

CANASA



Annual Report 2012



CANASA

Canadian Security Association
L'Association canadienne de la sécurité



President's Message

Over the past year, I've had the privilege of working with many Canadian Security Association (CANASA) volunteers. I was, and continue to be, impressed by the talent and professionalism of the numerous individuals who donate their time and efforts to strengthen the Association and bring additional value to our members. I would like to extend a heartfelt thank you to all of the volunteers who, through their dedication and commitment to furthering the work of our Association, are a source of inspiration to others.

CANASA's committees thrived throughout 2012 due to this passionate volunteer support. The Monitoring Station Committee, led by Kim Schellenberg, worked with the Central Station Alarm Association (CSAA) and the Security Industry Alarm Coalition (SIAC) on the reduction of false alarms. The Education Committee continued its rejuvenation, led by Chair Chris Strong, with the support of a committed team of industry professionals. The Committee is outlining steps to work with industry partners to bring additional educational opportunities to members. Exciting new education developments are in progress as CANASA is working on updating the Alarm Technician Course Level 1 (ATC1).

Along with enhancing programs and services, CANASA also developed its governance structure in 2012. New policies and procedures were introduced at the National Board level to help ensure we provide excellent stewardship of finances, set a definitive direction for future activities, and clearly define roles and responsibilities that will enable our collective efforts to provide the greatest value to members.

CANASA is also working hard on preparations to ensure compliance to the *Canada Not-for-Profit Corporations Act* by October 2013. The Constitution Committee, led by Frank Pietrobono, volunteered

countless hours to develop new by-laws that reflect the evolution of our organization and position us for the future.

Recognition of the professionalism and unique capabilities of our industry is growing. Several Chapters are pursuing or considering application to government for recognition of our industry via formal trade designation. Two provinces, British Columbia and Nova Scotia, currently recognize the alarm and security technician trade.

I personally support the pursuit of trade designation across the country and encourage all Chapters to consider the potential value of trade designation to their members in each province.

I would also like to thank the members of CANASA's staff. They work hard behind the scenes to ensure Security Canada trade shows, education courses, member meetings, golf tournaments, member communications, and programs and services are delivered coast to coast.

As we look toward the future, I encourage all members to get involved with the Association and help influence the growth and development of our industry. Whether you work with your local Chapter, a regional or national committee, or simply volunteer to help out at a local member meeting or golf tournament, your time and efforts are greatly valued—and truly make a difference.

Don Budden
National President



Executive Director's Message

Many of the Canadian Security Association's (CANASA) program and service areas had a groundbreaking year in 2012. A new accreditation program was introduced that put the Association on the forefront of self-regulation in the Canadian electronic security industry, Security Canada Central set attendance records, and new efforts were initiated at the provincial level in Quebec to support members' rights.

In October 2012, the much-anticipated Canadian Accredited Security Contractor (CASC) program was launched after extensive work from numerous volunteers. The CASC program is the first industry-regulated program of its kind in Canada and aligns with CANASA's strategic objective of promoting self-regulation in the electronic security industry. It was created to meet the needs of the growing industry across the country and to enable like-minded security professionals to demonstrate their adherence to industry best practices in the absence of nationwide legislation. Seven electronic security contractor companies have already been accredited, demonstrating their commitment to industry best practices.

Security Canada had another very successful year in facilitating business to business connections in the security industry, and remains Canada's leading security industry event. New attendance records were set and exhibitor numbers remained high. Security Canada Central (SCC) achieved a record amount of visitors with more than 2500 attendees over two days. SCC's Education Flash series—mini education sessions held on the show floor—drew audiences with topics ranging from home automation to “network budgeting”; attendance to the Flash series surpassed the series' inaugural launch in 2011 as well as SCC conference attendance in 2010. The Innovation Zone, a dedicated product showcase area made possible through a partnership with *SP&T News* and *Canadian Security magazine*, featured exciting new entries.

CANASA's Chapters and Sub-Chapters continued to offer a wide range of events, including member meetings, mini trade shows, and golf tournaments, across the country to engage members and provide a vibrant series of networking opportunities at a regional level. Chapters and Sub-Chapters also continued to address local issues

specific to their respective regions. Fundraising efforts were initiated by the Quebec Chapter to protect and promote members' rights, and support on-going efforts to alter the *R-20 Act*, which is adversely affecting member companies and industry growth within the province.

The Association also expanded its marketing and public relations outreach to increase consumer awareness of CANASA members through participation in targeted inserts in national publications, including the *Toronto Star* and the *National Post*. Public-facing promotional materials, including brochures and flyers, were also provided for member use. Public access to CANASA member companies was enhanced with the launch of the Association's redesigned website in June 2012. The revamped site offers innovative, user-friendly features and a new section that allows visitors to access information on the electronic security industry as well as a searchable Directory of Members.

All of these developments were made possible through the hard work and commitment of our volunteers, including our Chapter Board Presidents, Board members, and Committees. CANASA thanks all of our volunteers for their valued efforts and generosity.

We would also like to extend our appreciation to our members whose support and participation drives CANASA and its initiatives. Moving forward, the Association will continue to focus on adding value to membership. CANASA will further streamline administrative processes in order to cut costs and serve members more efficiently. We will also cultivate partnerships for CANASA's Affinity Program to offer members the best discounts possible on products and services.

As always, CANASA encourages members to continue to provide their valuable input on Association offerings and initiatives. Together, we can continue to shape and protect the well-being of our industry.

JF Champagne
Executive Director

2012 Financial Report

Statement of Operations

For the year ended	Dec. 31, 2012	Dec. 31, 2011
Revenues		
Membership revenues	473,574	447,135
Less: allocation to chapters	(249,791)	(242,314)
Net membership revenues	223,783	204,821
Trade shows	1,406,035	1,342,367
National publications and programs	15,917	14,600
Education and CASC programs	104,185	75,463
Interest income	32,268	32,609
Chapter revenues	572,768	541,829
Total revenues	2,354,956	2,211,689
Expenditures		
Chapters	582,823	541,644
Administration	693,494	723,746
Trade shows	671,593	876,574
National publications and programs	115,510	54,880
Education and CASC programs	193,694	61,067
Board and committees	66,809	87,654
Total expenditures	2,323,923	2,345,565
Net contribution (deficiency)	31,033	(133,876)

Chapter Revenues and Expenditures

For the year ended	Dec. 31, 2012	Dec. 31, 2011
Revenues		
Membership dues	249,791	243,410
Golf tournaments	219,571	168,307
Member meetings/conferences	73,837	104,968
Membership services	27,722	21,815
Other	1,847	3,328
Total revenues	572,768	541,828
Expenditures		
Salaries and benefits	247,250	165,851
Golf tournaments	172,750	145,334
Member meetings/conferences	59,336	87,300
Membership services	33,848	35,744
Travel	5,638	12,641
Advocacy	1,674	63,610
Chapter/Sub-Chapter boards	18,287	10,851
Professional fees	34,526	6,977
General and administrative	9,514	13,335
Total expenditures	582,823	541,643
Net contribution (deficiency)	(10,055)	185

The financial information presented above has been derived from the financial statements of the Canadian Security Association for the year ended December 31, 2012, which were prepared in accordance with generally accepted accounting standards for not-for-profit organizations and are available in the "Members Only" section at canasa.org. These financial statements were audited by Howard Back, C.A., Professional Corporation, who reported without reservation in its independent auditors' report dated May 2, 2013.

The Association continues to maintain a healthy financial position, as evidenced by its fund balances. The Museum Fund, Education Development Fund, and French Education Development Fund balances consist of cash and term deposits. During the year, the Association created a new fund, namely the Defence and Advocacy Fund, to fund the promotion and defence of the interests of the security industry before governments and other statutory bodies. This new fund is also supported by a cash and term deposit balance. The Unrestricted Net Assets Fund balance is supported by cash and term deposits, office equipment and software, and working capital items.

	Dec. 31, 2012	Dec. 31, 2011
Fund Balances		
Unrestricted Net Assets	\$783,939	\$802,906
Defence and Advocacy Fund	\$36,624	–
Museum Fund	\$21,598	\$24,010
Education Development Fund	\$126,328	\$126,328
French Education Development Fund	\$57,112	\$57,112
Total	\$1,025,601	\$1,010,356