

# THE MIRROR

PUBLISHED BY THE CAA FOR THE WESTERN STATES SECURITY ALLIANCE  
VOLUME XXXII, NUMBER 12— DECEMBER 2023

www.CAAonline.org



## California Doubles Down on Its Longstanding Hostility Against Noncompete Agreements

By: Gary McLaughlin, Mitchell Silberberg & Knupp  
and Sandra Hanian, Mitchell Silberberg & Knupp

While California has long prohibited noncompete agreements (subject to narrow exceptions), two California bills recently signed into law expand the scope of the State’s policy against these restrictive covenants. On September 1, 2023 and October 13, 2023, Governor Gavin Newsom signed Senate Bill 699 and Assembly Bill 1076, respectively, two new laws that strengthen the State’s prohibition on noncompetes found in California Business & Professions Code Section 16600. Both laws go into effect on January 1, 2024.

### SB699: Noncompetes are Void, No Matter Where or When Signed

Section 16600 of the California Business and Profession Code states that “every contract by which anyone is restrained from engaging in a lawful profession, trade, or business of any kind is to that extent void,” with only three narrow exceptions in connection with the sale of a business, the dissolution or dissociation from a partnership, or the dissolution or termination of interests in a limited liability company.

SB 699 expands on Section 16600 to prohibit an employer from entering into or attempting to enforce a noncompete agreement, regardless of whether the contract was signed outside of California. Under the new law, any contract that is void under Section 16600 is unenforceable “regardless of where and when the contract was signed.” The new law likewise prohibits an employer or former employer from enforcing a void contract “regardless of whether the contract was signed and the employment was maintained outside of California.” SB 699 will be codified as Section 16600.5 of the Business and Professions Code.

The law also provides that an employer who violates the law commits a civil violation. It authorizes an employee, former employee, or prospective employee to bring a lawsuit to enforce the law and allows a prevailing employee to recover injunctive relief, actual damages, or both, as well as reasonable attorneys’ fees and costs. Previously, many of these claims were litigated as declaratory relief actions to obtain a court order that the alleged offending provision was void. Now, the availability of a private right of action with statutory attorneys’ fees raises the risk of litigation in this arena. Furthermore, employers that continue to use employee *nonsolicitation* agreements may face heightened risks under SB 699, as some California state and federal courts have previously found that such post-employment restrictive covenants are tantamount to noncompetes.

Under the new law (assuming it is upheld after likely challenges to its enforceability), an employee who signs a noncompete agreement in another state and then comes to California to work for a new employer will be able to flout the previously signed noncompete agreement (and the new California employer will likewise be able to disregard the previously signed noncompete) — as specifically referenced in the preamble to SB 699. At the same time, the new law may also mean that California-based employers cannot enter into or enforce noncompete agreements with employees who live and work entirely outside of California.

### SB 1076: Codifying Noncompete Prohibitions and Adding New Protections

AB 1076 expands Section 16600 by amending that section and adding a new Section 16600.1. The amendments to Section 16600 codify California precedent in *Edwards v. Arthur Andersen LLP*, 44 Cal. 4th 937

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**Editorial:** Copy is due the 10th of the month preceding publication. **Advertising:** Space reservations due the 10th and copy due the 15th of the month preceding publication.

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Noncompete, continued from page 1

(2008), that employee noncompete clauses are void unless they fall into one of the three express statutory exceptions mentioned above, rejecting the “narrow restraint” exception that some (especially federal) courts had previously followed. The amended Section 16600 further provides that the application of Section 16600 “shall not be limited to contracts where the person being restrained from engaging in a lawful profession, trade, or business is a party to the contract.”

The new Section 16600.1 makes it unlawful to include a noncompete clause in an employment contract, or to require an employee to enter into a noncompete agreement. It further requires companies that have noncompetes with employees to issue a notice informing all current and former employees who were employed after January 1, 2022 that the noncompete agreements or clauses are void. The deadline for this notice is February 14, 2024. A violation of this section constitutes unfair competition under California Business & Professions Code section 17200, *et seq.*

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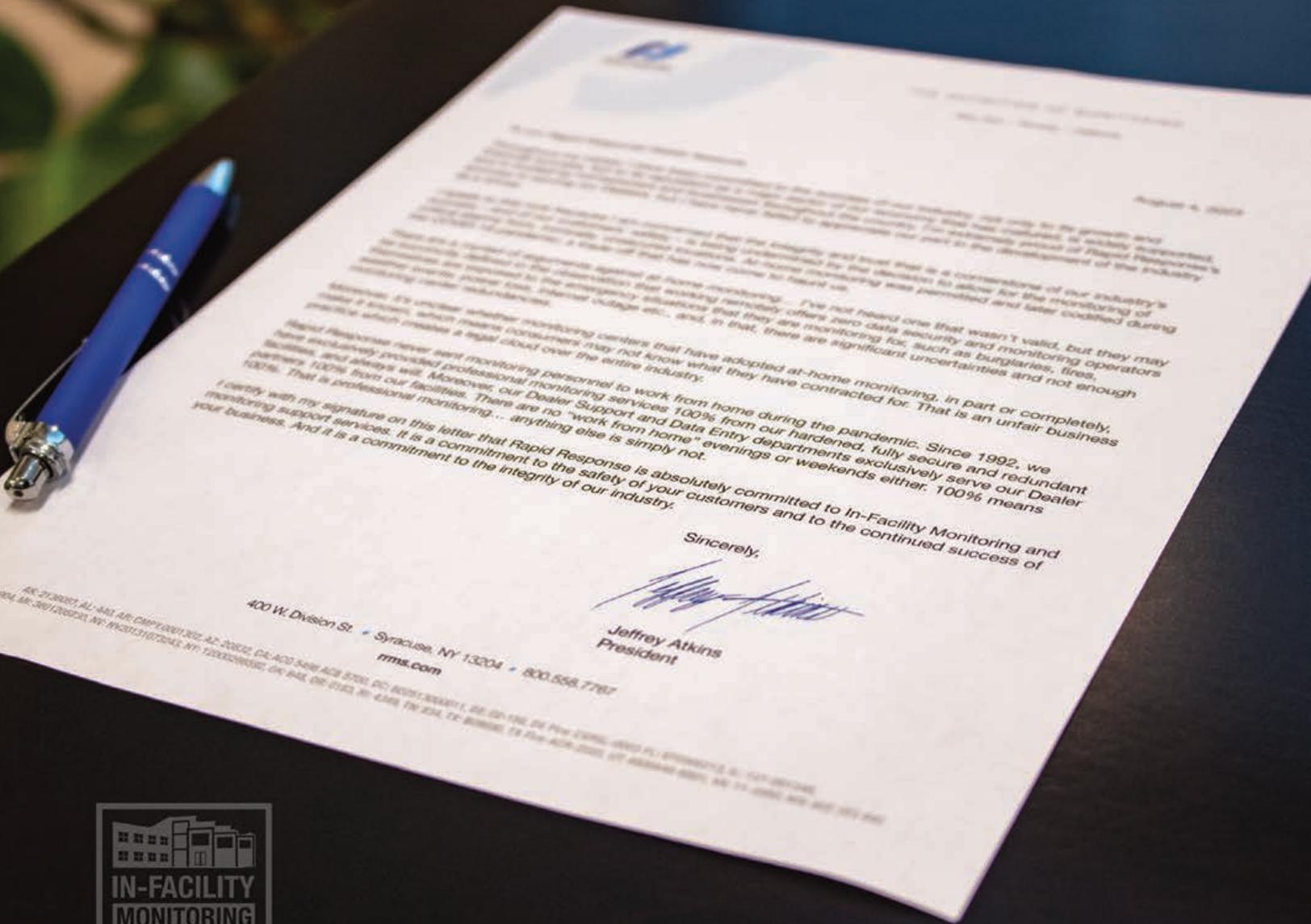
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**QUANERGY SOLUTIONS, INC.** unveiled a new, joint solution in partnership with Bosch Security and Safety Systems at this year's ISC East Expo. This integrated solution aims to tackle intricate security challenges faced by critical infrastructure environments, including utilities, data centers, and airports, through the strategic combination of Quanergy's Q-Track™ 3D LiDAR solution and Bosch Video Systems. "Customers are increasingly in search of advanced situational awareness and precision in video surveillance, regardless of its specific application," said Gerald Becker, Vice President, Market Development and Alliances, Quanergy. "The integration of Quanergy and Bosch technologies provides an exceptional solution for detecting, tracking, and classifying moving individuals and objects within sensitive or secure environments with remarkable accuracy." Quanergy's new partnership with Bosch effectively allows Q-Track™ to send object location, both relative and absolute, to Bosch video cameras such as the MIC Inteox 7100i. This makes the Quanergy, Bosch integrated solution ideal for applications within critical infrastructure sites where uneven terrain, numerous obstacles, and inadequate lighting conditions are common. Now customers are afforded a highly secure, automated security solution that can consistently and reliably protect a site from intrusions. More importantly, the solution can significantly reduce the number of false alerts and save customers hundreds of thousands of dollars in costly guard services.

**DICE** has been awarded U.S. Patent # 11741825B2 for its video arm/disarm system, which allows users to arm and disarm video security systems using the same standards as alarm panels. This groundbreaking innovation eliminates the need for physical alarm panels and opens a world of new possibilities for video security. The Video Arm/Disarm system works by converting camera motion detection and AI object detection into virtual sensors. These virtual sensors can be strapped to an alarm automation system as zones, just like traditional alarm system sensors. This allows users to create virtual alarm zones within video cameras, which can be armed and disarmed either through an alarm panel or through a cloud-based app. The system also supports UL priority alarm types, ensuring that it meets all the latest alarm industry standards. This means that users can now look for any object, such as a person or vehicle, at a specific time by arming and disarming their cameras and areas of interest. Clifford Dice, founder and CEO of DICE Corporation, said: "Our engineering team is constantly pushing the boundaries of what is possible, and their multiple patents are a testament to their commitment to innovation. Our vision of where the alarm industry will be going in two years, five years, 10 years, even in 15 years has led us to plan our technology roadmap to meet that vision and revolutionize the entire monitoring ecosystem."

**LRG, INC.**, an independent manufacturer's rep firm serving the electronic security industry, and Vector Firm, a professional sales and marketing consulting and training business focused on system integrators, recently announced their newly formed partnership. The alliance was forged by LRG Founder Chris Lanier and Vector Firm Founder and President Chris Peterson. "We're very excited to have LRG represent-

ing Vector Firm in the Central US," Peterson says. "To have such a sharp group of sales professionals bringing our sales and marketing services to their clients is an amazing opportunity for us. I appreciate Chris Lanier's creativity; this was his idea and I immediately embraced it." LRG, inc co-owner and CEO John Swinford concurred, adding "We've been very impressed with Vector's comprehension of our channel and the challenges facing any size company with regards to hiring, training, coaching, and retaining top talent. They offer a wide variety of programs from basic self-learning modules to custom subject matter to website content."

**AIPHONE** announced the opening of a new office in the Tampa, Fla., area, marking Aiphone's first location in the South, and fourth overall in North America, with offices also located in Cherry Hill, N.J., and Laval, QC. The corporate office is located in Redmond, Wash. "Opening this new location signifies our commitment to serving our customers better, fostering innovation, and strengthening our community ties," said Brad Kamcheff, marketing manager for Aiphone Corporation. "We're excited to be closer to our clients and partners in the South, ensuring we continue to meet their evolving needs. It also serves as a convenient location to support the growing security market in Latin America." Spencer Britenstine, Director of Sales for Aiphone, will be leading the office in Tampa and will be supported by a sales team which includes Jasen Dunn, Robert Hilt, Jessica Baker, and Daniel Esposito, all of whom share Aiphone's vision and dedication to delivering top-tier emergency communication, intercom, and access control security solutions.



**SCIENS BUILDING SOLUTIONS** announced merger with Pleasant Hill, California based **KEY SECURITY DESIGNS ("KSD")** to its portfolio of companies. Sciens will merge Key Security into its existing fire-life safety division in Pleasanton, Calif., where it has served the San Francisco Bay Area since 1972. The company also has a presence in central California and southern California. "We have admired Sciens' work in the Bay Area for years and are excited to join such a respected organization, while bringing our professional security knowledge to an expanded customer base," says Jim Pinto, president of Key Security Designs, in the joint announcement. "With all-things life safety already covered by the professionals at Sciens, we look forward to adding to their growing portfolio," he says. "We are confident this merger will benefit both Sciens and KSD, as well as our employees, customers, vendors, and partners." A full-service security system integrator, Key Security Designs was founded in 2013, leveraging the experience of industry veterans, Pinto and Josh Ilagan, with over 50 years of commercial security integration experience. In addition to their historical understanding of the security industry, much of their focus has been on the implementation of Cloud-hosted solutions. Serving multiple vertical markets, KSD are experts in Cloud-based security systems, elevator destination integration, commercial real estate solutions, and IP camera systems.

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## WBFAA UATC Offers Online Continuing Education

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# Maximizing RMR Profitability

By: *Chris Brady, Vice President TRG Associates and Anne E. Terwilliger, Sr. Associate TRG Associates*



When most people think about maximizing RMR profitability, they often think only of raising prices or offering more services – and they would be wrong. Maximizing RMR profitability is as easy as looking at the data already at your disposal to determine if you are using it to its full potential. Unlike years past when we only had billing and Central Station information to consider, today we have third party services such as backup radios, cellular offerings, verified video, access control, and web-based systems. It is understandable then that many companies do not do the due diligence (the internal review) required to stay on top of all of this data to ensure its accuracy, but failing to do so also ensures that they may be leaving valuable RMR on the table.

Many of the companies that TRG Associates works with in the course of operational reviews do not utilize a unique identifier to link their customers to billing, central station, and third party services. They do not audit their central station data annually to determine if they are monitoring individuals who they no longer bill or if they bill customers whom they no longer monitor. They have not carefully reviewed what is being charged to them by companies to monitor or otherwise provide services to each customer and, because of that, they cannot compare that data to monitoring revenue to calculate their true monitoring margin. Think of how easy these tasks would be if a spreadsheet were created with the identifiers from all of these billing services and to link them individually to each customer in your accounting system. Using those identifiers would make

auditing this data annually so much easier. But maximizing RMR profitability does not end there.

Looking at Central Station data can also provide valuable insight into whether your customer systems are actively communicating. Requesting last signal data can tell you when signals were last received, and the type of signal sent. A system that is not communicating correctly, or not at all, can cause customer dissatisfaction and potential RMR cancellation.

RMR can also play an important role in establishing the value of your business. A well-defined contract signed by each customer detailing the services being offered, the amount of RMR for those services, terms of the initial contract and subsequent auto renewals, third party indemnification, clauses indicating that the company is not an insurer and stating whether or not the contract is assignable will be attractive to buyers. Failure to have contracts in place makes a potential buyer liable for a host of problems and guarantees a lower offering price.

Collecting RMR from overdue subscribers is a burden that no one enjoys, but it is a critical function of maximizing your RMR. Do you actually know how much RMR is outstanding at your company versus just the total amount of outstanding invoices? Do you have a collection strategy that is actually working for the collection of that RMR? Do you know the point at which it becomes too expensive for you to keep a non-paying RMR customer?

Finally, do you know the difference between recurring monthly revenue and re-occurring monthly revenue? If you wish to borrow against your RMR, the difference is important. Recurring monthly revenue is the amount that you charge your customers for direct monitoring of their systems, third party offerings, and service contracts. This is RMR that can be borrowed against. Re-occurring revenue examples are inspections that are billed at the time of service, service/maintenance calls, and predictable contractor income (e.g. additional months of building out systems in large commercial complexes). While billing for these services may occur on a monthly basis, this income can be difficult to categorize as lendable collateral.

As you can see, utilizing the data that you have to its fullest potential is the key to maximizing RMR profitability. If your company would like more assistance in reviewing RMR profitability, an operational review, acquisition planning or other services, please contact TRG Associates at 860-395-0548.

*Chris Brady began his role at TRG Associates, Inc. in 2010. As Vice President, he performs due diligence, management consulting, and financial services. He has assisted a wide range of companies, entrepreneurs, lenders, and investors in evaluating and assimilating acquisitions and with the placement of debt/equity within the Security Industry. He also provides Interim CFO and Board Member duties for Life Safety businesses as they restructure.*

*Anne Terwilliger joined TRG Associates in 2022 as a Senior Associate. In this role, she provides the security industry with research and analysis as well as performing due diligence and valuation services to support acquisitions. Prior to coming to TRG Associates, she provided Sedona Office training and support at Bold Group to the largest alarm companies in the US.*

*Since 1991, TRG Associates has assisted security alarm, PERS, and fire companies with the implementation of cost-effective business solutions including: Due Diligence, Acquisition Planning, Business Valuation, and Expert Witness.*

In conjunction with TMA, TRG provides an industry-wide Attrition Study that can be found at [TRGAssociates.com/attritions](http://TRGAssociates.com/attritions).

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# INDUSTRY NEWS

The Security Industry Association (SIA) announced the 2024 launch of a new community for veterans whose work in their civilian jobs continues to support security and safety. The SIA Veterans in Security community will provide resources and networking opportunities to veterans, guardsmen and reservists who work in the security industry, in addition to active duty members who are transitioning to civilian life and are looking for a new career. The group will also welcome the support of people who do not have a direct military affiliation, such as businesses that employ or are looking to hire veterans and industry professionals who simply want to give something back to those who have given so much. Interested parties can sign up to receive email updates at [securityindustry.org/veterans](http://securityindustry.org/veterans).

The Security Industry Association (SIA) has named 10 recipients for the 2023 SIA Women in Security Forum (WISF) Scholarship – a program developed by the SIA Women in Security Forum to further educational opportunities and promote advancement for the widest spectrum of people possible in the security industry. In the 2023 scholarship program – open to employees of SIA member companies and SIA student members – each honoree will be awarded \$7,500 to use



toward continuing education and professional development courses, conferences or webinars, SIA program offerings, repayment of student loan debt and/or other

education or academic pursuits. “The 2023 SIA Women in Security Forum Scholarship honorees are an inspiring group of industry leaders, students and professionals, and SIA is proud to recognize them,” said

SIA CEO Don Erickson. “This year’s class of scholarship winners are truly making an impact in our industry and demonstrate outstanding accomplishments, vision and commitment to fostering diversity, equity and inclusion in security. We celebrate their successes and look forward to supporting them and helping them thrive in their careers.”

The winners for the 2023 SIA Women in Security Forum Scholarship are:

- Nike Coker, senior project manager, City of Toronto, Canada
- Alex Czoschke, learning and development manager, Arcules
- Deepa Veni Dhanasekaran, systems designer, Convergent
- Laura Garest, director, global and national systems integrators, Wesco
- Crystal Landeck, warehouse coordinator, Convergent
- Madeleine Mathias, graduate student, The Fletcher School at Tufts University
- Carmella Saia, graduate student, The George Washington University
- Alina Thai, graduate student, Georgetown University
- Hilary Turner, senior content writer, Eagle Eye Networks
- Rhetta Wallach, senior principal product security engineer, Stryker

The 2023 SIA Women in Security Forum Scholarship honorees were selected with the help of SIA’s Women in Security Forum scholarship subcommittee: chair Martha Entwistle of Eagle Eye Networks; Beth Anderson of Allegion US; Rebecca Bayne of Bayne Consulting & Search; Jim Black of Microsoft; Lynn de Séve of GSA Schedules; Tia Eskandari of Allied Universal; Stephanie Mayes of SiteOwl; Elaine Palome of Axis Communications; Kim Rahfaldt of AMAG Technology; Ania Ross of Wesco; and Gannon Switzer of Vector Firm.

“The SIA Women in Security Forum is pleased to award scholarships to 10 individuals whose exemplary achievements, ambitious professional goals and commitment to promoting diversity and equity in the security industry made them stand out among a highly competitive pool of deserving applicants,” said SIA WISF scholarship subcommittee Chair Martha Entwistle, senior manager of corporate communications at Eagle Eye Networks. “Now in its fourth year, the 2023 WISF Scholarship program has experienced a substantial increase in the number of applicants, doubling the number of submissions from prior years. We want to thank the AmplifiHER subcommittee members who dedicated their valuable time and effort to support, promote and fundraise for this important initiative. We also wish to express our deep appreciation to the SIA member companies whose generous contributions help to enable the progress of women in our industry and make this program possible.”



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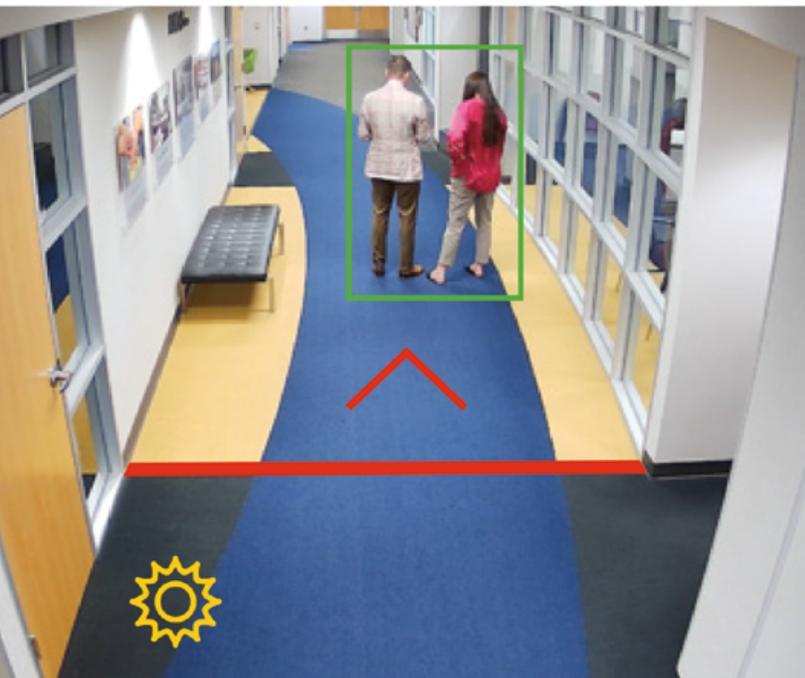
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## Maximizing Conversions: How Sales Funnels Generate & Close More Deals for Security Companies

By: *Brian Plant*

Sales funnels are the missing link in the lead generation strategy of most security companies. Digital ads, SEO, social media and

email marketing are important but if you don't have a strategy to convert website visitors into paying customers once they arrive on your website, then your website is leaking sales opportunities. A well-structured sales funnel is a game-changer, but most dealers, integrators and monitoring centers don't do it. In this blog article, I'll explain how a sales funnel works, along with a bonus blueprint for a 7-part automated email drip series that you can use to guide leads through the funnel, from initial interest to becoming valued customers that generate referrals. Before we dive into the automated email series, let's break down the sales funnel and its key components. A sales funnel is a visual representation of the journey a website visitor takes from being a potential lead to becoming a customer. It consists of three main stages:

1. Top of the Funnel (TOFU): At this stage, visitors are exploring yours and your competitors websites doing early stage research. Your goal is to capture their attention and turn them into leads, even if they aren't ready to talk to your sales team yet. This can be done with a pop-up form that offers a free checklist, eBook, or some other free resource in exchange for their email address.

2. Middle of the Funnel (MOFU): These leads have shown interest and may be considering your services. Now that you have their email address, your aim is to nurture them and build trust with automated emails.

3. Bottom of the Funnel (BOFU): At this point, leads are highly engaged, and your objective is to get them to take action: book a consultation, or speak with sales. If you're using a CRM like HubSpot, and you've set up your tracking and reporting correctly then you can easily see how interested your website visitors are, how often they visit, and what content they are viewing the most.

This helps your sales team understand how to prioritize their sales outreach, and tailor initial sales conversations using The 7-Part Automated Email Series:

1. The Welcome Email (TOFU): When a visitor completes a form on your website, they should immediately receive a short welcome email. Whether it's a pop-up form that leads to a free download, or a regular contact form, this step is important because it sets the tone for your

relationship and provides a quick overview of your security services. Introduce yourself or your sales person and offer a free consultation. Consider using an online calendar so that prospects can book a call with you without having to call you first.

2. Educational Content (TOFU & MOFU): Over the next two emails, share valuable content about security best practices, tips, or industry insights. This positions your company as an expert in the field and keeps leads engaged.

3. Customer Stories (MOFU): Now that you've piqued their interest, share success stories or case studies showcasing how your services have benefited previous clients. This builds trust and credibility. Explaining how your video monitoring solution captured intruders on video and alerted authorities in real time resulting in arrests, or a customer story about how their new smart home system made life easier and more convenient for their busy family are good examples.

4. Addressing Concerns (MOFU): In this email, address common concerns or objections leads might have. Provide reassurance and highlight the advantages of your services.

5. Exclusive Offer (MOFU & BOFU): Send 2-3 emails with an exclusive offer, such as an installation or monitoring promotion or a value add-on that they can't get anywhere else, like an additional sensor or a camera. This encourages leads to take the next step and book a free consultation.

6. Closing the Deal (BOFU): At this point you've spoken with the customer, and perhaps spent time on-site with them. Send a personalized email proposing a tailored solution for their security needs. Make it easy for them to take the final step toward becoming a customer.

7. Post-Purchase Follow-Up (Customer): After they sign up, continue to engage your customers. Send a thank-you email, request feedback, and keep them informed about your latest security offerings to encourage upsells.

The key to a successful sales funnel is tracking and optimization. Use analytics to monitor email open rates, click-through rates, and conversion rates. Identify areas where leads might be dropping off and fine-tune your email messaging or cadence accordingly. It's important to have patience, and be consistent. Sales funnels are very effective but they can take some time to gain traction as you learn more about your audience.

*Brian Plant is Managing Director at AlarmBrand, offering website creation and marketing for the electronic security industry. Since 2009, brands that you know and trust have leveraged AlarmBrand to grow their businesses, including SDM 100, SDI Fast 50, monitoring centers, technology providers, professional corporations, and small / medium businesses across the USA. AlarmBrand is also the webmaster for state Alarm Associations such as the CAA, NYELSA, OSFAA, AZAA, & PAFED.*

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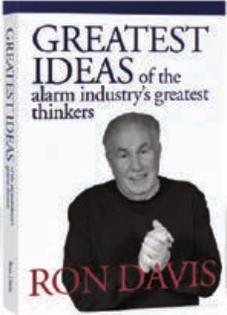
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Our Annual Fire Forum was on October 12th. For the second year it was at the Sacramento Fire Museum located at 3650 Industrial Blvd West, Sacramento, CA 95691.

- Sam Aviles (Honeywell Fire) Video Presentation on Brighton Area Fire Authority
- William Sudah (Honeywell Fire) "How to Prevent Thermal Runaway in Lithium-Ion Batteries"  
How to prevent Lithium-Ion batteries from exploding  
Lithium-Ion Applications  
Battery Recycling Best Practice  
Understanding the 4 stages of Li-Ion battery failure  
How Lithium-Ion batteries work  
Battery Management Systems  
Preventative Actions  
Thermography Basics  
Thermography Applications  
Honeywell VIS-IR Thermal Camera Detector
- Nick Immekus (The Compliance Engine) "The good, the bad and the ugly truth around your connection to Compliance"  
Today's problems with systems testing and maintenance.  
50% of Fire Protection Systems past due for inspection  
89% of AHJs don't have complete databases  
Benefits of The Compliance engine to both Contractors and AHJs  
International Fire Code Overview of Record Keeping and how the Engine can assist with that  
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**Our next event will be our Annual Holiday Party on December 14th. Election of Officers and a chance to reflect and celebrate the year.**

Rich Whitlock  
[richard.whitlock@farpointedata.com](mailto:richard.whitlock@farpointedata.com)  
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## REDWOOD ALARM ASSOCIATION

[www.raaonline.org](http://www.raaonline.org)  
**Chuck Petrusha, President**

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 Chuck Petrusha at [chuck@advancedsecurity.us](mailto:chuck@advancedsecurity.us) or call 707-443-0366.



## GOLDEN GATE ALARM ASSOCIATION

**Paul Wassem**  
*OpenEye, Business Development Manager, 408-307-7725*

### GGAA MEETINGS

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

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](mailto:info@caaonline.org) or call 800-437-7658.



## EAST BAY ALARM ASSOCIATION

[www.ebaaonline.org](http://www.ebaaonline.org)  
**Tim Westphal, EBAA President**

As we continue to distance ourselves from the trials related to the COVID pandemic, we hope to re-engage all EBAA Members for future meetings or gatherings in 2023 and beyond. We have incredible resources within the Association as well as through our affiliate organizations, such as SIAC.

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## MID CAL ALARM ASSOCIATION

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## SAN DIEGO SECURITY ASSOCIATION

[www.sdsaonline.org](http://www.sdsaonline.org)  
**Matt Kruger, President**

Save the Date: Thursday December 14th 2023, The SDSA holiday party returns. This year's party will be at Karl Strauss Brewing Sorrento Mesa. More information about the party will be available soon.

### City of San Diego Permit Process

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

# GLASAA

Greater Los Angeles Security Alarm Association

[www.glasaaonline.org](http://www.glasaaonline.org)  
**Dave Michel, President**

### GLASAA Meetings and Events

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



[www.svaaonline.org](http://www.svaaonline.org)  
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## INLAND EMPIRE ALARM ASSOCIATION

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

**Richard Jimenez, 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.



## GREATER VALLEY ALARM ASSOCIATION

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

**Joe Castro, President**

### 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

2970 E. La Palma Avenue, Ste F, Anaheim, CA 92806  
800-437-7658 [www.OCAAonline.org](http://www.OCAAonline.org)

### OCAA Officers

**President - Elizabeth Courtney, Beacon Security**

**Vice President - Lisa Beale, American Alarm Systems**

**Secretary/Treasurer - Tatiana Abramek, NMC**

Visit [www.OCAAonline.org](http://www.OCAAonline.org) for more information.

By Elizabeth Courtney, OCAA President

This year the Orange County Alarm Association is continuing to focus 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](mailto:OCAAlarmAssoc@aol.com). Visit our new website at [www.oaaonline.org](http://www.oaaonline.org) for meeting information and registration forms, training opportunities, members list and a whole lot more.

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## HAPPY HOLIDAYS FROM CBFAA!

We look forward to working with our members in 2024!

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**MONTEREY, CA., October 6, 2023** - This past December, Sentry Alarm expanded its presence into the Great Northwest by acquiring Quadrant Systems, a prominent security company based in Portland, Oregon. Building upon the recent success of that merger Sentry is thrilled to announce its second Oregon based acquisition to its fold: Wilsonville Lock & Security. This new addition continues to strengthen the long term commitment of Sentry's team of professionals to meet all of our valued clients' fire life safety and private property protection needs throughout California, Oregon, and Washington State.

We are truly excited to welcome Wilsonville Lock & Security to the Sentry Alarm family and with their team of proficient technicians, efficient administrative staff and expert consultants we will continue to provide innovative and reliable security alarm, fire alarm, video surveillance and access control system products and services to all of our valued customers.

About Sentry Alarm: Sentry is a third generation family owned and operated leading provider of security and fire life safety solutions in California, Oregon and Washington State. With a commitment to excellence and a focus on innovation, Sentry Alarm has been meeting its valued client's security and fire alarm system needs for the past 52 industry years and looks forward to doing so for many generations to come. These recent acquisitions further strengthens Sentry Alarm's resolve to position itself as the "Go To" trusted security and fire life safety provider.

For more information, visit [www.sentryalarm.com](http://www.sentryalarm.com).

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

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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.

## NSA NEVADA SECURITY ASSOCIATION



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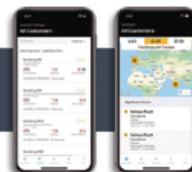
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The Utah Alarm Association invites all concerned professionals and other parties (Police, Fire, government, etc.) to join us for our monthly false alarm meeting, now in its 34th year.

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.

## NEW MEXICO SECURITY & LIFE SAFETY ASSOCIATION



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# CALENDARS

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

## DECEMBER 2023

- 14..... SAAA Holiday Party
- 6-9 ..... Winter Convention ..... Fairmont San Francisco

## 2024

### May

- 15-18 ..... Palm Springs Convention ..... Hilton Palm Springs

## CAA CONVENTIONS

### CAA WINTER CONVENTIONS - Western States Security Conference

Fairmont San Francisco

- December 6 – December 9, 2023
- December 4 – December 7, 2024
- December 3 – December 6, 2025
- December 2 – December 5, 2026

### CAA PALM SPRINGS CONVENTIONS

Hilton Palm Springs

- May 15 – May 18, 2024
- May 14 – May 17, 2025

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- Toll Free Number: ..... 800/952-5210
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- Enforcement Fax Number: ..... 916/575-7289
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