

# THE MIRROR

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## Scholarships AND The Stanley Cup!

Clark County Fire Chief Bertral Washington joined NSA Vice President Greg Simmons of Eagle Sentry to present the 4th place ESA National Scholarship Award check for \$1,500 to Quinttana Reid with her father Clark County Fire Engineer Brad Reid.



ESA of Washington President Margaret Spitznas presented scholarship awards to Bethany Spatz and Haylee Reynolds.

CAA Youth Scholarship judges Bob Jennison and Lilianne Chaumont congratulated Peter, Brady and Allie Barnett along with GLASAA President Bill Collins and GLASAA Golf Chair Charles Schwager at the GLASAA Scholarship Dinner.



THE MIRROR had a front row seat with Nancy and Charles Schwager of BPSD when they celebrated the Kings winning the Stanley Cup at Staples Center in Los Angeles.



Jordin Carmichael, whose father David Carmichael works for the Campbell Police Department, receives a check for \$1,500 from SVAA President Mark Simpson as a regional winner in the CAA Youth Scholarship Program.



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## PUBLIC SAFETY NEWS

### ADT Offers \$25,000 Reward to Help Stop Security Sales Scams

Alarmed by an increasing number of consumer complaints about deceptive home security sales tactics, industry leader ADT announced it will award up to \$25,000 for proof of a company training its sales teams to be deceitful. The evidence must result in the successful prosecution of the offending company.

"ADT's trusted brand is being exploited by swindlers and scammers who mislead unsuspecting consumers," said David Bleisch, ADT General Counsel. "Victims end up having their ADT security systems unnecessarily replaced and are duped into signing new contracts with another provider."

The fraud begins at the front door when customers are told false statements ranging from "ADT has gone out of business" to "I am here to upgrade your equipment." Sometimes the scammers claim they are affiliated with alarm panel manufacturers. Before the customer realizes they've been cheated, a new security system has been installed and they've been conned into switching service to the company committing the fraud.

It's usually a crime to use deceptive sales practices, especially when they are targeted toward the elderly. Recently, two sales representatives from a Utah-based security company were arrested in Missouri for misleading an elderly woman into making changes to the ADT system in her home and then charging a higher fee.

To keep from being victimized by security scammers, these tips are recommended:

- Ask for photo identification and/or a business card of who is at your door
- Call your current security company to confirm what you're being told
- Don't be pressured into agreeing to new equipment or signing a contract
- Request literature be left behind so you can study it before taking action

ADT already has video evidence from at least one company's training session showing rogue representatives being taught to lie during sales presentations at customer homes. ADT hopes more evidence, obtained through cell phones, will come forward.

Additionally, ADT will continue filing lawsuits against companies and their employees who deceive its customers. Last year, ADT recovered over \$4 million from companies as a result of lawsuits. More information is available at [www.adt.com](http://www.adt.com).

### 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



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## ASSOCIATES CORNER

### The Effective Sales Presentation

An effective sales presentation does not begin with a plethora of features and accolades about your product, your company, your service or pricing. There are many other critical concerns that must be taken into consideration prior to reaching for these important features of your product or service. You must begin by remembering that your competition is ready to tell your prospect the same story that you are ready to deliver.

Regardless of whether or not you believe they can compete with you, they will compete. The difference at this point of time is you and you must first, and foremost, develop and strengthen your relationship with the prospect.

To succeed you must begin by grabbing the attention of the prospect, making them eager to want to hear more of what you have to say. This is accomplished by beginning with a statement or two that immediately resonates with the benefits and/or value of your products or service to them, something they can identify with as being beneficial or useful to a need that they may have. As the sales professional you know the benefits of your product or service and the varying needs and pains they will address. You must deliver these first to secure the interest of the prospect.

Having secured the interest of the prospect, the conversation that follows should provide you with the specific needs of that prospect as defined by them and delivered from their point of view. If your opening statements were presented effectively, you probably will not have to ask any questions to get this information from the prospect. They will recognize your understanding of some or all of their needs and freely tell you all you need to know to move forward.

Armed with this knowledge and the prospect's recognition that you understand their concerns, you now want to focus on the benefits and features of your product or service that relate directly to what the prospect has indicated is their specific need or pain. All of the rest of

the features of your product or service are insignificant at this time. In fact they can present a distraction to the prospect from truly recognizing how you can satisfy their specific needs. Stay focused on their concerns and your solutions to those concerns. Once the prospect has accepted and recognizes that you do have the benefits to satisfy their need, or pain, now you can support this solution by presenting the details describing how this will be accomplished with the features of your product or service.

As the experienced sales professional, you also know what some of their objections may be and how you have responded to those objections in the past. Why wait to have to respond to an objection, and be reactive, when you can use that response as a positive comment or benefit before it is raised by the prospect. Being proactive rather than reactive delivers a very decisive message to the prospect that you truly understand the concerns in their thoughts.

And finally, listen very carefully to what the prospect is telling you. Never interrupt them no matter how eagerly you want to respond. Let them finish and then present your response. A very effective way of accomplishing this is to repeat what the prospect has said or asked, and follow that with your response. Repeating the prospect's comment or question prior to your response delivers three significant messages to the prospect. First, you are listening. Second, you do understand what they are saying or asking. And third, clearly it is important to you.

As the motivational speaker Les Brown says "Closing is the logical conclusion to an effective presentation." So, perfect your presentation skills and practice what you have perfected to achieve an effective presentation and begin enjoying the increase in your closing ratio.

*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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# Reinvesting in You.



## **NMC's Investment Sets the Bar for Future Monitoring Centers**

From its humble beginnings, NMC has experienced tremendous growth over the last 13 years due to a loyal dealer base that recognizes and values NMC's superb service and commitment to the latest in monitoring facilities and technology.

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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# ASSOCIATES NEWS

**ENTERTECH SYSTEMS** announced a strategic partnership with ProdataKey. ProdataKey will offer Suprema biometric products to their integration partners and through their network of national and international distribution channels. ENTERTECH SYSTEMS' BioConnect application will be integrated with ProdataKey's smartaccess™ platform to seamlessly sync users between the access control panel and the biometric template. ProdataKey's IP based smartaccess™ platform is the perfect complement to Suprema's ultrasecure biometric identity product line," said Evan Tree, CEO of ProdataKey. "Combining our technology with Suprema biometric products and the BioConnect application means we can offer a fully integrated, end-to-end solution with unparalleled security, while enhancing ease of use and reducing cost of ownership with our long-range, mesh wireless access control platform." For more information, visit [www.prosalesreps.com](http://www.prosalesreps.com).

**QOLSYS** showcased another industry first by using its over-the-air software update capability to activate the built-in panel camera, enhancing the industry's first all-in-one 7" touchscreen security and home control platform. The innovative Qolsys platform allows software updates to be pushed to the IQ Panel via Wifi, ensuring that the panel always offers the latest features and functionality, including forward compatibility for the Internet of Things. "This is another example of Qolsys differentiating itself in the marketplace," says Mike Hackett, Qolsys Vice President of Sales and Marketing. "As an added level of security and information we believe it will increase end user engagement and retention." For more information, visit [www.Qolsys.com](http://www.Qolsys.com).

**TRI-ED** announced its further expansion with the acquisition of SecurityPro Warehouse (SPW). Tri-Ed will maintain the SPW location in Metairie, LA and move its current New Orleans branch into that 10,000 square foot facility. "Mike and Kathy Brown have built a terrific business in the Louisiana market and we look forward to having them as part of our team. We are very excited to welcome the SPW staff to the Tri-Ed family and exceed the expectations of security professionals in this market," notes Pat Comunale, President and Chief Executive Officer. With over 40 years of combined experience in the security industry, the SPW team has been servicing the Louisiana, Mississippi and Gulf Coast regions for almost 15 years. For more information, visit [www.tri-ed.com](http://www.tri-ed.com).

**UNITED CENTRAL CONTROL (UCC)** announced Ron Bowden as Director of Dealer Development, a position, created specifically for Bowden that involves consultation with UCC's security dealers to help them find new ways to grow sales and build profits.

Bowden was a former part owner of UCC in the 1980's and also the former owner of Ranger American, a national alarm company that at one time had sixteen branches and generated over three thousand monitored accounts per month. Mark Matlock, UCC's Senior Vice President commented, "Ron will help us become more proactive in our dealer relations. Today, more than ever, security dealers need assistance to be competitive. Part of Ron's job will be to work with UCC dealers to deliver valuable consultation on how to increase their sales and profits." For more information, visit [www.teamucc.com](http://www.teamucc.com).



**MONITRONICS'** Customer Experience Department has won a Bronze American Business Award for Support Department of the Year at the 12<sup>th</sup> annual awards banquet held June 13, 2014 at the Fairmont Millennium Park Hotel in Chicago, Illinois. The prestigious award honors and generates public recognition for the achievements and positive contributions the participating organizations provide worldwide. "We've been given the opportunity to be the customer's advocate and really represent their best interest throughout the entire organization," said Andrew Million, Sr. Manager of Customer Experience and Administration at Monitronics. For more information, visit [www.monitronics.com](http://www.monitronics.com).

**XTRALIS** announced a series of downloadable multi-service capabilities for the ADPRO FastTrace™ 2/2E Remotely Managed Multi-service Gateway (RMG). The RMG makes it easy for a CMS or key holder to download and deploy detection, verification, and response services that help them manage, protect, and monitor their site like never before. This unique solution provides superior detection capabilities for a proactive security approach and is up to 86% lower in total cost of ownership (TCO) than solutions combining discrete recording, transmission (for remote access over any network), and analytics capabilities. For more information, visit [www.xtralisis.com](http://www.xtralisis.com).

**DMP** released the latest addition to its growing selection of security and fire sensors. The 2W-BLX and 2WT-BLX Addressable Photoelectric Smoke Detectors require reduced wiring, which speeds installation. As an addressable device, it reports the specific alarm location, enabling monitoring centers and emergency responders to pinpoint the exact location of the alarm. For more information, visit [www.dmp.com](http://www.dmp.com).



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# ASSOCIATES NEWS

**Z-TECH CENTRAL** welcomes Karen Sullivan as Sales Manager. Karen will be responsible for managing the Sales Department for our UL and FM Certified Central Station. Karen comes to Z-Tech Central with over 12 years' experience in the Central Station industry. She started her career in security sales and most recently managed a Central Station in the Knoxville, TN area for over 9 years where she was responsible for the initial implementation and UL Certification of the Central Station, as well as day to day operations. For more information, [www.ztechcentral.com](http://www.ztechcentral.com).

**HONEYWELL** announced the launch of its new eVance Services management software solution. eVance Services enables fire alarm service companies to more effectively test systems and provide building owners with 24/7 access to an assortment of required reports. "This type of automated fire alarm testing software is so effective that we're seeing more and more bids for service work specifying that it must be used for the job," said Rich Fischer, software services national sales manager. Addressable devices or "points" can be quickly tested with the results for each being tracked on the technician's smartphone or tablet. Non-addressable points can be tracked too, via barcode labels and scanners. For more information, visit [www.honeywell.com](http://www.honeywell.com).

## PROFESSIONAL SALES REPRESENTATIVES

congratulates two employees for their recent achievement in being recognized in the security industry. Tauni Wallace, the District Sales Manager for the Sierra Nevada territory, was recently named the recipient of the Mark Schubert Memorial Award from the California Alarm Association. Jen deCamara, the Chief Customer Officer, recently received the Woman of the Year Award from the National Association of Professional Women headquartered in New York. The Mark Schubert Award is given to an Associate Member of the California Alarm Association who volunteers time and resources to support the associations. Jen deCamara received this honor for her work in the security industry throughout the United States, Puerto Rico, and the U.S. Virgin Islands. Jen was also recently named the Vice President of her local NAPW chapter and serves as the Social Media Chairwoman of the chapter. As a recipient of the award, she will represent the security industry at the National Networking Conference in New York City in 2015.

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## TMS Schedules 10<sup>th</sup> Annual Golf Event

Total Monitoring Services will be hosting its 10th Annual Golf Tournament at the Turkey Creek Golf Club on Friday, September 5, 2014. This year's tournament is full of fun and festivities with the proceeds supporting the TMS Scholarship fund. The TMS Golf Invitational & Scholarship Banquet was founded in 2005 with the goal of assisting the dependents of our own authorized TMS Dealers and TMS employees with financial aid in furthering their higher education needs. Sponsorships are vital to our tournaments success year after year. Your sponsorship helps defray the cost of the event and allows us to increase the amount of money we are able to put towards the Scholarship fund. For more information please call Total Monitoring Services, Inc. at 888- 610-4377.



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## How's the Year Going for You? Here's Your Business Checklist

By Ron Davis, President, Davis Mergers & Acquisitions Group

Regularly evaluating your business can give you a clear picture of the progress you've made and help make sure you're on the right track to where you want to be. That's why we've put together this little checklist of things to consider as you face the next quarter, the next half or the next year.

You might be ready to sell your business if:

- Technology is starting to get the best of you
- You're outgrowing your offices and/or staff, but are unwilling to make changes
- You find yourself wishing to be someplace else (more than usual)
- You've not spent enough time with your children or are making the same mistakes with your grandchildren
- You are more resistant to talking to your lawyer and/or accountant about business plans for the future
- You're concerned about an increase in the capital gains tax
- You've been thinking about putting maximum dollars in your pocket and easing the transfer of your business to your family or to another company.

Mid-year is a great time to evaluate your company. You take your car in on a regular basis to make sure everything is running smoothly. Why not do the same for your company? It may be time for a tune up!

For further information, contact Ron Davis at 847-910-7716 or rdavis@graybeardsrus.com.



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*Sigi Ruiz of DSC welcomed Jack Podolski of Mar Vista Alarms to the Volutone Expo.*



*Attendees viewed exhibits from leading suppliers at the Volutone Expo.*

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## CAA SHAKES, RATTLES 'N ROLLS



*Celebrating a successful CAA Palm Springs Convention at a tropical desert hideaway were Michael Matson, Jr. of Matson Alarm, Bart Didden of USA Central Station, John Hopper of Sentry Alarm, Missy Didden and Mike Matson.*



*Akemi Schubert of NMC welcomes Mandi and Jordan Thomasson of TMS, Lorraine and Mike Christiansen of JMG Security Systems and CAA Executive Director Jerry Lenander to the grand opening of their new facility in Lake Forest.*



*The Lake Forest Chamber of Commerce and the NMC team welcomed several hundred local and security business leaders to the grand opening of their new facility in Lake Forest.*



*Scott Schubert of NMC welcomed Fred Mellenbruch of Smart Alarm, Diane and Bob Cotterman of A Better Alarm System and Mark Sanger of MDS Alarms to the grand opening.*







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# Where in the World Is THE MIRROR?

*Are you travelling with THE MIRROR? Paris? London? Chicago?  
Take a photo and email it to [info@caaonline.org](mailto:info@caaonline.org) with description and identification.*



*Sigi Ruiz and Elias Melendrez of DSC and Glen Guldbeck of Alarm.com with THE MIRROR at the Volutone Expo.*



*THE MIRROR attracted a crowd at the Volutone Expo including Melissa Hurt of Hurt & Associates, Robert Ly of Digital Watchdog, Brett Henderson and Jesse Chen of Vivotek.*



*THE MIRROR was on the scene for the grand opening of the 20,000 square foot facility for National Monitoring Center. In the news were Woodie Andrawos, Scott Schubert, Michael Schubert, Sharon Elder and Frank Farag.*



*Reading the good news about the Nevada Security Association are Bob Sulliman of Alarmco, Ray Reza of ADT, Howard Wulforst of Stanley Convergent Security and Jeanne Wulforst of NSA.*



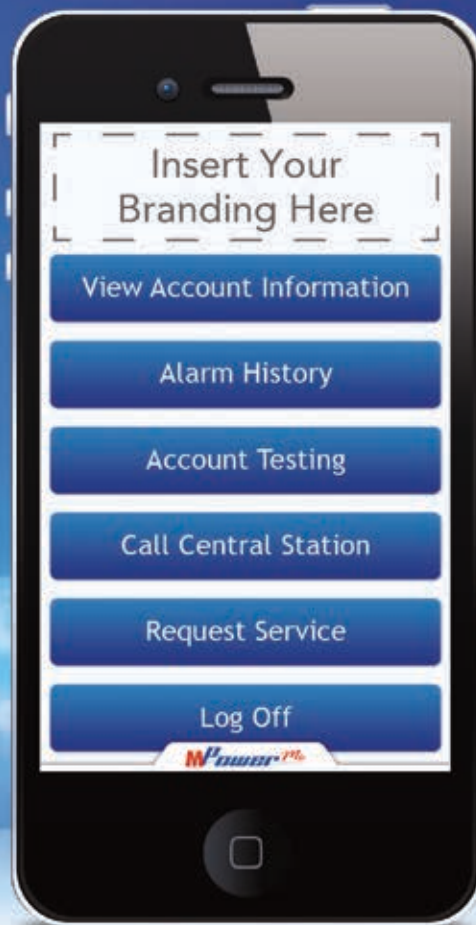
*Cub reporters Kathleen Schraufnagel of Monitronics, NSA President Larry Folsom, Steve Keefer of SIAC, Walker of Stanley Convergent and Jon Sargent of Tyco Integrated Security covered the NSA meeting on alarm response.*



*CAA CPA Charles Schwager's pregame included THE MIRROR as his lucky charm (it worked!).*



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*Glen Guldbeck of Alarm.com introduces THE MIRROR to Brian Willis of Kwikset at the Volutone Expo.*



*Igor Russo, Rebekah Lawrence and Christopher Baskin of American Two-Way monitor THE MIRROR at the Volutone Expo.*



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# CAA SHAKES, RATTLES ‘N ROLLS

## Bay Alarm Acquires SDA Security

Bay Alarm recently acquired SDA Security, a highly successful family owned and operated alarm company in the San Diego area. Bay Alarm Company is the largest, privately held alarm company in the United States founded in 1946 by Everett Westphal, and is now in its third generation of family leadership. Bay Alarm's customer base includes over 120,000 customers and 800 employees.

Matt Westphal, Co-President of Bay Alarm Company and past President of the CAA, said, "We are excited to expand our business with the addition of SDA Security to the Bay Alarm family. The Westphal family is honored that the Eales family has passed the torch and trusted us to continue their 80 years of service to the San Diego community. As an organization, Bay Alarm understands that building a successful, long standing company requires a dedication to treating our employees and customers with the highest level of respect, mirroring SDA's philosophy. We look forward to continued growth for years to come, supported by the hiring of qualified professional throughout California."

Understanding Bay Alarm's commitment to strategically growing their business without compromising service to their customers, Shandon Harbour, the President of SDA Security stated, "It became clear that joining the Bay Alarm family would ensure our customers have continued access to services they need."



*Harvey Eisenstadt presented a sales force boot camp at the Security Partners conference in Lancaster, PA.*

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*Harvey Eisenstadt with Pat Egan of Security Partners at the national conference in Lancaster, PA.*

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## REDWOOD ALARM ASSOCIATION

By Sean Cooke, President  
scooke@allguardsystems.com 800-255-4273

The Redwood Alarm Association meeting was held on Wednesday, May 28, 2014. President Sean Cooke welcomed the guest speaker, Shane Clary, Ph.D., Vice President, Codes and Standards Compliance at Bay Alarm Company. Shane's topic, "Changes to the NFPA 72 2013 Code", was very well received and provided for many questions and a lively discussion.

The Redwood Alarm Association awarded the CAA/ESA Youth Scholarship to Michelle Peirsol, a graduating senior from Windsor High School in Windsor, California. She was in attendance with her parents to receive the award.

The next meeting is set for October 22, 2014. Located at Johnny Garlic's in Windsor starting at 11:30 am.

If you have any questions or want to participate in the Redwood Alarm Association please contact Chuck at 707-443-6366 or visit [www.redwoodalarmassociation.org](http://www.redwoodalarmassociation.org)

### 2014 RAA MEETINGS

♦ **October 22... RAA General Meeting ..... Windsor**

For more information regarding RAA, its membership and participation, please visit [www.redwoodalarmassociation.org](http://www.redwoodalarmassociation.org) or contact Sean Cooke at [scooke@allguardsystems.com](mailto:scooke@allguardsystems.com) or 800-255-4273.



## 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

♦ **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.

## SAN DIEGO SECURITY ASSOCIATION

## SAN DIEGO SECURITY ASSOCIATION

By Sean Hamm, President

### CITY OF CHULA VISTA Police Department

The City of Chula Vista announced anew alarm permit program on June 17, 2014 effective July 1, 2014. June 17, 2014 in a letter from Chief of Police David Bejarano. The city has contracted with PMAM Corporation to administer the Security Alarm Program for the Chula Vista Police Department.

The new Security Alarm Ordinance and City Master Fee Schedule call for the following changes:

Fees for security alarm permits have been modified to \$28.75, renewed annually, for both residential and business sites. Two-year alarm permits obtained prior to the new program changes will be honored for the life of the permit.

Fines for false alarm responses by the Police Department will be charged to the permitted site as follows:

- a) First violation\* \$100
- b) Second violation within one year\*\* \$200
- c) Any additional violations within one year \$500

\*Note that the first violation fine may be waived if the alarm permit holder obtains proof of completion of a false alarm awareness course.

\*\*The one year period begins with the first reported false security alarm at the permitted site.

In addition to increased fines for false alarms, any site that has four or more false security alarms within a one year period may be placed on a "verified response" status. When a verified response is required, the Chula Vista Police Department will respond to an alarm only after an actual problem has been verified by a person who is on the premises and reports that a crime may be occurring or has occurred. Verification can also be accomplished by an alarm company

monitoring the premises by using remote audio or video indicating that a crime may be occurring or has occurred. Alarm permit holders may be removed from "verified response" by demonstrating compliance with the ordinance and by presenting a plan to eliminate alarms to the City's alarm program administrator.

Security alarm monitoring companies must also practice Enhanced Call Verification under the new ordinance. No alarm system monitoring company shall request a police response to an alarm unless the alarm system monitoring company has already made at least two telephone calls to determine whether the alarm signal is valid. One telephone call shall be made to the premises where the alarm system is located and a second telephone call shall be to an alternate telephone number designated by the alarm user for this purpose. Security alarm monitoring companies are responsible for keeping records verifying that two telephone numbers were called.

Citizens and business owners may obtain permits, update permit information, and pay permit fees and false alarm fines online, by mail or by telephone. The Chula Vista Police Department Security Alarm program can be accessed online at [www.cityalarmpermit.com/fams/citizen/city/chulavista](http://www.cityalarmpermit.com/fams/citizen/city/chulavista) or by telephone at 877-503-6727.

### 2014 SDSA MEETINGS

♦ **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](mailto:hgonzalezreed@pd.sandiego.gov). If you have any questions please contact Hilda Gonzalez Reed at [hgonzalezreed@pd.sandiego.gov](mailto:hgonzalezreed@pd.sandiego.gov) or 619-531-2247.

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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

- ♦ July 23..... SVAA General Meeting ..... Santa Clara
- ♦ October 22... SVAA 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 more than ever and to keep up to date on all the new information.



### GOLDEN GATE ALARM ASSOCIATION

By Gary Lowndes, President

#### 2014 GGAA MEETINGS

- ♦ 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](mailto:g.lowndes@hueandcry.com).



### GREATER VALLEY ALARM ASSOCIATION

By Joe Castro, President

#### 2014 GVAA MEETINGS

- ♦ July 10..... GVAA General Meeting ..... Manteca
- ♦ October 9..... GVAA General Meeting ..... Manteca

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](mailto:josephc@alarmwatch.com) for more information.

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### EAST BAY ALARM ASSOCIATION

By Mike Salk, President

#### 2014 EBAA MEETINGS

- ♦ July 8..... EBAA General Meeting..... Richmond
- ♦ Sept. 9..... EBAA General Meeting..... Richmond
- ♦ Nov. 11 ..... EBAA 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).

## GLASAA

Greater Los Angeles Security Alarm Association

By Bill Collins, President

#### GLASAA MEETINGS 2014

- ♦ August 12..... GLASAA General Meeting.... Los Angeles
- ♦ October 9..... GLASAA Golf Tournament... Moorpark
- ♦ December 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  
GLASAA President  
[wc3215@att.net](mailto:wc3215@att.net)



CAA President Bob Michel and GLASAA President Bill Collins presented a check for \$2,000 to scholarship winner Allie Barnett who wrote an essay on how her father Peter of the Los Angeles Fire Department helps secure the community.



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**ORANGE COUNTY ALARM ASSOCIATION**

P.O. Box 2149, Newport Beach, CA 92659  
 800-339-1420  
 www.alarmassociation.org

By Steve Maris, President

#### 2014 OCAA MEETINGS

- ♦ Sept. 17 ..... OCAA General Meeting ..... Orange
- ♦ Nov. 19 ..... OCAA General Meeting ..... Orange

#### 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

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.



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## MID-CAL



### MID CAL ALARM ASSOCIATION

The Mid Cal Golf Tournament has been set for Monday, November 17, 2014. This year, proceeds from the tournament will benefit the Fresno Sheriff's Department as well as the Marjaree Mason Center. For those of you who are not familiar with the Marjaree Mason Center, it is a nonprofit center located in Fresno that provides shelter, counseling, legal assistance, and a variety of education opportunities for women and children who are victims of domestic violence. This center plays such an important role in protecting and educating those who are suffering from domestic violence in the Fresno community and really needs our support.

The Second Annual Mid Cal Golf Tournament will again be held at the Fort Washington Country Club in Fresno. We will be holding another Sunday Night Dinner the night before the tournament. Last year's Sunday dinner was held at an Italian restaurant and was a great time with a lot of delicious food. So if you missed out last year, be sure to sign up and join us this year! The day of the tournament, we will provide breakfast, lunch, and dinner.

Sign-ups for sponsorships, teams, and golfers are now available so be sure to sign up early! Last year the tournament sold out quickly so don't miss your opportunity to join us. When you reserve a premium sponsorship early, we will feature your company name on all of our promotional emails and ads as our premium sponsors. If you have any questions or would like to reserve your spot, please contact Vanessa at [vanessa@firstresponse-monitoring.com](mailto:vanessa@firstresponse-monitoring.com) or directly at 559-448-7507.

#### 2014 MID CAL MEETINGS

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



### SACRAMENTO AREA ALARM ASSOCIATION

Sacramento Area Alarm Association  
3491 Park Drive Suite 20-234  
El Dorado Hills, CA 95762-4549  
[www.sacalarm.org](http://www.sacalarm.org)

*By Rich Whitlock, President*

#### 2014 SAAA MEETINGS

- ♦ July 24..... Customer Service Forum ..... Sacramento
- ♦ August 21 .... Life Style vs. Life Safety ..... Sacramento
- ♦ October 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](mailto:info@caaonline.org).

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.

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

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



Fort Washington Country Club  
Fresno, CA



# 2014 Training and Education Calendar

July 14-15  
ASIS Executive Protection  
Long Beach, CA  
[www.asisonline.org](http://www.asisonline.org)

July 14-17  
ASIS Managing Your Physical  
Security Program and Advanced  
Topics  
Long Beach, CA  
[www.asisonline.org](http://www.asisonline.org)

July 16-17  
ASIS Security Program Design  
A Critical Infrastructure  
Protection Model  
Long Beach, CA  
[www.asisonline.org](http://www.asisonline.org)

July 22 - 23  
Fire-Lite Systems  
Orange County, CA  
[www.firelite.com](http://www.firelite.com)

July 24  
Fire-Lite Software Applications  
Orange County, CA  
[www.firelite.com](http://www.firelite.com)

July 29, 2014  
CAFAA Smoke Control  
Hayward  
[www.cafaa.com](http://www.cafaa.com)

July 29 - 30  
Fire-Lite Systems  
Salt Lake City, UT  
[www.firelite.com](http://www.firelite.com)

July 30, 2014  
CAFAA Understand the 2013  
Changes to NFPA 72  
Hayward  
[www.cafaa.com](http://www.cafaa.com)

July 31, 2014  
CAFAA Fire Alarm System  
Electrical Code Requirements  
Hayward  
[www.cafaa.com](http://www.cafaa.com)

July 31  
Fire-Lite Software Applications  
Salt Lake City, UT  
[www.firelite.com](http://www.firelite.com)

August 20  
ASIS Critical Infrastructure  
Protection from  
A Private-Security Perspective  
Webinar  
[www.asisonline.org](http://www.asisonline.org)

August 26 - 27  
Fire-Lite Systems  
Memphis, TN  
[www.firelite.com](http://www.firelite.com)

August 26  
Fire Alarm Testing & Inspection  
Roseville  
[www.cafaa.com](http://www.cafaa.com)

August 27  
Fire Alarm Plan Review  
Roseville  
[www.cafaa.com](http://www.cafaa.com)

August 28  
Fire Alarm Electrical Code  
Requirements  
Roseville  
[www.cafaa.com](http://www.cafaa.com)

August 28  
Fire-Lite Software Applications  
Memphis, TN  
[www.firelite.com](http://www.firelite.com)

September 3  
Tri-Ed Road Show  
Austin Roadshow  
Holiday Inn Austin Midtown  
[www.tri-ed.com](http://www.tri-ed.com)

September 9  
CAFAA Basic Fire Alarm  
Pechanga  
[www.cafaa.com](http://www.cafaa.com)

September 9 - 10  
Fire-Lite Systems  
Spokane, WA  
[www.firelite.com](http://www.firelite.com)

September 10  
CAFAA Fire Alarm Plan Review  
Pechanga  
[www.cafaa.com](http://www.cafaa.com)

September 11  
CAFAA Smoke Control  
Pechanga  
[www.cafaa.com](http://www.cafaa.com)

September 11  
Fire-Lite Software Applications  
Spokane, WA  
[www.firelite.com](http://www.firelite.com)

September 16  
CAFAA Evolution of the  
National Fire Alarm Code  
Ontario  
[www.cafaa.com](http://www.cafaa.com)

September 17  
CAFAA Understanding NFPA  
101 Fire Alarm Requirements  
Ontario  
[www.cafaa.com](http://www.cafaa.com)

September 18  
CAFAA Fire Alarm System  
Testing & Inspection  
Ontario  
[www.cafaa.com](http://www.cafaa.com)

September 23 -24  
Fire-Lite Systems  
Burbank, CA  
[www.firelite.com](http://www.firelite.com)

September 25  
Fire-Lite Software Applications  
Burbank, CA  
[www.firelite.com](http://www.firelite.com)

September 30-October 2  
ASIS Gaming and  
Wagering Protection  
Las Vegas, NV  
[www.asisonline.org](http://www.asisonline.org)

October 7  
Tri-Ed Road Show  
The Hyatt North Houston  
[www.tri-ed.com](http://www.tri-ed.com)

October 7 - 8  
Fire-Lite Systems  
San Jose, CA  
[www.firelite.com](http://www.firelite.com)

October 9  
Fire-Lite Software Applications  
San Jose, CA  
[www.firelite.com](http://www.firelite.com)

October 14  
CAFAA Understanding the IBC  
Fire Alarm Requirements  
Ontario  
[www.cafaa.com](http://www.cafaa.com)

October 15  
CAFAA Understand the 2013  
Changes to NFPA 72  
Ontario  
[www.cafaa.com](http://www.cafaa.com)

October 16  
CAFAA Carbon Monoxide  
Detection  
Ontario  
[www.cafaa.com](http://www.cafaa.com)

October 20-22  
ASIS Video Surveillance  
Applications and Advances  
Las Vegas, NV  
[www.asisonline.org](http://www.asisonline.org)

October 23-24  
ASIS Cloud Computing:  
Security's  
Transformation Technology  
Las Vegas, NV  
[www.asisonline.org](http://www.asisonline.org)

October 27-28  
ASIS Corporate Investigations  
How to Conduct Proper and  
Effective Internal  
Investigations  
Denver, CO  
[www.asisonline.org](http://www.asisonline.org)

October 28 - 29  
Fire-Lite Systems  
Portland, OR  
[www.firelite.com](http://www.firelite.com)

October 29-30  
ASIS the Investigative  
Interviewing  
Method  
Denver, CO  
[www.asisonline.org](http://www.asisonline.org)

October 30  
Fire-Lite Software Applications  
Portland, OR  
[www.firelite.com](http://www.firelite.com)

November 4 - 5  
Fire-Lite Systems  
Dallas, TX  
[www.firelite.com](http://www.firelite.com)

November 4  
CAFAA Fire Alarm Plan Review  
Tulare  
[www.cafaa.com](http://www.cafaa.com)

November 5  
CAFAA Fire Alarm System  
Testing & Inspection  
Tulare  
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November 6, 2014  
CAFAA Understand the 2013  
Changes to NFPA 72  
Tulare  
[www.cafaa.com](http://www.cafaa.com)

November 6  
Fire-Lite Software Applications  
Dallas, TX  
[www.firelite.com](http://www.firelite.com)

November 12  
Tri-Ed Road Show  
Burbank Roadshow  
Los Angeles Marriott Burbank  
Airport  
[www.tri-ed.com](http://www.tri-ed.com)

December 2 - 3  
Fire-Lite Systems  
Las Vegas, NV  
[www.firelite.com](http://www.firelite.com)

December 4  
Fire-Lite Software Applications  
Las Vegas, NV  
[www.firelite.com](http://www.firelite.com)

December 4  
Potter Seminar  
Tri-Ed Seattle  
253-395-3930  
[www.tri-ed.com](http://www.tri-ed.com)

December 11  
Counter Day - Speco  
Tri-Ed Sacramento  
916-928-5766  
[www.tri-ed.com](http://www.tri-ed.com)



## CALIFORNIA AUTOMATIC FIRE ALARM ASSOCIATION

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## CAFAA 2014 CALENDAR

October 9 .....CAFAA State Agencies ..Sacramento  
October 10 .....CAFAA Meeting .....Sacramento  
December 11 ....CAFAA Meeting .....San Diego

## CAFAA Annual Conference

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

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*By Larry Folsom, President*

At our meeting on June 4 meeting, Supervisor Elliott Davis and Dispatcher Casey of the Las Vegas Metro Police Department Communication Center spoke to our members regarding their dispatch policies. Along with NSA members, representatives from SIAC (Security Industry Alarm Coalition) and PVARR (Partnership for Priority Video Alarm Response) also attended this important meeting. An excellent Q & A session followed. The NSA will continue to work with metro to ensure the alarm dispatch process is the most efficient it can be. Thanks to LVMPD for taking the industry's input.

The NSA first place Youth Scholarship winner, Quinttana Reid, went on to win fourth place in ESA's national Youth scholarship Program! This was the first national winner from Nevada! Quinttana is the daughter of Clark County Fire Engineer Brad Reid. NSA Vice President, Greg Simmons of Eagle Sentry, held a presentation ceremony Fire Station #25 in front of the stations firefighter



*NSA June meeting guest speakers Las Vegas Metro Police Communications Department Supervisor Elliott Davis and Dispatcher Casey take questions from the audience.*

and the Reid family. Clark County Fire Chief Bertral Washington attended the event and was interested to learn about our association, what we do and about the scholarship opportunities we offer.

Be a part of our 2015 Scholarship Fundraiser Poker Party in November. Your participation ensures that we can continue to help the children of first responders in our community with their goals in higher education.

### NEW ASSOCIATE MEMBERS

Welcome Kevin Marquess and Glen Guldbeck of Alarm.com. They joined at our June meeting AND were our Vendor Spotlight. Thanks for your support Alarm.com!

### 2014 NSA MEETINGS

Sept. 10.....General Meeting/ Board of Directors Elections  
.....Las Vegas  
Nov. TBD .....Holiday Party & Scholarship Fundraiser  
.....Las Vegas

Member meetings take place at: Marilyn's Café at the Tuscany, 255 E. Flamingo Rd, Las Vegas, NV 89169. They start at 6:00 p.m. 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.

Take advantage of all that your local industry association brings to your business by joining the NSA. We continue to face challenges to our businesses. The NSA can help by providing interesting guest speakers, networking opportunities, ongoing relationships with municipalities, access to benefits at the national level through the ESA.

Contact NSA: [admin@nevadasecurityassociation.org](mailto:admin@nevadasecurityassociation.org) or call 702-551-4672  
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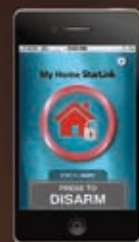
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## APPRENTICESHIP PROGRAM

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stella@waesa.org



*Scholarship winner Bethany Spitz read her winning essay at the ESA of Washington Annual Meeting.*



*ESA of Washington scholarship winners Bethany Spitz and Haylee Reynolds were congratulated by guest speaker Dr. Gil Mendoza of the Office of Superintendent of Public Instruction.*

*By Margaret Spitznas, President*

## ESA of Washington 2014 Meetings

July 8 .....WAESA Annual Golf Tournament.....Redmond, WA  
Sept. 17-18 .....WAESA Conference/Tradeshow .....Spokane, WA

# 13<sup>th</sup> Annual WAESA Golf Tournament

The Golf Club at Redmond Ridge  
Tuesday, July 8, 2014  
[www.waesagolf.dojiggy.com](http://www.waesagolf.dojiggy.com)

# WASHINGTON APPRENTICESHIP PROGRAM

We have a great apprenticeship program which is valuable to both employers and employees. It is dedicated to training apprentices in all phases of the electronic life safety, security and systems industry. The recruitment, selection, employment and training of apprentices during their apprenticeship shall be without discrimination because of race, sex, color, religion, national origin, age, disability or otherwise specified by law. We encourage the application of female and minority apprentices. For more information contact Stella McDonald, Training Director at [stella@waesa.org](mailto:stella@waesa.org)



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*ESA of Washington  
Scholarship winner  
Bethany Spatz with  
her father Joseph of  
the City of Vancouver  
Fire Department  
were guests at the  
annual meeting along  
with her mother and  
brother.*



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### ESA of UTAH 2014 Meetings

ESA of Utah Annual Conference — September 16-19

## NEVADA ASSOCIATION OF SECURITY PROFESSIONALS



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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.

Please contact me if you have any questions.

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## NEW MEXICO ELECTRONIC SECURITY ASSOCIATION



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By Dimitri Begeor

### OBFAA 2014 MEETINGS

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.

### PUBLIC SAFETY AGENCY MEMBERS


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

- Multnomah County Sheriff's Office
- Oregon City Police
- Portland Police Alarms Administration
- Tigard Police Dept. Alarm Unit
- Washington County Sheriff's Office

### 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.


Dimitri Begeor  
503-630-8961  
800-722-0364 ext. 8961



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

[ExecutiveDirector@tbfaa.org](mailto:ExecutiveDirector@tbfaa.org)  
Brad Shipp, Executive Director  
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### COLORADO 2014 MEETINGS

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

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www.azalarms.org

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By Susan Brenton

## AzAA Annual Convention: August 20 - 22, 2014

Come join us for fun, education and networking. The Arizona Alarm Association has moved its Convention to an exciting, new location this year. The Wild Horse Pass Resort offers two golf courses, horseback riding, casino, great swimming pools, a nearby premium outlet mall and delicious food! It is located just 10 minutes from Phoenix's Sky Harbor Airport in Chandler, AZ.

We will begin on Wednesday, August 20 with our AZAA Annual Golf Tournament. Then from 4:30 p.m. to 7:30 p.m., join us for the Welcoming Party (everyone is invited to the party, whether you are registered for the Convention or not - all we need is your RSVP). All day Wednesday we will be offering classes especially prepared for alarm technicians.

On Thursday, we will offer classes for alarm company owners and managers, technicians and alarm coordinators. In addition to having many of the manufacturers speak about their products, our line-up includes topics such as alarm contracts, exit strategies for company owners, asset investment recovery and verified response. On Friday morning we will have a special group of speakers on issues such as verified response, video, health care and privacy laws.

For more information, visit [www.azalarms.org](http://www.azalarms.org) or call 480-831-1318.

### Surprise Alarm Ordinance in Arizona

The new ordinance in Surprise, AZ took 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.bradly@surpriseaz.gov](mailto:harold.bradly@surpriseaz.gov).

### ARIZONA 2014 MEETINGS

July 15 .....New Alarm Licensure Legislation Update  
.....Flagstaff, AZ  
August 20-22 ....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 [susan@azalarms.org](mailto:susan@azalarms.org).





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678-454-3474 FAX  
fire-alarm@afaa.org

## AFAA Seminars

AFAA now has a new NICET prep seminar called "A User's Guide to Simplifying NFPA 72 and the NEC". This is an interactive course designed to help attendees better understand how to use NFPA 72- 2013 and the NEC 2011 fire alarm wiring requirements. All NICET fire alarm tests are now updated to the 2013 NFPA 72 and 2011 NEC. For more information, visit [www.afaa.org](http://www.afaa.org).

## AFAA Insurance

AFAA has worked with Willis Insurance for over a year to bring you 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.afaa.org](http://www.afaa.org). We have policies for Fire Alarm Contractors and one for Security Services Contractors. 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)



*Speakers at the AFAA Annual Breakfast at NFPA were Dan Finnegan of Siemens Industry, Richard Roberts of Honeywell Life Safety, Dave Newhouse of Gentex and Art Black, Carmel Fire Protection Associates. More than 200 fire industry leaders attended the event.*

*Industry news was delivered at NFPA at the AFAA booth through THE MIRROR, THE SENTRY and THE SENTINEL. Spreading the news was Tom Hammerberg and Randy Hormann of AFAA, Rodger Reiswig of Tyco SimplexGrinnell and Art Black of Carmel Fire Protection.*



## WBFAA UATC APPRENTICE TRAINING PROGRAM

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The officers and board of the WBFAA are made up of the following industry people.

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## 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.

## 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/ElectricalTrade](http://www.dir.ca.gov/DAS/ElectricalTrade)

## 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.wbfaatraining.net](http://www.wbfaatraining.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.

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Merlin Guilbeau  
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## Electronic Security Association SECURE+ Initiative

The Electronic Security Association (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.

## ESA Member Buying Program

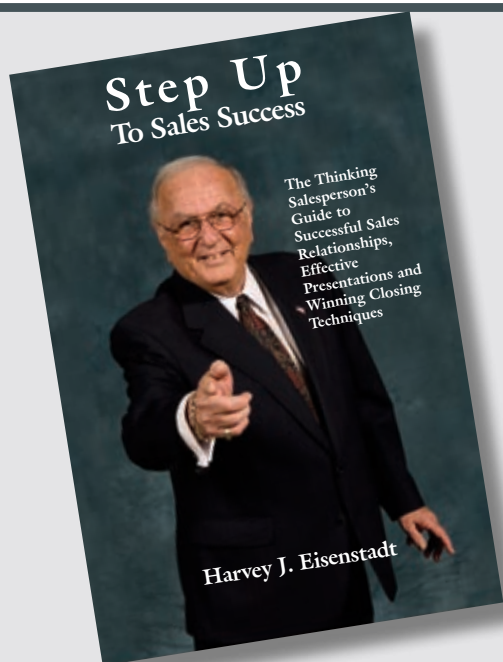
The ESA Member Buying Program, designed to save you and your company significant amounts of time and money, now offers collective buying power through our Buying Group Alliance, made up of more than 250,000 businesses. ESA members are seeing immediate value and reporting an average of 20% savings. "We 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).

## 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).



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

## JULY

8	WAESA Annual Golf Tournament	Redmond, WA
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
17-18	WAESA Conference/Tradeshow	Spokane, WA
18	IEAA General Meeting	Riverside

## OCTOBER

1-4	TBFAA Annual Convention	Galveston, TX
9	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

11	EBAA General Meeting	Richmond
16	GGAA General Meeting	San Francisco
17	MCAA General Meeting	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

## CAA CONVENTIONS

2014	December 3-6	San Francisco Parc 55
2015	May 13-16	Palm Springs Hilton
2015	December 2-5	San Francisco
2016	April 27-30	Palm Springs Hilton
2017	May 3-6	Palm Springs Hilton

## CAFAA Annual Conference

January 29-31, 2015  
Hilton Palm Springs

## Industry Events 2014 - 2015

### ASIS Annual Meeting

Sept. 29 - Oct. 2  
Atlanta, GA

### ISC East 2014

November 19-20, 2014  
Javits Center, NYC

### ISC West 2015

April 15-17, 2015  
Sands Expo Las Vegas

**SOARING WITH THE EAGLES:** Ron Lander will receive the CAA George Weinstock Award for a lifetime of achievement and service to the security industry. He will be honored at the CAA Winter Convention Tribute Dinner to be held on Dec. 5, 2014 at the San Francisco Parc 55.



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## CONTACT THE CAA

California Alarm Association

333 Washington Blvd., Suite 433, Marina del Rey, CA 90292

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