

# THE MIRROR

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



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## 2021 ISC/SIA Loves Security Rockhouse Event Was a Huge Success



Jessica and NSA President John Perdichizzi of ASAP Security, Kevin Marquess of Alarm.com, Jennifer Tagle of Resideo, Kris Cuva-Schieble of Honeywell, and Jon Perry of Sting Alarm.



Fun hats at the Rockhouse: NSA Past-President Howard Wulforst of ADI, Tatiana Abramek of National Monitoring Center, Scott Wulforst of Stanley Security.

NSA enjoying the Welcome Reception at the Rockhouse. Past President Manuel Robles of Stanley Security, Alan Reza of ADT, Jessica Perdichizzi, Laura Reza.



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The due date for the submission of the application and supporting document is November 30, 2021.

The Scholarship Recipient will be announced during the CAFAA Annual conference which will be held in February, 2022. Visit [www.cafaa.com](http://www.cafaa.com) for more information.



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**THE MIRROR**



Brian Plant of Ignite Marketing Group reviewed a digital copy of *THE MIRROR* at Mt. Rushmore in the Black Hills of South Dakota.



## Infrastructure Bill Would End the Employee Retention Credit

By Mitch Reitman

The infrastructure bill passed by the U.S. Senate on August 10, 2021 would end the employee retention credit (ERC) early, making wages paid after Sept. 30, 2021, ineligible for the credit (except for wages paid by an eligible recovery startup business).

Many businesses have taken advantage of the ERC, which was created by the Coronavirus Aid, Relief, and Economic Security (CARES) Act, P.L. 116-136. The American Rescue Plan Act, P.L. 117-2, enacted March 11, made the ERC available to eligible employers for wages paid during the third and fourth quarters of 2021; however, the proposed House Infrastructure Bill (H.R. 3684) The ERC allows eligible employers to take credits against payroll taxes in an amount equal to 50% of the first \$10,000 of quarterly wages paid to certain employees. The amount was increased to 70% of the first \$10,000 of quarterly wages for 2021. If the Credit exceeds the employer's tax liability it is refundable, meaning that the company could either apply it to future periods or opt to receive a check for the amount. H.R. 3684 would repeal that extension. The IRS issued guidance last week on claiming the credit in the third and fourth quarters of 2021 (Notice 2021-49), but noted in that guidance that it is watching this legislative development.

We have assisted numerous clients in obtaining over \$10 million in ERC's and will monitor the affect of the Bill closely.

Mitch Reitman is the Managing Principal of Reitman Consulting Goup. He can be reached at [MRreitman@Reitman.US](mailto:MRreitman@Reitman.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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# In Memoriam

## Robert Ricucci Sr, 1938-2021

It is with great sadness that Advanced Security Technologies announced the passing of one of its founding fathers and a 40-Year industry veteran, Robert Ricucci Sr.

Bob came to California in 1975 from Michigan, where he played on the 1957 National Champion Football Team for Michigan State University, and then later professionally, with the Dallas Texans and Buffalo Bills. He entered the Security Industry in 1980 and has been involved ever since. Among many Industry contributions, he pioneered several aspects of Remote Video Monitoring, from 1982 up to today's solutions, and has been one of the industry leaders in sales and applications for Key Accounts throughout California. In 1998, he joined PSI with his son, Bob Jr., and then the two were founding members of the AST team in July of 2005. He was instrumental in guiding AST's growth to the fine company it is today. He is survived by his wife, Sandra, son, AST's CEO Robert Jr, and his three daughters, Danielle, Gina and Andrea. He will be missed by all those he impacted throughout the industry, his community, and his church.

*Family of Robert Ricucci, Sr.  
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**Rich Cowan**  
Vice President, Western Region

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## 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.

See page 31 in this issue of THE MIRROR for more details.

For information and demos, visit [www.nationaltrainingprogram.com](http://www.nationaltrainingprogram.com).

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# ASSOCIATES NEWS

**TELGUARD** announced its first line of dual path communicators with an internet pathway that make them the first company to offer a dual path communicator that combines 5G LTE-M with internet connectivity for commercial fire use. The communicators connect to the internet via a wired LAN connection, and if the LAN goes down, 5G LTE-M immediately steps in to deliver signals. “This advancement in Telguard’s technology allows anyone to bring internet access to virtually any existing fire or security panel,” said Telguard President George Brody. “This means new business opportunities for our dealers on takeovers, upgrades and landline replacement to now use the latest cellular technology and readily available internet access to deliver alarm signals.” The two products available are the TG-7FE for commercial fire and the TG-7E for commercial intrusion.

**ALARM LOCK**, a Division of **NAPCO Security Technologies**, introduced **AirAccess**, a unique access control system (ACaaS) designed to help locksmiths, security dealers and integrators build business and RMR-generating accounts faster than ever, right-sized for small & medium-sized businesses (SMBs). AirAccess is the first revolutionarily, easy, cellular-based access control system, that makes the system connections for its installer, quickly and easily via cellular communications networks, outside the customers’ network, firewall and/or overburdened IT Dept. While an all-new ACaaS solution, its foundation is on the industry’s proven top-selling StarLink cellular communications & Alarm Lock Trilogy wireless networked locks or panel, with standard wiegand readers. Fully scalable for a few doors and users to hundreds of each – AirAccess offers accounts an easy mobile App w/ built-in credential and control plus SMS notifications, on-demand reports and real-time emergency monitoring. Free Customizable Marketing Materials are also available just for asking 1.800.ALA.LOCK. Check out a Free Sales Intro Class online too at [www.alarmlock.com/seminars](http://www.alarmlock.com/seminars).

**POTTER ELECTRIC SIGNAL COMPANY** announced the release of the SignalLink™ Bridge Wireless Supervisory System, which will now allow users the ability to use fully supervised wireless communication between dry contact devices. The SignalLink Bridge removes the need to hard wire dry contact devices to each other and operates on a 2.4 GHz frequency. Each SignalLink device has a maximum communication range of 800’ with a weather and UV resistant polycarbonate enclosure that is NEMA 4 rated for outdoor applications. The system is also compatible with any previously installed fire panel or fire alarm system. Visit [www.pottersignal.com](http://www.pottersignal.com) for more information,



**ADI GLOBAL DISTRIBUTION** announced that it has ranked on the Selling Power 50 Best Companies to Sell For list. This is the 21st consecutive year the ranking has been published by Selling Power. Selling Power magazine founder and publisher Gerhard Gschwandtner says, “The companies who earned a spot on this year’s list have truly world-class sales organizations.” “ADI is honored to be named one of the 50 Best Companies to Sell For in 2021 by Selling Power magazine,” said Bob Appleby, vice president and general manager, ADI North America. “ADI supplies the products that help keep our communities secure and connected and our sales team is integral to our success. We are committed to providing our team with the training, tools and resources they need to be successful and serve as a valuable resource to our customers. We celebrate this recognition together with our teams across ADI.” For more information visit [adiglobal.com/us](http://adiglobal.com/us).

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# INDUSTRY NEWS with THE MIRROR



Celebrating the launch of Vivint dealer program at ISC West were John Fox (Fox4 Security), Bruce Mungiguerra (Nortek), Tom Few (Vivint), Lance Dean (retired) and Todd Santiago (Vivint).

**ERIN HARRINGTON COMMUNICATIONS**, a leading Marketing, Public Relations & Content Creation agency dedicated to serving the security industry, is celebrating its 16th Anniversary. Erin Harrington Communications has successfully served the editorial, marketing and public relations needs of many industry clients in both the manufacturing and distribution sides since its inception. She served as Communications Manager for a national distributor for seven years and then moved back to her editorial roots as Managing Editor for a leading trade magazine before launching her own company. "It was the right time for me to take the leap of faith," Harrington states. "Delivering meaningful, quality content to my clients that's on target and on deadline is what drives me every business day. I'm very proud to be part of this industry and value so much all of the client relationships I've built over the years." For more information, please visit: <http://erinharrington-communications.com/>.

**BAY ALARM** is celebrating 75 years of operation in California. In 1946, Everett and Marj Westphal founded Bay Alarm on a simple principle: do your absolute best every time, and you'll be successful. Seventy-five years later, Bay Alarm is now in its third generation of family leadership. From a kitchen table and a rented typewriter in Oakland, CA, Bay Alarm has become the largest independently owned security company in the United States. Employing 1,100+ security professionals and operating 17 branch locations, Bay Alarm now protects more than 150,000 homes and businesses in California, Arizona, and Washington.

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## Cultivating A Disruptor Mindset in the Security Industry

By Brian Plant, Managing Director, Ignite Marketing Group

You hear it all the time — how this or that business, person or technology is a disruptor. It sounds great, but what does it really mean? Disruptors change the way something is done in a given area of industry, but on a smaller scale, a disruptor can be someone or a business that shake up how things are done in their own area or local. Change is integral to business development, however, if done right you can disrupt the established order in your area. And that is the key to a successful security business.

**THAT MEANS YOU** - Most people think that being a disruptor is only for the big business, or something surrounding technology. You and your business, in any city, can leverage the disruptor mindset and disrupt the industry in a way that equals success. But

you need to get passionate about it. Motivations change and fade. But being someone that changes things around you means having a “mission-critical” mindset.

**SOLVE A PROBLEM** - One of the essential elements of becoming a disruptor is spotting a problem for the consumer and solving it in a big way. It can be points of confusion, annoyance, or roadblocks such as accessibility, applicability, and affordability. Look at barriers from a customer’s perspective and then find the best solutions possible.

**DON’T RELY ON PERFECT TIMING.** Instead, perfect your timing. Watch the industry and see what is coming ahead. Find out how those changes will impact your customers and work to meet those needs now.

**LOOK FOR MARKETS BEING ILL-SERVED** - You have probably found yourself wondering why a particularly big business or industry doesn’t better utilize access control or other security technologies more effectively. Instead of wondering, find out why. Chances are they are under-informed and being ill-served. Step in and fill the gap.

**BECOME VISIBLE** - A disrupter is anything but quiet and meek. Get your marketing and promotion on and show everyone what you are about. Share your passion with an enthusiasm that can’t help but be contagious. When others see your passion, they know you are passionate about hitting targets and are willing to go the distance for them.

**LOOK AT YOUR BUSINESS CRITICALLY** - Having ambition is not enough for becoming a disruptor. You have to look at your business with a painfully honest microscope. Where are you holding back that you shouldn’t? What aspects are you trying to do but would be better done by someone else? What processes can you change to forge a new way of doing business that will turn everything on its head?

*Brian is the Managing Director of Ignite Marketing Group. He has been featured in SDM Magazine, Security Sales & Integration Magazine and other industry publications. Ignite is an inbound marketing agency that specializes in marketing and salesforce automation for the security industry.*



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RSVP to 800-437-7658 or [info@caaonline.org](mailto: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/](http://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](mailto:richmondca@publicsafetycorp.com).



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### GLASAA Meetings and Events

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

## MID-CAL

Alarm Association



## MID CAL ALARM ASSOCIATION

Mike Tarin, President



## GREATER VALLEY ALARM ASSOCIATION

Joe Castro, President

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



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Visit [www.OCAAonline.org](http://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](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 OCAA activities, contact the OCAA office at 800-437-7658 or email [OCAlarmAssoc@aol.com](mailto:OCAlarmAssoc@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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**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



*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 more than ever and to keep up to date on all the new information.



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*NSA presents its 2021 Community Service Award to Nevada Highway Patrol Trooper Britta Foesch.*

## Community Service Award

The NSA presented its 2021 Community Service Award to Nevada Highway Patrol Trooper Britta Foesch. Trooper Foesch, off duty and dressed in her Star Wars Storm Trooper Halloween costume, stopped a drunken driver going the wrong way on the highway, preventing many potential injuries and deaths. With the loss of NSA Board member John Rodda to a drunken driver back in 2015, her story resonated with us. May the force continue to be with Trooper Foesch!

## Sept. 15, 2021 Meeting in Las Vegas

Join us for our virtual Meeting on September 22nd . Watch for invitation in our newsletter.

## NSA Public Safety Luncheon 2022

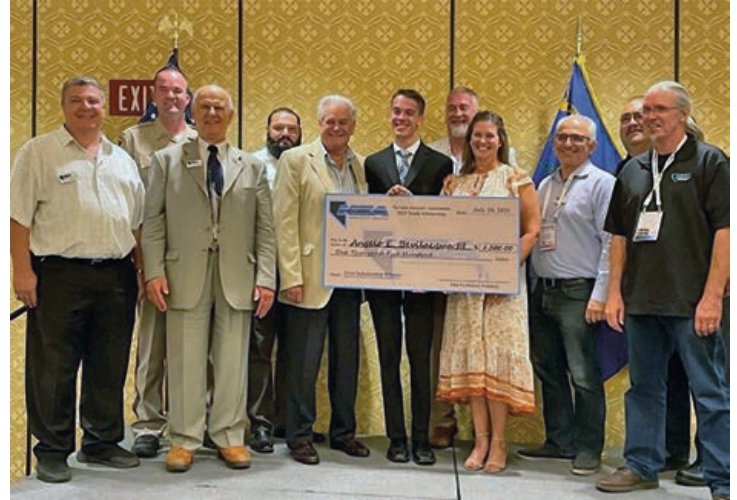
We look forward to seeing everyone at the NSA Public Safety luncheon in 2022!

Become a member! Membership applications available on our website [www.nevadasecurityassociation.org](http://www.nevadasecurityassociation.org)

## NSA Youth Scholarship Awards

The NSA was proud to present its annual Youth Scholarships during its Public Safety Luncheon during ISC-West in Las Vegas.

**Angelo Bevilacqua** has been awarded the first-place scholarship in the amount of (\$1,500). Angelo was one of many qualified applicants to enter the contest. A top scholar and athlete throughout his high school years, Angelo found ways to volunteer in his community despite pandemic restrictions during his junior and senior years. Angelo is the son of Angelo Bevilacqua Sr., a detective with the Las Vegas Metropolitan Police Department. Angelo will be attending Arizona State University this fall.



*NSA first scholarship winner Angelo Bevilacqua with family and NSA Board members.*

The second scholarship winner is **Noah Byrd**. Noah has been awarded (\$1,000) for this achievement. Noah will be attending UNLV this fall. Another high achieving student, Noah not only maintained his high grades, but he also stepped up to help his family during the pandemic. Noah's mother was out of the country trying to secure an adoption of a baby when the COVID lockdowns occurred. She could not get back to the US for a full 10 months. Noah and his twin brother Zion both continued working hard on their studies plus took on greater responsibilities to keep the family going while their dad worked and their Mom was stuck overseas. Noah's Dad is Willie Byrd, an agent for the DEA.



*NSA second scholarship winner Noah Byrd with family and NSA Board members.*

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susan@azalarms.org

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# The Power of Reviews

By Hank Groff

As a company looking to build a reputation, you must always consider the power of social media reviews. Most companies take very little stock of their importance in their business, but they hold a tremendous weight. Go ahead and look for a pizza parlor somewhere in your town. How do you do it? It's usually one or two places. You open up Google and you say pizza parlor places in your city. Then you watch as a list opens up. But do you know where they really come from? They're actually being generated from Google Maps. Now do the same exercise but open up Google Maps and there you will find the ability to make the same statement, and you will see Google Maps open up with not only a list, but the exact locations and the reviews. When you run your business, that's how most people find you. They might say your name or they might look up your type of product. There in Maps, they should find your listing.

The problem is that most of them have zero reviews or at the most one or two reviews, which makes the impact look even more negative. How do I know this? I'm one of the top-ranked Google reviewers. As a level 7 reviewer, I generate Google reviews many times per month as I travel throughout the United States. The first thing I look for when I choose a product or service is their ranking on Google reviews. If I see a place that has less than 4.5 stars and very little reviews, it is immediately eliminated. After that, I look for the 4.5+ reviews with a high volume. If you have less than 10 reviews in your company, reach out to friends, family, your social media accounts, and emails to gather more reviews. Some companies will offer a \$200 Amazon gift card drawing from those participants who have filled out a review. Or you might offer something to everyone who gives you a review. Personally, I believe that if you have earned the right to get a good review, and you simply ask, you will receive.

If you have received any ratings with less than a 4.0 rating, I would encourage you to contact the customer and work to resolve the issue. If you earn back their trust, they will typically give you a higher score. You can always send them an email requesting them to change it. Google reviews are ranked as the highest rated reviews in the world. Why is that? Because they're not tied to any monetary payment system. Some of these other review systems like Angie's list, Travelocity or some page that manage travel, are usually tied to payments either by the customer or the seller. Google has none of that. They don't pay anyone to give reviews. It's simply by being honest and relevant

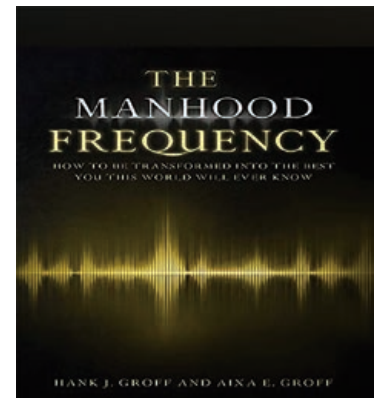
do you earn the right to continue giving reviews and moving up the ranks. I encourage you to build your reputation using Google reviews.

Now, if you're working on building your reputation business-to-business, there is nothing better than using LinkedIn to build those reviews. Let's say you are a security company working in the commercial business market, and you focus primarily on the auto dealership industry using video surveillance. Your first step is to begin to connect with as many of the auto dealership prospects in your area. Build a network of these companies and begin to follow them on LinkedIn. As you do, you can systematically message them with the opportunity to talk about the value of your services. If they become a satisfied customer, you can invite them to leave a testimonial about your company and your services. And once you've received it, I recommend you add it to your business LinkedIn page and your company website.

It will certainly add to your company's presence a feeling of authenticity that may have been absent before the reviews. Software companies like GatherUp and Podium offer a service that allows you to embed your Google and LinkedIn reviews right onto your website page. It also allows customers to drop a review allowing you to build your reputation and your value. I suggest you give it a try.

Here's the bottom line: If you want to establish yourself within your niche market, the only way to do that is to continually strive to build your brand and your reputation with reviews. If you want to earn your way into your customer or prospect's CIRCLE OF TRUST, you have to make the effort to gain their trust. Do you remember the movie Meet the Parents? Remember when Gaylord Focker wanted so badly to get into his father-in-law's circle of trust? It's certainly not easy, and once you get in you don't want to lose your right to be inside that circle, so take seriously the power of reviews.

*Hank Groff, Haxakain Consulting, is a 30-year veteran in the sales training and leadership development industry. He has consulted such notable companies as ADT, Brinks, Defender, Dynamark, Guardian Protection, Vector Security, and many others. He is both a public speaker and author of the international selling book: The Manhood Frequency.*



## THE MIRROR Attends ISC West in Las Vegas

*John Wells, John Campau and Brandon Maher of Comtronics spread the good news with THE MIRROR on the exhibit floor at ISC West.*

*Tatiana Abramek, Todd Shuff, Woodie Andrawos, Nicola Oakie and Mark Matlock of National Monitoring Center picked up THE MIRROR at the CAA Association Pavilion at ISC West.*





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### 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](mailto: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](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).

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

### WBFAA UATC Offers Online Continuing Education

The WBFAA UATC is offering an online continuing education program for electronic security systems technicians with 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](http://www.wbfaa.net) or [www.wbfaatraining.net](http://www.wbfaatraining.net).

### WBFAA UATC Invites Membership

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

*Wulforst's attend NSA's Public Safety Luncheon at ISC-West: Leif Wulforst of A-1 Security, Howard Wulforst of ADI, Scott Wulforst of Stanley Security, Nathaniel Wulforst and Bud Wulforst during a break in the action flipping through THE MIRROR.*



WESTERN STATES SECURITY ALLIANCE  
**CALENDARS 2021-2022**

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

**SEPTEMBER**

- 28.....SILSA NW Fall Fire Update..... Washington
- 29-30 .....AZAA 2021 Annual Convention ..... Chandler, AZ

**OCTOBER**

- 26.....SILSA NW Security & Integration ..... Washington

**DECEMBER**

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

**INDUSTRY EVENTS**

**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, NYC, NY

**CAA Winter Convention**

December 1 – 4, 2021, The Fairmont, San Francisco, CA

**Imperial Capital Security Investor Conference**

December 12-14, 2021, New York, NY

**SIA/ISC Loves Security**

March 22, 2022, THE ROCKHOUSE, Las Vegas, NV

**ISC West**

March 23-25, 2022, Sands Expo Center, Las Vegas, NV

**ESX**

June 14-17, 2022, Ft. Worth, TX

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 2420 Del Paso Road, Suite 270, Sacramento, California 95834.

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- Toll Free Number: ..... 800/952-5210
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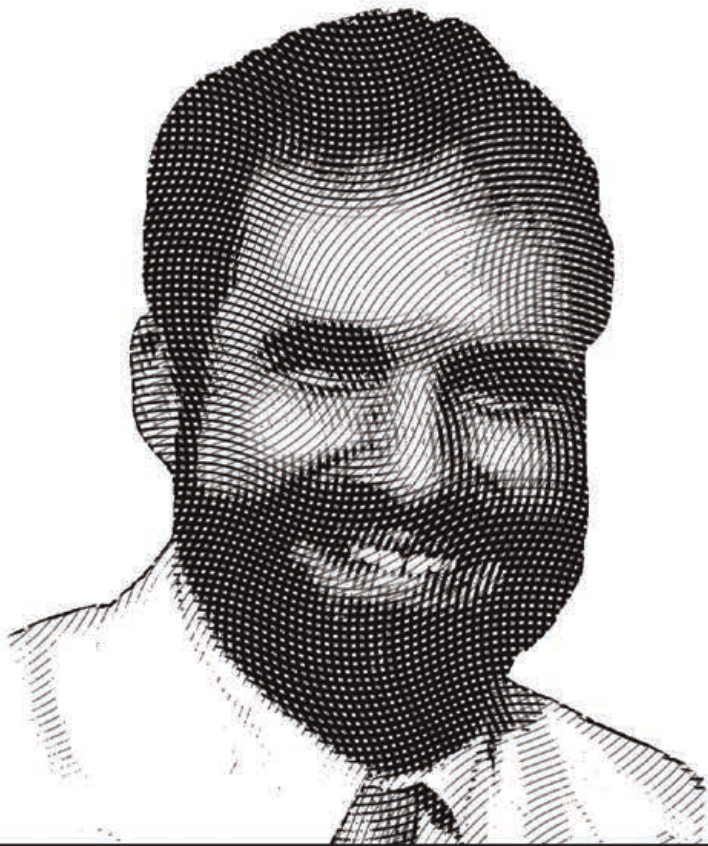
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