

CANADIAN SECURITY ASSOCIATION

Leadership Report 2009

Creating Change Through Leadership



MISSION

CANASA advocates, educates and provides leadership to our members in a self-regulated environment of Canadian security professionals.

VISION

CANASA will be the recognized voice of security in Canada.

VALUES

The professional conduct of CANASA and its members is aligned with the following values:

- Integrity
- Client/member-focused
- Accountability
- Leadership
- Professionalism
- Continuous improvement
- Open and honest communication
- Members shall always be aware of the trust placed in them by their customers and will not misrepresent their ability, experience, credentials or reputation to existing clients and prospective clients.
- Members shall maintain a professional attitude towards all clients, competitive companies, suppliers, individuals and employees. Members shall also respect the reputation and practices of other members.
- Members will expose, without hesitation, any unethical conduct of members in the industry by reporting said conduct, in writing, to the Executive Director of the Association.

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<p>National Office: 610 Alden Road, Suite 100 Markham, Ontario L3R 9Z1 Tel : (905) 513-0622 Toll free: 1 (800) 538-9919 Email: staff@canasa.org</p>	<p>Atlantic Chapter Office: 610 Alden Road, Suite 100 Markham, Ontario L3R 9Z1 Tel: (905) 513-0622 ext. 301 Toll free: 1 (800) 538-9919 ext. 301 Email: atmanager@canasa.org</p>
<p>Quebec Chapter Office: Case postale 9 Saint-Constant, Quebec J5A 2G1 Tel: (514) 990-2349 Toll free: 1(800) 537-0774 Email: slaflamme@canasa.org</p>	<p>B.C. Chapter Office: 601 West Broadway, Suite 400 Vancouver, B.C. V5Z 4C2 Tel: (604) 298-4700 Email: bcmanager@canasa.org</p>



Karen McGee
National President



JF Champagne
Executive Director

Executive Message

This Report provides a review of the highlights achieved over the past year and is dedicated to the volunteer leadership that drives CANASA's progress, making our work in the industry possible.

It is with great pride that we welcome you to the Canadian Security Association's (CANASA) inaugural Leadership Report and share with you the many successes that have been achieved by CANASA, our volunteers, and members throughout 2009.

This Report provides a review of the highlights achieved over the past year and is dedicated to the volunteer leadership that drives CANASA's progress, making our work in the industry possible.

Last year, CANASA continued to make significant growth in our efforts to better serve our members, and promote the safety and security of all Canadians. Despite a still-challenging economy, it was a successful year that contained exciting new beginnings for our Association. These include the election of CANASA's current Chapter President, Executive and Board positions; the revitalization of the Edmonton and Calgary Sub-Chapters; and the development of new program initiatives.

CANASA continued to improve its comprehensive network of services, developing our industry-leading trade shows, and providing new offerings of high-quality security education. With the support of CANASA Chapters, we made considerable strides in our advocacy work and government relations, affecting change in a number of provinces. We also increased our marketing and communications efforts in providing our members with the latest industry news, which included the redesign of the Security Canada website and the launch of our bilingual newsletter. These achievements have helped to create a sound Association, whose strength is a testimony to the commitment of its members.

None of our work would be possible without the invaluable contributions of our Chapter Board Presidents, Boards members, and Committees. These volunteers give up countless hours of their time for the betterment of the security industry, often sacrificing professional and personal time for the livelihood of others. We celebrate the leadership of these individuals, which allows each Chapter to be heard, ultimately defining, shaping, and strengthening the collective voice of the security industry.

In the following pages, you will learn more about the people who are leading CANASA's Chapters, the direction and vision of their Board, and the unique developments and issues within each region.

The combined efforts and experience of these individuals will help to form the direction of CANASA and the security industry in Canada. We are excited about the boundless possibility that this future holds for our Association and members, as we all work towards the common goal of bettering our industry.

We would also like to take this opportunity to thank you—our members—for your invaluable support. As we move forward, we welcome your suggestions and feedback. Your involvement is the lifeblood of our organization and the driving force behind CANASA's success. With your partnership, we can continue to create positive change in our industry.

Karen McGee
National President

JF Champagne
Executive Director

In the following pages, you will learn more about the people who are leading CANASA's Chapters, the direction and vision of their Board, and the unique developments and issues within each region.



Previous CANASA Board Presidents connect with current leadership at CANASA's AGM 2009, from left to right, JF Champagne (Executive Director), Edward Fitchett (Past President Ontario), Kendall Isnor (Past President Atlantic), Karen McGee (National President), and John King (Past President British Columbia).

The Year in Review

2009 Highlights

Leading industry events

Security Canada International Security Conferences and Expositions have been bringing together buyers and sellers for more than 30 years and remains the top security industry event series in Canada. Despite a difficult year for the trade show industry overall, Security Canada continued to grow loyalty among exhibitors and attendees in 2009, and increase its offerings to better serve the member organizations and individuals that depend on these events to network and grow their businesses.

In December, Security Canada partnered with the Tri-Lateral Conference Group to add a new trade show—the Security Canada Alberta Tri-Lateral Conference. This event leverages the strengths of both organizations and will provide a unique opportunity for members to learn from world-class industry experts.

Over the past year, our four other Security Canada shows (Security Canada East, Security Canada West, Security Canada Atlantic, and Security Canada Central) achieved astounding success, with the largest show in Toronto exceeding its 2008 attendance record. All shows made positive gains in 2009 in either booth sales or attendance, except for Security Canada Atlantic, which saw slightly marginal declines. New elements were added to Security Canada Central to better serve members' developmental needs, including two safety training courses: Aerial Lift and Fall Protection, and a breakfast meeting that hosted more than 70 attendees to help develop the launch of the highly anticipated Accredited Security Contractor (ASC) program.



A poll distributed to Security Canada exhibitors and attendees in 2009 indicated a high level of satisfaction among respondents: 97.75 per cent rated show management good or excellent; 94.6 per cent rated attendee quality good or excellent.



Last year was the catalyst for many great future achievements for CANASA, our volunteers, and our members. Together, throughout 2009, we have accomplished a number of exciting initiatives within our various program areas to better support our members, which we will continue to build upon in the years to come.

Providing more educational offerings

The dynamic nature of the security industry requires businesses and individuals to constantly update their skills in order to stay competitive in the changing marketplace. CANASA is strongly committed to the development and growth of its members so that they can continue to meet industry demands. Our goal is to become the recognized centre of excellence for security education in Canada. This vision is solidified by the numerous partnerships we are developing with international trade associations and training schools across North America to offer the best security education in the country.



Program and course enrollment remained consistent in 2009 and progress was made in the development of new educational opportunities for our members to help them increase their skills. Additions included a French translation of the Central Station Operators Level One program, which was made possible through the support of Microtec, a Division of First National AlarmCap LP.

With the Ontario Chapter's driving force, CANASA also achieved board approval of a groundbreaking certification program—the Accredited Security Contractor (ASC) program. ASC will provide leadership in the industry by setting the bar for professional certification and allowing businesses to demonstrate that they meet the highest possible standards.

"I recently took CANASA's ATC Level One course ... The instructor was great as was the information presented. I would highly recommend anyone working in this industry to take this course."

*Gordon Hebb
Tri-Ed/Northern Video Distribution
Dartmouth, N.S.*

Uniting the industry



While membership grew in 2009 to 1241 member companies, CANASA continued to develop networking opportunities and industry events across the country. Along with Security Canada trade shows, members had the opportunity to exchange information and meet new contacts at numerous industry events, Chapter meetings, and golf tournaments throughout Canada. Through the generosity of CANASA's members, tens of thousands of dollars were raised at Chapter golf tournaments to support local charities.

"I have been an avid supporter of this tournament and find great benefits as well. It is truly the one time of the year where dealers and manufacturers alike come together and pay homage to our industry and charity. The tournament is run like a well-oiled machine, which makes it such a pleasure to be a part of."

*Summi Khanna
Logenex
Brampton, Ont.*



Increasing communication and awareness

In 2009, CANASA improved its visibility through targeted marketing initiatives to support advocacy efforts and promote our industry. We rebranded the Security Canada website (securitycanadaexpo.com) to enhance awareness and improve our exhibitors' and attendees' online experience.

We also improved communication to members, redesigning our quarterly E-flash news bulletin and publishing our first bilingual newsletter *Inside Security* in September. These publications keep members informed of industry news, CANASA updates, and issues focused on members' interests.

Further developments are now taking place that will provide members more resources for business growth and marketing outreach.



Creating change through advocacy

Advocacy remains a top priority for our Association, as we work to provide a collective voice and promote change across the industry. We are extremely proud of our volunteers and staff members, who were actively involved in shaping regulations, and lobbying for change across the country. Their hard work has made important progress in defining and elevating the security industry in Canada.

In 2009, significant advocacy efforts were made by the Quebec Chapter in the introduction of Bill 60 in the National Assembly. This act provides a regulatory framework for various contracts and represents Phase II of the Office de la protection du consommateur's reform of the Quebec Consumer Protection Act. A Quebec Chapter representative also continued to represent the best interests of CANASA members on Quebec's Private Security Bureau, which was created during the application of Bill 88 (Private Security Reform).

After extensive lobbying efforts in Nova Scotia, Alarm and Security Technicians can now gain recognition for their skills and certification through the Government of Nova Scotia's Trade Qualification Program. Last year, candidates with the required experience were able to receive certification through the completion of CANASA's Alarm Technician Course Level One.

The B.C. Chapter was also involved in important advocacy efforts in their region. The Chapter was involved in stakeholder meetings with the provincial government regarding regulations with British Columbia's Security Services Act and continues to lobby for improvements in the industry today.

We are extremely proud of our volunteers and staff members, who were actively involved in shaping regulations, and lobbying for change across the country.

Leading Chapter support across the country

National President – Karen McGee Account Executive, Shaw Sabey & Associates

Karen McGee sees a lot of change ahead in her time as National President. She envisions her presidency role as a transitional term, which involves transforming the Board of Directors' operations to capitalize on current members' diverse expertise: "Our role as a Board, as I see it, is to get back to the big picture focus," says McGee. "We've all had really great ideas but we've watered down our strengths and I think now we're going to pull it all back together." This will involve making the necessary changes to progress as an organization: revisiting the

constitution, evaluating membership, revitalizing the strategic plan, and putting new policies and procedures into place.

McGee wants to achieve these ambitious goals for one important reason—to better serve members' needs. "Everything we do should give back or have benefit to our members," says McGee, whose to-do list includes revamping the Membership Advantage Program; offering education that creates awareness and attracts new members; and leading advocacy efforts that will encourage local governments to consult CANASA Chapters before they implement change.

"If our membership doesn't grow but we're offering better services, better products, better support and engaging members more, then I'd be happy with what we've accomplished during my term."

However, McGee feels that growth is inevitable for the Association. All of the key requirements are in place for the organization to reach the next level: a strong, eager Board, highly capable Chapters, and a full complement of National Office staff, including an Executive Director who "knows the industry intimately and has the ability to keep us moving forward."

"What's really great is that we are all there to support one another, we want each other to succeed," says McGee, which is evident in the support that the developing Calgary and Edmonton Sub-Chapters are receiving.

"A member once said to me that because of CANASA he feels like he has a friend in every city across the country. And I feel the same way. We are a family; we do look out for one another." And McGee plans on doing her part by ensuring each region has the tools it needs to be successful.

One of the ways she will do this is support the push for industry regulation and minimum standards across the country, which will help raise awareness with key stakeholders and government players. "Ultimately, I'd really love for a homeowner to ask the question: 'Are you a CANASA member?'" says McGee, knowing that CANASA membership represents the highest quality of work in the industry.



Newly elected National President Karen McGee serves good cheer and cappuccinos at Security Canada Central.

"Everything we do should give back or have benefit to our members."



Leading the reconstruction of CANASA's infrastructure

Executive Director – JF Champagne Canadian Security Association

Ask JF Champagne why he decided to take on the Executive Director position with CANASA, and his answer reveals his passion for his work. "I was born to do this," says Champagne, who cites his background, education, and time in the industry as contributing factors for taking on the role. He remembers, even as a young child, always being the first to speak up for others, a characteristic that still holds true to this day.

Yet, today, he has the challenge of heading an organization that helps to provide a voice for more than 1280 member organizations and "channeling the energy" of a diverse Board of Directors, turning their strong ideas into initiatives that will benefit the Association and industry at large. It's a weighty responsibility, but Champagne's extensive understanding of the industry gives him "a good first step in supporting their vision."

Champagne's own goals for the Association are centred on growth; as the industry continues to evolve, so must CANASA and its program offerings to meet members' changing needs. CANASA's membership itself will also grow to represent the changing face of security.

"A lot of integrators are starting to associate with us and recognize that we are a valid player in the marketplace," says Champagne. Consequently, CANASA's advocacy model will need to expand in order to protect and promote the organization's widening range of members. "As a whole, I see an Association that is a strong force in the industry, which not only offers members the tools and information they need to succeed but provides a representative voice for members in electronic security across Canada."

While 2009 focused on creating change through newly elected leadership positions at the Board and Executive levels, 2010 will see the reconstruction of the

organization's infrastructure. "The Association has gone through phases of rebuilding at the leadership level in recent history," says Champagne. "So now it's very important for us to look at the infrastructure to be able to better serve our Chapters, our members, and other stakeholders as well as solidify partnerships with sister associations."

Moving forward, this restoration means implementing a new database system to reach members, finding different educational tools for industry training, and creating internal change that will help CANASA better serve members externally, through communication and information exchange. The big cornerstone in the near future will be the launch of the Accredited Security Contractor (ASC) program. "The mission today is to provide a framework for and facilitate self-regulation; the ASC is all of that in one piece," says Champagne, who feels that CANASA is in a good position to achieve its goals.

"Our core foundation is very healthy and robust. For a country the size of Canada, to maintain nine Boards at the Chapter level, a National Board of Directors, a series of committees, which all in all is 60-70 volunteers all active in their field and with the Association, is a testament to the strength we have to move forward."

"Our core foundation is very healthy and robust."



Executive Director JF Champagne presents alongside Silvia Fraser, Supervisor, Security and Life Safety, City of Toronto, at the Calgary Sub-Chapter's first member meeting of the year.

Leading local focused initiatives in the Atlantic



Atlantic Chapter Board President – Graham MacDonald Owner, GMD Security

Graham MacDonald's professional experience gives him a distinct advantage in his new Chapter presidency role: he already knows most of his members. An outstanding feat, given there are 90 member organizations in the Atlantic Chapter, which make up almost half of the total security organizations across New Brunswick, Nova Scotia, P.E.I., and Newfoundland and Labrador.

With 15 years experience in the security industry, MacDonald has developed relationships with all of the dealers in Atlantic Canada, getting to know many on a personal as well as a commercial level. This individual involvement has inspired him to create a Chapter that truly belongs to members, no matter what province they are in: "A lot of our members think our Chapter is a Nova Scotia Chapter, not an Atlantic Chapter, and we're trying to change that misconception." This effort includes building a Board that represents all provinces, hosting member meetings in each of the four regions, and focusing on the distinct issues that affect each area.

Each province will receive its own local focus and voice through CANASA—areas that MacDonald believes need more development.



Industry members participate in a panel discussion at Security Canada Atlantic.

"My vision is to make sure we are the go-to people for Atlantic Canada."

"What I want for the Atlantic provinces," says MacDonald, "is that if something comes up in the security industry, a potential problem or issue in any facet—government, fire or police services—I want them to say, 'Let's talk to CANASA to find out what we are dealing with, where

we are going, or what we should be doing.' My vision is to make sure we are the go-to people for Atlantic Canada."

In line with this vision, MacDonald wants to increase awareness of CANASA among municipal governments and local fire and police services. The Chapter is developing a 6-12 month strategic plan to build a dialogue with these organizations to increase communication and promote issue resolution. A hefty task, since there are four different provincial laws and varying issues across the regions.

Other priorities for the Board include lobbying for trade designation legislation, increasing membership, and providing increased value to members, such as improving the Security Canada Atlantic show. And although it seems like a lot to accomplish in a two-year span, MacDonald looks at it as an investment for the industry's future. He sees no reason to step away from volunteerism after his presidency role is over. "I plan on being here for a while yet," says MacDonald, to ensure that changes are made and that he is able to give back to an industry that has provided well for him.

British Columbia Chapter Board President – Kevin Hincks Program Manager, SimplexGrinnell

Kevin Hincks got his start in the security industry as a young man pulling cables during a summer job in high school. Fast forward two decades later through an extensive career, he has now taken on a presidency role with CANASA's B.C. Chapter. His decision to volunteer was a natural progression for him: "I wanted to get more involved with CANASA. For me it is being able to give back to the industry that has basically employed me well for the last 20-plus years."

In fact, Hincks has only worked in the security industry, except for a brief break while travelling overseas. Like many, he is drawn to the industry's dynamic nature and the people that create its tight-knit community. His experience and passion for the industry has helped him develop a clear vision of what he would like to see for his Chapter: an increased awareness of the Canadian Security

Association and its mandates both within and outside of the industry. This involves diversification into other markets to include groups such as physical security and locksmiths; advocacy around government industry regulations to protect members' best interests; and development of educational initiatives to ensure members can stay competitive and informed in the changing marketplace.

"The course that we [B.C. industry members] are required to take is woefully outdated," says Hincks, "it isn't adequately preparing people for what they're going to find in the real world." The Board is working with key stakeholders that host the course and regulate the industry, including BCIT (British Columbia Institute of Technology), the Solicitor General, and the Construction Industry Training Organization (CITO), to amend educational requirements. These efforts are all part of a long-term goal to set higher training standards for tradespeople, which will set the groundwork for future initiatives.

Along with advocacy work, embracing diversity and inclusion are key factors in achieving the Board's goals and supporting B.C.'s member base. This means partnering with sister associations, such as ASIS International, having a well-rounded Board, and ensuring that all members within the Chapter are being heard. The Board is also setting up member meetings outside the Lower Mainland to engage constituents in the area. Hincks believes that these efforts to unite local industry associates are vital for creating change, especially in a province that is highly regulated: "Ultimately it's a joint voice ... the larger the voice, the more powerful it is," he says.

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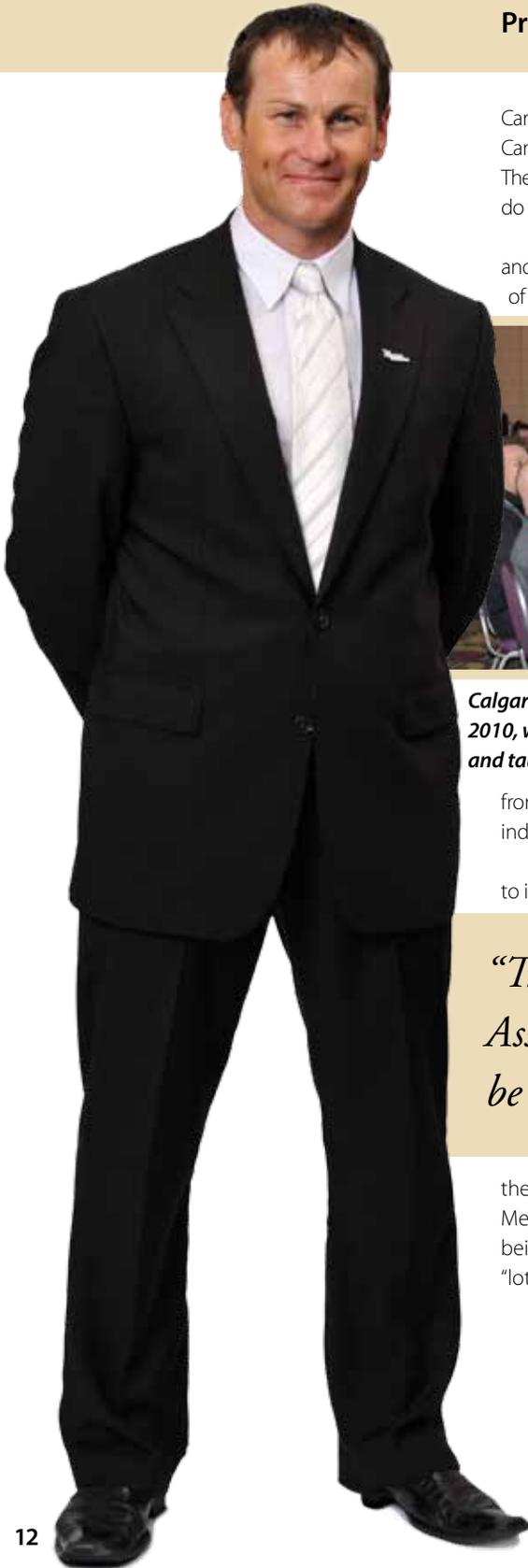
Attendees network and browse exhibits at Security Canada West.

*Leading
advocacy
efforts for better
training in B.C.*



Leading Sub-Chapter development in Calgary

Calgary Sub-Chapter Board President – Carl Jorgensen President, Core Products Group Canada, Inc.



Carl Jorgensen isn't afraid of new challenges. A year after purchasing his company, Core Products Group Canada, Inc., with his business partner, Jorgensen decided to take on his first volunteer role with CANASA. The only problem was that the Calgary Sub-Chapter had been quiet for the past five years. So he decided to do the unthinkable, step up and take on a leadership role to revive the Sub-Chapter.

His decision to get involved is driven from a personal desire to improve the security industry in Calgary and provide a network of support for local organizations, which he feels is greatly needed. After 16 years of working for security companies that were CANASA members, Jorgensen knows that restoring the



Calgary members enjoy their first meeting of 2010, which included informative presentations and table-top vendor displays.

Chapter will greatly benefit his industry peers: "The industry needs an Association to help them, to be a stepping stone and someone to lean on, because it's all about the members."

His vision for the Chapter is to enhance the industry's professional reputation, both internally and to the end-user. This includes making people aware of the changing face of security that has expanded to include integrators, security directors, and consultants. He would also like to see more specialized course offerings, which will ensure members' skills remain current and provide clout in the industry. The Certified Security Project Manager program was recently offered for the first time in Calgary, and it helped to provide increased exposure to new markets.

Jorgensen would also like to see the Prairies benefit from regulation, which he believes will go a long way to enhance the consumer's perspective of the industry and improve local business.

Moving forward, the Board will focus on developing relationships with local police and fire services to improve processes, providing networking and social events for the Sub-Chapter, and ensuring

"The industry needs an Association to help them, to be a stepping stone."

members receive up-to-date industry information. While it is a lot of work for a small Board, Jorgensen does not feel alone. Calgary is working with Edmonton on shared initiatives, and is receiving support from the B.C. Chapter, the National President, and CANASA staff.

The Sub-Chapter is determined to grow as much as possible, which they are on their way to achieving. Three Board members have recently joined, recruited from an early January Member Meeting. Two of the new volunteers are systems integrators—a sign of the diversity that is being promoted on the Board. It's a new beginning for the Calgary Sub-Chapter and one that holds "lots of potential!"

Leading a revitalization movement in Edmonton

Edmonton Sub-Chapter Board President – Shawn Lazaruk Vice-President, Telsco Security Systems Inc.

One could say that Edmonton Sub-Chapter President Shawn Lazaruk was born to be a leader in the security industry. His introduction to the business began in high school, when he spent his summers installing security systems and pulling wire. His father ran Edmonton's only full-service local security company, Telsco Security Systems, since Lazaruk was a young child.

Years later, Lazaruk joined Telsco after embarking on an eight-year teaching career, and hasn't looked back—embracing new roles of responsibility and opportunities to learn about the security industry. In fact, today, as Board President, he is determined to pass on what he is learning to others. Knowing firsthand what it's like to run a business in the sector, one of the reasons he took on the volunteer role was to help members become more informed about the industry and issues that affect their companies. This determination has grown into a mission to rebuild the Sub-Chapter.

His first step for revitalization was to build a strong Board; the second was to provide an opportunity for members to network and renew past relationships, which resulted in an event called Edmonton "Remixed." This event introduced members to the new Board as well as various product suppliers, and hosted 65 attendees, including five new members. The last time that the Sub-Chapter connected was two years earlier: "I wanted everyone to know that the Edmonton

"The Edmonton Sub-Chapter is back up and running and we are there for our members."

Sub-Chapter is alive and well," says Lazaruk.

Lazaruk also intends the Board's work to expand far beyond revitalization. He would like to use his role to speak up for members—big and small—and their best interests, to ensure they are being heard. "I'm here to make sure that the smaller companies, which represent the majority of the companies out there, do have a voice," says Lazaruk. "Sometimes the smaller and medium size companies get overlooked ... I want to make sure that we're represented in the industry and we're going in a positive direction."

The Board is also working on creating events that will connect members with the local RCMP, police, and fire services to create an ongoing conversation and promote issue resolution. This initiative will be part of a larger effort to keep members informed of local concerns in the industry.

Although new to volunteering at the Board level, Lazaruk has embraced the leadership role, taking advantage of the mentorship opportunities available through CANASA. He is looking forward to helping local industry organizations build their businesses and pave the way for others: "The Edmonton Sub-Chapter is back up and running and we are there for our members."



Attendees mix and mingle at the Edmonton "Remixed" event.

Leading membership benefits in Manitoba



Manitoba Chapter Board President – Lisa Boyer Branch Manager, ADI

One of Lisa Boyer's goals as the Manitoba Chapter Board President is "to get things done right"—a sentiment that brings to mind another advocate for consumer and skilled trade protection, the indefatigable Mike Holmes. And, although they are in different industries, the similarities don't stop there.



Manitoba members connect after a relaxing day at their Chapter golf tournament.

Organizations that are not aware of proper industry standards are jeopardizing the credibility of local security companies and the safety and security of the general public. There is a need for regulation in Manitoba, says Boyer, which will help both Chapter members and the industry-at-large in the province to remain viable. "CANASA is pretty much the only one out there that's trying to regulate the industry and put proper standards and education in place. They're the leaders," says Boyer, who would like to see CANASA's advocacy

work towards regulation extend to the Prairies region.

Proper training is another initiative that the Manitoba Chapter is promoting, which Boyer believes should be accessible to all members to help raise standards and expectations in the industry. The Board is helping members prepare for the Class M Licence, which is required in Manitoba, by offering a no-charge prep course. "We're trying to communicate to our members everything that CANASA

"We're trying to communicate to our members everything that CANASA can do for them."

can do for them," says Boyer, whose vision for the Chapter includes adding more value to membership, which, in return, will attract new members.

Achieving this vision includes offering

pertinent guest speakers at member meetings and actively keeping members informed of issues affecting the industry, such as current permit requirements. Boyer is also committed to keeping an open dialogue between the Chapter, local telecommunications companies, and municipal governments to help ensure issue resolution and timely communication. And she is an ideal liaison to connect the dots between these different industry players.

Her role in distribution allows her to deal with all different levels of customers—big and small—and hear individual issues on a daily basis. But it is not only Boyer's work experience that makes her an ideal person to lead the Chapter; it is her passion for helping others that drives her volunteerism. She wants her industry peers to reap the benefits of CANASA membership, so they "aren't just members with a piece of paper" but proactive business owners who will thrive in the industry.

Ontario Chapter Board Vice President – Sean Baghai Owner, Baghai Digital

Sean Baghai decided at the young age of eight that he was going to work in an electronics-related field. At the age of 15, he started his security company Baghai Digital. It was then he first applied to CANASA, and was denied because the minimum age to become a member was 18. Undaunted, he became a full member at 19.

“It was one of the best investments I’ve made in the security industry,” says Baghai, looking back. “It’s continuing education, and unfortunately if you are not a member of your Association you fall behind in a lot of opportunities afforded to you.”

His belief in the Association and passion for the industry manifested itself in a volunteer role with CANASA, where he discovered other like-minded people who further inspired his desire to give back. He was appointed to the Ontario Chapter Board in 2005, progressed to CANASA’s Executive Committee as Secretary in 2007, and now, as Vice President, leads the Ontario Board alongside President Jamie Couper.

Building on the momentum developed by the previous Board, their vision for the Chapter is threefold: grow the Chapter, expand CANASA’s educational offerings, and develop the Membership Advantage Program. The Board’s aim is to give their members the most value possible. So far, it is on the right track. What they envisioned is already happening: “We’ve had more member meetings in Ontario that have been

effective and sold out than any other time that I remember while being with CANASA,” says Baghai, which he attributes to the hard work of members, such as Angelo Bucciarelli.

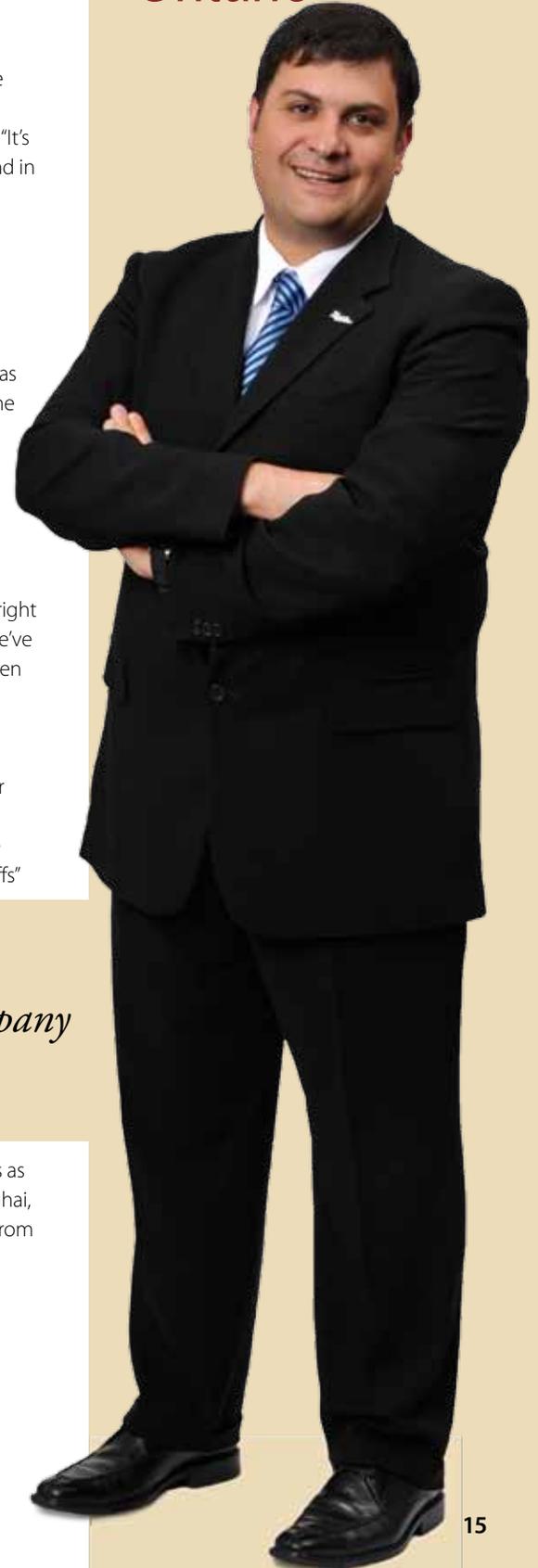
Baghai’s main goal for the next few years is to develop and promote the Accredited Security Contractor (ASC) program, which the Ontario Chapter has worked hard to get started. ASC will offer an unprecedented opportunity to raise standards in the industry and allow certified members to differentiate themselves from their competitors. Baghai believes that the program is also one of the best ways for the general public to become aware of CANASA and will be the start of many “spin-offs” and great things to come.

Baghai also suggests that training programs are not the only way to learn through CANASA. He recommends getting involved with the Association and using the opportunity to gain knowledge from others. “It’s

actually allowed me to have closer relationships with manufacturers, suppliers, and my competitors as well as bounce and share ideas, which you normally wouldn’t do if you weren’t a member,” says Baghai, who’s Board experience has provided ideas that helped him run his own business. “What I learned from CANASA has actually helped make my company more efficient.”

“What I learned from CANASA has actually helped make my company more efficient.”

*Leading
unprecedented
opportunities in
Ontario*



Leading Sub-Chapter awareness in Ottawa



Ottawa Sub-Chapter Board President – Richard McMullen Partner - Security Solutions, Fleming Communications Inc. (FCi)

Richard McMullen has observed a lot of change in the security industry over the years—and he is excited about what he has seen. The industry has come a long way from his early days working at a small alarm company as a high schooler in the 80s to his current role as Partner - Security Solutions at a technology deployment company.



Ottawa members golf for a good cause at their annual golf tournament.

In his 25-plus years in the industry, McMullen witnessed the evolution of IP convergence, which he believes will be at the forefront of people's concerns within his Sub-Chapter. "Ottawa's a pretty unique community; we're kind of insulated from a lot of the economic hardships," says McMullen. "We're still faced with challenges, and I think moving forward it [the issues] will be with technology."

Part of the challenge, McMullen believes, is that change will not work without proper communication, which is why he feels getting involved with CANASA is so important. "CANASA has really improved their communication methods. Whether it's an e-blast or newsletter, they are getting real information into the hands of everyday members," says McMullen. "It's an

Association that is changing and you have to change to fit the needs of the membership."

And McMullen wants to be part of this change. After moving to his current position with FCi, he encouraged the organization to become a CANASA member to stay on top of emerging trends. Within that same year, McMullen decided to take on a Presidency role with the Ottawa Sub-Chapter. While he is still new to the Association, it's a challenge that he is willing to take to give back to the local industry.

McMullen wants to improve the visibility of the Sub-Chapter and provide more opportunities to unite members. Member meetings are being held to bring together industry players, and initiatives are being developed to bridge gaps in communication with police and fire services. Ultimately, McMullen would like to see CANASA have a greater awareness and impact on local independent members as well as Sub-Chapter growth in new markets.

"CANASA has an opportunity for leadership on the whole education front as well," says McMullen, which he believes is necessary for keeping pace with today's changing technology. He knows that embracing change is vital for success, which is something he wants to impart on his members. Whether it's staying up-to-date on developments or being aware of bylaw amendments, McMullen wants members to be informed as much as possible. And he is proud to be able to play a part in their development: "It's a good opportunity to do something for an industry that's been a big part of my life for a long time."

"It's an Association that is changing and you have to change to fit the needs of the membership."

Leading by example in Quebec

Quebec Chapter Board President – Robert Branchaud Executive VP and COO, Microtec, a Division of First National AlarmCap LP

Robert Branchaud knows a lot about running a successful security company. But, to Branchaud, his work in the industry is much more than building a thriving business—it's an invaluable opportunity to save lives and protect the livelihood of others. In fact, his personal involvement in the industry has expanded far beyond his professional duties and has evolved into a 20-year volunteer investment with CANASA's Quebec Chapter. He is now completing his second term as Chapter Board President.

His volunteer leadership position has been an opportunity to serve the Chapter with industry peers, who, behind the closed doors of the boardroom, set aside differences for the betterment of the industry. "We are not an Association of competitors; we are an Association of partners," says Branchaud. "We are there to share our common points: problems with government, regulation, hiring, and training."

The symbiotic relationship between Board members has created a healthy, vibrant Chapter that hosts 10 activities per year, 85 people-strong member meetings, a sold-out Security Canada show in Montreal, and two golf tournaments. But Branchaud believes that there is much more work to be done.

The Board is gearing up for a busy year ahead in supporting members in the implementation of Bill 88. The Bill, which is partly the result of the Chapter's vision to become a recognized profession by the provincial government, is expected

to increase membership among those looking to ensure they have the required training and information. The number of Chapter members is expected to double by years' end.

Plans are also being developed to better meet members' needs, which include 'industry visits' that will allow members to visit the National Assembly and other establishments with large-scale security systems. A table-top trade show is being developed for Quebec City in November, and a 'VIP section' will be added to Security Canada East. As well, a Regional Director will be hired to support Chapter development.

The Board is looking to provide members with the tools to succeed; however Branchaud believes that one of the best ways to learn about the industry and make a difference is to get involved. "If you are not part of the solution with CANASA, you are part of the problem," says Branchaud, citing a favourite quote. "We improve this industry by exchanging our experiences."

"We are not an Association of competitors; we are an Association of partners."



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Leading the way for small businesses in Southwestern Ontario

Southwestern Ontario Sub-Chapter Board President – Beverley Champagne Central Station Manager, Security Response Center



Beverley Champagne's main goal as Sub-Chapter Board President is to make life easier for CANASA members in Southwestern Ontario. Many of her members are smaller organizations, often individuals in sales, installation, technical support, and accounting, who count on her support to bring the CANASA membership experience to them.

"What I want to see for my role is to help those dealers who are the only person in their office," says Champagne, who views her position as an opportunity to help grow membership and connect local organizations to opportunities that will bring them commercial success.

Having worked in security for 26 years in Sarnia, Ontario, Champagne understands the challenges that are unique to the local industry. For many small businesses, this means often not having the extra manpower or resources to leave day-to-day business responsibilities to attend association meetings and trade shows outside of the region.

As an experienced Central Station Manager, Champagne knows how beneficial it is to receive updates in an industry where new technologies and information are constantly emerging. One of the reasons she took on the role was to keep local members abreast of all of the changes that affect their livelihood: developments with police and fire services, amendments to bylaws, and CANASA initiatives.

To achieve this, the Board is looking into arranging more industry-related events to bring local players together. New educational opportunities are being developed, including WHMIS and safety training, and the Board is committed to providing guest speakers who can speak on current hot topics. Educational seminars, including an HST information session, have already been well received by local members.

"If any of our members have any questions in regards to an issue, they can give us a call and talk to us about it."

on the Board, you are one of the first people to find out if there is a problem," says Champagne. "If any of our members have any questions in regards to an issue, they can give us a call and talk to us about it."

The Board is also available to speak on members' behalf, to provide a voice for local organizations that want to implement change—which is a highlight of her volunteer role. Although Board responsibilities can often be demanding, Champagne believes that being able to help an organization in her Sub-Chapter succeed far outweighs any challenge.

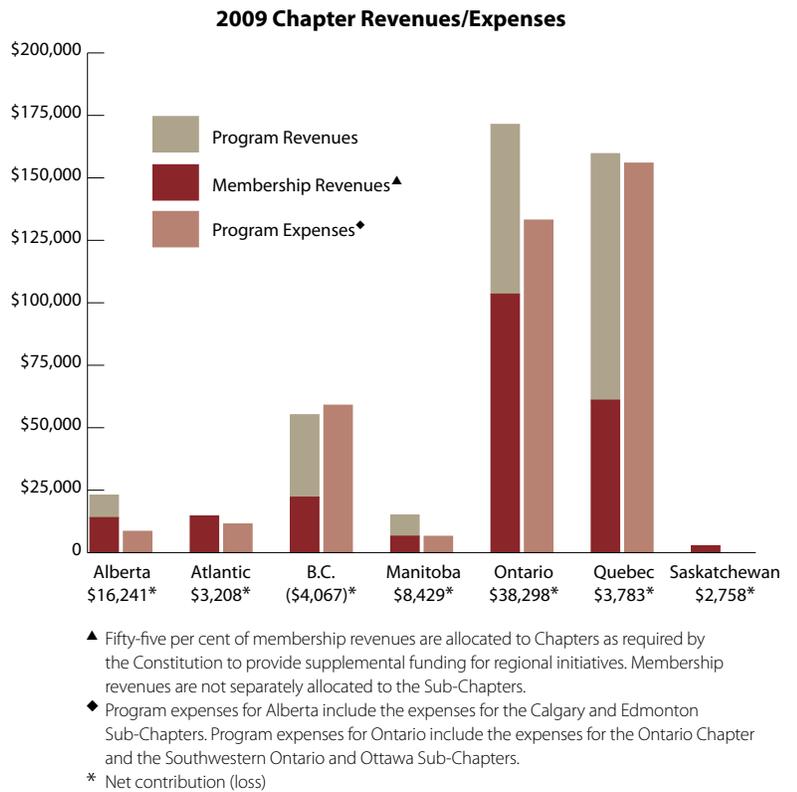
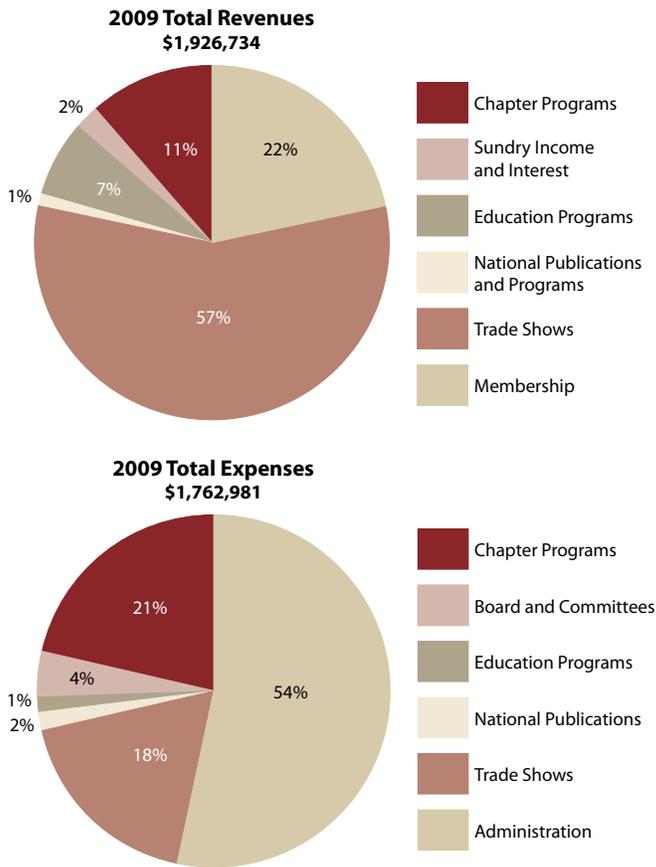


Southwestern Ontario members enjoy a beautiful day at their Sub-Chapter golf tournament.

Champagne upholds an open door policy to support all of this Sub-Chapter development, knowing that she is often the only means for national information to reach local members: "Being

2009 Financial Report

The financial information presented below has been derived from the financial statements of the Canadian Security Association for the year ended December 31, 2009, which were prepared in accordance with generally accepted accounting principles and are available in the "Members Only" section at www.canasa.org. These financial statements were audited by Howard Back, C.A., Professional Corporation, who reported without reservation in his auditors' report dated March 12, 2010.



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. The unrestricted net assets fund balance is supported by cash and term deposits, office equipment and software, and working capital items.

	December 31, 2009	December 31, 2008 (unaudited)
Fund Balances		
Unrestricted Net Assets	\$1,045,310	\$906,557
Museum Fund	\$24,010	—
Education Development Fund	\$126,328	\$126,328
French Education Development Fund	\$57,112	\$57,112
Total	\$1,252,760	\$1,089,997

2010 National and Chapter Board Members

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