified Apple Consultant Mike Neale for providing an introduction to using iPhones and iPads for business.





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**REDWOOD  
ALARM ASSOCIATION**

Sean Cooke, President  
scooke@allguardsystems.com  
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The first quarter meeting of the Redwood Alarm Association was held on January 22 at Johnny Garlic's in Windsor, California. The gavel was passed to new incoming president, Sean Cooke of All Guard Systems. Two-term Past President Chuck Petrusa of Advanced Security Systems moved into his new role as Secretary/Treasurer. The group also welcomed Yaqui Lara of Allied Alarms in his new position as Vice-President. The meeting was well attended and featured guest speaker Geoffrey Hayden from Avigilon. Geoffrey provided a dynamic presentation about the advancements in IP CCTV technology in the marketplace today. The next meeting is scheduled for May 28 at Johnny Garlic's in Windsor, California.

#### 2014 RAA MEETINGS

- ♦ May 28..... RAA General Meeting ..... Windsor
- ♦ Oct. 22..... RAA General Meeting ..... Windsor

For more information regarding RAA, its membership and participation, please visit [www.redwoodalarmassociation.org](http://www.redwoodalarmassociation.org).



All meetings are held at Fiorillo's Restaurant – Santa Clara, 638 El Camino Real, Santa Clara, CA 95050. Please RSVP to [info@caaonline.org](mailto:info@caaonline.org) or call the CAA office at 800-437-7658, Ext. 3.

#### SVAA 2014 MEETINGS

- ♦ April 23..... General Meeting ..... Santa Clara
- ♦ July 23..... General Meeting ..... Santa Clara
- ♦ October 22... General Meeting ..... Santa Clara

#### SVAA Information

If you are not on our e-mail list please contact Mark Simpson at 408-882-4260 or [msimpson@rfi.com](mailto:msimpson@rfi.com). It is so important to get involved with your local associations now more than ever and to keep up to date on all the new information.



**CAA**  
CALIFORNIA ALARM ASSOCIATION

**CAA Palm Springs  
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May 7 - 10, 2014  
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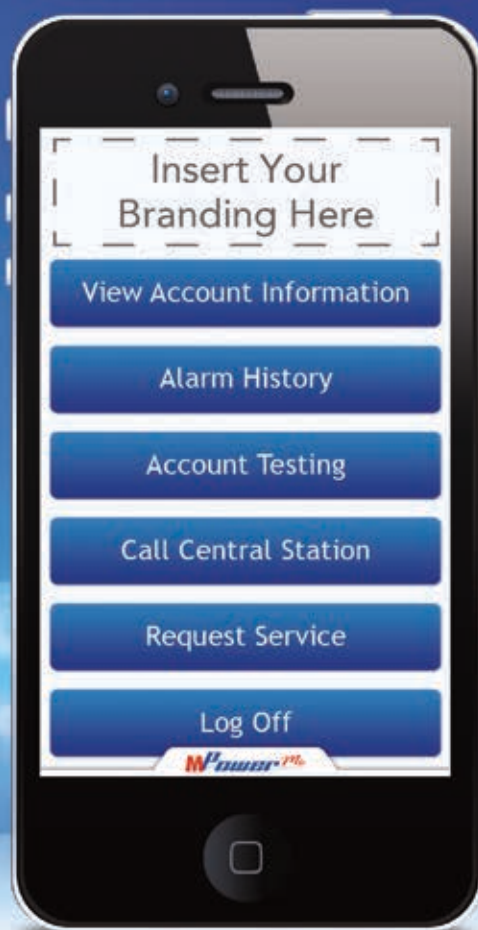
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Eric Taylor of Bay Alarm promoted the CAA/ESA Youth Scholarship Program with CAA Executive Director Jerry Lenander and CAA Vice President Tim Westphal of Bay Alarm at the GLASAA meeting.



CAA Vice President  
Tim Westphal  
congratulated new  
GLASAA President  
Bill Collins along with  
CAA President Bob  
Michel.



Rick Gombar of Gombar Insurance Services, Phil Raacke of San Marino Security Systems and Jeanne and David Michel of Valley Alarm at the GLASAA meeting

Trevor Hansen of Volutone, Brian Fullhart of Interlogix, Bob Michel of Valley Alarm, Ross Johnson of Volutone and Rick Gombar sat the GLASAA meeting.

# GLASAA

Greater Los Angeles Security Alarm Association

By Bill Collins, President

Our next meeting will be on April 22 in Burbank, California with the exact time and location to be announced soon. Join Ron Davis and Les Gold for an informative two hour Forum that will give you valuable insights into the process of buying or selling a company, developing an Exit Strategy or increasing the value of your company. Ron is a well-known and knowledgeable expert in the Mergers & Acquisitions field and will discuss some of the pitfalls to avoid when either making an acquisition or determining the best roadmap for your future. Les is an experienced legal counsel who will share his experiences in representing both buyers and sellers.

The 8th Annual GLASAA Golf Classic will be held on Thursday October 2, if you are interested in serving on the Golf Committee, please contact me immediately as we are already getting started. As most of you are aware, GLASAA is a non-profit organization and like any non-profit, money is tight. We strive to keep our meetings affordable to encourage attendance and participation. If we have 65 people RSVP for a meeting or event then we order food for 65 people. So when 10 or 12 folks do not show up we are still paying for them. Multiply that by 6 meetings and it hits us hard. Please be considerate, only RSVP if you plan to join us and please cancel if something comes up.

## GLASAA MEETINGS 2014

- ♦ April 22..... GLASAA General Meeting....Los Angeles
- ♦ June 17..... GLASAA General Meeting....Los Angeles
- ♦ Aug. 12..... GLASAA General Meeting....Los Angeles
- ♦ Oct. 2..... GLASAA Golf Tournament...Moorpark
- ♦ Dec. 9..... GLASAA Holiday Party .....Los Angeles

## GLASAA Meetings and Events

Please visit our website at [www.glasaa.org](http://www.glasaa.org)

New members are always welcome at GLASAA. Every company in our industry should really think about coming to our meetings. We always have great people and informative topics. This is a fantastic opportunity to mingle with your peers and industry experts, to discuss what's going on in the business.

GLASAA and its members continue to support the extremely important work of the CAA and ESA.

Contact GLASAA at 888-826-9149 or through the web at [www.glasaa.org](http://www.glasaa.org) if you would like to contribute by serving on a committee.

Bill Collins  
[billc@pssius.com](mailto:billc@pssius.com)  
GLASAA President





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By Steve Maris, President

#### 2014 OCAA MEETINGS

- ♦ May 21 ..... OCAA General Meeting ..... Orange
- ♦ June 12 ..... OCAA Golf Tournament ..... Orange
- ♦ Sept. 17 ..... OCAA General Meeting ..... Orange
- ♦ Nov. 19 ..... OCAA General Meeting ..... Orange

#### For more information on Alarm School, please contact:

Irvine Police Department  
 Cristine Gaiennie, Regulatory Affairs Supervisor  
 949-724-7066, [cgaiennie@cityofirvine.org](mailto:cgaiennie@cityofirvine.org)

#### CITY OF IRVINE PERMITS

The City of Irvine requires all alarm users to register their systems with a no fee permit. Alarm users may obtain an alarm permit application at the Irvine Police department website at [www.irvinepd.org](http://www.irvinepd.org). The City also offers quarterly Alarm Awareness Classes to help defray the cost of false alarm fines. For more information about the City's alarm program you can contact the Alarm Coordinator at 949-724-7066. Classes are 9 a.m. - 10 a.m. and fee is \$15.

#### For information contact:

Cristine Gaiennie  
 Regulatory Affairs Supervisor  
 Irvine Police Department, 949-724-7066  
[cgaiennie@cityofirvine.org](mailto:cgaiennie@cityofirvine.org)

For more information about OCAA activities, contact the OCAA office at 800-339-1420 or email [OCAAlarmAssoc@aol.com](mailto:OCAAlarmAssoc@aol.com). Visit our new website at [www.alarmassociation.org](http://www.alarmassociation.org) for meeting information and registration forms, training opportunities, members list and a whole lot more.

More than 120 representatives of the alarm industry and public safety agencies attended the OCAA/IEAA Public Safety Forum in Anaheim.

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## MID-CAL



### MID CAL ALARM ASSOCIATION

For more information, contact Mike Matson, Matson Alarm at 559-438-8000

#### 2014 MID CAL MEETINGS

- ♦ May 22..... MCAA General Meeting .....Fresno
- ♦ August 7 ..... MCAA General Meeting .....Fresno
- ♦ Nov. 17 ..... MCAA Golf Tournament.....Fresno



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# Save the Date November 17<sup>th</sup>, 2014

## 2<sup>nd</sup> Annual Mid-Cal Golf Tournament

Fort Washington Country Club  
Fresno, CA







Sacramento Area Alarm Association  
3491 Park Drive Suite 20-234  
El Dorado Hills, CA 95762-4549  
www.sacalarm.org

By Rich Whitlock, President

The SAAA hosted their 7th annual Police Forum on March 6. We had more than 50 people in attendance. We were lucky enough to have Chief Chuck Brobeck moderate. He was able to get the representatives from Sacramento Sheriff, Sacramento Police, Citrus Heights, Elk Grove and other jurisdictions to engage. Jon Sargent gave a great presentation on behalf of SIAC.

There were no looming ordinance changes coming from the jurisdictions that were in attendance. One surprise to me was how little the jurisdictions knew about the BSIS and CSLB. Alarm Dealers know that most jurisdictions require a business license to sell in their town, but the PD's were not aware that our industry also requires a Contractors License, an Alarm Company Operator (ACO) and Alarm Company Employee (ACE) Licenses.

Our next event is a CCTV Forum on May 1. We have lined up presentations from Rob Blair of Videofied, Steven Currens of Check Video and Mike Leary Tri-Ed. The event will be held at the TMS Events Center. Check in at 10:30 a.m. and the forum will be from 11:00 a.m. - 1:00 p.m. Discussions will be on converting from Analog to IP, how to get RMR out of your camera systems how to select the right camera for the job, choosing the right wiring ( RG59, Cat5, Cat6 ) or how to deal with existing wiring in place and much more.

Please check out the SAAA's website, www.sacalarm.org. It has been completely overhauled. The CAA, on both the State and Regional level, has been working with Greg Rankin and Security Marketing Resource. The site is quite impressive and will quickly become the hub of information for our Association.

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sruiz@dsc.com

**John Kaloper**  
Territory Sales Manager  
(949) 870-0480  
jkaloper@dsc.com

**Cyndie Powers**  
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The SAAA is bringing back the Boat Cruise! Get your tickets for June 19 on the Hornblower yacht. This much requested extravaganza is designed as an opportunity to network with your peers, dance, win raffle prizes, maybe have an adult beverage and enjoy the river. Attendees / Dealers can either pay \$25 for their admission ticket OR they contact one of our sponsors for their free tickets, if they are still available. Current Regular SAAA members and those who join prior to June 5 will receive two free tickets from the SAAA board. Sponsorships come in levels with the following: Diamond (\$1000): 30 Tickets and one raffle prizes in your name, Platinum (\$750): 15 tickets and one raffle prizes in your name, Gold (\$500): 5 Tickets and one raffle prize in your name and Silver (\$250): 3 tickets and one raffle prize in your name.

This is the event that we have been talking about. It is only successful with your support. Your endorsement and attendance is really needed. If you have any questions, comments or suggestions, please contact any member of the SAAA board.

#### 2014 SAAA MEETINGS

- ♦ May 1 ..... CCTV Forum ..... Sacramento
- ♦ June 19 ..... Boat Cruise ..... Sacramento
- ♦ July 24 ..... Customer Service Forum ..... Sacramento
- ♦ Aug. 21 ..... Life Style vs. Life Safety ..... Sacramento
- ♦ Oct. 24 ..... Fire Forum ..... Sacramento
- ♦ Dec. 11 ..... Holiday Party ..... Sacramento

RSVP is required for these events! Call 800-437-7658 ext. 3 or email info@caaonline.org.

Please keep us in mind when planning your 2014 budgets and calendars. The SAAA has planned several great events for this year that cannot happen without your help. We will continue to need your support for these events, so your endorsement and attendance is hoped for! We have Sponsorship Opportunities available for each of these events. Please contact any member of the board for more information.

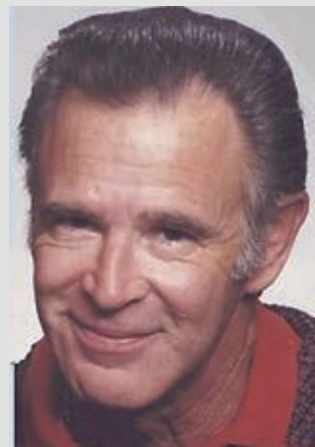
We hope that this coming year you make a commitment to get involved with your Association and aid us in continuing to grow, communicate, prosper and leave a legacy for future generations. We have all benefited from the efforts of those who have participated before us and your current board hopes you will help them build on the foundation our predecessors have provided.

### Richard Miller

Richard Miller, owner of Royal Alarm Systems in Hayward for 40 years, passed away on March 1, 2014 at the age of 73 in Jackson, CA. He is survived by his wife Susan, children Annette and Mark and brother Don.

If anyone wishes to send a card to the family, please use this address.

Susan Miller  
12270 Jackson Pines  
Drive  
Jackson, CA 95642



# 2014 Training and Education Calendar

April 7  
Tri-Ed Dallas  
Napco Counter Day (GEMC Equipment) - 4 CEUs  
972-869-9317  
www.tri-ed.com

April 7-8  
ASIS Enhanced Violence Assessment and Management  
Denver, CO  
www.asisonline.org

April 8  
Tri-Ed Kent  
ACTi Training  
253-395-3930  
www.tri-ed.com

April 8 - 9  
Fire-Lite Systems  
Boise, ID  
www.firelite.com

April 9  
Tri-Ed Dallas  
Nuvico Counter Day  
972-869-9317  
www.tri-ed.com

April 9-10  
ASIS Active Shooter  
Denver, CO  
www.asisonline.org

April 10  
Tri-Ed Portland, OR  
ACTi Training  
503-644-0874  
www.tri-ed.com

April 10  
Fire-Lite Software Applications  
Boise, ID  
www.firelite.com

April 11  
Tri-Ed Houston  
Annual Crawfish Boil  
713-864-9255  
www.tri-ed.com

April 15  
CAFAA Documentation & Recordkeeping  
Rancho Cordova  
www.cafaa.com

April 16  
ASIS Managing Contractors  
On-site  
Webinar  
www.asisonline.org

April 16  
CAFAA Fire Alarm System Testing & Inspection  
Rancho Cordova  
www.cafaa.com

April 17  
Tri-Ed Dallas  
DSC Power Series Training - 8 CEUs  
972-869-9317  
www.tri-ed.com

April 17  
CAFAA Fire Alarm Troubleshooting  
Rancho Cordova  
www.cafaa.com

April 17  
WBFPA Prevailing Wage Seminar  
Sheraton Four Points  
Pleasanton  
800-809-0280  
www.wbfaa.net

April 17  
Tri-Ed Phoenix  
Two DSC Trainings  
Refreshments Served  
602-748-2414  
www.tri-ed.com

April 29 - 30  
Fire-Lite Systems  
Denver, CO  
www.firelite.com

May 1  
Fire-Lite Software Applications  
Denver, CO  
www.firelite.com

May 13 - 14  
Fire-Lite Systems  
San Luis Obispo, CA  
www.firelite.com

May 15  
Fire-Lite Software Applications  
San Luis Obispo, CA  
www.firelite.com

May 21  
ASIS Case Study of a Transnational Threat: Lashkar-E-Taiba Webinar  
www.asisonline.org

May 27  
CAFAA Understand the 2013 Changes to NFPA 72  
Santa Fe Springs  
www.cafaa.com

May 28  
CAFAA Fire Alarm System Electrical Code Requirements  
Santa Fe Springs  
www.cafaa.com

May 29  
CAFAA Documentation & Recordkeeping  
Santa Fe Springs  
www.cafaa.com

June 3 - 4  
Fire-Lite Systems  
Seattle, WA  
www.firelite.com

June 3-6  
ASIS Effective Management for Security Professionals Executive Education  
Madrid, Spain  
www.asisonline.org

June 5  
Fire-Lite Software Applications  
Seattle, WA  
www.firelite.com

June 11  
ASIS How to Protect a Company's Perimeter  
Webinar  
www.asisonline.org

June 24  
CAFAA Basic Fire Alarm  
Burbank  
www.cafaa.com

June 25  
CAFAA Documentation & Recordkeeping  
Burbank  
www.cafaa.com

June 26  
CAFAA Understand the 2013 Changes to NFPA 72  
Burbank  
www.cafaa.com

July 14-15  
ASIS Executive Protection  
Long Beach, CA  
www.asisonline.org

July 14-17  
ASIS Managing Your Physical Security Program and Advanced Topics  
Long Beach, CA  
www.asisonline.org

July 16-17  
ASIS Security Program Design A Critical Infrastructure Protection Model  
Long Beach, CA  
www.asisonline.org

July 22 - 23  
Fire-Lite Systems  
Orange County, CA  
www.firelite.com

July 24  
Fire-Lite Software Applications  
Orange County, CA  
www.firelite.com

July 29, 2014  
CAFAA Smoke Control  
Hayward  
www.cafaa.com

July 29 - 30  
Fire-Lite Systems  
Salt Lake City, UT  
www.firelite.com

July 30, 2014  
CAFAA Understand the 2013 Changes to NFPA 72  
Hayward  
www.cafaa.com

July 31, 2014  
CAFAA Fire Alarm System Electrical Code Requirements  
Hayward  
www.cafaa.com

July 31  
Fire-Lite Software Applications  
Salt Lake City, UT  
www.firelite.com

August 20  
ASIS Critical Infrastructure Protection from A Private-Security Perspective  
Webinar  
www.asisonline.org

August 26 - 27  
Fire-Lite Systems  
Memphis, TN  
www.firelite.com

August 26  
Fire Alarm Testing & Inspection  
Roseville  
www.cafaa.com

August 27  
Fire Alarm Plan Review  
Roseville  
www.cafaa.com

August 28  
Fire Alarm Electrical Code Requirements  
Roseville  
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August 28  
Fire-Lite Software Applications  
Memphis, TN  
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September 9  
CAFAA Basic Fire Alarm  
Pechanga  
www.cafaa.com

September 9 - 10  
Fire-Lite Systems  
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www.firelite.com

September 10  
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Pechanga  
www.cafaa.com

September 11  
CAFAA Smoke Control  
Pechanga  
www.cafaa.com

September 11  
Fire-Lite Software Applications  
Spokane, WA  
www.firelite.com

September 16  
CAFAA Evolution of the National Fire Alarm Code  
Ontario  
www.cafaa.com

September 17  
CAFAA Understanding NFPA 101 Fire Alarm Requirements  
Ontario  
www.cafaa.com

September 18  
CAFAA Fire Alarm System Testing & Inspection  
Ontario  
www.cafaa.com

September 23 - 24  
Fire-Lite Systems  
Burbank, CA  
www.firelite.com

September 25  
Fire-Lite Software Applications  
Burbank, CA  
www.firelite.com

September 30-October 2  
ASIS Gaming and Wagering Protection  
Las Vegas, NV  
www.asisonline.org

October 7 - 8  
Fire-Lite Systems  
San Jose, CA  
www.firelite.com

October 9  
Fire-Lite Software Applications  
San Jose, CA  
www.firelite.com

October 14  
CAFAA Understanding the IBC Fire Alarm Requirements  
Ontario  
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October 15  
CAFAA Understand the 2013 Changes to NFPA 72  
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## LEGISLATIVE NEWS

Tony Smith of Security Funding Associates has been appointed to the Small Business Committee for Assemblyman Mike Gatto. The committee provides input to Assemblyman Gatto on small business issues. Smith is a past president of the California Alarm Association.

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**We recently interviewed Dawn Smith of TMS**

*She can be reached at [dsmith@tmscentral.com](mailto:dsmith@tmscentral.com)*

**How long have you been at your current company?**

7.5 years

**What was your first job in the industry and with what company?**

I started with King Central in 2002 as a Data Entry/Customer Service Representative, during college.

**When were you first aware of CAA or other trade associations and what were the circumstances? Which association?**

While working for King Central, I became their Regional Account Manager. I wanted to be aware of what was going on in the industry, so I began attending the Sacramento Area Association meetings.

**What association programs or events did you participate in?**

I sat on the SAAA Board as Secretary for the 2010-2011 term. During that time we had many SAAA events including the Police and Fire Forums, Technology Forums, Monte Carlo Night, holiday events, etc. I've also attended the CAA Winter Convention many times.

**What specific and tangible benefit did you expect from the association?**

I expected to make contacts and to be able to keep track of industry changes and trends.

**What benefit do you receive from associations that you DID NOT expect?**

I did not expect the true friendships I have made over the years through the different Associations. I carry some of the people I've met through the years very close to my heart.

**Tell us about one specific benefit you received from your involvement?**

Knowledge; it's invaluable. I've gained knowledge of our Industry, my Dealers, their needs, and the direction in which I need to steer my company to continue providing superior service.

**What leadership positions have you held in the associations?**

SAAA Secretary 2010 through 2011

**What do you think is the most important part of an association?**

Education and sharing of knowledge are most important to me. I've learned so much from the wealth of knowledge provided by some of our members. As a company, we are then able to make educated decisions regarding the services we provide our dealers.

**The CAA and affiliated associations offer programs and activities in the following areas. Please comment on relevance to your membership and your company:**

*Training and Education*

Product education and training, industry trends, NFPA education, telco industry changes and how they affect us... many more.

*Regional Meetings and Networking*

Keeping abreast of current issues affecting the local area and jurisdictions, as well as state and National issues/changes.

*CAA Conventions*

Product contacts, training, education.

*Public Safety Liaison and Ordinance Management*

Stronger relationships created with the local AHJs. Working with police agencies to reduce false alarm occurrences. Working with fire agencies for the education of NFPA and UL changes which helped allow certain fire devices allowed in their jurisdictions.

*Public Policy and Legislative Advocacy*

Licensing and Regulation Overview



**For membership information see [www.caaonline.org](http://www.caaonline.org)**

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## ARIZONA ALARM ASSOCIATION



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### Surprise Alarm Ordinance in Arizona

The new ordinance in Surprise, AZ takes effect May 1, 2014. The ordinance is available at [www.surpriseaz.gov](http://www.surpriseaz.gov). For questions please contact Duane Fletcher at 623-222-4282 or email questions to [duane.fletcher@surpriseaz.gov](mailto:duane.fletcher@surpriseaz.gov) or [harold.bradley@surpriseaz.gov](mailto:harold.bradley@surpriseaz.gov).

### ARIZONA 2014 MEETINGS

June 12 ..... "Extreme Perimeter Protection," Tucson, AZ  
July 15 ..... New Alarm Licensure Legislation Update, Flagstaff, AZ  
August 21-23 ..... Annual Convention, Scottsdale, AZ  
October 9 ..... "Video Alarms," Tucson, AZ  
November 13 ..... "Conversation with an Ex-Convict," Tucson, AZ  
December 11 ..... Annual Holiday Party, Tucson, AZ

For information on meetings, please contact the Arizona Alarm Association at 480-831-1318 or [suebrenton@aol.com](mailto:suebrenton@aol.com).



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By Larry Folsom, President

At our meeting on March 12, NV State Senator Segerblom spoke to members about the new medical marijuana law now in effect in Nevada. Our members had many questions and we will continue to monitor this new industry and have input at the state and local levels on its effects on our businesses.

NSA members continue to be active at ISC-West events! We hope you were able to join us at some of them; AIREF Golf Fundraiser, ISC Loves Security Welcome Reception, CAA Leadership Breakfast, ISC Opening Ceremonies, NSA Public Safety Luncheon where our Youth Scholarship were awarded.

### 2014 NSA MEETINGS

All meetings below are held in Las Vegas.

April 3 ..... ISC Luncheon & Scholarship Presentation  
May 14 ..... General Meeting  
July 9 ..... General Meeting  
September 10 ..... General Meeting  
November TBD ..... Holiday Party & Scholarship Fundraiser

Member meetings take place at: Marilyn's Café at the Tuscany, 255 E. Flamingo Rd, Las Vegas, NV 89169. They start at 6:00pm. Look for our 2014 meeting and events schedule on our website [www.nevadasecurityassociation.org](http://www.nevadasecurityassociation.org).

The NSA urges anyone wanting to perform life safety or security sales, installation, repair or monitoring in Nevada to check out the Business Info link in the side bar of the NSA website: [www.nevadasecurityassociation.org](http://www.nevadasecurityassociation.org). This link provides information on getting properly licensed in Nevada. We post a comprehensive list of required licenses with links. Our Licensing Committee and all of our board members are happy to assist you in getting through the licensing process. The NSA is actively working with local AHJ's to streamline their licensing processes.

For more information contact:

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Any inquiries regarding the Nevada Association of Security Professionals can be directed to Scott Wulforst from Stanley Convergent Security Solutions 775-287-8110.

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By Dimitri Begeor

### OBFAA MEETINGS

April 15 ..... Alarm Ordinance Trends and Updates, Lake Oswego, OR  
June 17 ..... NFPA72 Fire Changes  
October 7 ..... IP Video Surveillance 101

Meetings are Noon - 1:30 p.m. at the Fairfield Inn 6100 SW Meadows Rd, Lake Oswego, OR 97035. Sandwiches can be ordered for \$10 each. Please contact the OBFAA for more information.

### OBFAA LOGOS

Decals showing the OBFAA logo are great for your company vehicle and they will be distributed as members who pay their dues. There are extra's if requested.

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We are proud to have as our affiliate members the following agencies:

- Multnomah County Sheriff's Office
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### OBFAA Membership

If you are not a member of your state's alarm association, join now. We can only make a greater impact, with greater numbers, and your involvement is vital to the growth of your local association and the industry as a whole.

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## ESA of UTAH 2014 Meetings

ESA of Utah Annual Conference — September 16-19

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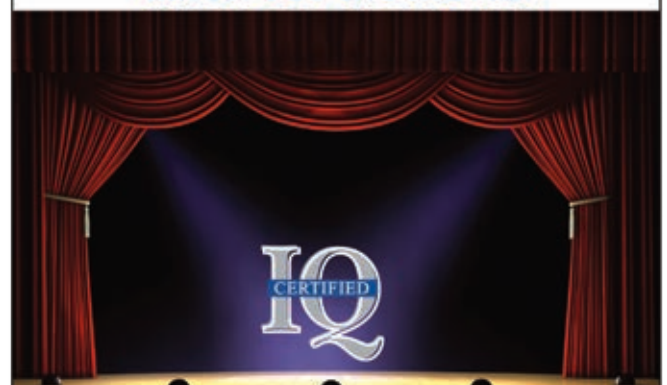
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### COLORADO 2014 MEETINGS

May 24 .....SIAC Update - Glen Mowery  
July 26 .....SIAC Update - Glen Mowery  
October 8.... "Pre-employment Issues"

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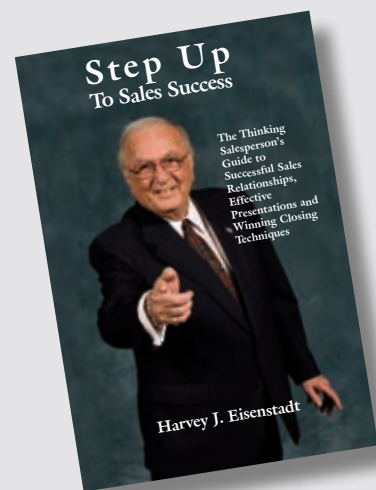
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*By Margaret Spitznas, President WAESA*

### Renton Fire Department Procedure

Renton is adopting a fire inspection procedure that will be similar to the procedure followed in Seattle. This includes using generic Red, Yellow and White tags on the fire panels. While Renton is in the process of writing up detailed procedures, they are asking that you start using the tags as they are used in Seattle. If you have any questions, please contact the Renton Fire Marshal's office.

**Please visit [www.waesa.org](http://www.waesa.org) for a calendar of events.**

Please visit the WAESA website: [www.waesa.org](http://www.waesa.org). If you are a member and would like to link your website, please contact the WAESA office [info@waesa.org](mailto:info@waesa.org).

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### CAFAA 2014 CALENDAR

April 17 ..... CAFAA Meeting ..... Hayward  
June 19 ..... CAFAA Meeting ..... Irvine  
October 9 ..... CAFAA State Agencies ..... Sacramento  
October 10 ..... CAFAA Meeting ..... Sacramento  
December 11 ..... CAFAA Meeting ..... San Diego

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[www.WBFAA.net](http://www.WBFAA.net)



### WBFAA UATC Apprentice Class Set for August

The WBFAA UATC Fall 2014 first semester apprentice course will begin August 2014! Visit [www.WBFAA.net](http://www.WBFAA.net) for information or call the WBFAA UATC at 800-809-0280. Class is open to employees of member companies who have an apprentice registered with the State of California.

### WBFAA Public Works Seminars

The WBFAA is holding a prevailing wage seminar for companies who are involved in public works projects. WBFAA members are FREE and CAA and CAFAA members receive a discounted rate. For more information visit [www.wbfaa.net](http://www.wbfaa.net) or call 800-809-0280 to register by phone.

**April 17**

**Sheraton Four Points**

**Pleasanton**

**[www.wbfaa.net](http://www.wbfaa.net)**

  
  
**Dotty Kaufenberg**  
Business Development Manager

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

### CERTIFICATION –

### FIRE/LIFE SAFETY TECHNICIAN - RENEWAL

For Fire/Life Safety Technicians with 4,000 hours of work experience, the state law requires them to be certified by passing the state exam. The renewal application is posted at [www.dir.ca.gov/das](http://www.dir.ca.gov/das) and the state does not send out reminders. For information on the Electrician Certification Program visit [www.dir.ca.gov/das](http://www.dir.ca.gov/das) and follow the links.

The WBFAA UATC has certification prep material available to member companies of the WBFAA UATC. If you are a member and would like the material, please contact the WBFAA UATC at 800-809-0280 or email [info@wbfaa.net](mailto:info@wbfaa.net).

### CSLB Enforces Zero Tolerance

The Contractors State License Board (CSLB) issues legal action against any C-10 Electrical contractor who willfully employs an uncertified electrician to perform work as an electrician. CSLB is legally required to open an investigation and initiate disciplinary action against the contractor (which may include license suspension or revocation) within 60 days of receipt of a referral or complaint from the Department of Industrial Relations' Division of Apprenticeship Standards (DAS). Labor Code Section 3099.2 stipulates that anyone who performs work as an electrician for C-10 Electrical contractors shall hold an electrical certification card issued by DAS; DAS is required by Labor Code Section 3099.2 to report violations to CSLB. Learn more about electrician certification by visiting the Division of Apprenticeship Standards website. [www.dir.ca.gov/DAS/Electrical-Trade](http://www.dir.ca.gov/DAS/Electrical-Trade)

### WBFAA UATC Offers Online Continuing Education

The WBFAA UATC is offering an online continuing education program for electronic security systems technicians with nearly 100 hours of course offerings. Registered technicians with member companies will have access to 18 hours of online courses annually at no fee. In addition, registered technicians will have access to courses offered in physical classrooms and can submit third-party training for certification for renewal of the state Fire/Life Safety Certification card. For more information, visit [www.wbfaa.net](http://www.wbfaa.net) or [www.wbfaa-training.net](http://www.wbfaa-training.net).

### WBFAA UATC Invites Membership

Assented member companies register all fire alarm technicians in the program and pay a monthly fee of \$25 per technician. The apprentice program and course, prep material for certification and continuing education courses are provided at no additional fee. In addition, member companies who contribute to public works training trust funds to the WBFAA receive a \$.15 per hour credit for registered technicians. For complete information, visit [www.wbfaa.net](http://www.wbfaa.net) or call the WBFAA UATC at 800-809-0280.

  
**CAA Palm Springs  
Convention**  
**May 7 - 10, 2014**  
**[www.caaonline.org](http://www.caaonline.org)**



## ELECTRONIC SECURITY ASSOCIATION

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## Electronic Security Association SECURE+ Initiative

The Electronic Security Association [www.esaweb.org](http://www.esaweb.org) (ESA) web presence helps consumers find the most qualified and trustworthy professionals for their home safety and automation needs. The website, [www.SecurePlusweb.org](http://www.SecurePlusweb.org) showcases ESA member companies who have joined the SECURE+ Initiative. These companies install security systems, along with lifestyle-enhancing features, such as remote control of lighting, air conditioning and heating, making their customers' lives not only safer, but simpler, more energy-efficient and more convenient. For more information about the SECURE+ Initiative, go to [ESAweb.org](http://ESAweb.org) or contact the ESA Member Service Center at 972-807-6801.

## Security America Risk Retention Group

Security America Risk Retention Group (SARRG) is an insurance company developed by the ESA and administered through Marsh Insurance. Security America RRG was formed in 2003 to provide affordable and stable insurance coverage exclusively to ESA member companies. Security America RRG offers general liability including errors & omissions insurance specifically tailored to meet the needs of electronic life safety, security, and systems professionals throughout the country. Domiciled in Vermont, Security America RRG is registered in all 50 U.S. states. For information visit [www.securityamericarrg.com](http://www.securityamericarrg.com), call 866-315-3838 or e-mail [info@securityamericarrg.com](mailto:info@securityamericarrg.com).

## NTS Expands Online Courses

The ESA National Training School has expanded its catalog of online training courses including technician and business management courses. For information, visit [www.esaweb.org](http://www.esaweb.org).

## ESA Member Buying Program

The ESA Member Buying Program, designed to save you and your company significant amounts of time and money, now offers collective buying power through our Buying Group Alliance, made up of more than 250,000 businesses. ESA members are seeing immediate value and reporting an average of 20% savings. "We are thrilled to deliver another valuable member benefit to ESA member companies and their employees. Members taking advantage of this program may be able to pay for their ESA membership many times over by saving significant money on products and services they already buy," said Knox. Electronic Security Association members can register for the ESA Member Savings Program by going to [www.esaweb.org](http://www.esaweb.org).



### MEMBER SAVINGS PROGRAM



This free program, designed to save you and your company significant amounts of time and money, now offers collective buying power through our Buying Group Alliance, made up of more than 250,000 businesses.

**ESA members are seeing immediate value and reporting an average of 20% savings! We encourage you to register for this free value-added program & start saving today!**



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For more information, please contact the ESA Member Service Center at 1-888-447-1689



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# WESTERN STATES SECURITY ALLIANCE CALENDAR 2014

*Send your events to CAA Mirror: [info@caaonline.org](mailto:info@caaonline.org)*

## APRIL

10	GVAA General Meeting	Stockton
17	CAFAA Meeting	Hayward
22	GLASAA General Meeting	Los Angeles
23	SVAA General Meeting	Santa Clara

## MAY

1	SAAA CCTV Forum	Sacramento
7-10	CAA Palm Springs	Palm Springs
13	EBAA General Meeting	Richmond
20	SDSA General Meeting	San Diego
21	OCAA General Meeting	Orange
22	IEAA General Meeting	Riverside
22	GGAA General Meeting	San Francisco
22	MCAA General Meeting	Fresno
28	RAA General Meeting	Windsor

## JUNE

12	OCAA Golf Tournament	Orange
17	GLASAA General Meeting	Los Angeles
19	SAAA Boat Cruise	Sacramento
19	CAFAA Meeting	Irvine
23-27	ESX NASHVILLE	Nashville, TN

## JULY

8	EBAA General Meeting	Richmond
10	GVAA General Meeting	Stockton
23	SVAA General Meeting	Santa Clara
24	SAAA Customer Service Forum	Sacramento

## AUGUST

7	MCAA General Meeting	Fresno
14	GGAA General Meeting	San Francisco
19	GLASAA General Meeting	Los Angeles
21	SAAA Life Style vs. Life Safety	Sacramento
28	SDSA Day at the Races	Del Mar

## SEPTEMBER

9	EBAA General Meeting	Richmond
16	SDSA General Meeting	San Diego
17	OCAA General Meeting	Orange
18	IEAA General Meeting	Riverside



*The Hilton Palm Springs staff celebrates 15 years of hosting the CAA Palm Springs Convention May 7-10, 2014.*

## OCTOBER

2	GLASAA Golf Tournament	Los Angeles
9	GVAA General Meeting	Stockton
9	CAFAA Meeting State Agencies	Sacramento
10	CAFAA General Meeting	Sacramento
22	SVAA General Meeting	Santa Clara
22	RAA General Meeting	Windsor
24	SAAA Fire Forum	Roseville

## NOVEMBER

6	MCAA General Meeting	Fresno
11	EBAA General Meeting	Richmond
16	GGAA General Meeting	San Francisco
17	MCAA Golf Tournament	Fresno
19	OCAA General Meeting	Orange
20	IEAA General Meeting	Riverside

## DECEMBER

3-6	CAA Winter Convention	San Francisco
9	GLASAA Holiday Party	Los Angeles
11	CAFAA Meeting	San Diego
11	SDSA Holiday Bash	San Diego
11	SAAA Holiday Party	Sacramento

## National Events 2014 - 2015

**AAFA Annual Conference**  
April 22-25, Waikoloa, HI

**ESA Professional Groups Kickoff Reception**  
June 23, 2014  
ESX, Nashville, TN

**ESA Summer Conference**  
June 23-27, 2014  
Nashville, TN

**Electronic Security Expo**  
June 24-26, 2014  
Nashville, TN

**ESA Board of Directors Meeting**  
June 23, 2014  
Nashville, TN

**CAFAA Annual Conference**  
January 29-31, 2015  
Hilton Palm Springs  
[www.cafaa.com](http://www.cafaa.com)

## CAA CONVENTIONS

2014	May 7-10	Palm Springs Hilton
2014	December 3-6	San Francisco Parc 55
2015	May 13-16	Palm Springs Hilton
2015	December 2-5	San Francisco

## BSIS Address and Telephone Numbers

Bureau of Security and Investigative Services  
2420 Del Paso Road, Suite 270, Sacramento, California 95834.  
The following are a list of important Bureau numbers to update your records:

Main Number:	916/322-4000
Toll Free Number:	800/952-5210
Licensing Fax Number:	916/575-7290
Enforcement Fax Number:	916/575-7289
Email:	<a href="mailto:bsis@dca.ca.gov">bsis@dca.ca.gov</a>
Web Homepage:	<a href="http://www.dca.ca.gov/bsis">www.dca.ca.gov/bsis</a>



CONTACT THE CAA  
California Alarm Association  
333 Washington Blvd., Suite 433, Marina del Rey, CA 90292  
TEL 800/437-7658 FAX 800/490-9682 [www.CAAonline.org](http://www.CAAonline.org) [info@CAAonline.org](mailto:info@CAAonline.org)  
Jerry Lenander, Executive Director [director@caaonline.org](mailto:director@caaonline.org)

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San Diego, CA 92123  
Ph: 858.268.9641 • Fax: 858.268.0280

**ADI - San Leandro**  
2371 Verna Court  
San Leandro, CA 94577  
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487 Mathew Street  
Santa Clara, CA 95050  
Ph: 408.986.8200 • Fax: 408.988.5501

**ADI - South San Francisco**  
441 Victory Avenue  
South San Francisco, CA 94080  
Ph: 650.871.2300 • Fax: 650.871.7703

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3710 East University Drive  
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