

THE MIRROR

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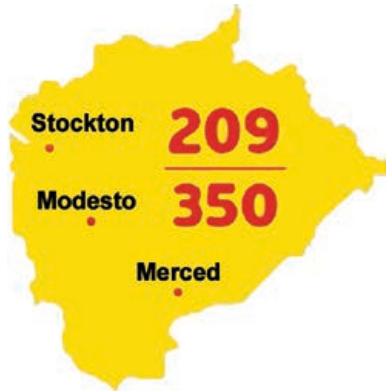
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New 350 Area Code is Coming to the California 209



To ensure a continuing supply of telephone numbers, the California Public Utilities Commission has approved an all-services overlay for the 209 area code region. The 209 area code serves all or portions of Alameda, Alpine, Amador, Calaveras, Eldorado, Fresno, Madera, Mariposa, Merced, Sacramento, San Joaquin, Stanislaus, and Tuolumne counties, and encompasses cities such as Angels Camp, Atwater, Ceres, Dos Palos, Escalon, Galt, Gustine, Hughson, Ione, Lathrop, Livingston, Lodi, Los Banos, Manteca, Merced, Modesto, Newman, Oakdale, Patterson, Plymouth, Ripon, Riverbank, Sonora, Stockton, Tracy, Turlock, and Waterford. The 209 area code also covers Yosemite National Park and Kirkwood Mountain Resort. The new 350 area code will serve the same geographic area currently served by the 209 area code.

What is an Area Code Overlay?

An overlay is the addition of another area code (350) to the same geographic region as an existing area code (209). The overlay does not require customers to change their existing area code or phone numbers, or how they make calls. Customers will continue to dial 1+10 digits (area code + phone number) for all local calls, as they today, within and between the 209 and 350 area codes. Mobile phone customers will continue to dial either 10 digits or 1+10 digits.

Who is affected and when does the new 350 area code become effective?

Beginning November 28, 2022, customers in the 209 area code region may be assigned a number in the new 350 area code when they request new service or an additional line. Customers receiving the 350 area code will be

New Area Code, continued on page 16

New Appointment to Alarm Company Operators Disciplinary Review Committee



Brian Boeglin, 43, of Fullerton, has been appointed to the Alarm Company Operators Disciplinary Review Committee. Boeglin has been Senior Manager of Licensing and Compliance at Comcast since 2012. He held several positions at ADT Security Services/Brinks Home Security from 2000 to 2012, including Manager of Licensing and Compliance and Master Technician. Boeglin is a member of the Electronic Security Association, California Alarm Association, Washington Electronic Security Association and the National Fire Protection Association. Boeglin was an airborne infantryman for the 82nd Airborne Division of the United States Army from 1996 to 1999.

WBFAA UATC founding instructor Bev Cramer was recognized at the CAA General Session Palm Springs by Chairman Ron Lander.





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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

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THE MIRROR

CAA PRESIDENT'S MESSAGE

What A Wonderful Day!

Tim Westphal and I met the EBAA Scholarship recipient Jillian Ferreira, her father Sgt. Mark Ferreira (Vacaville PD) and her mother Lori at the Vacaville PD Friday to congratulate them and deliver her check. They were very appreciative of the contribution to her college education. It is a wonderful experience to meet these high level achievers and recognize their efforts!! SMILES FROM EAR TO EAR!! A big "THANK YOU" to the Scholarship Committee and judges who make this dream a reality!!



By Michael Salk

Make it stop!

Time flies and we need it to slow down and pause so we can continue to appreciate the summer weather. Activities seem to ramp up, both personal and business, so we have little time to rest, restore and rejuvenate.

The CAA continues to work steadfastly on initiatives and concerns that affect our industry, our community and our business.

You can read news in this issue of THE MIRROR about a university study brought to our attention by SIAC (pg. 22). A key finding of the study is that most alarm systems were effective at protecting lives and property while generating zero calls for service in a given year, and only a tiny percentage are problematic systems that generated multiple calls for service.

It will go far in educating our stakeholders and regulatory authorities about the positive impact electronic alarm systems provide. The CAA continues to work in partnership with SIAC throughout California, and we encourage you to provide financial support to this unique and relevant organization.

Soon it will be back to school, and I encourage you to explore our National Training Program at www.nationaltrainingprogram.com. Scores of continuing education courses and our own Field Service Technician 1 course are available. FST 1 is an online, 24-hour course created just for you. At \$250, it is a great value for all your technicians. (See page 20 for details.)

Several of our regional chapters are scheduling in-person meetings, so keep an eye on your calendar and take advantage of this unique networking opportunity.

I also hope you will join us November 30-December 3, 2022 at The Fairmont San Francisco for the CAA Winter Convention. It's a great program with hotel rooms just \$229 and registration for four people from your company hosted by the sponsors.

Enjoy the summer, and every day, as we get back to work.

Michael Salk
President

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AUGUST 2022



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Where In The World Is THE MIRROR?

Welcome to the world-wide fan club. Take THE MIRROR on your travels, send us a photo and a description!

John and Diana Hopper visited three lakes and a glacier with THE MIRROR beginning with Lake Maligne, Canada.



Hoppers with THE MIRROR at Lake Moraine Canada.



Hoppers at Lake Louise, Canada.



John Campau of Comtronics with John Loud of LOUD Security and David Morgan of SD Marketing shared the spotlight with THE MIRROR at ESX in Ft. Worth.

Hoppers at Athabasca Glacier, Canada.



Karen Sperber, Paul Verruto, Ralph and Stacey Sevinor, Don Sperber, Kristina, Todd and Emma Gaito, and Ellen and Charlie Darsch welcomed THE MIRROR to dinner at Seasons 52 in Burlington, MA.



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ASSOCIATES NEWS

SNAP ONE announced the release of a powerful new OvrC Connect app that replaces OvrC Home to strengthen control of OvrC systems for both commercial and residential clients, along with a newly redesigned OvrC Location Dashboard that simplifies Partners' customer service workflow. According to Evan Marty, Snap One Director of Remote Monitoring & Management, this launch



reinforces the company's commitment to empower Partners and their customers with an expanding, industry-leading, free remote system management solution that can serve as a business operating platform

that creates successful long-term customer relationships. Featuring an all-new interface with simple, intuitive navigation, the new OvrC Connect app allows clients to resolve common issues and manage the network, day or night, providing insight, independence and peace of mind.

VICON INDUSTRIES appointed Diego Morales as VP, Software Engineering where he will lead the design, development, and management of Vicon's next-gen products. Morales holds a master's degree in Technology Administration with an emphasis in Project Management, and a Bachelor's Degree in Systems Engineering. He has more than 21 years of experience in the technology industry, holding several key strategic roles such as CTO, CIO, VP of Technology, and Head of IT for both multinational corporations and regional companies. "Diego's strategic technical leadership, and over 21 years of experience in the technology industry, will be a huge asset to Vicon's product and engineering teams," said Bret McGowan, Senior VP of Sales & Marketing. "His background makes him well-suited to be that influential leader who will drive the adoption of new technologies and inspire the team to deliver world-class, enterprise-grade software solutions."



AIPHONE announced the opening of the first Aiphone Experience Center on July 1, 2022. The Aiphone Experience Center is an innovative approach to product demonstration within the physical security market. With education at the forefront of its premise, the center will promote full product understanding through each step of the sales process. The center is located at the Aiphone office in Cherry Hill, NJ and three of the most popular product series will be on display including the IX peer-to-peer IP video Intercom series, the IXG IP series, and the GT series. The IX, IXG and GT series intercoms are suited for use in a variety of facility types including, educational, commercial, multi-tenant, residential, and healthcare. "The Aiphone Experience Center is an efficient solution for

demonstrating our most prominent sellers," said Marty Schutt, Aiphone Director of Sales, Northeast. "When we travel for customer trainings, we may not have ample space or be able to bring all of the necessary equipment due to set-up restrictions. This new facility ensures that we are able to provide customers and integrators with all of the information in one place."

The Strike 10 Boca Raton has modernized bowling with High-Tech Interiors & Control4 Automation featuring a giant DVLED display, tunable color LED lighting, a professional DJ booth, a 37-camera surveillance system, 17 video zones, eight audio zones and a Control4 automation system that can activate everything at the push of a button.



According to Albert Mizrahi, owner of Miami Smart Homes, the owners of Strike 10 initially contacted him to design a club-worthy audio system to match their trendy, energetic interiors, but ended up investing in a full slate of audio, video and control technologies from **SNAP ONE**. "The most visible special feature besides the lighting is the wall-to-wall DVLED display that's mounted above the end of the bowling lanes, where there might traditionally be static images or neon signs," Mizrahi added. "This display can be whatever the owners want it to be."

MAGOS SYSTEMS has introduced the SR-150 radar, a new radar that is ideal for smaller sites looking to implement enhanced radar detection and larger locations that need to fill a gap to address a dead zone in their perimeter protection. "We developed the SR-150 radar to provide our customers with a comprehensive portfolio of radar detection technologies," said Yaron Zussman, general manager, Magos Americas. "With the addition of the SR-150, we now offer a variety of radar detection solutions that cover short range and long-range radar detection needs, at several different price points for customers." Ideal for a variety of industries, including substations, car lots, data centers, critical infrastructure, and more, the SR-150 is small in size and weight, and also offers low power consumption, making it simpler to install when compared with other radar detection technology systems. Like other radar detection solutions from Magos System, the SR-150 integrates with major VMS platforms, physical access control systems (PACS) and PTZ brands.

EASTERN BANK announced Greg Spurr has joined the organization as a Senior Vice President, Commercial Relationship Manager in the Commercial Banking Division specializing in Security Alarm Lending. Based in Boston, his experience includes a focus in specialized lending, including security alarm services and acquisition finance. "We are thrilled to welcome him to Eastern's growing Security Alarm Lending team," said Greg Buscone, Executive Vice President, Senior Commercial Banking Officer at Eastern Bank. "Our national footprint in the security alarm industry will benefit greatly from his experience, and we look forward to deepening our commitment to the industry." Prior to joining Eastern, Spurr worked at Rockland Trust as Senior Vice President, Specialized Lending where he managed a portfolio of companies in the security alarm, IT services and personal emergency response services sectors, including new business development. "I look forward to joining Eastern's Security Alarm Lending Division and supporting its work to expand client relationships," said Spurr. For information, visit www.easternbank.com.



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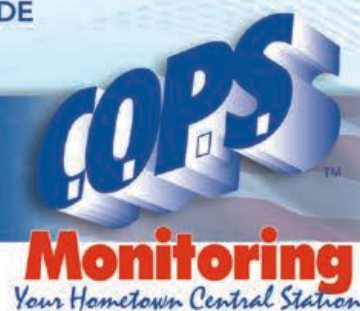
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7 Success Strategies for Security Companies

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By Brian Plant, Ignite Marketing Group

As an electronic security company, you probably think a lot about business strategies. You realize you exist in a competitive atmosphere and you want to win. Wanting to win is a great motivational force, but not necessarily the best winning strategy. Most people equate winning to sports, where there can only be one winner. The security industry is a bit more complex. The good news is there can be several winners (even in the same area!). It does not have to be an "I lose if you win" game.

Most Important: Be Original

Whether you are local, regional, or national, there will be others in your industry. Your instinct might be to choose the largest company and copy their approach to branding, marketing, and success. That is the most common strategy for small to medium businesses. It is also a mistake. Why? You can't be them. But you can be the very best You, and that does work.

Realize the Value of the Real Deal

Trying to win by being just like the other (or bigger) guy (or gal) is a failing proposition. What brought them success was an ability to communicate their uniqueness. And that is a strategy worth copying. Two separate entities, in the same area, doing the same thing can both be massively successful without being a direct threat to one another by competing to be unique, not competing to be on top. Make your goal being distinctive, and you will end up being ahead of the national average. And likely ahead of your direct competitors, too.

Growth is a result of a great strategy, but not part of it. It is like saying being a baseball all-star is your strategy. You can say that, but to DO that you have to put in a lot of work and put things in place to make that possible.

Know Your Market, As Well As The Industry

Our business is part of a huge and changing ecosystem. The electronic & physical security industry is evolving at atomic rates. How well you stay on top of the industry will determine your position in your market and profitability. Know the industry well and follow every advance with precision.

Know Who You Are

A business cannot be all things to all people. Determine who you are, what sets you apart, and what defines you. Market who you are with a clear, professionally executed message across all your mediums, your website, marketing, and collateral.

Choose Whom You'll Serve

No business will be attractive to every segment of society. It is just not possible. When you figure out what your passion is, and who you are, you can find your tribe. Once you identify your tribe, serve them with all your might.

Don't Get Sucked into Peripherals

As technology evolves, you will be tempted to go outside of your wheelhouse. Don't. If you know the industry and follow it intimately, you'll know what is coming down the pike. Evaluate it and plan for it before it explodes on the scene. If you do, you will not be pressured to go outside of what is smart and profitable but only add what actually adds to your success.

Have Some Fixed Parameters, But Be Flexible

Have a structure for what is true, but remember what is true now may not be later. Work with what works best right now, and when you see things changing, reevaluate your set structures and see how they measure up against any real and lasting variables. In that process though, always stay true to the mission of being distinctive and communicating that to your target audience.

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By Tony Smith

It's Time for the Security Industry to Seriously Examine its Privacy and Data Protection Practices (Revisited)

Are you ready? Going back to a 2019 article in Security Sales and Integration magazine, alarm dealers of all sizes were facing a crossroads and beginning to pay significant attention to Cyber Security issues and how they affect their companies.

At the time, I posed one very good reason why: a \$700M reason. When the Equifax Breach settlement was announced, they took their sweet time to patch a hole in their computer systems. They chose not to notify their regulatory authorities or tell anyone, thus resulting in the compromise of personal information for more than 140 million people. Two hundred and seventy-five million dollars of the settlement was to be distributed to all the states plus Puerto Rico and the District of Columbia. In addition, Equifax was to pay out \$425M to compensate customers and provide credit monitoring.

In the words of FTC chairman, Joe Simons, "Companies that profit from personal information have an extra responsibility to protect and secure that data. Equifax failed to take basic steps that may have prevented the breach." They made almost every mistake in the book. They ignored the breach for almost 90 days,

when they actually knew there was a serious problem, before notifying the government. They then waited another 30 days to notify their customers.

Alarm dealers, Integrators, Fire companies and Central Monitoring stations likely fall under these same regulations, plus a multitude of privacy laws that have been passed by many states. Equifax has insurance and some very good lawyers, but the settlement still puts a big hole in their cash flow. Our alarm customers are monitored and serviced every day by us, but they would leave en masse, if we treated a breach of their personal information similarly.

Alarm dealers and central stations are busy folks doing what we do so well. However, we are still smart enough to use passwords and change them when an employee leaves the company. We are smart enough and aware that it is a dangerous cyber world out there. But, how much of our time is actually focused on our cyber risk? Clearly, not enough. Physical security is our business.

We are not trained in cyber security or risk management. In the same way that we off-loaded the responsibilities of alarm monitoring to third-party central stations, we should consider doing the same with cyber security and its myriad of new issues. We trust our alarm central stations to deploy the technology and resources to the monitoring function in a professional fashion. Isn't it time we do that with our cyber security responsibilities? Info Safe is one of the leading companies that has addressed the cyber security challenge and is providing the software, resources and trained personnel to professionally manage the issue for their clients.

Info Safe, however, is the only entity that realized one important factor in dealing with cyber security in all its forms. That is the need to certify that their clients have completed all of the requirements necessary to comply with Federal and State regulations and will not fall into the "I've been Equifaxed trap". This certification will assure customers, suppliers, lenders, and their insurance agent that they have done the "right thing" to comply with the law.

Tony Smith is the founder and President of Security Funding Associates, a 20+ year Brokerage and Advisory Services firm, located in Los Angeles, California. He is a licensed alarm dealer, former President of the CAA, and former Board member of ESA. Tony may be contacted at tsmith@securityfundingsolutions.com or (626) 795-9199.

Not just a compliance issue, but a matter of trust and customer retention

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New Area Code, continued from page 1

required to dial 1+10 digits for all local calls, just as customers with telephone numbers from the 209 area code do today. Mobile phone customers receiving 350 numbers may dial either 10 digits or 1+10 digits.

What will customers need to do?

Customers in the overlay region should:

- Continue to dial 1+10 digits for all local calls, including calls within the same area code.
- Continue to identify their telephone number as a 10-digit number, and include the area code when giving the number to friends, family, business associates, customers, and others.
- Ensure that all services, automatic dialing equipment, or other types of equipment recognize the new 350 area code as a valid area code and continue to store or program telephone numbers as 10-digit numbers. Some examples are: stored telephone numbers in contact lists in wireless or cordless phones, PBXs, fax machines, Internet dial-up numbers, speed dialers, call forwarding settings, voicemail services, medical alert devices, safety alarm security systems and gates, ankle monitors and/or other similar equipment.

- Check items such as websites, personal and business stationery, printed checks, advertising materials, contact information, and personal or pet ID tags to ensure the area code is included.

What will remain the same?

- Telephone numbers, including the current area code, will not change.
- The price of a call, coverage area, or other rates and services will not change due to the overlay.
- What is a local call now will remain a local call.
- Customers will continue to dial 1+10 digits for local calls within and between the overlay area codes, and 1+10 digits for long distance calls.
- Customers can still dial just three digits to reach 911 and 988, as well as 211, 311, 411, 511, 611, 711, or 811 if those are currently available in the community.

Who may customers contact with questions?

If customers have any questions regarding information provided here, they should contact their local service provider. Customers may also visit the California Public Utilities Commission website at <https://www.cpuc.ca.gov/209areacode>.



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INDUSTRY NEWS



John Campau of Comtronics displays his ad in *THE MIRROR* to John Loud of LOUD Security, Elizabeth Parks of Parks Associates, and David Morgan of SD Marketing at ESX in Ft. Worth.

Rockwall, TX ECC Goes Live with TMA's ASAP

The Monitoring Association (TMA) welcomed its 110th ECC in the United States on June 22. The City of Rockwall ECC in Texas, servicing the Cities of Rockwall, Fate, and Heath, became the 12th ECC in the state of Texas to implement the Automated Secure Alarm Protocol (ASAP). The Rockwall ECC went live with Rapid Response Monitoring, Vector Security, Tyco (Johnson Controls), Security Central, Alert360, Stanley Security, Guardian Protection, United Central Control, National Monitoring Center, Brinks Home Security, Vivint, Affiliated Monitoring, Protection One & ADT. Launched in 2011 as a public-private partnership, TMA's ASAP service is designed to increase the accuracy and efficiency of calls for service from alarm companies to Emergency Communication Centers (ECCs).

"TMA's ASAP-to-PSAP continues its rapid growth across the U.S.," stated TMA President Morgan Hertel. "The Irving, TX ECC, which serves a population of approximately 1 million, is anticipated to go live soon."

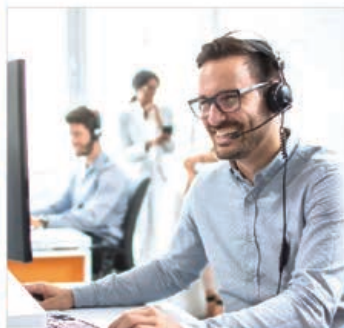
Learn more about TMA's ASAP service online at www.tma.us/asap/.



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New Study: Communities Find Success with Model Alarm Ordinance

Most Alarms Protect Life and Property But Generate No Calls for Service

A new study by a professor at the UNC-Charlotte, Criminal Justice & Criminology Department shows that most electronic security systems in the communities studied protect life and property without generating calls for police services. The study examined four communities that had adopted the Model Alarm Ordinance, developed by the industry and leaders in law enforcement to reduce unnecessary calls for service while maintaining police response to alarms.

The four communities included Charlotte-Mecklenburg, North Carolina; Atlanta and Marietta, Georgia; and Montgomery County, Maryland. These communities represented two large agencies, one smaller suburban agency and one county agency managing more than 570,000 permitted alarm systems.

“A key finding of the study,” said Dr. Joe Kuhns, “is that the vast majority of alarm systems in these four locations were effective at protecting lives and property while generating zero calls for service in a given year, and only a tiny percentage are problematic systems that generated multiple calls for service.”

The annual average percentage of registered alarms that generated zero dispatches was as high as 92% in Charlotte-Mecklenburg, 82.6% in Atlanta, 87.5% in Montgomery County and 66.4% in Marietta. These statistics represented an 8 or 10-year average, depending on how long the ordinance had been in effect.

“It is also noteworthy that the percentage of zero dispatches tends to increase over time,” said Kuhns. “As jurisdictions get better at administration, and the public becomes more familiar with the ordinance, results consistently improved over time in these four settings.”

The proportion of problematic systems, which generate three or more dispatches in a year, was only .09% in Charlotte-Mecklenburg, 3.5% in Atlanta, 1.08% in Montgomery County and 8.7% in Marietta.

The Model Alarm Ordinance was created in collaboration with leaders in public safety through organizations such as the International Association of Chiefs of Police and the National Sheriffs’ Association,” said Stan Martin, executive director of the Security Industry Alarm Coalition (SIAC) which funded the study. “Public safety leaders recognize the important role electronic security plays in their communities and the importance of police response as a deterrent to crime.



“The Model Alarm Ordinance directly addresses the issue that the vast majority of false alarms are caused by user error,” said Martin. “The study demonstrates that the strategy of focusing on the chronic abusers and fining owners who are careless in operating their electronic security systems is the most effective way of minimizing calls for service.

“The Model Alarm Ordinance is a framework that communities can modify to best fit their local needs,” said Martin. “SIAC provides consultation at no cost to law enforcement agencies considering or modifying alarm ordinances.”

“The model alarm ordinance calls for increasing fines or even curtailing response to the very small percentage of systems that place inordinate demands on public safety agencies,” said Kuhns. “In addition, it mandates multiple contacts with the alarm site prior to contacting public safety agencies.”

“False alarms did not consume a lot of law enforcement resources in the four agencies we studied,” said Kuhns. “If we can replicate what they are doing across the nation’s 18,000+ law enforcement agencies, we are going to wind up saving a whole lot of money and time which can be devoted to other public safety priorities.”

Dr. Joe Kuhns teaches courses in policing, community policing, drugs and crime, and research methods at the undergraduate and graduate levels. Prior to arriving at UNCC in 2003, Dr. Kuhns served as a Senior Policy Analyst at the U.S. Department of Justice (Office of Community Oriented Policing Services).



Dr. Joe Kuhns

SIAC represents one voice for the electronic security industry on alarm management issues – communicating solutions and enhancing relationships with law enforcement. SIAC is comprised of four major North American security associations -- Canadian Security Association (CANASA), Security Industry Association (SIA), The Monitoring Association (TMA), and the Electronic Security Association (ESA). For more information, go to www.SIACinc.org, www.siacinc.wordpress.com, or follow us on www.twitter.com/siacinc.

AICC Welcomes New Leadership

The Alarm Industry Communications Committee (AICC), a committee of The Monitoring Association (TMA) comprised of representatives of TMA, the Electronic Security Association (ESA), the Security Industry Association (SIA) and major security industry alarm companies and manufacturers, has appointed Tiffany Galarza, Director of Telecommunications, ADT, and Sascha Kylau, Vice President, OneTel Security, to co-chair the Committee. Galarza and Kylau assumed leadership of the Committee earlier in June following the resignation of its longtime Chair Lou Fiore.



“I am excited to build on the legacy that Lou earned through his time as chair of AICC,” Galarza stated. “The accomplishments of AICC through the years are impressive, and I know that was possible because of its committee members’ active involvement and engagement.”

Kylau concurred with Galarza, adding, “I’ve been a member of AICC for nearly 20 years. I am both excited and humbled to have the opportunity to be in a position to impact the future growth of the Committee in partnership with Tiffany. Our mutual goal is to take the Committee forward in a direction that will advance the entire industry.”

Learn more about AICC online at <https://tma.us/about/our-committees/aicc-committee/>



T. Galarza



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BSIS seeks industry members and the public to serve on Disciplinary Review Committees

INDUSTRY VACANCIES:

(must hold a valid BSIS license)

- Alarm company operator
- Collateral recovery
- Private investigator
- Private security services—training instructor (Northern Region)

PUBLIC VACANCIES:

- Alarm company operator
- Private security services (Northern Region)
- Private security services (Southern Region)

WHAT'S A DRC?

Disciplinary Review Committees (DRCs) are comprised of five members, appointed by the governor, with three members actively engaged in business as licensees and two members from the general public who are interested in public safety. DRCs are established to consider appeals regarding the Bureau's denials, suspensions, and revocations of licenses under its purview, as well as the assessment of administrative fines.

WHO CAN APPLY?

Applicants must be interested in public safety, be able to utilize objective critical thinking skills, and attend meetings consistently and punctually. Californians from all backgrounds are encouraged to apply!

WHY SHOULD I SERVE?

Serving in a DRC gives licensees a chance to lead, influence, and enforce their industry standards. For members of the public, getting involved in a DRC is a great way to learn more about consumer protections, serve your community and your state, and build your resume!

WHAT'S THE COMMITMENT?

Members serve a two-year term at the pleasure of the governor. Depending on the needs of the specific committee, meetings are held 2–12 times per year. Pursuant to Business and Professions Code Section 103, appointed members shall be paid a per diem of \$100 and shall be reimbursed for travel expenses.



READY TO LEARN MORE?

For further info about the Bureau's Disciplinary Review Committees, to sit in on a public hearing, or to learn how to apply, visit https://bsis.ca.gov/about_us/disciplinary_review_committees.shtml or email Alyse Hutchinson at Alyse.Hutchison@dca.ca.gov.



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The logo features the letters 'RMS' in a bold, blue, sans-serif font. The '30' is in a white, rounded font with a blue outline, and 'YEARS' is in a smaller, blue, sans-serif font below it. The background is a blurred image of a calendar with dates visible.

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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 for more information.



**EAST BAY
ALARM ASSOCIATION**

www.ebaaonline.org

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@caonline.org.

- August 31: Virtual Meeting TBD
- November 30: In-Person Meeting @ CAA Winter Convention

Meeting Topic Considerations:

- Building relationships with public safety
- Legislation affecting the alarm industry
- Local ordinances affecting the region
- Latest technology and solutions

EBAA 2022 First Place Scholarship Winner



EBAA President Tim Westphal and CAA President Mike Salk met the EBAA Scholarship recipient Jillian Ferreira, her father Sgt. Mark Ferreira (Vacaville PD) and her mother Lori at the Vacaville PD to congratulate them and deliver her check. They were very appreciative of the contribution to her college education.



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GLASAA

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Dave 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.glasaaonline.org.



GOLDEN GATE ALARM ASSOCIATION

Paul Wasseem

OpenEye, Business Development Manager, 408-307-7725

GGAA MEETINGS: www.ggaaonline.org

Meeting Calendar for 2022:

- August 31: Virtual Meeting TBD
- November 30: In-Person Meeting @ CAA Winter Convention

Meeting Topic Considerations:

- Building relationships with public safety
- Legislation affecting the alarm industry
- Local ordinances affecting the region
- Latest technology and solutions

For further information, contact the CAA at info@caaonline.org or call 800-437-7658.



REDWOOD ALARM ASSOCIATION

www.raaonline.org

Sean Cooke, President

MEETINGS

- August 31: Virtual Meeting TBD
- November 30: In-Person Meeting @ CAA Winter Convention

Meeting Topic Considerations:

- Building relationships with public safety
- Legislation affecting the alarm industry
- Local ordinances affecting the region
- Latest technology and solutions

RAA MEETINGS

For questions about the association, please contact Sean Cooke at scooke@allguard-systems.com or 800-255-4273.



www.svaaonline.org

Deric Morrow, President

AMAG, Ph. 415-602-7173, E-Mail: deric.morrow@amag.com

SVAA Information

If you are not on our e-mail list, please contact Deric Morrow at 510-921-3987 or 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.

MEETINGS

- August 31: Virtual Meeting TBD
- November 30: In-Person Meeting @ CAA Winter Convention

Meeting Topic Considerations:

- Building relationships with public safety
- Legislation affecting the alarm industry
- Local ordinances affecting the region
- Latest technology and solutions



INLAND EMPIRE ALARM ASSOCIATION

www.ieaaonline.org

Richard Jimenez, Vice 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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Matt Kruger, President

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



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OCAA Officers

President - Elizabeth Courtney, Beacon Security

Vice President - Lisa Beale, American Alarm Systems

Secretary/Treasurer - Tatiana Abramek, NMC

Visit www.OCAAonline.org for more information.

Meeting Dates 2022:

-September 21 – Virtual Meeting – Program Pending

-November 9 – Police Department Appreciation Lunch

By Elizabeth Courtney, OCAA President

This year the Orange County Alarm Association is focusing its' efforts on recognizing our law enforcement partnerships. We are endeavoring to build stronger, real-life relationships with our law enforcement partners. We have much to learn about law enforcement issues and we have much to teach in return.

We are encouraging our Chapter members to initiate and cement relationships by meeting with their local law enforcement agencies. Consider simply dropping by the station unannounced with donuts, coffee, pizza or sandwiches. Shift changes present a unique opportunity.

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

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SACRAMENTO AREA ALARM ASSOCIATION

Rich Whitlock
 rich.whitlock@anixter.com
 530/604-5067

The SAAA has put together an interim slate of officers that includes:

- Rich Whitlock, Wesco ~ President
- Open ~ Vice President
- Tauni Wallace, Notifier ~ Treasurer
- Raven Brockway, Eclipse Insurance ~ Secretary
- Kent Brust, Resideo ~ Sgt of Arms
- Dawn Smith, TMS ~ Officer at Large
- Leanne Boger, Integrated Fire Systems ~ Officer at Large

Please let us know if you are interested in serving on the Board.

SAAA MEETINGS

We have set some dates for upcoming events:

- August 11, 2022 ~ Top Golf in Roseville
- October 13, 2022 ~ SAAA Fire Forum at the Sacramento Regional Fire Museum
- December 8, 2022 ~ Holiday Party, Awards and Elections at the Holiday Inn

More details to follow as we get closer to the dates.

Do you have the initiative? Please contact Tauni Wallace at tauni.wallace@honeywell.com, Rich Whitlock rich.whitlock@anixter.com or Kent Brust Kenton.Brust@honeywell.com for more information.



Presentation of the CAA Scholarship check to SAAA Regional recipient Easton Rivera with his dad, State of California Correctional Officer Rikki Rivera, and SAAA President Rich Whitlock.

★★★★★ Join the ★★★★★ Sacramento Area Alarm Association Dealer Appreciation Event @ Top Golf

1700 Freedom Way, Roseville, CA 95678

August 11th, 2022 - 6:00pm – 9:00pm

This is a chance to mingle with our industry's vendors, friends and colleagues. The restrictions are lifted and the SAAA is once again giving you the opportunity to participate in the largest Regional Event in Northern California.

This event is a sure bet for fun and great networking!

If interested in attending, please reach out to one of our generous Sponsors for a [virtual] ticket.

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Dealers and Vendors: Mark Your calendars for CBFAA's upcoming events!

CBFAA General Meeting and Board of Director elections- September 14th
 CBFAA Industry Get Together & Fundraiser - TopGolf, Centennial, CO - October 6th

CBFAA is looking for members to join the CBFAA Board of Directors. Do you want to help shape the direction of your industry and CBFAA? Considering joining the CBFAA Board of Directors. Contact us for more information. Elections are planned for our September 14, 2022 Annual Meeting.

Join your industry colleagues as a member of CBFAA. Membership applications are online at www.cbfaa.org or contact us at cbfaa@cbfaa.org

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Contact: SILSANW1@outlook.com for more information on events and membership.

UTAH ALARM ASSOCIATION



UTAH ALARM ASSOCIATION

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www.utahalarmassociation.com

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utahesa@gmail.com

The Utah Alarm Association invites all concerned professionals and other parties (Police, Fire, government, etc.) to join us for our monthly false alarm meeting, now in its 34th year.

We meet the third Tuesday of each month at Jim's Family Restaurant, 1728 Park Ave, Riverton, Utah 84065 at 8:30AM. We encourage all to come out for free breakfast and discuss false alarm reduction, industry standards, best practices, etc.

The Association is proud of our 2021 false alarm dispatch numbers. Our false alarm rate for residential dispatches is .08, that is one dispatch per system every 12.5 years. Our commercial false dispatch rate is .33, that is one dispatch every 3 years. Combined is .14 or one false dispatch every 7 years.

We look forward to your help as we work towards reducing our false alarm rate.

If you would like to sponsor one of these meeting or have questions about the association, please feel free to contact a member of the board.

NSA NEVADA SECURITY ASSOCIATION



1000 N. Green Valley Parkway
#440-634
Henderson, NV 89074
702-551-4672
www.nevadasecurityassociation.org
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The NSA is actively searching for members who are interested in taking on a leadership role for the 2023-2024 term. Help shape the direction of the association and the industry in Nevada by joining the NSA Board of Directors. NSA elections will be held at our Annual Meeting on September 21st. Contact NSA for more information.

Interested in joining NSA? Download a Membership application on our website www.nevadasecurityassociation.org or contact us today admin@nevadasecurityassociation.org

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OBFAA Membership

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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susan@azalarms.org

For more info, go to www.azalarmassociation.org or e-mail info@azalarms.org or call 480-831-1318. Please contact susan@azalarms.org if you would like to become involved.

AzAA 2022 Convention

October 19-20, 2022

It's that time again!

The Arizona Alarm Association will be holding its 2022 Annual Convention on October 19-20, 2022 at the DoubleTree by Hilton in Mesa, Arizona.

For more information go here: <https://www.azalarmassociation.org/events/arizona-alarm-association-2022-annual-convention/>
Remember, as a Sponsor, you are allowed a specific number of attendees. Those attendees can be employees of your company or you can invite some of your customers as a special gift!

If you have any questions, please feel free to contact us at info@azalarms.org or call 480-831-1318.

I hope to see you in October!

For more info, go to www.azalarmassociation.org or e-mail info@azalarms.org or call 480-831-1318.

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

WBFAA UATC APPRENTICE TRAINING PROGRAM



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WBFAA APPRENTICESHIP PROGRAM

WBFAA BOARD OF DIRECTORS

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

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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 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.

WESTERN STATES SECURITY ALLIANCE
CALENDARS 2022 - 2026

August

11..... SAAA TopGolfRoseville, CA

October

13..... SAAA Fire Forum

Sacramento Regional Fire MuseumRoseville, CA

19-20 AzAA 2022 ConventionMesa, AZ

Send your events to *THE MIRROR*:
info@caaonline.org

CAA CONVENTIONS - 2022 - 2026

CAA WINTER CONVENTION - Fairmont San Francisco

November 30 – December 3, 2022

December 6 – December 9, 2023

December 4 – December 7, 2024

December 3 – December 6, 2025

December 2 – December 5, 2026

CAA PALM SPRINGS CONVENTION - Hilton Palm Springs

May 17 – May 20, 2023

May 15 – May 18, 2024

May 14 – May 17, 2025

INDUSTRY EVENTS 2022-2023

October 29 – November 2, 2022

TMA Annual Meeting , Marco Island, FL

November 16-17, 2022

ISC East, New York, NY

2023 - November 4-8, 2023

TMA Annual Meeting, Kapalua, Maui, Hawaii

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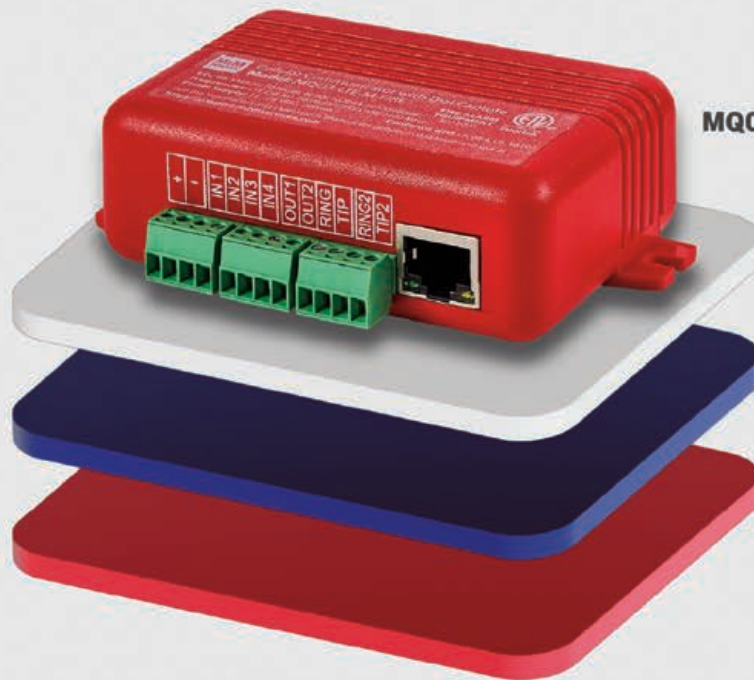
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CONTACT THE CAA
California Alarm Association
333 Washington Blvd., Suite 433, Marina del Rey, CA 90292
TEL 800/437-7658 FAX 800/490-9682 www.CAAonline.org info@CAAonline.org
Jerry Lenander, Executive Director director@caaonline.org

Email your training and education calendar to info@CAAonline.org

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