

# THE MIRROR

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



THE MIRROR was on hand when the Nevada Security Association presented their NSA/ESA Youth Scholarship Award at the Public Safety Luncheon at ISC West. This included \$2,000 to Quinttana Reid and \$1,500 to Nicholas Meyer who are pictured with their parents and members of the NSA Board of Directors. The Nevada Security Chiefs added \$500 to each of the outstanding students at the luncheon which was attended by 300 industry leaders.



CAA President Bob Michel and ESA/CAA Past President George Gunning (far right) were welcomed to the Public Safety Luncheon at ISC West by Nevada Security Association including NSA Board member Jon Perry of Sting Alarm, Vice President Greg Simmons of Eagle Sentry and President Larry Folsom of American Video & Security.



There were 300 guests at the Western States Public Safety Luncheon hosted by NSA and sponsored by the SIA/ISC Loves Security event.

Celebrating the success of the SIA/ISC Loves Security fundraiser at The Rockhouse which raised \$12,500 for the youth scholarship and outreach programs of the state associations are ESA Past President Mike Miller, CAA President Bob Michel, CAA Secretary Rich Whitlock, The Rockhouse owner Jonathan Fine, NSA Board member Jon Perry and CAA Treasurer David Michel.





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# PRESIDENT'S MESSAGE

Dear Colleagues,

Here we are fresh off of ISC West, and headed for Palm Springs!

I think this year's ISC was the best one yet, and many other people have expressed the same feeling. The CAA booth was a hub on the show floor, and several of our events were real highlights. The annual CAA Leadership Breakfast sponsored by ISC and SIA was full of industry leaders, and a great kickoff to the show. The Western States Luncheon was bigger than ever with more than 300 attendees. And of course the reception at the Rock House the night before the show was a huge hit! The show was a great opportunity to continue the development of important partnerships, and those partners have expressed deep satisfaction with the direction things are going.

Our next big event is the spring convention May 7-10 at the Palm Springs Hilton. This is always a great business event and a lot of fun too. One of the highlights is always the presentation of the CAA Youth Scholarship award. The scholarship committee has done an excellent job, as usual, and our state and local winners have been selected. They are all incredible young men and women, and the state winner is really remarkable! You should have a chance to meet him at the convention. His data has already been submitted to the ESA for consideration for the national scholarship award. Now it's time for all our local associations to take the opportunity to honor their winners, and to develop their relationships with local police and fire departments.

Thanks to everyone who works so hard to make this association a success. See you in Palm Springs!

Sincerely,

Bob Michel



Robert Michel

**SOARING WITH THE EAGLES:** We are pleased to announce that Ron Lander has been selected as this year's recipient of the 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.



Ron Lander of Ultrasafe Security Specialists, named as the recipient of the CAA George A. Weinstock Award, is congratulated by George Gunning of USA Alarm Systems and Howard Befor of Befor and Associates, NC. The award will be presented at the CAA Tribute Dinner in December in San Francisco.







## ASSOCIATES CORNER

# Follow Up Programs Will Close More Sales and Strengthen Customer Service

By Harvey J. Eisenstadt

Salespeople learn very early in their career that the sales process consists of five critical steps. They are: the lead, the appointment, the presentation, the close and the follow up. During my career as a salesperson and sales executive and now as a consultant I've watched companies spend significant

By Harvey Eisenstadt

dollars and time to develop leads, training their salespeople on how to make the appointment, put forth an exceptional presentation and employ effective closing techniques. Interestingly, so little time is devoted to the fifth and critical step in the sales process, the follow up. Although I refer to follow up as the fifth step in the sales process, the skill and necessity of an effective follow up plan really begins with the lead. So, let's start there.

Leads are the lifeline of a successful business. Your company invests financially in the development of leads through many media outlets as well as effective networking events. I have said this many times and as recently as last month's column: leads should be recognized as "someone who has made the decision to buy from me and now I have to prove to them they made the right decision." Without a plan to follow up a lead, you can be sure they will be left to your competitor. Unless specifically instructed otherwise, leads should always be followed up with a phone call. Unfortunately we live in a time when people just do not return phone calls. Call it rudeness or any other name you happen to like, but it is a reality. However, we cannot allow that to be a roadblock. You must have a multi-step plan for lead follow up. Your target for follow up is to get the appointment, and that will only be successful if the prospect immediately recognizes a benefit of your product or service to them.

Begin your first phone call by announcing your name, company and the fact that you are following up the lead. If you are talking

directly to the prospect, then your challenge is to get them to immediately want to hear more from you. Without hesitation, identify a specific benefit and value of your product or service to them. You may need to identify a second benefit or value if you do not get an immediate positive response. Once the benefit and/or value resonate with the prospect, they may ask a few questions. This is where you learn more about the prospect's needs and add additional benefits followed by asking for the appointment. If you are leaving a voice mail after identifying a benefit, thank them for the opportunity and let them know you will try again. You can leave your number for a return call but that puts the responsibility on them to call you, where it should be your responsibility to call them. You can call back very often, possibly every day, until you get a response. Now, the critical factor here is that you can be persistent leaving a different benefit each time; however this persistence must be coupled with politeness. For example you might start your message with something like this:

"I understand your time is very valuable and I certainly do not intend to abuse any of that time. If I could just have a minute or two I would be very appreciative." Remember, you are not talking about product or service features. Instead you are talking about the benefits of your product or service to the prospect. The features will come later.

The second critical step where follow up has been poorly administered is with a new customer. In all fairness, many companies do have a follow up program with their sales or customer service personnel. The weakness that exists in many of these programs is when the follow up takes place. Depending on the product or service your customer has purchased, the follow up contact by phone should take place the same day or certainly within twenty four hours. You must understand this. There are only three reasons why a new customer will call you. The first is to compliment you (which unfortunately will not happen too often). The second is to ask a question regard-

*continued next page*



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ing your product or service, and the third is to register a complaint. Think about this. If a new customer has a question and does not get to ask about it right away, after a couple of days that question will invariably become a complaint. That is human nature and we have to deal with it.

To strengthen and deepen your relationship with your new customer while opening the opportunities for referrals, your follow up plan should be based on immediately, same day or next, contacting that new customer and making yourself available for any questions. It only takes a few minutes to accomplish this service but it takes a lot more time and investment to replace an unhappy customer.

Remember, follow up is one of the five critical steps to sales success. Develop your follow up plan, practice and employ it. Your rewards will be more valuable appointments and qualified referrals.

*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.



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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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## Enhancing Public Safety Through Partnerships

*By Chief Tom Sweeney, SIAC Liaison*

Residents and businesses in our communities increasingly rely on alarm systems to protect their homes and places of business from crime and to provide a heightened sense of security for themselves and their families. With the growing availability of low cost alarm systems and the nationwide trend toward automated homes the number of alarmed sites in our cities and towns can be expected to increase even more in the years ahead. If not effectively managed that increase in alarm sites will generate even more alarm calls going to police dispatch centers. Alarm calls are already the leading dispatch call for police service in most communities. It is also no secret that most alarm calls are false. Needless calls place an expensive burden on police resources. That drain is particularly acute at this time when most departments are laboring under tight budgets and significant staffing shortages.

To better protect and manage their patrol, resources hundreds of jurisdictions across the country have moved to strengthen their alarm ordinances. Those ordinances clearly fix responsibilities on alarm users and alarm companies to work in concert with police departments to sharply curb the number of unnecessary dispatch requests.

Police Departments such as Charlotte-Mecklenburg, NC, Phoenix, AZ and Greenville, SC can point to a sustained record of success in dramatically reducing their alarm dispatches over a period of many years. While fifty to sixty percent reductions in the level of alarm dispatches is regularly achieved in communities with a high concentration of commercial alarms, the Marietta Police Department recently reported their alarm dispatches calls had declined over seventy-five percent since 2007, the year before they implemented their new ordinance.

In Connecticut, the Bridgeport Police Department has achieved and maintained a sixty-five percent reduction in alarm dispatches since implementing and strictly enforcing a new alarm ordinance in 2000. When compared to the level of alarm dispatches in 1999, Bridgeport's reduction in alarm dispatches equates to nine thousand fewer alarm dispatches being processed through the City's communications center each year.

In developing and implementing a plan to reduce needless police dispatches to alarms, it is essential to understand that the bulk of false alarm activations emanate from a small fraction of the alarm sites in a community. Statistics from several jurisdictions which monitor this issue very closely has repeatedly shown that eighty-five percent of the registered alarm sites will generate no alarm activations during the course of a year. Another eight to ten percent of those sites will account for one or two alarm activations. The alarm sites in this latter category show no pattern of repeated alarm activations from year to year.

The remaining five percent of the alarm sites generate three or more alarm dispatches per year. Those sites are the primary drivers of the false alarm problem and they display a pattern of generating a high number of alarm activations year after year. Accordingly, they contribute disproportionately to the unnecessary alarm requests submitted for police dispatch. The most problematic sites are often businesses which have a high staff turnover or are public buildings which do not effectively manage their alarm systems or regulate the movement of people in their facility. It is the chronic abusers in this five percent of alarm sites that must be the central focus of any serious effort to effectively reduce alarm dispatches.



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**TRI-ED** announced additions and changes to its management staff with Mark Ingram joining the company along with James Rothstein being promoted to Chief Marketing Officer (CMO), Mirza Chughtai to Chief Information Officer (CIO) and Gary Perlin to Vice President of Strategic Sourcing. Tri-Ed as Vice President of U.S. Sales. "I am extremely pleased to announce these key management changes which will continue to propel Tri-Ed's evolution as a world-class distributor," says Pat Comunale, Tri-Ed President and CEO. "I extend my congratulation to James, Mirza and Gary on their promotions as well as a warm welcome to Mark Ingram. His deep knowledge of the industry will also well serve our customers and staff." For more information, visit [www.tri-ed.com](http://www.tri-ed.com).



Mark Ingram



James Rothstein



Gary Perlin

**TRI-ED** announced its distribution agreement with Nest® and welcome them as a new vendor partner supplier in the U.S. Nest reinvents home products, like the thermostat and smoke alarm. The Nest Learning Thermostat™ remembers what temperatures customers like, creates a custom schedule for the home, and turns itself down when everyone is away. The Nest Protect: Smoke + Carbon Monoxide™ alarm tells customers where the danger is and what the problem is. "We are very pleased to partner with Nest," says Pat Comunale, President and CEO, Tri-Ed Distribution. "Nest's professional product solutions will create a unique opportunity for security dealers to provide added value to their customers, while increasing value in their own business development as well." For more information, visit [www.tri-ed.com](http://www.tri-ed.com).



**TRI-ED** welcomes ECKey as a new vendor partner. ECKey long-range prox readers and stand-alone access control systems use Bluetooth rather than older prox card technology so users can look to their Smartphone, tablet or any other Bluetooth device to serve as their key. "We are pleased to welcome ECKey as a valued vendor partner," adds Pat Comunale, President and CEO, Tri-Ed Distribution. "Their progressive access control solutions will enhance and expand the access offerings we provide to our customer base." For more information, visit [www.tri-ed.com](http://www.tri-ed.com).



**TRI-ED** and their premier vendor partners invite you to Tri-Ed Nashville's Grand Opening Event on Thursday May 15 from 2 p.m. to 7 p.m. This is a great chance for you to meet the Tri-Ed staff and see the wide array of products they carry. For more information, visit [www.tri-ed.com](http://www.tri-ed.com).

**NATIONAL MONITORING CENTER, INC. (NMC)** announced the opening of a new 25,000 square 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 provides 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." For more information, visit [www.NMCcentral.com](http://www.NMCcentral.com).



**DIGITAL MONITORING PRODUCTS (DMP)** has named Hunter Pardue to the position of Dealer Development Manager in the company's South East Region. He will be responsible for developing new sales and providing ongoing service to DMP-authorized dealers in Georgia, South Carolina, and the Florida Panhandle, and will be helping them to grow their businesses. For more information, visit [www.dmp.com](http://www.dmp.com).



Hunter Pardue to the position of Dealer Development Manager in the company's South East Region. He will be responsible for developing new sales and providing ongoing service to DMP-authorized dealers in Georgia, South Carolina, and the Florida Panhandle, and will be helping them to grow their businesses. For more information, visit [www.dmp.com](http://www.dmp.com).

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**BOSCH** introduces Christopher Miers to the team as an Inside Sales Representative supporting intrusion, fire and access control portfolios. His goal is to keep dealers informed about the latest products and new trends in the market and to support you in your efforts to win new business and grow sales. With his background in technical sales, he is well equipped to provide the highest level of service and support. He can be reached at 800-289-0096 ext. 3327 or Christopher.Miers@us.bosch.com.



**ADI** announced Mike Hempstead, co-owner of MaD Technical Services in Greensburg, IN, has won a brand new Cadillac CTS-V. Hempstead was selected from more than 13,000 entry forms received



last year through ADI's customer appreciation sweepstakes. Entries are collected at U.S. ADI Expos and industry tradeshows including ISC West, InfoComm, and CEDIA EXPO. "We are committed to our customers and greatly appreciate all their support," said John Sullivan, senior vice president of sales at ADI. "Running this sweepstakes each year is just one of the many things we do

to express gratitude to our customers. We are really excited for Mike, and hope that he enjoys his new ride." ADI events include Expo training seminars, tradeshow events, branch customer appreciation days, vendor product demos, training classes and more. For more information, visit [www.adiglobal.com](http://www.adiglobal.com).

**IBRIDGE CONNECTED HOME** held a free info-packed and spirited event and reception at ISC West for all dealers and integrators. Attendees learned all about the latest in Connected Home Technology and the marketplace. Dealers also saw how tap into integrated marketing and social media to enable local companies to outcompete goliaths cable and telco providers and even leverage their TV ad campaigns. For more information, visit [www.napcosecurity.com](http://www.napcosecurity.com).



doing like tech-tip videos and the blog are there to help dealers with common issues they face and offer them a place to comment and ask questions as well." For more information, visit [www.silentknight.com](http://www.silentknight.com).

tion and responsive web design enable visitors to clearly view videos, technical documents and software programs on a PC or mobile device. "Dealers always need to access manuals and other technical information when they're in the field, so the fact that this site can be viewed so easily on any size screen is great," said Loren Schreiber, Silent Knight marketing product manager.

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*Associates News, continued on page 12*



## ASSOCIATES NEWS, *continued*

**SILENT KNIGHT** by Honeywell announced the Security Industry Association (SIA) has named the IntelliKnight SK-FIRE-CO fire and carbon monoxide (CO) detector as the top fire/life safety solution in the highly-competitive New Product Showcase (NPS) competition at ISC West. The SK-FIRE-CO proved to offer substantial cost savings via eliminating multiple components, in addition to reducing nuisance alarms and satisfying new code requirements. The detector's B200S sounder base provides distinct tones for a fire versus a CO emergency, and can be synchronized to nearby horns. "New code requirements, particularly for CO detection, are driving demand for the 'FIRE-CO'. Also, I really think dealers are starting to realize this device's time-saving benefits, plus some cost savings they can pass onto customers," said Loren Schreiber, Silent Knight Product Marketing Manager. The NPS was established in 1979 to recognize innovative products, services and solutions in electronic, physical security. "Each year, the companies competing in SIA's New Product Showcase at ISC West present the leading-edge security solutions that are shaping the industry," said SIA CEO Don Erickson. "These new technologies and solutions are the drivers that are moving the security industry forward, and I congratulate Silent Knight on their win at this year's NPS." For more information, visit [www.honeywell.com](http://www.honeywell.com).



*SIA's Rand Price and Loren Schreiber*

**TELGUARD** announced a new service plan for their HomeControl interactive solution currently available for 2GIG and DSC panels. The new HomeControl OneRate service plan replaces the previous, multi-tier pricing structure with a single flat price of \$6.85 with no activation fees. The OneRate plan gives dealers up to a 50% savings over other interactive solutions while providing the superior performance features of HomeControl interactive services. "In order to create the maximum stickiness in the shortest time with homeowners, competing service providers are bundling service offerings that lead with video and automation," said Shawn Welsh, VP of Marketing and Business Development, Telular. "With the HomeControl OneRate service plan's all-inclusive pricing, dealers can now meet or beat their competition feature for feature, while offering a better price regardless of a particular homeowner's interest in remote arming, Z-Wave, video or all three. The industry's a la carte pricing contracts and complexity will be a thing of the past." For more information, visit [www.telguard.com](http://www.telguard.com).

**ALL AMERICAN MONITORING** opened their new central station serving the security industry nationwide. For more information, visit [www.allamericanmonitoring.com](http://www.allamericanmonitoring.com).



## INDUSTRY NEWS

### The Readiness Factor 2014

The purpose of "the Readiness Factor" workshop is to promote dialogue within the emergency management community, especially among decision makers. The Workshop will focus on the decision making process during unconventional crisis. The workshop will be June 17, 2014 at the Wyndham Garden Pierpont Inn in Ventura, CA. For more information, visit [www.hainessecuritysolutions.com](http://www.hainessecuritysolutions.com).

### Mission 500 Award

Mission 500, a charitable organization engaging security professionals to sponsor needy children through the World Vision organization, announced the winners of its annual Humanitarian and Corporate Social Responsibility (CSR) awards. Protection 1 is was honored with the 2014 Mission 500 CSR award and Charles "Dom" D'Ascoli was the recipient of the 2014 Mission 500 Humanitarian award.

Dom is an industry veteran and past president of ESA, and currently serves on their Executive Committee. The Humanitarian award and the CSR award were presented at ISC West 2014. For more information, visit [www.mission500.org](http://www.mission500.org).



*Industry leaders spread the news at the CAA Association Pavilion with THE MIRROR, THE MONITOR and THE SENTINEL at ISC West including CAA/ESA Past President George Gunning of USA Alarm Systems, CAA Past President Tony Smith of Security Funding Associates, ESA President-Elect Marshall Malinace of Marshall Alarm Systems and ESA Past President Mike Miller of Moon Security Services.*



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Vice President  
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Larry St. John of Eclipse Insurance, CAA Past President John Hopper of Sentry Alarm Systems and CAA Executive Director toasted Bill Cereske of North American Alarm Company who hosted the CAA Board of Directors dinner at his Lake Tahoe home.



Caa Executive Director Jerry Lenander and The Rockhouse owner Jonathon Fine welcomed guests to the SIA/ISC Loves Security Reception at ISC West including Nevada Security Association members Greg Simmons, Jon Perry, Bob Gasner and Ilyssa Vogel.

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## ISC West Draws Record Crowd

ISC West 2014, produced by ISC Events and sponsored by the Security Industry Association (SIA), attracted record attendance this year with more than 26,000 industry professionals attending the three-day exposition, which was held at the Sands Expo Convention Center in Las Vegas April 2-4.

“Exhibitors and attendees alike told us that ISC West 2014 was the best show they have seen in many years,” said Ed Several, senior vice president at ISC Events. “ISC Events witnessed record attendance, even more show floor area and, most importantly, a valuable view of all that the industry offers. Our exhibitors indicated their appreciation with higher renewals for next year. This year’s event was a great balance between seeing all the latest technologies and products in one place while being able to network at all of the many industry and association events. As always, we thank the security industry for showing such confidence in ISC West, and we thank the Security Industry Association for their hard work and support.”

“SIA and ISC Events presented an incredible agenda of exhibits, networking events, education sessions and awards programs during ISC West 2014. ISC West remains the first industry event of the year at which cutting-edge security products are launched,” said SIA CEO Don Erickson. “The ISC Events team worked seamlessly with SIA to provide first-class customer service to exhibitors and thousands of show attendees.

The overwhelming participation in ISC West is a clear reflection of a strong, growing and vibrant industry.” ISC Events announced the dates for ISC West 2015, with the exposition to occur April 15-17 and SIA Education@ISC to present its education conference April 14-16. For more information, visit [www.icswest.com](http://www.icswest.com).



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Scott Crown of PSR, Eileen Berberich of Access Hardware, Stan Hellman of PSR and Carl Deen of Access Hardware delivered THE MIRROR to the grand opening of Access Hardware.

THE MIRROR was with JR Rollins and Bill Smoyer at the grand opening of the new Access Hardware facility.



The Wulforst clan, Howard, Leif, Scott and Bud, do not go anywhere without THE MIRROR, including the NSA Public Safety Luncheon at ISC West.



THE MIRROR rules the west with NSA Past President Tom Wilson of Alarmco, and Jacob Menke of Zions Security and Executive Director Michelle Best of the ESA of Utah at ISC West.



Executive Directors rely on THE MIRROR to keep up with the industry including Jeanne Palmer of NSA, Jerry Lenander of CAA and Michelle best of ESA of Utah.

Catching up on association news at the SIA/ISA Loves Security reception were John Lombardi, Bud Wulforst, Jonathan Fine and Jon Perry.



THE MIRROR was with Dan Van Hart of the WBF AA UATC, Jeanne Michel of Valley Alarm and Bob Jennison of Post Alarm at the SIA/ISC Loves Security event at ISC West.





*David Michel of Valley Alarm delivered THE MIRROR to the Mad Greek in Baker, CA on the way to ISC West.*



*THE MIRROR was at the WBFAA Board of Directors meeting with (front row) Shane Clary of Bay Alarm, Julia Dozier of Chabot-Las Positas Community College, Jon Sargent of Tyco Security and (back row) Dr. L. Nan Snow, Doug Shackley of PAFA and Art Webster.*



*Celebrating the presentation of the Nevada Security Association scholarship presentation with THE MIRROR were CSAA Past President Bud Wulforst, CAA Executive Director Jerry Lenander, Laurie Wulforst, national scholarship program founder Donna Soloway of NAPCO and CAA and ESA Past President George Gunning of USA Alarm Systems.*

## Let's Shake Hands

*By Elizabeth Hunger, Manager of Government Relations in Government Summit*



After living in the nation's capital for almost five years, I have become a master of local customs like the "DC handshake."

Immediately upon meeting someone for the first time, a series of questions are asked in rapid succession: "Who do you work for?" "What do you do?" "Where are you from?"—because it is rare to find someone who actually grew up here.

When I reply, "I work in government relations for a trade association," the majority of folks nod, understanding that I, like many other government relations professionals buzzing about Washington, D.C., represent and advocate on behalf of a group, issue or, in my case, an industry. If someone outside of the D.C. metro region asked you the same question, and you provided the same response, they may respond with a perplexed look and then ask for explanation. But this domain does not just exist within the halls of the Capitol or within a 64-mile stretch of highway also known as the Capital Beltway. A cooperative and mutually beneficial relationship between industry and government is important to the success of the security industry, whether your headquarters is in Orange County, CA or Fairfax County, VA.

Industry can provide federal, state and local officials with expertise and cutting-edge solutions that pave the way for the successful deployment of security technologies in a real-world setting, and justify government investments in public safety and security capabilities. Many SIA Members have provided comments on key pieces of legislation relevant to the industry, sell their products on GSA Schedule 84 and 70, or currently hold contracts with agencies such as the Department of Defense and the Department of Homeland Security.

We must convince our colleagues they don't have to live in the national capital region to participate in this valuable partnership. In fact, your voice as a constituent is more valued by lawmakers.

The SIA Government Summit, June 3-4 at the W Hotel in Washington, D.C., is the event that brings together these two worlds to understand how they work together, and how we can make that relationship better. Whether you are a seasoned government relations veteran, or you are seeking increased involvement in the federal market, this event will put you and your colleagues in the room with the thought leaders and decision makers that affect how you do business.

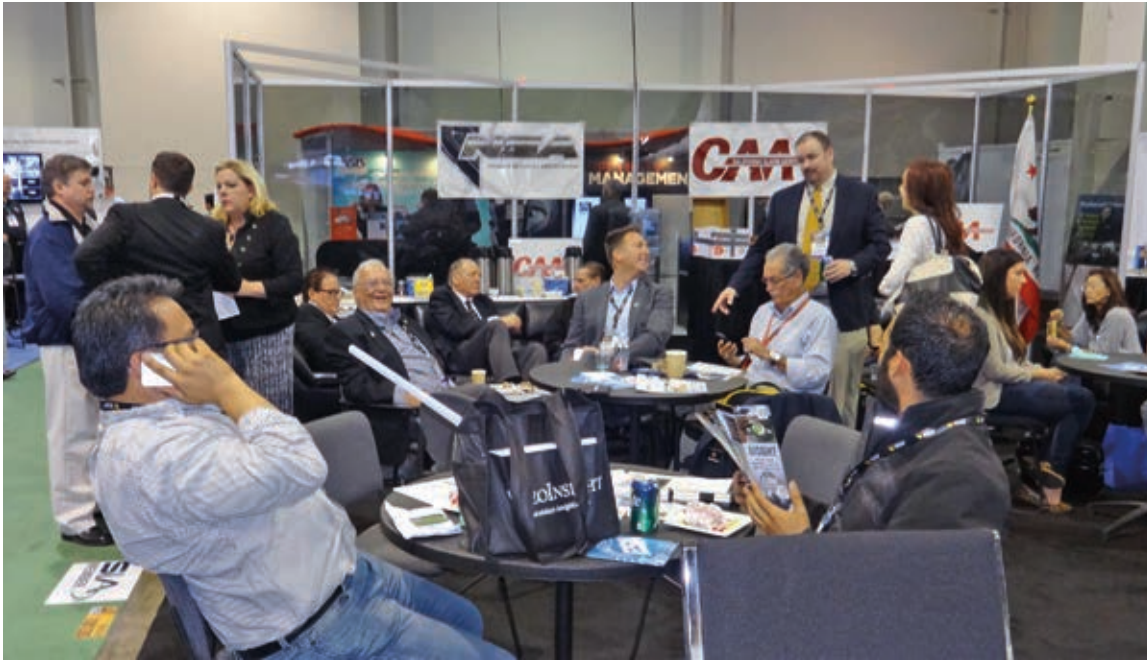
So bring your boss, your department colleagues or even the coworker who sits in the cube next to you. We promise that you'll leave with some new contacts, valuable insight and great information. For more information, visit [www.securityindustry.org](http://www.securityindustry.org).



*THE MIRROR was with Jeanne and Bob Michel during their visit to Washington for the ESA Day on Capitol Hill where they visited the Bob Michel Cloakroom. Congressman Michel served for 38 years from 1957-1995.*



# CAA at ISC West: The Best ISC Ever!



*The CAA Association Pavilion was home for hundreds of members and more than 40 associations throughout ISC West.*



*NSA Executive Director Jeanne Palmer welcomed Steve Eisenstadt of PSR and Greg Simmons of Eagle Sentry to SIA/ISC Loves Security event at ISC West.*



*Security Partners President Mike Bodnar with Jamie Kristen and Andy Stadler of Security Partners.*



*Sarah and Jack Podolski of Mar Vista Security enjoyed the SIA/ISC reception.*



*AZAA Past President David Green, CAA Past President Tony Smith, author Harvey Eisenstadt and ESA Past President Mike Miller at the CAA Leadership Breakfast at ISC West.*





*Jamie Kristen and Michael Joseph of Security Partners wrapped up ISC West with a post-show reception at The Rockhouse with CAA Past Presidents George Gunning of USA alarm Systems and Patty Hartman of Burgarello Alarm.*



*CAA President Bob Michel and his wife Jeanne were welcomed to the Ghost Bar by CMS President Tony Wilson along with CAA Vice President Cathy Rempel.*



*Tres Associonnes featuring Les Gold of MSK, Mary Beth Shaughnessy of ISC Events and George Gunning of USA Alarm Systems made a triumphant return to the live stage at The Rockhouse on the Las Vegas Strip with their hit rendition of "Tequila!." There were reports that sales of tequila spiked during their performance.*



*Ambassadors at the CAA Association Pavilion included Jeanne Michel, Jeanne Palmer of NSA and Michelle Best of the ESA of Utah.*



*Welcoming duffers to the AIREF Golf Tournament at ISC West were Katie Bally of Davis Mergers & Acquisitions, NSA Executive Director Jeanne Palmer, Ed Several of ISC West and CAA Executive Director Jerry Lenander.*





## SIA/ISC Loves Security Reception



Randy Fox and the crew from Fox Security & Communications enjoyed a VIP table at the SIA/ISC Loves Security event at ISC West.



Brent Brush of Paige Electric with CAA Vice President Cathy Rempel, Harvey Eisenstadt and Bruce Kopperud of ComTronix at the SIA/ISC event.



Sporting their tattoos leaving no doubt about their support for the CAA were Jeanne Palmer of NSA, Keith Jentoft of Videofied and Michelle Best of ESA of Utah at the SIA/ISC Loves Security event at ISC West.



Irene and Mike Matson of Matson Alarms with Rick Gombar of Rick Gombar Insurance Services and Ed Sevel, Senior Vice President of ISC Events at SIA/ISC Loves Security reception which raised \$12,500 for the state association programs.

## Women's Security Council Announces 2014 Women of the Year

The Women's Security Council, a network of successful security professionals focused on promoting the advancement of women in the industry, is pleased to announce the winners of the 2014 WSC Women of the Year awards at ISC West. The awards program honors the top female professionals in the security industry in a variety of categories. This year's 2014 Women of the Year include:

- Kelly Bond, Senior Vice President of Sales and Marketing, Alarm Capital Alliance
- Silvia Fraser, Manager, Corporate Security, City of Toronto
- Jean Gordon Kocienda, Global Threat Analyst, Cisco Systems
- Christine Lanning, President, Integrated Security Technologies
- Lindsay Martin-Nez, Vice President of Sales, BadgePass
- Rose M. Miller, Director of Protective Services, MedStar Washington Hospital
- Nancy Royalty, Operations Manager, Sonitrol of Evansville

"The experience and drive of this year's award winners are impressive," said Rhianna Daniels, Director, WSC, and Managing Director, CompassPR. "We are proud to celebrate these individuals for their accomplishments as leaders in business, visionaries and women who make a difference in our communities." For more information, visit [www.wscouncil.com](http://www.wscouncil.com).

## SIA Offers CSPM®

Become a Certified Security Project Manager (CSPM®) and demonstrate the phases and disciplines for successfully managing a security project. The Security Industry Association (SIA) has revised the CSPM Review Course and the CSPM Exam. SIA is offering a refreshed 2.5-day review course, providing you with a convenient location to prepare for the exam. Register Now for the Upcoming CSPM Review Courses: June 10-12 in Pomona, CA and August 4-6 in Silver Spring, MD. The review course goes beyond basic principles, and offers both new and seasoned project managers clear perspective on the importance of their role to stakeholders. The course also identifies risks that could hinder project success and provides attendees with the SIA Security Project Manager's Essential Guidebook, which includes checklists, templates and other materials to help prepare for success on future projects. For more information, contact Kimberly Roberts at 301-804-4708 or [kroberts@securityindustry.org](mailto:kroberts@securityindustry.org).

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*By Sean Hamm, President*

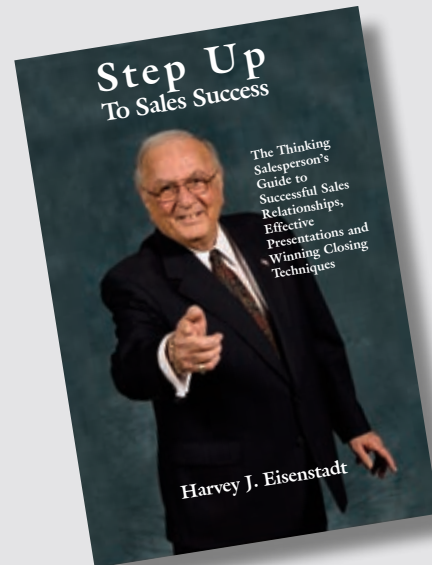
**2014 SDSA MEETINGS**

- ♦ **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](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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## GREATER VALLEY ALARM ASSOCIATION

By Joe Castro, President

### 2014 GVAA MEETINGS

♦ 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.

**Attendance was up for the April Greater Valley Alarm Association meeting:**



GVAA President Joe Castro with guest speaker Chanel Viola of Outsource and GVAA Secretary Dana Buck at the April meeting hosted by Skeet Butler of Custom Electronic Supply.



Representatives from throughout the area attended the GVAA meeting.



GVAA members welcomed guests to the meeting.

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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.

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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.



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

### SVAA 2014 MEETINGS

- ♦ 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.



## 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](mailto:g.lowndes@hueandcry.com).



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## REDWOOD ALARM ASSOCIATION

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

Please save the date for the next Redwood Alarm Association Meeting on Wednesday, May 28 at 11:30 a.m. -1:00 p.m. The meeting will be held at Johnny Garlic's in Windsor. Our guest speaker is Shane Clary, Ph.D., Vice President, Codes and Standards Compliance at Bay Alarm Company. Shane has been in the alarm industry for 40 years and has served as Chair and/or member of numerous committees with NFPA, UL, State of CA and just about every association within our industry. Dr. Clary is currently responsible for the design of all fire alarm systems installed by Bay Alarm. Shane provides oversight of testing and maintenance for more than 12,000 automatic fire alarm systems and 2,000 fire sprinkler suppression systems. His topic will be "Changes to the NFPA 72 2013 Code". If you have any questions or want to participate in the Redwood Alarm Association please contact Sean Cooke at 800-255-4273 or visit [www.redwoodalarmassociation.org](http://www.redwoodalarmassociation.org).

### 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) or contact Sean Cooke at [scooke@allguardsystems.com](mailto:scooke@allguardsystems.com) or 800-255-4273.



President Sean Cooke of All Guard Systems welcomed David Jones of AES Systems, Stan Hellman of PSR, Cyndie Powers of DSC and Randy Williams of First Alarm to the RAA meeting.

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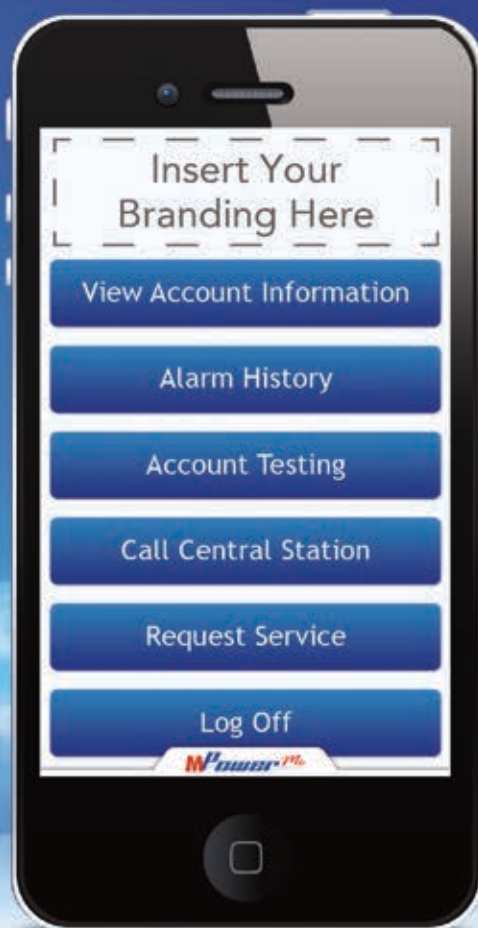
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# GLASAA

Greater Los Angeles Security Alarm Association

By Bill Collins, President

As I sat down to write this month's message, I received an e-mail notifying me of the passing of long time industry colleague Vince Nigro. I first met Vince some 30 years ago back in the LABFAA days. Vince did a lot of good things for our industry over the years. He will be missed. Our hearts go out to his family.



Vince Nigro was active in the industry including serving on the BSIS Advisory Committee with Tom Rankin, Jon Sargent, Connie Bouvia, former Deputy Chief – BSIS, and Jim Diaz.

## 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 Coaliti



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Our April meeting at the Castaway in Burbank was a really solid event. Our guests Ron Davis and Les Gold presented a very informative discussion covering everything you need to know about selling your business or acquiring a new one. Topics covered included the diligence process for buyers and the housekeeping issues that sellers need to pay close attention to. CPA Chuck Schwager was also on hand to assist and answer tax related questions. Big thanks to Ron, Les and Chuck. A special thanks goes out to Katy Bally of the Davis Group for her hard work in putting this forum together for us. Kudos Katy!

Another special thanks to CAA Southern Region Vice President, Cathy Rempel for making the trip up from San Diego on the train.

Our next GLASAA event will be our Annual Steak Barbecue on June 17 at the LA Police Academy. This meeting focuses on our scholarship winners and is always a great turnout. This will be our last event at the Academy for the immediate future as a major renovation of the facility will begin in July. More information on scholarship winners and guest speakers will be available in the June Mirror.

Preparations for the 8th Annual GLASAA Golf Classic are underway and our first order of business is a date change. This year's tournament will take place on Thursday October 9th which is a week later than usual due to a scheduling conflict with the ASIS event. For more information on the tournament or to volunteer please contact me directly at [wc3215@att.net](mailto:wc3215@att.net).

As many of you know the GLASAA Golf Classic has become the finest charity golf tournament in the security industry and is our flagship fundraiser for the Youth Scholarship Program. We also use the tournament to honor a deserving GLASAA member with The President's Choice Award. I am very proud to announce current CAA President Bob Michel as this year's honoree. Thanks for all the hard work over the year's Bob.

I look forward to seeing all of you in Palm Springs.

### GLASAA MEETINGS 2014

- ♦ 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  
GLASAA President  
[wc3215@att.net](mailto:wc3215@att.net)





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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

**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 Sheriffs 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.

#### MID CAL GOLF TOURNAMENT

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(s) on all of our promotional emails and ads as our premium sponsor(s). 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

- ♦ 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 CCTV Forum on May 1 had presentations from Tommie Van Fossen of Videofied Steven Currens of Check Video and Mike Leary with Tri-Ed. The event was held at the TMS Events Center. Discussions were 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 do deal with existing wiring in place and much more.



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## BOAT CRUISE, JUNE 19

The SAAA has been put on the map for hosting the largest Regional Association events in California. By popular demand, the SAAA is bringing back the Sacramento River Boat Cruise! Get your tickets for June 19th 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 have any left. Current Regular SAAA members and those who join prior to June 5th will receive two free tickets from the SAAA board.

We would like to thank our generous sponsors who have already committed:

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Telular

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.

## SAAA WEBSITE

Many of you still have not checked 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. The first thing you should do is register on the site. This will allow you full access and insure that you receive updates. Check out the Upcoming Events under the SAAA Events tab. Not only can you learn about what and when, but it also pulls up a map of where. Learn about our proud history under the About SAAA tab. Lastly, get a list of the Regular SAAA Members under the Membership tab. If you want to be listed on the site, it is simple! Just become a member of the SAAA! This is just one of the many benefits.

## 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](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.



# 2014 Training and Education Calendar

May 13 - 14 Fire-Lite Systems San Luis Obispo, CA <a href="http://www.firelite.com">www.firelite.com</a>	June 11 ASIS How to Protect a Company's Perimeter Webinar <a href="http://www.asisonline.org">www.asisonline.org</a>	July 29, 2014 CAFAA Smoke Control Hayward <a href="http://www.cafaa.com">www.cafaa.com</a>	September 9 CAFAA Basic Fire Alarm Pechanga <a href="http://www.cafaa.com">www.cafaa.com</a>	October 7 - 8 Fire-Lite Systems San Jose, CA <a href="http://www.firelite.com">www.firelite.com</a>	October 29-30 ASIS The Investigative Interviewing Method Denver, CO <a href="http://www.asisonline.org">www.asisonline.org</a>
May 15 Fire-Lite Software Applications San Luis Obispo, CA <a href="http://www.firelite.com">www.firelite.com</a>	June 17 The Readiness Factor 2014 Ventura, CA <a href="http://www.hainessecuritysolutions.com">www.hainessecuritysolutions.com</a>	July 29 - 30 Fire-Lite Systems Salt Lake City, UT <a href="http://www.firelite.com">www.firelite.com</a>	September 9 - 10 Fire-Lite Systems Spokane, WA <a href="http://www.firelite.com">www.firelite.com</a>	October 9 Fire-Lite Software Applications San Jose, CA <a href="http://www.firelite.com">www.firelite.com</a>	October 30 Fire-Lite Software Applications Portland, OR <a href="http://www.firelite.com">www.firelite.com</a>
May 21 ASIS Case Study of a Transnational Threat: Lashkar-E-Taiba Webinar <a href="http://www.asisonline.org">www.asisonline.org</a>	June 24 CAFAA Basic Fire Alarm Burbank <a href="http://www.cafaa.com">www.cafaa.com</a>	July 30, 2014 CAFAA Understand the 2013 Changes to NFPA 72 Hayward <a href="http://www.cafaa.com">www.cafaa.com</a>	September 10 CAFAA Fire Alarm Plan Review Pechanga <a href="http://www.cafaa.com">www.cafaa.com</a>	October 14 CAFAA Understanding the IBC Fire Alarm Requirements Ontario <a href="http://www.cafaa.com">www.cafaa.com</a>	November 4 - 5 Fire-Lite Systems Dallas, TX <a href="http://www.firelite.com">www.firelite.com</a>
May 22 TRI-ED Albuquerque Hawaiian Luau & Showcase 505-923-9914 <a href="http://www.tri-ed.com">www.tri-ed.com</a>	June 25 CAFAA Documentation & Recordkeeping Burbank <a href="http://www.cafaa.com">www.cafaa.com</a>	July 31, 2014 CAFAA Fire Alarm System Electrical Code Requirements Hayward <a href="http://www.cafaa.com">www.cafaa.com</a>	September 11 CAFAA Smoke Control Pechanga <a href="http://www.cafaa.com">www.cafaa.com</a>	October 15 CAFAA Understand the 2013 Changes to NFPA 72 Ontario <a href="http://www.cafaa.com">www.cafaa.com</a>	November 4 CAFAA Fire Alarm Plan Review Tulare <a href="http://www.cafaa.com">www.cafaa.com</a>
May 27 CAFAA Understand the 2013 Changes to NFPA 72 Santa Fe Springs <a href="http://www.cafaa.com">www.cafaa.com</a>	June 26 CAFAA Understand the 2013 Changes to NFPA 72 Burbank <a href="http://www.cafaa.com">www.cafaa.com</a>	July 31 Fire-Lite Software Applications Salt Lake City, UT <a href="http://www.firelite.com">www.firelite.com</a>	September 11 Fire-Lite Software Applications Spokane, WA <a href="http://www.firelite.com">www.firelite.com</a>	October 16 CAFAA Carbon Monoxide Detection Ontario <a href="http://www.cafaa.com">www.cafaa.com</a>	November 5 CAFAA Fire Alarm System Testing & Inspection Tulare <a href="http://www.cafaa.com">www.cafaa.com</a>
May 28 CAFAA Fire Alarm System Electrical Code Requirements Santa Fe Springs <a href="http://www.cafaa.com">www.cafaa.com</a>	July 14-15 ASIS Executive Protection Long Beach, CA <a href="http://www.asisonline.org">www.asisonline.org</a>	August 20 ASIS Critical Infrastructure Protection from A Private-Security Perspective Webinar <a href="http://www.asisonline.org">www.asisonline.org</a>	September 16 CAFAA Evolution of the National Fire Alarm Code Ontario <a href="http://www.cafaa.com">www.cafaa.com</a>	October 20-22 ASIS Video Surveillance Applications and Advances Las Vegas, NV <a href="http://www.asisonline.org">www.asisonline.org</a>	November 6, 2014 CAFAA Understand the 2013 Changes to NFPA 72 Tulare <a href="http://www.cafaa.com">www.cafaa.com</a>
May 29 CAFAA Documentation & Recordkeeping Santa Fe Springs <a href="http://www.cafaa.com">www.cafaa.com</a>	July 14-17 ASIS Managing Your Physical Security Program and Advanced Topics Long Beach, CA <a href="http://www.asisonline.org">www.asisonline.org</a>	August 26 - 27 Fire-Lite Systems Memphis, TN <a href="http://www.firelite.com">www.firelite.com</a>	September 17 CAFAA Understanding NFPA 101 Fire Alarm Requirements Ontario <a href="http://www.cafaa.com">www.cafaa.com</a>	October 23-24 ASIS Cloud Computing: Security's Transformation Technology Las Vegas, NV <a href="http://www.asisonline.org">www.asisonline.org</a>	November 6 Fire-Lite Software Applications Dallas, TX <a href="http://www.firelite.com">www.firelite.com</a>
June 3 - 4 Fire-Lite Systems Seattle, WA <a href="http://www.firelite.com">www.firelite.com</a>	July 16-17 ASIS Security Program Design A Critical Infrastructure Protection Model Long Beach, CA <a href="http://www.asisonline.org">www.asisonline.org</a>	August 26 Fire Alarm Testing & Inspection Roseville <a href="http://www.cafaa.com">www.cafaa.com</a>	September 18 CAFAA Fire Alarm System Testing & Inspection Ontario <a href="http://www.cafaa.com">www.cafaa.com</a>	October 27-28 ASIS Corporate Investigations How to Conduct Proper and Effective Internal Investigations Denver, CO <a href="http://www.asisonline.org">www.asisonline.org</a>	December 2 - 3 Fire-Lite Systems Las Vegas, NV <a href="http://www.firelite.com">www.firelite.com</a>
June 3-6 ASIS Effective Management for Security Professionals Executive Education Madrid, Spain <a href="http://www.asisonline.org">www.asisonline.org</a>	July 22 - 23 Fire-Lite Systems Orange County, CA <a href="http://www.firelite.com">www.firelite.com</a>	August 27 Fire Alarm Plan Review Roseville <a href="http://www.cafaa.com">www.cafaa.com</a>	September 23 - 24 Fire-Lite Systems Burbank, CA <a href="http://www.firelite.com">www.firelite.com</a>	October 28 - 29 Fire-Lite Systems Portland, OR <a href="http://www.firelite.com">www.firelite.com</a>	December 2 Fire-Lite Software Applications Las Vegas, NV <a href="http://www.firelite.com">www.firelite.com</a>
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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).



*Charlie Lester of ADI with CSAA Past President Bud Wulforst at the Leadership Breakfast at ISC West in Las Vegas.*

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By Larry Folsom, President

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.

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.

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NSA Youth Scholarship Winner Quintana Reid with parents & NSA Board.

2014 NSA Youth Scholarship 2nd place winner Jon Perry, Larry Folsom, Greg Simmons, Mrs. Meyer, Nicholas Meyer, NLV Firefighter Joseph Meyer, John Perdichizzi.



The First Ladies of Scholarships, Roberta Smith and Donna Soloway, attended the Western States Public Safety Luncheon hosted by NSA. The women created the first industry Youth Scholarship Program for children of police and fire service and eventually developed a national program.



Clark County District Attorney Steve Wolfson addressed the 300 guests at Public Safety Luncheon at ISC West which include the Western State Associations and the Nevada Security Chiefs.



The NSA presented their Community Award winner: Jennifer Vershall of Crime Stoppers of Nevada.

The Wulforst family celebrated a successful Public Safety Luncheon including Jeanne, Howard, Leif, Scott, Bud and Laurie.



Youth Scholarship Winners Quintanna Reid and Nicholas Meyer with Las Vegas Security Chiefs Association (LVSCA) President Jason Hudson at the Public Safety Luncheon.

The LVSCA donated an additional \$500 to each recipient to support their educational pursuits.

## OREGON BURGLAR & FIRE ALARM ASSOCIATION



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By Dimitri Begeor

### OBFAA MEETINGS

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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- 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.

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## ESA of UTAH 2014 Meetings

ESA of Utah Annual Conference — September 16-19



NSA Treasurer John Perdichizzi of ASAP Security, Donna Soloway f/NAPCO, Jeanne Palmer of NSA and Jacob Menke of Zions at the Western States Association Public Safety Luncheon at ISC West.



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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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**Security Industry Association  
Publishes Study on Business  
Marketing Effectiveness**

The Security Industry Association (SIA) announced the release of a major new study designed to improve the marketing effectiveness of organizations selling products and services into the security market—Business Opportunities in the Security Industry: New Paths to Success in a Changing Market.

The 50-page report surveyed security industry buyers at end-user companies, system integrators, and dealers and distributors to find out what motivates them to buy. The goal was to determine how to help suppliers invest their marketing dollars most effectively through an understanding of the trends and forces that impact the security industry.

The study also examines which kinds of marketing content most motivate customers to buy. While it might come as no surprise that information about new products topped the list, more surprising to many was the fact that non-product-specific educational content was found to be almost equally as persuasive as promotional content. In fact, three of the top five information categories that motivate customers to buy were educational.

The Security Industry Association (SIA) is the leading trade association for electronic and physical security solution providers, with more than 450 innovative member companies representing more than 300,000 security leaders and experts who shape the future of the security industry. For more information, visit [www.securityindustry.org](http://www.securityindustry.org).

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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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*Ty Davis of Southwest Dispatch Center welcomed Bill and Linda Murray of Evergreen Security to the SIA/ISC Loves Security reception at ISC West.*

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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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### CAFAA 2014 CALENDAR

June 19 ..... CAFAA Meeting ..... Irvine  
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  
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CAFAA President Kevin Green presented the grand prize to Pat Chew at the CAFAA Annual Meeting in Palm Springs along with Tony Locatelli.





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## WBFAA UATC APPRENTICE TRAINING PROGRAM

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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/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.

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WBFAA Board member Nan Snow being congratulated by WBFAA Chairman Shane Clary for her induction to the California Apprentice Council Hall of Fame.



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#### ESA EXECUTIVE OFFICER

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www.cafaa.com

## 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).



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## As Much As Things Change, They Remain The Same.

By Ron Walters

After two weeks my feet have finally recovered.

Yes, I am talking about the very successful ISC West event. More than 26,000 registered attendees descended on Las Vegas for this annual event. In fact I personally met people from at least two dozen countries and in the mornings and afternoons the traffic in the 50 foot wide corridor between the convention center and the hotel was as tightly packed as any sporting event. The show floor was the same. I saw booths with people three deep waiting to speak to someone, and there was no possibility that you could stop at every booth in one day.

We are constantly being reminded that technology is evolving and that we all have to get on the train or be left behind. More than ever change is at the forefront in our industry but attempting to grasp all of this in such a vast environment of training, exhibits and seminars just can't be accomplished in one or two days. There's simply too much.

This is where the California Alarm Association (CAA) enters the picture.

Jerry Lenander and his staff managed to shrink ISC. Of course the CAA is all about alarm associations and our crowd is a very small percentage of the total attendees at ISC and without CAA we would have been lost in the mix. The CAA booth on the show floor became association central and the constantly revolving crowd in their booth was the place to be if you wanted to see familiar faces and meet new ones.

It did my heart (and feet) good to have an oasis among the crowds and frenzy where you could hear dealers sharing information. One of the most amazing things about our industry is the willingness of association members to share their successes and failures with total strangers and even geographic competitors. This is all happening while non-association members by the thousands file past looking for a new product to give them a competitive edge. Little do they realize that they are walking past some of the best information available in their chosen profession!

This brings me to the place where I want to make my points.

There is nothing that has the value that association membership brings. However, just joining isn't enough. To reap the full benefits of membership you must engage. While an ISC show exposes you to everything, I don't know of a single state association that doesn't put on at least one meeting a year where you can attend training, see a sampling of new technology but most important, meet peers that will stand with you for an hour or more and share their successes and failures. But none of this will happen unless you attend local meetings on a regular basis.

So if you're reading this and you're not a member of your state association you won't grow as big as you could have, you'll make expensive mistakes that weren't necessary and you'll miss one of the richest experiences available in your profession.

Thanks to ISC Events and SIA for putting on the best ISC I have ever attended. But thanks even more for partnering with CAA to bring this event down to a manageable size where existing relationships can be enriched and new relationships formed. Jerry and entourage, along with Mary Beth Shaughnessy and ISC Team, we love you and thanks for everything!





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# WESTERN STATES SECURITY ALLIANCE CALENDAR 2014

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

## 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

10	Volutone Expo	Van Nuys
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

## OCTOBER

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

6	MCAA General Meeting	Fresno
11	EBAA General Meeting	Richmond
16	GGAA General Meeting	San Francisco
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

## Industry Events 2014 - 2015

### ESA Professional Groups Kickoff Reception

June 23, 2014, ESX  
Nashville, TN

### ESA Summer Conference

June 23-27, 2014  
Nashville, TN

### SIA Government Summit

June 3-4, 2014  
Washington, DC

### ESX Electronic Security Expo

June 24-26, 2014  
Nashville, TN

### 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

## 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

## CAFAA Annual Conference

January 29-31, 2015  
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