

THE MIRROR

PUBLISHED BY THE CAA
FOR THE SECURITY & LIFE
SAFETY INDUSTRY

Issue 10

Volume 35 | Issue 10

14

—
Alarm
Companies:

WHO SAID YOU
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THE MIRROR



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October 2025



Dear CAA Members,

CAA PRESIDENT'S MESSAGE

As we move into the fall season, we are now less than two months away from the highly anticipated CAA Winter Conference, taking place December 3rd – December 6th at the iconic Fairmont Hotel in San Francisco.

Registration is officially open at CAAonline.org, and I encourage you to secure your spot today. This year's event promises to bring together leaders from across our industry for a powerful mix of workshops, education, networking with fellow dealers and manufacturers, and—of course—great fellowship.

One of the highlights of this year's conference will be our keynote speaker, Jo Dee Anderson, who will not only deliver a dynamic keynote but also host a breakout session focused on sharpening presentation skills—something every professional in our field can benefit from.

We are also honored to celebrate Tim Westphal as the recipient of this year's George Weinstock Award. Tim's dedication and leadership have left an incredible impact on our association and our industry, and we look forward to recognizing his contributions during the Winter Conference.

I want to take a moment to thank all of our sponsors, with a special acknowledgment to Alarm.com, our Platinum Sponsor, for their tremendous support of the CAA. Their commitment, along with the support of our many other sponsors, makes events like this possible. If you or your company are still considering sponsorship, there are opportunities available, and I encourage you to get involved.

The Winter Conference is shaping up to be one of our best yet, and I look forward to seeing you in San Francisco this December. Please visit CAAonline.org to register today—you won't want to miss it.

All the Best,

Matt Hoffman

PRESIDENT, CALIFORNIA
ALARM ASSOCIATION

THE MIRROR

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BUILDING TOMORROW'S SECURITY INDUSTRY, *One Career at a Time*



David Morgan

Co-Founder of SD Marketing and also the Communications Chair in the CAA.

One-third of all certified fire alarm technicians in California have come through the WBFAA apprenticeship program (UATP) that Ron Lander now oversees as Chairman.

As Chairman of the Western Burglar & Fire Alarm Association's Unilateral Apprenticeship & Training Program, Lander oversees training programs for over 1,000 technicians actively working toward certification. But for the CEO of Ultrasafe Security Specialists, he's one of the only people to win three of the industry's most prestigious awards: the Weinstock, SAMMYS, and the

first ever Roy N. Bordes Council Member Award of Excellence.

"It's about paying it forward," Lander explains from his Norco, California office, where he's built a regional security company into a nationally recognized operation over 35 years. "Mentoring, passing on what you've learned, that's what matters. Very few regrets when you approach business that way."

FROM BEAT COP TO TECH PIONEER

Lander's journey to becoming an industry icon began in an unlikely place: the Los Angeles County Sheriff's Department in

1984, over an Apple IIe computer with 128 megabytes of RAM.

"I started categorizing gang intelligence files from drawers full of index cards into a spreadsheet," Lander recalls. "Monday morning, I printed it out and brought it to my boss. Suddenly, we could search for 'yellow spider tattoo' and get three suspects instantly instead of combing through thousands of cards. My boss thought I was a genius. They made me in charge of technology and crime analysis."

That "aha moment," seeing how technology could transform traditional security work, has driven Lander's approach ever

since. From those early databases that helped solve crimes to today's AI-powered central station operations, he has consistently embraced innovation while others have hesitated.

"We've gone from tape dialers where you'd record and stand by for an emergency message three times, hoping the operator would answer, to AI systems that are eliminating phone calls entirely," he notes. "The technology changes, but the principle remains: embrace it or get left behind."

THE MULTIPLIER EFFECT

"During his law enforcement years, Lander served as a training officer working graveyard shifts in Lakewood in the 70s and 80s. His trainees have gone on to become commanders and captains. 'I get together with some of my trainees once a year and have good laughs about the history, the good old days,' he says. 'I feel like I had something to

do with it by getting them on the right track from day one."

This mentoring philosophy now reaches far beyond law enforcement. Through WBFAA, Lander helps maintain standards that have produced thousands of qualified technicians. The organization's new online Field Service Technician (FST) program and CALeFORMS automation have transformed what was once a cumbersome process into an efficient pipeline of talent.

"What used to take hours, filling out certified payroll forms, tracking apprentice progress, now takes minutes," Lander explains. "Chris, the WBFAA executive director and his team have created exponential efficiency. We're getting interest from other states wanting to replicate what we're doing."

One standout success story is that of Drew Necker, a young hospital security manager in Eau Claire, Wisconsin, whom Lander first met as a consultant. "Even then, he shined, he knew what he was doing," Lander recalls. Years later, after working together on committees including the school safety standard committee, Necker has become a leader in his own right. "I

sponsored his placement on the committee and now he's the head of the committee," Lander says with pride. He's stepped into my spot as a leader in technology, and he's done well."

EXCELLENCE AS A CALLING CARD

While Lander's training initiatives impact thousands, his company, Ultrasafe Security Specialists, demonstrates excellence at the individual client level. The firm has provided security for celebrities, including Justin Timberlake, Britney Spears, and Madonna, names that reflect a trusted reputation in an industry where reliability is paramount.

"There are dozens of security companies in Southern California," Lander notes. "When celebrities choose you and refer others to you, it says something about your standards."

Those standards were nationally recognized in 2006 when Ultrasafe won the Security Sales & Integration SAMMY Award for Integrated Installation of the Year (Residential category). The project, securing a 350-unit golf course community in Southern California with perimeter detection, wireless surveillance, controlled

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access gates, and a centralized command center, was completed in just five months for approximately \$1 million.

"We were a small company competing against major integrators," Lander recalls. "But excellence isn't about size, it's about execution."

THE BUSINESS OF RESILIENCE

Since founding Ultrasafe in 1989 while still serving as a sheriff's sergeant, Lander has weathered every industry disruption: DIY security, Amazon, SimpliSafe, and the telcos. His strategy? "Team up with your peers so you can all gain."

He points to the industry's collective fight against AT&T in the 1990s through the NBFAA and the current battle to protect 900 megahertz frequencies. "Without associations working together, we'd be in real trouble."

Despite competitive pressures, Lander maintains profitability through technology adoption and efficiency. "I'm actually lowering prices because technology keeps improving. A motion detector that protects a corner of a \$6 million house costs less than ever. Add in IoT connectivity to water heaters and other devices, and we're providing more value at better margins."

For security companies struggling to find qualified technicians, which Lander says is "100 percent of them," he offers straightforward advice: "Seize technology

on all fronts, but don't forget the human element. It's not just about having hands to do the work. Today's technicians need real expertise."

BUILDING THE FUTURE

When asked what he tells young people considering the security industry, Lander doesn't hesitate: "You're giving people peace of mind, making their house their castle. This industry is recession-resilient, and the technology is exciting. It's not crawling through attics anymore, and you can make a good living."

For established companies, his message is equally clear: embrace apprenticeships and invest in training. "Not everyone needs college, but everyone needs skills. Through WBFAA's three-year program, apprentices are halfway to an AA degree. We're creating pathways to real careers."

The online training revolution he's championing addresses modern realities. "Technicians can learn at their own pace, companies can track progress digitally, and we can reach people who might never have entered the industry otherwise."

Looking ahead, Lander sees AI and automation changing the game again. "Repetitive tasks will be automated. We need to be the doctors of security, the trusted experts who can't be replaced by technology. That means continuous learning."

THE LANDER LEGACY

At 73, with Eagle Scout values still guiding his approach and "very few regrets" about his career choices, Lander shows no

signs of slowing down. When he received the George A. Weinstock Lifetime Achievement Award in 2014, his children asked, "Is that it? Is it over?"

"No way," he told them. "It's just begun."

That beginning continues today through the thousands of technicians in WBFAA programs, the mentees now leading committees he once chaired, and the ongoing innovation at Ultrasafe. But perhaps his greatest insight comes with a warning: "Don't over-volunteer at the expense of your business and family. Balance is key."

In an industry built on protecting others, Ron Lander's greatest achievement is the thousands of professionals he's trained who now protect communities across the country. Each technician represents a multiplier effect, knowledge passed forward, standards elevated, and careers launched.

WHEN I WAS A TRAINING OFFICER, MY TRAINEES WENT ON TO BECOME LEADERS," LANDER REFLECTS. "NOW THROUGH WBFAA, WE'RE DOING THE SAME THING AT SCALE. EVERY TECHNICIAN WE TRAIN SERVES HUNDREDS OF CUSTOMERS. EVERY PERSON YOU MENTOR CAN, IN TURN, MENTOR OTHERS. THAT'S HOW YOU BUILD AN INDUSTRY, ONE CAREER AT A TIME."

♦ ALARM COMPANIES: Who Said You Don't Need E&O?



Larry St. John

20+ year veteran of insurance and risk management for the construction and electronic security industries.



Most alarm dealers have Errors & Omissions (E&O) coverage along with their General Liability (GL). However, some believe that carrying GL only, and no E&O, is sufficient. Where did this idea originate? My family's unique background in our industry can probably help shed some light on this question.

My dad was a veteran Farmers Insurance agent, and I got my start in the industry working for him some 30+ years ago. They would insure local households from "cradle to grave" covering everything from home, auto, life, boat, RV, etc... including any small business insurance those households might need. That total-household acquisition is the goal for most home town main-street agencies, i.e. Farmers, State Farm, or Allstate, etc. Dad insured multiple generations for many households, and they would pass him down like a family doctor from one generation to the next.

Like most of those main-street insurers, Farmers wrote a lot of GL for contractors, and still does. But my dad knew more than the average Farmers agent, and he was quick to point out that *when it comes to E&O*, Farmers *can't* write it (their underwriters would eventually admit to their agents), and last time I checked the same was true for most of the other

main-street insurers, like Allstate and State Farm. That isn't a problem for most of their small contractor clients, even electricians doing pre-wire, but as soon as they start installing activated alarm systems they need a contract *and* they need E&O. The problem is since the main-street insurers aren't set up to write E&O, they don't train their agents about the unique need some industries have for the coverage, and so those most of those main-street agents unknowingly tell their small business clients that their GL is fine as is, and the businesses that started off as electricians or low-voltage contractors, with GL-only insurance, think they're fully covered until they talk to someone that knows better, *or* have a claim on a monitored system.

— Remember, GL may cover you for pulling wire or other basic electrical ops, but it doesn't cover claims of injury/damage arising from a smart system you programmed not performing as intended.

So as soon as someone turns activates a burg or fire or other system you've set up, you have an E&O exposure that GL by itself

isn't designed to cover. GL alone won't help you there. The good news: GL including E&O through a good insurance program custom tailored for alarm professionals (like ours) will, and usually for no more than you'd pay for GL by itself.

Moral of the story: while it's great to find (inherit?) a local agent that insures all aspects of your personal life, business insurance is a different animal, and you're better served by having a broker that is knowledgeable about your business risks, and specializes in your industry, rather than an agent that is tied to just the one company they have your home, auto and life insurance with and is stuck trying to shoe-horn your business in there as well.

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CONSUMER ADOPTION AND AI:

Smart Home Device Owners Lead



Elizabeth Parks

President and CMO
Parks Associates

Consumer engagement with generative AI has accelerated rapidly. By Q4 2024, 47% of U.S. internet households used generative AI tools, with smart home and security system owners adopting these technologies at higher rates than others.

Among security system owners, 66% reported using generative AI applications and 31% reported paying for AI tools, double the average paid adoption rate.

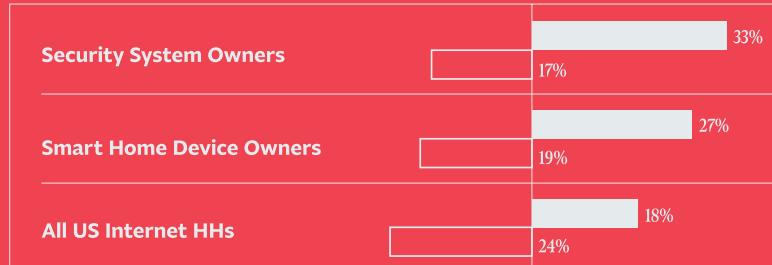
Overall, 71% of consumers said they were either using or familiar with generative or conversational AI applications, a significant increase from early 2024. Familiarity is highest with voice assistants such as Alexa, Siri, and Google Assistant, followed by conversational tools like ChatGPT. Adoption skews toward younger and more tech-oriented consumers, households with children, and remote workers. These early adopters are critical audiences to win and convert to influencers for customers down the line.

Notably, while advertising AI as a product feature often discourages average consumers, smart home and security system owners are more receptive. A greater share of those segments would be convinced to buy a product marketed with AI than turned off by it.

USE CASES: SAFETY, SECURITY, AND MANAGEMENT

AI has become standard in smart cameras, but is increasingly added to energy saving devices such as smart thermostats, appli-

Impact of AI Marketing on Likelihood to Purchase Products



ances such as microwaves, refrigerators, and ovens/ranges, and hubs. AI is relevant for identifying security threats, understanding household patterns for energy optimization and routine creation, faster and intuitive processing of commands, coordination of devices, and as voice assistants for generative and command features.

Parks Associates testing found that 79% of households identified at least one AI-powered smart home benefit as valuable, and AI features that align with the core value propositions of the smart home resonate most strongly with consumers.

Safety and Security: 71% of all US internet households and 81% of security system owners rated at least one safety-related AI feature, such as emergency support, threat detection, and proactive monitoring, as valuable.

» CONTINUE READING ON PAGE 16

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WILLINGNESS TO PAY: AI AS A SERVICE LAYER

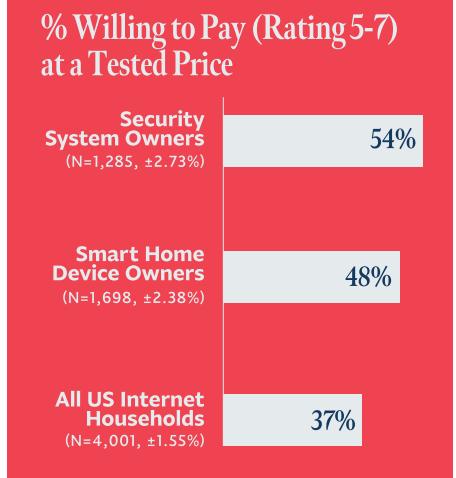
A central question for the industry is whether consumers will pay for AI-powered smart home services. Parks Associates' survey found that 42% of U.S. internet households would pay \$20 per month for an AI assistant tailored to their needs. This level of adoption translates to a potential \$12 billion annual revenue opportunity. Several industry players already charge for premium AI services in tested price ranges:

- Alexa+ is free to Prime Members and will be \$1999/month for other customers.
- ChatGPT Plus costs \$20/month and includes extended limits on file uploads and data analysis, access to multiple reasoning models, and access to image generation tools like DALL-E.
- Dealer-focused smart home controls player Josh.ai offers its own AI model JoshGPT that powers its voice control and automations. Monthly pricing ranges from \$10 - \$30/month depending on control capabilities.

The monetization opportunity is particularly strong among early adopters. Seventy-five percent of consumers who currently pay for generative AI applications said they would also be willing to pay for smart home AI services. Apple and Samsung users stand out as leading early targets. While Apple entered the AI market later than Amazon and Google, its user base shows strong willingness to pay. Samsung also benefits from its SmartThings ecosystem, which connects to more than 5,000 certified products and enhances its ability to monetize AI features.

Security system owners also show elevated willingness to pay, and they already understand the benefits of a smart home with multiple devices that work together. This suggests a viable monetization pathway for AI assistant services within smart home security. Providers can explore pricing models that bundle AI with existing security services, differentiating premium tiers from basic packages. Comcast Xfinity Home users are a unique segment within the larger Comcast customer base – the broader

Comcast broadband subscriber base does not show an elevated willingness to pay, but the Xfinity Home base specifically over-indexes, even against other smart security user groups. The ISP has an opportunity to superserve this group with new intelligent offerings.



CONSUMER PERCEPTIONS: OPTIMISM AND CONCERN

Consumer perceptions of AI improved throughout 2024. By the end of the year, 29% of households reported that AI had a positive impact on their personal lives, up from 24% earlier in the year. Users of generative AI applications reported far higher levels of positive sentiment, indicating that hands-on exposure drives acceptance.

Despite this progress, concerns remain widespread. Privacy and ethical issues top the list. Consumers cited fears about job displacement, misinformation, deepfakes, and the erosion of human creativity. Nearly 40% of non-users said they do not see value in AI, while one third reported privacy concerns as a barrier.

Generational divides are evident. Younger consumers are more optimistic and more likely to report positive experiences with AI, although they also express concern about the technology's impact on careers. Older consumers are less likely to report benefits, less confident in identifying AI-generated content, and more concerned about societal impacts on news, education, and employment.

THIS EDITORIAL INCLUDES DATA FROM THE QUANTIFIED CONSUMER STUDY AI IN THE SMART HOME: APPLICATIONS AND CONSUMER PERCEPTIONS. FOR MORE INFORMATION ABOUT PARKS ASSOCIATES VISIT WWW.PARKSASSOCIATES.COM

Deeper qualitative probing around consumers' concerns about AI reveals that many consumers fear that AI's core promise – its competency in being useful, assistive, insightful – also holds the seeds of educational, social, and individual harm in substituting the thought processes that humans must apply themselves today. More specifically, consumers see threat to jobs, a coming tsunami in misinformation, deepfakes and scams, the undermining of education, and environmental harm. Companies working in AI today must clearly articulate how AI is working FOR the user, and not the user for the AI.

Implications: Building Trust and Differentiation

The future of AI in the smart home depends on balancing opportunity with responsibility. AI offers companies the potential to generate recurring revenues, enhance customer engagement, and create differentiation in a crowded marketplace. Success requires a clear focus on building trust.

Consumers respond most strongly when AI is framed as delivering direct benefits in safety, convenience, and peace of mind. Companies must also address concerns about surveillance, privacy, and ethics with transparency and clarity. Early adopters such as smart home device owners and security system users represent a key entry point for premium AI services. Their positive experiences can influence broader consumer adoption.

AI in the smart home is evolving into a foundation for the next phase of connected living. Companies that move thoughtfully and responsibly will shape consumer expectations and capture the opportunity to lead in this new era.



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WELCOME TO THE RICK GOMBAR “MATCHING GIFT PROGRAM” *Formed on Behalf of the Security Industry in Association with the Tunnel to Towers Foundation*



Rick Gombar

Retired Insurance Expert
and Marketing Innovator

BACKGROUND

Rick Gombar, after serving the security industry as an Insurance Expert and Marketing Innovator for forty-five years, has retired and is now volunteering his time as a National Ambassador and Fundraiser for the Tunnel to Towers Foundation. Tunnel to Towers is a nonprofit, charitable organization dedicated to supporting America's veterans and first responders. Recognizing the synergy that exists between the security industry and the heroes who respond to emergency calls, Rick created a new fundraising program that will also help raise public awareness that the security industry and first responders work together as one. By donating to the Tunnel to Towers Foundation, Security professionals can now publicize to their customers and subscribers their unconditional support for our heroes. Also, and in an act of gratitude and appreciation for the countless relationships Rick has developed during his

tenure, he is pledging to match, dollar for dollar, all donations generated through his fundraising program. To help assure the longevity of the Matching Funds, Rick has established a fully funded, twenty-year endowment through his personal living trust.

The Tunnel to Towers Foundation

Is a nonprofit, charitable organization established in honor of New York Firefighter Stephen Siller, who lost his life while responding to the attacks on the World Trade Center. Founded by Stephen's older brother Frank, the Foundation's original mission was to honor all first responders who died on September 11, 2001. However, during the past twenty-four years, and as a result of the overwhelming support shown by caring Americans, the Tunnel to Towers Foundation has evolved into a billion-dollar charity. Today the Foundation funds several programs dedicated to supporting veterans, our first responders, and their families. Their top four programs include:

The Gold Star Family Home Program:

This program provides mortgage-free homes to surviving spouses with young children of military service members killed in action.

The Fallen First Responder Home Program:

This program pays off the mortgages for families of law enforcement officers and firefighters killed in the line of duty, or who passed away from 9/11-related illness.

The Smart Home Program: This program builds specialty-adapted, mortgage-free smart homes for catastrophically injured veterans and first responders. Each home is designed to help assure a better quality of life through independent living.

The Homeless Veterans Program: This program is focused on eradicating veteran homelessness by providing free housing and assistance to homeless veterans.



MEMBER UPDATES



The Value of the Open Platform

Selecting a cloud video surveillance solution on an open platform expands system capabilities and helps organizations receive the best return on their security investment.

See how managing an open video surveillance system in the cloud delivers flexibility and room for future innovation compared to providers offering a closed system.

| Read more here.

The Tunnel to Towers Foundation has received an "A+" rating from CharityWatch, their highest rating, for funding 93% of its cash expenses on its numerous programs. To learn more about Tunnel to Towers, please visit t2t.org.

— The Security Industry

Continues to grow at a record pace. Through new technologies and innovation, the general public now views security as a necessary and normal component of everyday life.

— According to the Security Industry Association (SIA), security products and services generate over \$431 billion annually to the U.S. economy while supporting 2.1 million jobs nationwide. Further, it is estimated that over 70 million homes in America have a security system while another 75,000 businesses are protected with an alarm system.

These statistics, do not include our police and firefighters, who are heavily relied on to protect the lives and property of the industries subscribers.

— The Objective of the Matching Gift Program

Is to form a mutually-beneficial working relationship between the Security Industry and the Tunnel to Towers Foundation. As a benefit, all donations are tax deductible. And the Matching Gift Program is certainly an enhancement. But, in addition to the community service and good will, advertising concepts on how to promote your business are included in the business plan. Therefore, in addition to honoring our first responders and veterans, new advertising concepts are included that will

help promote your brand and add to your business objective.

— WHO CAN HELP GROW THE PROGRAM

— The Security Industry

Is comprised of Manufacturers, Distributors, Dealers, Central Stations, Professional Service Providers, Publishers, and various local, state and national Alarm Associations.

— It is through the participation of the entire industry, including alarm system owners and subscribers, who can be invited to help assure the success of this program.

— PROMOTIONAL & ADVERTISING OPPORTUNITY

Beginning January 1, 2026 and running for 12 consecutive months, we will run a centerfold advertisement in the Western Watchman, the Midwest & Ease Sentinel, and the Southeast Security magazines.

The Matching Gift Program's message will be the focus of the page on the left side of the centerfold. The page on the right side is now available for advertising. A commitment for the January issue has been made by Tunnel to Towers to run an open letter addressed to the readers thanking the industry for their interest and support in the program. The February issue will also be an open letter. This message will come from Jerry Lenander and his staff announcing their support. Moving forward, we will be soliciting manufacturers, central stations, and others to consider placing an ad. There will be a border tying the advertisements together so as to show one message.

The printed monthly publications have a circulation of 6,000 security professionals throughout the country. Additionally, a digital copy will be transmitted to 1,500

security professionals with and additional 21,000 digitally transmitted through their affiliate Security World. The cost for the full-page ad is only \$1,500 with half of the advertising revenue donated back to the Tunnel to Towers Foundation compliments of the publisher.

— HOW YOU CAN HELP SPREAD THE MESSAGE

— Make a Donation

There are two ways to donate:

- Monthly donation. Make a monthly donation of \$10.00 (or more). Details will be provided on our exclusive Tunnel to Towers donation page. Monthly donations will qualify for the Matching Gift Donation Program.
- One time donation. A one-time donation of \$10.00 or more. Donations made on a one-time basis will be directed to a special "Matching Donation" account and will be used to match all monthly donations.

— USE AS AN ADVERTISING & PROMOTIONAL TOOL

We have arranged with Tunnel to Towers to send a formal "thank you" letter to all supporters. The letter will honor your participation and can be sent to both customers and subscribers so as to provide evidence of your commitment. It is our hope that showing support for our first responders through Tunnel to Towers and our Matching Gift concept will attract the attention of virtually every member of the security industry nationwide.

CERTAINLY, WE CANNOT IMAGINE A BETTER CHARITY THAN ONE THAT HONORS THOSE WHO RISK THEIR LIVES TO PROTECT US AND OUR FAMILIES.



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FEEL THE FEAR *and Do It Anyway*



JoDee Anderson

Nationwide-recognized public speaker and communication strategist with 25 years of experience

Why does fear hold so many of us back when it comes to public speaking?

The thought of standing at a podium and speaking on a microphone often sparks sweaty palms, butterflies in the stomach, and racing thoughts. Those reactions don't mean you can't be an effective speaker — they simply show you're human.

Nearly 77% of people report some level of anxiety when it comes to public speaking. Fear, more than the lack of talent or knowledge, often prevents impactful communication.

One of the greatest human needs is to be heard and understood. It fuels belonging, confidence, and connection. Sharpening your communication toolset empowers you to hear and be heard — invaluable not only in business, but in everyday conversations.

THE SKILL OF PUBLIC SPEAKING

A compliment once given to me was, "You embody communication in your DNA." But no one wins the genetic jackpot of being born with the art of masterful communication.

Over the course of my 25+ year career as a public speaker, I've had the honor of giving thousands of presentations and learning what works — and what doesn't. Like any skill, communication grows stronger with time, learning, and practice.

Every time you speak in a meeting, present to a client, or stand in front of an audience, you grow. Like a muscle that must be pushed and stretched, communication skills improve when we lean into discomfort — and that usually shows up as fear or anxiety.

FEAR FUELS YOUR VOICE

Shaky hands, dry mouth, a pounding heart, sweaty palms, and racing thoughts are the body's physiological responses to fear. In the mind, self-doubt loops: What if I freeze? What if I forget? What if they don't like my presentation?

Here's the shift — the same physiological response that fuels fear also fuels excitement. This is called cognitive reappraisal. The energy you feel before public speaking can become the power behind your presence.

The best speakers in the world don't eliminate nerves — they manage, channel, and transform that energy into impact.

GROWTH IS BIRTHED OUT OF DISCOMFORT

When it comes to public speaking, what benefits would you see if you leaned into fear instead of avoiding it?

Achievement, fulfillment, recognition, growth, empowerment. Like a runner

crossing the finish line of a marathon, you discover you are capable of more than you thought.

An audience may feel intimidating, but remember they are seeking education, connection, and inspiration.

GROWTH CHALLENGE — SHOULD YOU CHOOSE TO ACCEPT IT?

Whether you want to improve your public speaking or simply strengthen daily communication, fear must be mastered.

I encourage you to choose one fear you face in communication — then confront it. Maybe it looks like raising your hand to speak in a meeting, volunteering for a short presentation, or stepping onto a big stage. Comfort zones look different for each of us, but the principle is the same: every step outside that zone produces growth. And that growth shows up as confidence and momentum.

AT THIS YEAR'S CAA CONFERENCE, YOU'LL LEARN PRACTICAL TOOLS FOR OVERCOMING FEAR IN COMMUNICATION — WHETHER IN PUBLIC SPEAKING, SALES CONVERSATIONS, OR TOUGH ONE-ON-ONE DISCUSSIONS. THESE SKILLS CAN TRANSFORM NOT ONLY HOW YOU SPEAK ON STAGE, BUT HOW YOU SHOW UP IN EVERY CONVERSATION IN LIFE.





CAA YOUTH SCHOLARSHIP AWARD WINNER | Maya Derting

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| www.ebaaonline.org |

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CONTRA COSTA COUNTY SHERIFF'S DEPARTMENT | 202 Basic Academy Class Graduation Ceremony on May 30th 2025

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| 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.

JOIN THE EBAA

September 24, 2025 at 11am

Contra Costa County Sheriff David O. Livingston is hosting us at the Contra Costa County Law Enforcement Training Center. See the inside of an active facility where the next generation of Northern California's law enforcement officers are forged!



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GLASAA Meetings and Events

| Please visit our website at www.glasaaonline.org. |

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| www.ieaaonline.org |

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The SVAA just finished up their first meeting of the year with 2025 elections of a new board as we look forward to serving the members of the SVAA in 2025.

- 2025 | SVAA President, Benny Martinez, AEC
- 2025 | SVAA Vice-President, Ben Martinez AG/GCS
- 2025 | Secretary, Larry St John, Eclipse Insurance
- 2025 | Treasurer, Alyson Pattie, Barkin, Perren, Schwager & Dolan, LLP
- 2025 | Sgt at Arms, Stan Hellman, PSR Group
- 2025 | Member at Large, Rich Whitlock, Farpointe Data.

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



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SELL THE OUTCOME, NOT THE EQUIPMENT: *Shifting the Sales Conversation*



Audrey Pierson

Security Sales & Leadership Consultant at Audrey Pierson Consulting

When you walk into a sales presentation, what are you really selling?

If your answer is cameras, panels, or monitoring packages, you might be missing the bigger picture. The truth is, your prospect doesn't care about the specs on your latest 4K camera or the bells and whistles of your alarm panel. What they do care about is how those tools will change their daily reality.

That's why one of the most important shifts you can make in security sales is to **sell the outcome, not the equipment.**

This simple mindset shift transforms a technical pitch into a human conversation, and that's what builds trust, creates value, and closes deals.

WHY OUTCOMES MATTER MORE THAN EQUIPMENT

Think about your last major purchase. Did you buy the product for what it *was* or for what it *did for you*?

Whether it's a car, a new laptop, or even a vacation, people are motivated by outcomes. Security sales are no different.

For business owners, the outcome might be fewer employee theft incidents, smoother operations, or peace of mind when they're offsite. For homeowners, it's sleeping better at night, knowing their family is safe. In every case, the outcome is what justifies the investment.

When salespeople focus only on the product, prospects hear *features*, and

they don't know how to connect those features to their world. When you focus on outcomes, they hear *solutions to their problems*.

That's the difference between being seen as just another vendor or as a trusted advisor. One handles a transaction; the other builds a business relationship.

THE "WHAT'S IN IT FOR ME?" QUESTION

Every prospect is silently asking: "What's in it for me?"

Your job is to answer that clearly, confidently, and consistently.

Here's how to translate features into outcomes:

~ **Feature:** High-definition cameras with remote access

~ **Outcome:** Managers can check in on late-night shifts without leaving home, reducing stress and liability.

~ **Feature:** Integrated access control system

~ **Outcome:** Lower costs from lost keys, smoother employee onboarding, and improved operational efficiency.

~ **Feature:** 24/7 monitoring

~ **Outcome:** A small business owner can finally take a real vacation, knowing someone else has eyes on their property.

The shift is subtle but powerful. Instead of leading with "Here's what it is," you lead with "Here's what it does for you."

HOW TO SELL THE OUTCOME

Moving from equipment-focused to outcome-focused selling won't happen overnight, but it's a game changer. Start practicing these strategies:

1 BEGIN WITH DISCOVERY

You can't sell the outcome if you don't know what matters most. Ask open-ended questions like:

- ~ "What keeps you up at night about your business security?"
- ~ "What's your biggest concern about protecting your people or property?"
- ~ "What would give you the most peace of mind in your security setup?"

Their answers give you the language you need to connect your solution to their goals.

2 PAINT THE PICTURE

Don't just describe features. Help them see the result.

"Instead of worrying about false alarms while you're out of town, imagine getting a quick video clip on your phone showing that everything's fine."



This creates an emotional connection to the outcome.

5 KEEP IT SIMPLE

Prospects don't need every technical detail. They need to know how your solution will make their life, job, or business easier, safer, or more profitable. The clearer you make that connection, the stronger your close will be.

FROM VENDOR TO PARTNER

At the end of the day, selling outcomes positions you as more than a salesperson, you become a partner in your customer's safety, success, and peace of mind. That shift builds stronger relationships, fuels referrals, and opens doors for future upsell opportunities.

Remember: Nobody wakes up wanting to buy cameras or panels. They want what those systems deliver - security, safety, efficiency, and confidence.

So the next time you sit down with a prospect, don't just ask yourself what you're selling. Ask:

"WHAT OUTCOME AM I DELIVERING FOR THIS PERSON?"

IF YOU CAN ANSWER THAT, YOU WON'T JUST CLOSE MORE SALES, YOU'LL CREATE LASTING VALUE FOR YOUR CUSTOMERS AND YOUR COMPANY.



NSA 2025 FIRST PLACE SCHOLARSHIP WINNER
Sebastian Rios with father LVMPD Officer Gustavo Rios and family



RUNNER UP NSA 2025 SCHOLARSHIP WINNER
Savanna Truax with father Henderson FD Chief Eric Truax and family.

NSA (NEVADA SECURITY ASSOCIATION)



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Join us for NSA's upcoming lunch meeting on August 21, 2025. The meeting will be at ADI's Las Vegas, NV branch.

Meet some vendors, hear from a guest speaker, do some networking and have lunch! Contact NSA to RSVP.

Join NSA and have a say in the direction of the alarm industry in Nevada. NSA is its members and Members make the NSA. Your participation is crucial!

Visit our website for more information on the Nevada Security Association and to download a membership application. Contact us at info@nevadasecurityassociation.org 702-551-4672.

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ICAFAA membership offers numerous benefits, including training courses and access to up-to-date information through meetings and forums. These meetings provide networking opportunities with industry professionals and authorities having jurisdiction. Members can attend roundtable discussions, annual meetings, and trade shows to stay informed

about fire alarm technology and regulations. Additionally, members gain access to a wealth of knowledge and technical support for code-related inquiries.

CAFAA collaborates with various associations and agencies to provide comprehensive resources to its members. As a member, you can also participate in committees and con-

tribute to the advancement of industry standards and legislation. If you have suggestions for improvement, you can contact CAFAA directly or engage with the Board of Directors.

In-Person Training is back, after two successful events in Northern and Southern CA we will be scheduling more in 2024, so stay tuned!

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1. Stay current with the fire alarm industry and related codes
2. Learn about Emergency Responder Communication Enhancement System (ERCES) technology
3. Gain helpful resources on emerging technologies
4. Give technicians a path to success
5. Find opportunities for networking, sharing, and collaborating with peers
6. Connect with other members to communicate and help each other
7. Stay ahead of the competition

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Arizona Alarm Convention: Free Classes and Security Industry Appreciation Night

"Dr. Gilda" Carle will be this year's guest speaker at the Arizona Alarm Convention October 1-2, 2025 speaking on starting with a genuine conversation in sales. She has appeared on numerous TV and radio shows including Fox News, Oprah and the Phil Donahue Show. Don't miss the Security Olympics - techs vs. management - this should be fun. The Convention begins on October 1 with

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Eric Taylor, BAY ALARM

Travis Thief, D H PACE

our golf tournament and lunch at Stonecreek Golf Club which is next door to the Embassy Suites in Phoenix where the remainder of the Convention will be held. From 4 pm to 7 pm on October 1 we will hold Security Industry Appreciation Night - an opportunity for all security company owners, managers, technicians and other personnel to visit with the exhibitors, see what's new in the industry and enjoy drinks, food and great networking. This is a great way to end the Convention!

For more information go to www.AZAlarmAssociation.com or call 480-831-1318.

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Please contact us if you would like to be a member of the OBFAA. Being part of the OBFAA has many benefits such as the latest news dealing with the alarm industry in the

Pacific Northwest, OBFAA represents You and Your opinion to consumers, lawmakers and the public at large. The bigger the organization, the louder its voice.

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2025 SCHOLARSHIP MATCHING SPONSOR Tom Schrock of Everon, CBFAA President Bill Roberts and Immediate Past President John Wrzesinski present the check to winner Noah Gillespie.



2025 CBFAA SCHOLARSHIP WINNER Noah Gillespie, his father Castle Rock Police Officer Scott Gillespie and Buttercup, the Police Therapy Dog.

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— CBFAA Announces its 2025 Youth Scholarship winner! | Noah Gillespie

Noah is from Colorado Springs, CO and is the son of Officer Scott Gillespie of the Castle Rock Police Department. Along with his excellence academically, Noah participated in Jr ROTC, Student Government, National Honor Society and the Civil Air Patrol, lettered in sports and volunteered in his school and community. Noah wrote about how his father's career helping others

as a police officer, specifically as a School Resource Officer who started a program utilizing police therapy dogs, has made a large impact on his life. We wish him the best as he heads to college in CA this fall.

THANKS TO EVERON FOR MATCHING OUR AWARD FOR THE CBFAA YOUTH SCHOLARSHIP THIS YEAR!

Join CBFAA to participate in our upcoming event this year:

✓ **September 18th** Industry Get Together and Scholarship Fundraiser at Top Golf. Download a membership application from our website www.cbfaa.org

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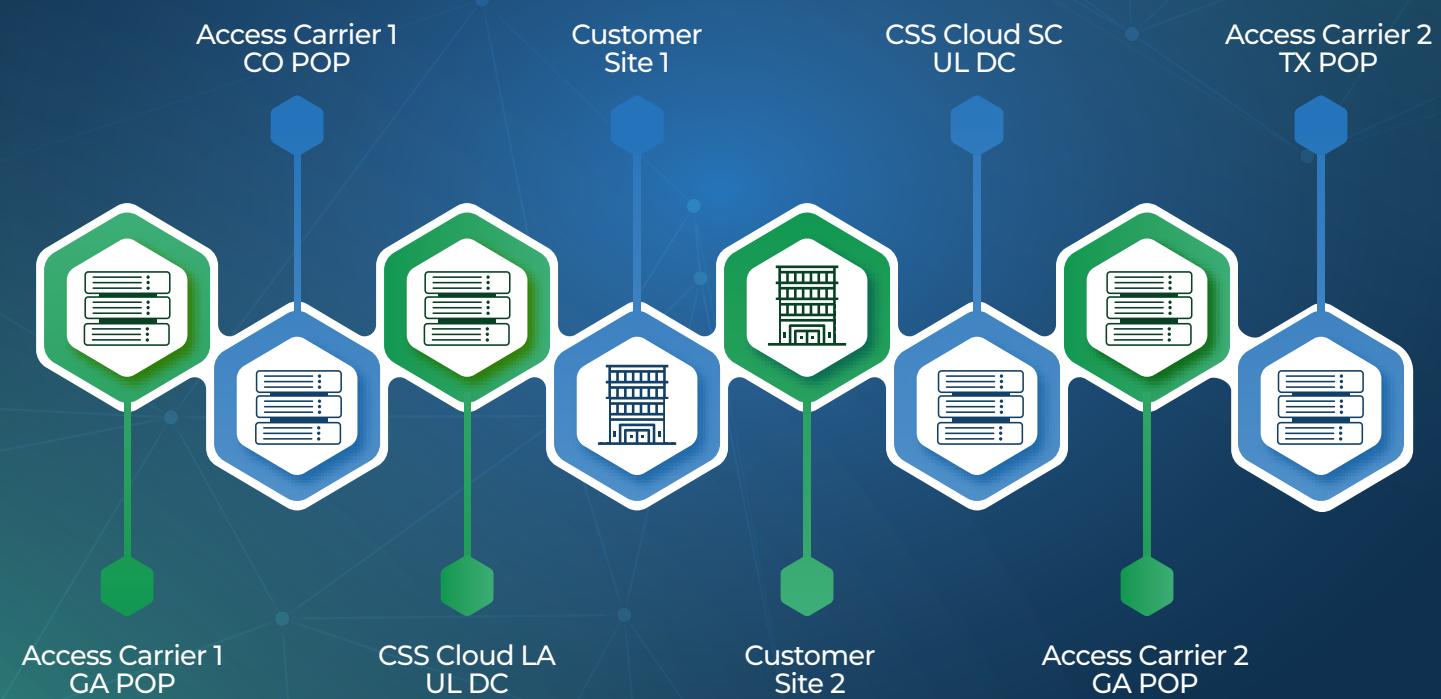
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WISE WORDS

WISE REIGNITES: Building a Stronger, More Inclusive Security Industry

The California Alarm Association is proud to announce the latest developments of WISE which stands for Women in the Security Evolution. This is a dynamic initiative dedicated to empowering women and fostering diversity within the security and fire alarm industry. After a brief pause, WISE is back with renewed energy, fresh leadership, and an unwavering commitment to creating pathways for women to thrive in our field.

WHY JOIN WISE?

WISE offers a unique opportunity to be part of a supportive community that un-

derstands the challenges and celebrates the successes of women in the security and fire industry. Members benefit from:

~ **Networking Opportunities:** Connect with like-minded professionals, industry leaders, and peers who share your passion and ambition

~ **Industry Advocacy:** Be part of a collective voice promoting gender diversity and inclusion in security and fire alarm sectors

~ **Mentorship Programs:** Both receive guidance from experienced professionals and give back by mentoring the next generation

Connie Moorhead

WISE Visibility Committee Chair

CHAMPIONING WOMEN IN SECURITY AND FIRE

The security and fire alarm industry has traditionally been male dominated. The industry is only represented by women at a rate of 14%. WISE is working to change that narrative.

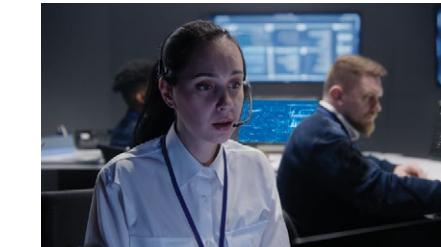
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ISSUE #10 | OCTOBER 2025

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- ~ **Fast, Effective, Universal Reporting to Any Central Station** – No new CS Account needed
- ~ **No Global Signal Hops, Detours or Delay – Unlike others, StarLink Fire Signals Stay in the US –** For fastest central station response. UL & ASRA-Certified (All Signals Remain in America) + SOC 2 Cybersecurity
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— *Our mission is clear: CAA WISE operates based on four cornerstones to enhance (1) equality, (2) visibility, (3) accessibility and (4) inclusivity for women within the electronic security industry while ensuring gender neutrality for all to join.*

By creating an inclusive environment where women can share experiences, overcome barriers, and access opportunities, WISE plays a critical role in diversifying our industry's workforce.

When more women enter and succeed in the security and fire sectors, everyone benefits. Diverse teams bring fresh perspectives, innovative solutions, and better serve the increasingly diverse customer base we all support.

MOMENTUM BUILDING: SEPTEMBER 18TH MEETING SUCCESS

The September 18th WISE meeting demonstrated the enthusiasm and commitment of our community. With outstanding participation and engaging discussion, the event showcased the collaborative spirit that defines WISE. The highlight of the afternoon was an exceptional presentation by Kelly Bond, whose insights and expertise resonated with all attendees. The energy in the meeting was palpable, confirming that WISE is not just back—it's thriving.

MENTORSHIP: THE HEART OF WISE

While WISE is off to a strong start, we need your help. The Mentorship Committee is actively seeking volunteers who are passionate about guiding others and shaping the future of our industry. Mentorship is not just beneficial, it's critical to the sustainability and growth of our field.

Experienced professionals possess invaluable knowledge about navigating challenges, building careers, and succeeding in

this industry. By sharing that wisdom with emerging talent, mentors create a ripple effect that strengthens the entire security and fire alarm community. Whether you're a seasoned veteran or someone who has recently overcome obstacles yourself, your perspective matters and your guidance can be transformative.

— *If you're interested in joining or assisting in leading the Mentorship Committee or becoming a mentor, please reach out. Your time and experience could be the catalyst for someone's successful career. Please reach out to Michelle Chestnut, Vanessa Castro, or Audrey Pierson for more details on this committee.*

AN INVITATION TO ALL: MALE ALLIES WELCOME

WISE extends an open invitation to all CAA members—women and men alike. While our focus is empowering women in the industry, we recognize that meaningful change requires collective effort. Male allies, or WISE Guys as we like to call them, play an essential role in WISE's success. By joining, men can:

- Demonstrate their commitment to diversity and inclusion
- Learn how to better support female colleagues and team members
- Contribute perspectives that help break down barriers
- Model inclusive leadership for the next generation

Creating an equitable industry isn't just a women's issue, it's everyone's responsibility. We need advocates, champions, and allies at every level to ensure that talent, not gender, determines success in our field.

JOIN THE EVOLUTION

The rekindling of CAA's WISE represents more than the revival of a group—it's a recommitment to building an industry where everyone can succeed. Whether you're looking to advance your own career, support others in theirs, or simply be part of positive change, WISE welcomes you.

The security and fire alarm industry is evolving, and WISE is leading the way. Will you join us?

For more information about WISE membership, the Mentorship Committee, or upcoming events, please contact the California Alarm Association.

TOGETHER, WE'RE NOT JUST SUPPORTING WOMEN IN SECURITY—WE'RE STRENGTHENING THE ENTIRE INDUSTRY, ONE CONNECTION AT A TIME.

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NAPCO WELCOMES RICHARD GIBBEY AS NATIONAL ACCOUNTS SALES MANAGER

Amityville, NY – NAPCO Security Technologies, Inc. (NASDAQ: NSSC) is pleased to announce that **Richard Gibbey** has joined the company as National Accounts Sales Manager. In this role, Gibbey will be responsible for driving sales growth and developing strategic relationships with national accounts across NAPCO's security product portfolio. He will report to **Duane Warehime**, Vice President of Sales, NAPCO National Accounts.

Gibbey (who goes by Ric) brings extensive sales and account management experience to NAPCO, with a proven track record of cultivating partnerships and expanding market share in the security industry. His expertise in working with large-scale customers will help strengthen NAPCO's position as a trusted provider of intrusion, commercial fire, and access control solutions for national retail, commercial, and institutional clients.

"We are excited to welcome Ric to the NAPCO National Accounts team," said Duane Warehime, VP of Sales, NAPCO National Accounts. "His customer-first approach and industry knowledge will be a great asset as we continue to drive this business segment and support our growing list of partners."

Ric Gibbey can be reached directly at 631-487-8701 (cell) or by email at rgibbey@napco-security.com. And, see Ric and the NAPCO National Accounts Team and the latest tech from each of its divisions, Napco, Alarm Lock, Marks USA and Continental at **GSX Expo 2025, Booth 2527** in New Orleans, Sept. 29 to Oct 1. For more information about NAPCO Security Technologies and its full line of products, visit www.napcosecurity.com.

ABOUT NAPCO SECURITY TECHNOLOGIES, INC.

NAPCO Security Technologies, Inc. (NASDAQ: NSSC) is one of the world's leading manufacturers of technologically advanced electronic security equipment including intrusion and fire alarm systems, access control and door locking systems. The Company consists of NAPCO plus three wholly-owned subsidiaries: Alarm Lock, Continental Access, and Marks USA. The products are installed by security professionals worldwide in commercial, industrial, institutional, residential and government applications. NAPCO products have earned a reputation for technical excellence, reliability and innovation, poised the Company for growth in the rapidly expanding electronic security market, a multi-billion dollar market.

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CALENDARS 2025

Send your events to
THE MIRROR:
themirror@caaonline.org

OCTOBER

October 9th

SAAA Networking Event

NOVEMBER

November 13th

CBFAA Board Meeting

November 18th

Mid Cal Alarm Association Cloud Meeting

DECEMBER

December 3rd - 6th

CAA Winter Conference

December 11th

SAAA Christmas Dinner

CAA CONVENTIONS

December 3rd - 6th

CAA Winter Conference

INDUSTRY EVENTS

October 4th - 8th

TMA Annual Event

November 18th - 20th

ISC East

TRAINING AND EDUCATION

The State of California Bureau of Security & Investigative Services is recruiting Alarm Company Operator (ACO) Qualified Managers (QMs) to participate as Subject Matter Experts (SMEs) in Exam Development Workshops for the purposes of writing, reviewing, and revising items for a new version of the Alarm Company Qualified Manager Exam. Workshops are two days long and may be held remotely or in person, and SMEs will receive \$200 per day for their participation. For in-person workshops, the Bureau will book lodging as well as airfare to and from the workshops. Meals and mileage will be reimbursed in accordance with State travel guidelines. ACO QMs who are interested must enter into a three-year contract with the State of California and must be holders of an ACO QM Certificate in current and clear status and be active in a current ACO licensee's



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