

THE MIRROR

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www.CAAonline.org



Join Mission 500 Great Las Vegas Hunt at ISC West 2021

This year Mission 500 is hosting a different fundraiser at ISC West to help children and families in need across the U.S. Join Mission 500 at ISC West 2021 for “The Great Las Vegas Scavenger Hunt.” The event will be held on Tuesday, July 20 at 6:00 p.m. – 8:00 p.m. at the Sands Expo Center.

“We are all looking forward to an in-person ISC West in July, which has been an important partner and venue for Mission 500 fund raising activities for over ten years. This year, as we continue to emerge from many of the pandemic restrictions that we have all been subjected to over the past year, we need to maintain some degrees of vigilance and do things differently at ISC West,” said Ken Gould, Chairman of Mission 500. “This year’s Great Las Vegas Scavenger Hunt should be a lot of fun, and we encourage our longstanding and new sponsor partners and individual supporters to participate in this event so we can continue to support children in need across the country.”

Corporate sponsorships are available for this event, with company and independently sponsored teams participating in the actual scavenger hunt. The cost to participate is \$200 per team of four, while individuals can sign up for \$50.

For more details on this event, please visit <https://www.mission500.org/the-great-las-vegas-hunt-2021/>. Interested sponsors should contact Kathryn Robinson at krobinson@mission500.org.



CAA Offers New Training Program

The California Alarm Association (CAA) announced a new training program available to technicians nationwide. This includes online course work leading to a Field Service Technician 1 designation and more than 100 hours of continuing education. The 24-hour course is delivered in 11 modules with instruction ranging from business communications to intrusion detection. completion of this course work will position an employee to succeed in the security industry.

For information and demos, visit www.nation-altrainingprogram.com. Also see page 30 in this issue of THE MIRROR for more details.

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www.ISCwest2021.com/TEAM

Getting together outdoors with THE MIRROR were ESA Past President Bart Didden, ESA Executive Director Merlin Guilbeau, Mike Matson of Matson Alarm, Keith Baird of Resideo and Larry Matson of Matson Alarm.



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For Editorial and Advertising information, contact:

Jerry Lenander

California Alarm Association

333 Washington Blvd. Ste. 433

Marina del Rey, CA 90292

TEL 800/437-7658 FAX 800/490-9682

Web Site: www.CAAonline.org

info@caaonline.org

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PRESIDENT'S MESSAGE

As I write this article, the State of California has eased the Covid19 restrictions and opened businesses, many with no restrictions.

CAA Palm Springs Convention

We are eagerly heading to the Palm Springs Convention and are excited about meeting colleagues in person again. I am hoping that the next headline of this publication is, "CAA PALM SPRINGS CONVENTION WAS A SMASHING SUCCESS!!"

ISC West Las Vegas

Then it's off to the ISC Show in Las Vegas where the CAA will have a rigorous program of networking. We start with the pre-show karaoke evening at the ROCK HOUSE at the Venetian. Join California and our affiliate associations in an evening featuring the best (and worst) of the security industry singers.

We invite members to the CAA Leadership Breakfast on opening day, and the Nevada Security Association Public Safety Luncheon on day two, which features awarding of their youth scholarship award.

Make sure you visit the CAA booth to get updated on the programs of our association and take a break on the couches and a cup of coffee. See you there!

RSVP now at www.CAAonline.org.

Our training program is now live at www.nationaltrainingprogram.com with the launch of our 24-hour Field Service Technician 1 (FST1) course. The course offers a 632 page FST1 textbook. You can also license 100 hours of CEU's for a reasonable annual license. (See page 30.)

Getting designated as essential services early on last year was the result of the efforts of our Government Affairs Committee. As a member, you are receiving a weekly update on the issues in Sacramento that affect our industry and your business. My thanks to Chair Shane Clary of Bay Alarm and his very engaged committee members.

Be Strong and Live Long!!

Michael Salk

President

California Alarm Association



By Michael Salk

INDUSTRY NEWS

TMA Welcomes 50th FirstNet® Certified Company

The Monitoring Association (TMA) announced that systems integrator Convergent Technologies, LLC., Renton, WA, became the 50th FirstNet certified company. FirstNet is the nationwide public-safety wireless broadband network platform, built and deployed through a first-of-its-kind public-private partnership between the First Responder Network Authority (FirstNet Authority) and AT&T. The FirstNet Authority is an independent authority of the U.S. Department of Commerce. In April 2019, under an agreement with AT&T, TMA began issuing a Certificate of Verification to qualified alarm companies for the use of FirstNet services for alarm transport communications.

Companies wanting to obtain a TMA FirstNet Certificate of Verification must meet accepted alarm industry standards, transmit public-safety related alarms from systems designed primarily to protect life and/or property (e.g. robbery, burglary, unlawful intrusion, fire, emergency medical) to a FirstNet Certified Central Station Monitoring Facility that confirms and verifies the authenticity of the alarm and notifies a Public Safety Answering Point (PSAP) for relay to a public safety agency for the purpose of initiating an emergency response, and prove that it meets the requirements.

The alarm services company can then seek approval for eligibility to use FirstNet services by presenting the TMA Certificate of Verification to AT&T along with their contract(s) and/or service order(s), or to another alarm services company who will be providing FirstNet services from AT&T.

The TMA Certificate of Verification must be renewed every 12 months from when the initial TMA Certificate is issued. For more information, please contact Tara Compher at (703) 660-4913 or at tcompher@tma.us.

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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2021

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 2021 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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Territory Sales Manager
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Freddie Amaral
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Rich Cowan
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DEALER PERSPECTIVE...#34



By Tony Smith

If You Don't Have It Yet... Now Is The Time To Get It! Cybersecurity Awareness

You are probably aware of the Colonial pipeline ransomware debacle which recently shut down 45% of the East coast supply of jet fuel and gasoline. This led to long lines at gas stations as we approached the Memorial Day holiday. This followed similar attacks on JSB Meats (the world's largest supplier of meat), Solar Winds and Microsoft Exchange. The FBI has confirmed that "Dark Side" was the culprit behind the Colonial Pipeline attack, and probably responsible for a large number of recent attacks generated from behind the electronic curtain of the new Russian Empire. Russia claims no responsibility for the attacks, but it has made no effort to shut down Dark Side and others of its ilk who are operating from Russia or one of its satellites. Estimates vary as to how many attacks have been inflicted on us. Not everyone owns up to a ransomware attack as they are required by law to do. Estimates, however, for 2020 indicate that ransomware payments exceeded \$350 million in the USA alone.

These ransomware attacks come in various shapes and sizes. Numerous companies in our industry have been attacked, some more than once. If you have not thought much about it, it is time you do. The information we hold in our files is a very valuable commodity in the open market. Colonial Pipeline paid out almost \$5 million to release their records from control by Dark Side. The good news is that the FBI managed to get into the cryptocurrency universe, identify where some of

the ransomware proceeds had gone, and recover about half of it before the culprits had control of it.

Quickly, what is ransomware? The culprits who disseminated the malware did not develop it. The malware used in the attack on Colonial Pipeline was initially developed by Dark Side, who then cut a deal with the culprits to share the proceeds from the ransom payment. The culprits then inserted the malware into the Colonial Pipeline system, which allowed them to take control. Upon payment of the ransom, the victims are given a key which allows them to regain control. Colonial Pipeline, and many others have paid the ransom. Dark Side has announced that they are not interested in attacking our infrastructure, only in the money. Maybe so, but Russia just might have different goals.

The Colonial Pipeline attack was so egregious that we have had a response from the White House. President Biden has signed an Executive Order designed to improve the nation's cybersecurity posture.

1. Simplify the sharing of cybersecurity threat information between Government and the Private Sector.
2. Authorize the Federal Government to create stronger cybersecurity standards.
3. Improve security for the Software Supply chain.
4. Review cybersecurity incidents with a newly created Review Board composed of Private Sector and Government experts.

(For a thorough explanation of the cybersecurity issue and the Executive Order, see the June 2021 issue of Security System News)

Tony Smith is a Past President of the CAA and a former member of the Board of ESA. He is the Founder, President, and CEO of Security Funding Associates, a leading industry financial services firm. He may be reached at TSmith@SecurityFundingSolutions.com or (855) 723-2229.

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ASSOCIATES NEWS



DAVIS MERGERS & ACQUISITIONS GROUP announced that Kelly Bond has joined the company to facilitate mergers and acquisitions transactions. Kelly comes with nearly 25 years of experience in the security industry, having spent several years with Brivo, a software-as-a-service company providing cloud-based access control. Prior to that, Kelly spent over a decade as Senior Vice President of Business Development at Alarm Capital Alliance (ACA). Kelly comments, "I am

very excited to start a new chapter with Davis Group and look forward to working with this tenured team to contribute to their growth and further develop their extensive relationships with dealers throughout the country." She currently serves on the Steering and Nominations committees of SIA's Women In Security Forum and is the National Scholarship Task Force Chair

for the Electronic Security Association (ESA). "Kelly's wealth of experience and industry knowledge has already made her a key addition to the Davis Mergers & Acquisitions Group," said President Ron Davis.

DYNAMARK MONITORING welcomed Scott Gould as Southeast Director of Sales. Prior to Dynamark, Scott brings over 20 years of experience in sales and business development. Scott is based in Melbourne, Florida, and will lead our growth in Florida, Georgia, South Carolina, North Carolina, Virginia, Kentucky, Tennessee, Mississippi, and Alabama. Scott's experience along with his dedication to strategic planning and business development will play a key role in providing and implementing high-quality solutions for our customers.



ELITE INTERACTIVE SOLUTIONS, a provider of remote guarding services to properties of all types, has incorporated new software using artificial intelligence (AI) to automatically monitor and detect surveillance camera complications beyond simple connection issues. The AI-software from Las Vegas-based Ai-RGUS replaces time-consuming manual camera-view verification, alerting the Elite Interactive team to incorrect camera tilt, blurry or blocked images, inadequate lighting and other device health issues. Dr. Daniel Reichman, CEO and co-founder of Ai-RGUS, comments he's excited to be working with an industry leader like Elite. "The Elite team shows a deep appreciation for new technology capable of better protecting people and property," he says. "Our software will enable Elite to detect camera health issues before they become a problem." Elite Interactive uses remote guarding to help prevent active shooters, vandalism, theft and loitering with real-time monitoring and priority response to enhance

Associates News continued on page 12

Scott Gould
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security and reduce costs. The company's agents, located remotely in a centralized command center, use voice-down technology to view and communicate with intruders, thereby helping to prevent crime before it starts.

JOHNSON CONTROLS introduced the reimaged web-based client for the Tyco Software House C•CURE 9000 security and event management system. With the addition of enhanced functionality for alarm monitoring to the already streamlined search and filtering capabilities, users are able to perform personnel administration and alarm monitoring for their C•CURE 9000 system from anywhere, using any PC with a web browser or tablet. Featuring a modern web design with an adaptive interface, the new web client has redesigned how



C•CURE 9000 users are able to view and process events to include a dynamic visual alarm monitoring experience. To learn more, visit www.swhouse.com.

SNAPAV's new Control4 OS 3.2.2 software update adds full support for OvrC Pro remote equipment management to all EA and CA series Control4 controllers, among other enhancements. The update offers Partners the ability to remotely manage and service clients' Control4-connected devices, paving the way for hassle-free service contracts, more immediate troubleshooting, reduced truck rolls and greater system insight. "This update adds powerful remote access capabilities for all existing Control4 systems with an EA controller installed worldwide, giving our Partners a new upsell tool and simplifying system maintenance and problem solving," said Kenny Kim, VP Product Management, Platform & Services. Additional information about SnapAV and its products can be found at www.snapav.com.

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Mitch Reitman has much more than a pencil now, he still has the desire and ability to serve the industry.

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Taking place July 19-21, 2021 at the Sands Expo in Las Vegas, the International Security Conference & Exposition - also known as ISC West - looks forward to welcoming the security & public safety industry back to accelerate market recovery and re-define the roadmap ahead. With ISC West, you will have the opportunity to network and connect with thousands of security & public safety professionals, learn from the cutting-edge SIA Education@ISC program, plus explore the latest technologies in Access Control, Video Surveillance, Emergency Response and Public Safety, while discovering emerging solutions in IT/IoT Security, Smart Home Solutions, Drones & Robotics, and more! The combination of products, networking opportunities, special events, award ceremonies, and educational programming all in one place truly makes ISC West the industry's most comprehensive & converged event in the U.S.

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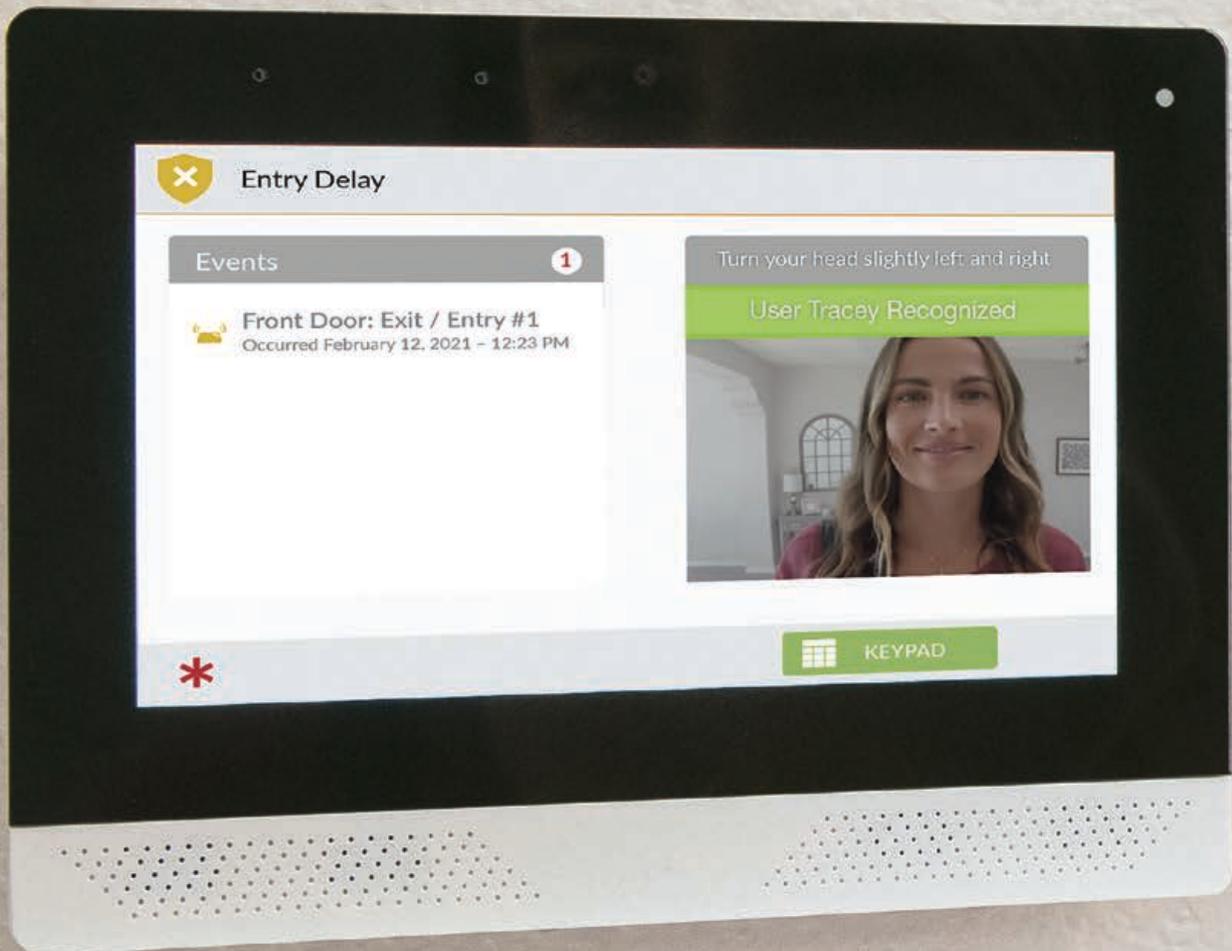
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Tim Westphal, EBAA President

EBAA Meetings

For questions, please reach out to Treasurer Deric Morrow 510-432-8130 deric.morrow@amag.com.

RSVP to 800-437-7658 or info@caaonline.org.

Richmond Ordinance

Alarm users are required to have an alarm permit, and failure to obtain one will result in a \$250 fine to BOTH THE ALARM /MONITORING COMPANY AND ALARM USER. Permits can be obtained now by the alarm user or alarm company online here: www.crywolfservices.com/richmondca/. Click on "new Users" for the permit application. The permit fee is \$30 for a two-year alarm permit. Renewals will be the same fee and term. A list of your newly installed, and newly cancelled alarm customers must be submitted on a monthly basis to richmondca@publicsafetycorp.com.



INLAND EMPIRE ALARM ASSOCIATION

William Watson, 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.

IEAA Membership

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



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Sean Cooke, President

Meetings

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GLASAA

Greater Los Angeles Security Alarm Association

David Michel, President

New members are always welcome at GLASAA. Every local company in our industry should attend our meetings. We always have great people and informative topics. This is a fantastic opportunity to network with your peers and industry experts and to discuss what is going on in the business.

Please feel free to email me at dmichel@valleyalarm.com.

GLASAA Meetings and Events

Please visit our website at www.glasaa.org.

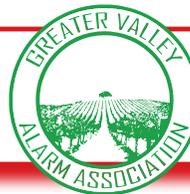
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GVAA MEETINGS

Our meetings are held at Custom Electronic Supply, 1324 Dupont Court, Manteca 95336 and they 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.



ORANGE COUNTY ALARM ASSOCIATION

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Visit www.OCAAonline.org for more information.

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. The City also offers quarterly Alarm Awareness Classes to help defray the cost of false alarm fines.

For more information about OCAA activities, contact the OCAA office at 800-437-7658 or email OCAlarmAssoc@aol.com. Visit our website at www.caaonline.org/ocea/ for meeting information and registration forms, training opportunities, members list and a whole lot more.



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City of San Diego Permit Process

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

The San Diego Police Department Permits Division reminds all alarm companies that they are required to have a valid alarm permit for the premise being installed, prior to the installation of an intrusion or fire system. The alarm company is responsible for obtaining or verifying the existence of an existing alarm permit for the premise. For information please contact SDPD Permits Division – Frank Dragula 619-531-2364 Fdragula@pd.sandiego.gov



SACRAMENTO AREA
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Sacramento Area Alarm Association
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saaasecretary1@gmail.com
www.sacalarm.org

Mark Simpson, President



Deric Morrow, President

SVAA Information

If you are not on our e-mail list, please contact Deric Morrow at 510- 921-3987or deric.morrow@jci.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
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Paul Wassem, President

GGAA Meetings to be held at: Chevy's Fresh Mex, 141 Hickey Blvd, South San Francisco, CA 94080

Meetings 2021

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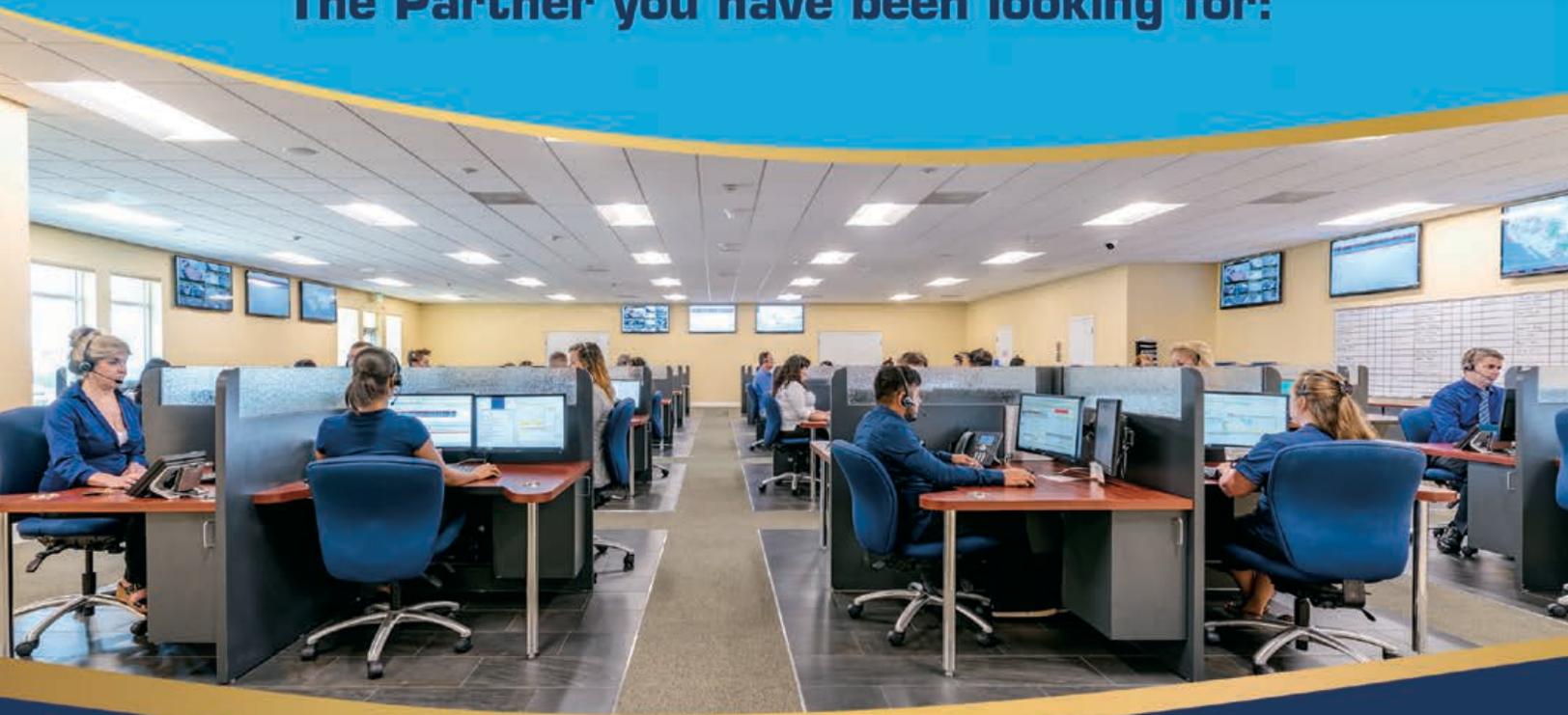


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Welcome Reception – Sunday 7/18 – Rockhouse – 7pm
 NSA Public Safety Luncheon – Tuesday 7/20 – Venetian Ballroom Casanova 603 – 11:30am - See us anytime at the Association Booth in the exhibit floor lobby! Please RSVP for these events. admin@nevadasecurityassociation.org - Looking forward to seeing you all! The NSA has a new mailing address: 1000 N. Green Valley Parkway #440-634, Henderson, NV 89074. Please change your records.

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Scott is based in Melbourne, Florida, and will lead our growth in Florida, Georgia, South Carolina, North Carolina, Virginia, Kentucky, Tennessee, Mississippi, and Alabama. Scott's experience along with his dedication to strategic planning and business development will play a key role in providing and implementing high-quality solutions for our customers.

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Please contact susan@azalarms.org if you would like to become involved.

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Please contact us if you would like to be a member of the OBFAA. Being part of the OBFAA has many benefits such as the latest news dealing with the alarm industry in the Pacific Northwest, OBFAA represents You and Your opinion to consumers, lawmakers and the public at large. The bigger the organization, the louder its voice.

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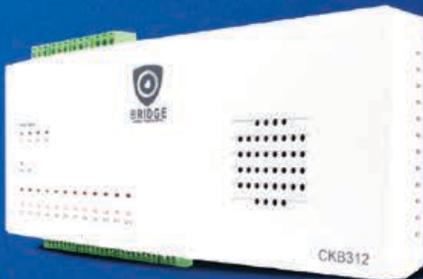
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CKB-304



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The Colorado Burglar & Fire Alarm Association has announced its choice for the 2021 Youth Scholarship.

Samantha Westfahl of Walden, CO

Samantha was chosen from the many qualified applicants across Colorado. A top student and athlete, Samantha has graduated from North Park High School. Her father is Assistant Fire Chief Mark Westfahl of North Park Fire Rescue. Samantha will be studying anthropology and forestry at the University of Montana this fall.

The CBFAA is happy to recognize the men and woman who protect our communities all across Colorado and give bright young students like Samantha a little help toward their future studies. Congratulations Samantha!

We are working on plans for CBFAA events coming soon.

Make this the year you make a difference for your business and your industry by joining CBFAA! Your membership allows your voice to be heard. CBFAA has a new easy flat rate dues structure for 2021 that makes membership easy! Members can look to additionally joining committees and the Board of Directors. Membership applications are available on our website www.cbfaa.org. Due to Covid-19, the CBFAA is carefully considering its next meetings. Watch your inbox and our newsletter for continued updates.

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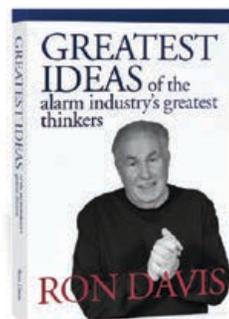


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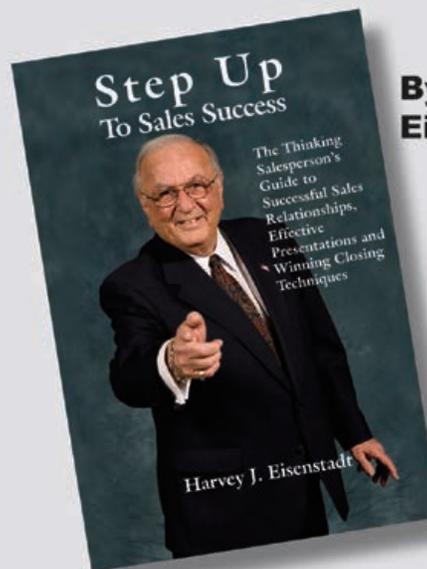


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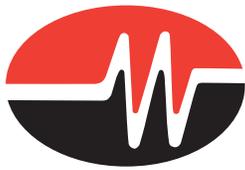
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DIRECTOR

Curtis Streeter, Deep Blue Integration

DIRECTOR

Morgan Hertel, Rapid Response

WBFAA UATC Apprentice Enrollment for Fall Semester Class Open

Member companies can register new apprentices anytime. If you will be hiring new apprentices or technicians, member companies are encouraged to send job postings to info@wbfaa.net and we will send to our list of qualified prospects. The WBFAA UATC is open to member companies of the CAA or CAFAA who require having registered apprentices with the State of California. Call the WBFAA UATC at 800-809-0280 if you are interested in joining.

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 and the state does not send out reminders. For information on the Electrician Certification Program visit 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.

CSLB Enforces Zero Tolerance

The Contractors State License Board (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

WBFAA UATC Offers Online Continuing Education

The WBFAA UATC is offering an online continuing education program for electronic security systems technicians with more than 50 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 or 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 or call the WBFAA UATC at 800-809-0280.

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Chapter 5:	00104-09	Introduction to Power Tools
Chapter 6:	00102-09	Introduction to Construction Math
Chapter 7:	33206-10	Introduction to Electrical Drawings
Chapter 8:	33201-10	DC Circuits
Chapter 9:	33107-10	Introduction to the National Electrical Code®
Chapter 10:	33108-10	Low-Voltage Cabling
Chapter 11:	33407-12	Intrusion Detection Systems

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- IP Networking Series
- Access Control Systems Series
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- NICET Fire Alarm System Level II Prep Courses
- Customer Service in the Security Industry
- Sales in the Security Industry
- Wireless Technologies
- Codes and Standards Series
- Writing Effective Incident Reports
- Structured Wiring & Termination
- Troubleshooting Series

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CALENDAR 2021

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29-30 AZA 2021 Annual Convention..... Chandler, AZ

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1-4 CAA Winter Convention..... San Francisco, CA



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INDUSTRY EVENTS 2021

SIA/ISC Loves Security
 July 18, 2021
 THE ROCKHOUSE, Las Vegas, NV

ISC West
 July 19-21, 2021
 Sands Expo Center, Las Vegas, NV

TMA Annual Meeting
 October 9-13, 2021
 Maui, HI

TMA Ops-Tech
 November 7-11, 2021
 Charlotte, NC

ISC East
 November 17-18, 2021
 Javits Center, New York

CAA Winter Convention
 December 1 – 4, 2021
 The Fairmont San Francisco

Imperial Capital Security Investor Conference
 December 12-14, 2021
 New York, NY



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- Main Number: 916/322-4000
- Toll Free Number: 800/952-5210
- Licensing Fax Number: 916/575-7290
- Enforcement Fax Number: 916/575-7289
- Email: bsis@dca.ca.gov
- Web Homepage: www.dca.ca.gov/bsis



CONTACT THE CAA
 California Alarm Association
 333 Washington Blvd., Suite 433, Marina del Rey, CA 90292
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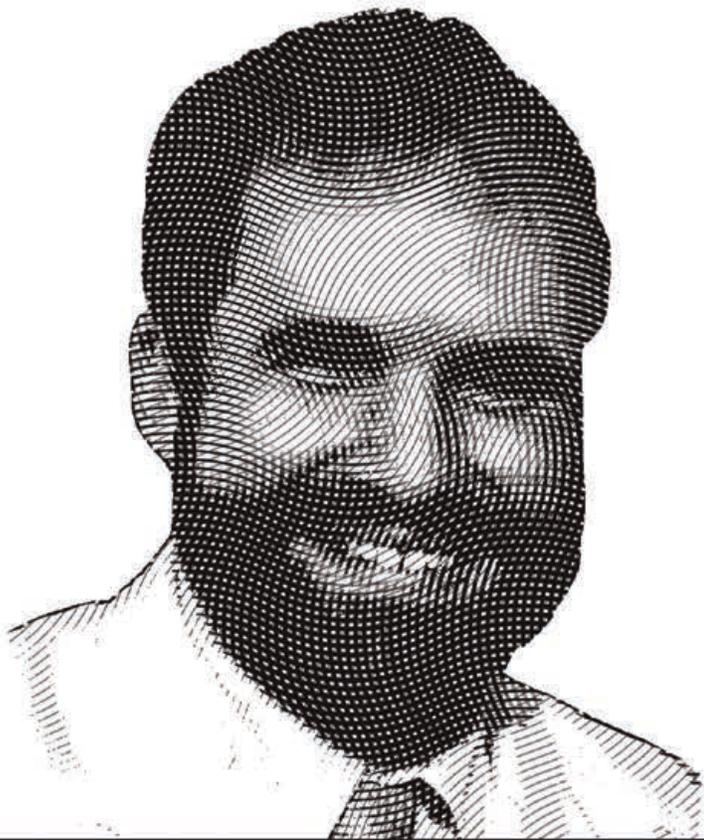
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