

Canadian Security Association



Leading • Inspiring • Growing • Connecting

ANNUAL REPORT 2010



Karen McGee
National President



JF Champagne
Executive Director

Executive Message

With many businesses working to stay competitive in 2010, CANASA remained focused on the needs of our members over the past year. Our aim, as always, was to provide the highest value possible by leading change in our industry; inspiring members' development through enhanced education programs; growing member services and industry events; and connecting members to more networking and marketing opportunities.

CANASA continued to improve its comprehensive network of services by developing a new Affinity Program to bring more savings to members and help them grow their businesses. Our Security Canada shows also grew. A new show, the Security Canada Alberta and Tri-Lateral Conference, debuted in May, offering members access to an untapped market and professional development options.

With the support of CANASA Chapters, we also advanced our advocacy work. The Quebec Chapter made great strides in its work around Bill 88, which helped to further professionalize the industry and allowed members to demonstrate that they meet proper industry standards.

All of our Chapters worked to increase the number and quality of member meetings, providing more options for members to network and learn about current industry topics that affect their organizations.

Moving forward in 2011, CANASA will focus on education. Research in 2010 indicated an on-going need for education delivery, which is why we are expanding our current Alarm Technician Course (ATC) offerings and educational partnerships, increasing the educational content at Security Canada shows, and offering the

Certified Security Project Manager (CSPM) program in more locations. We are also aiming to facilitate knowledge exchange by providing members technical documents online and introducing short training sessions—"Education Flashes"—at Security Canada Central.

However, none of this work would be possible without our volunteers, including our Chapter Board Presidents, Board members, and Committees, who generously give up their time and talent for the betterment of the industry. We greatly appreciate their invaluable commitment and dedication to advancing the security industry and the livelihood of our members.

We would also like to take this opportunity to thank you—our members—for your invaluable support. You are the driving force behind our organization's success. As always, we welcome your suggestions and feedback as we work to best serve your needs and create positive change. Together, we can build a better future for our industry and increase the safety and security of all Canadians.

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Top row (left to right): Attendees and exhibitors connect at Security Canada West; DSC representatives talk to attendees at the Sudbury Mini-Trade Show and Conference; Ontario Board members at the Big Nickel in Sudbury; Security Canada Central's trade show opens its doors to more than 2365 attendees.

Bottom row (left to right): Guests, vendors, and Board members mix it up at Edmonton's 2010 Remixed networking event; CANASA hosting a focus group in Markham, Ontario, to review the Association's strategic plan; Edmonton members getting ready to tee off at their Chapter Golf Tournament; B.C.'s member meeting in November featuring a presentation on Convergence: Threats to Physical Security Infrastructure.

The Year in Review

For CANASA, 2010 was a year of transformation. As we worked to increase value to our members, we further developed our program services in order to lead, inspire, grow, and connect our members to new opportunities that will help them achieve their goals. Together, we worked to advance the security industry in Canada and build a better future for our members.

Leading



Advocacy

Throughout 2010, many CANASA Chapters and Sub-Chapters engaged in advocacy work to affect positive change in the industry and ensure proper standards are met. The Quebec Chapter led by example in their efforts towards advancing the security industry and regulations in Quebec. Over the past year, the Chapter not only provided Board representation on the Private Security Bureau but offered direction and support to security industry members regarding the application of Bill 88 and its new licensing requirements, through information sessions, application support, and information sharing.

Government relations

CANASA also increased lobbying efforts around false alarms to increase public safety awareness and promote the needs and concerns of our members. CANASA's Executive Director, Chapter Board volunteers, and members met with government, fire, and police authorities across the country to increase communication and cooperation surrounding the reduction of false alarms. CANASA also continued to work with sisters associations across North America to implement policy changes that meet all stakeholders' needs.

Inspiring



Education

In order to help members stay competitive in the ever-changing marketplace, CANASA provided new professional development options. Through CANASA's partnership with the Security Industry Association, the Certified Security Project Manager (CSPM) program was offered in Calgary, Alta., and Toronto, Ont., to much acclaim. New French courses were also created, including the Central Station Operators Level 1 which was offered through a partnership with the Central Station Alarm Association (CSAA).

Alarm Technician Course (ATC) offerings also increased. We reignited our partnership with Parkland College, a training school located in Saskatchewan, to offer our Prerequisite and ATC Levels 1 and 2 in a classroom format to the security industry within Saskatchewan. The classroom format of the ATC Levels 1 and 2 was also offered in Calgary for the first time.

Overall, classroom attendance of CANASA education courses grew across Canada, with more than 45 students completing the ATC Level 1 in-class course.

Growing



Connecting



Membership

Our membership continued to grow over the last year to 1,288 members. In order to better serve our increasing membership base, we started the implementation of a new database system that will help us better track member activity and connect to our members.

Industry events

Security Canada International Security Conferences and Expositions remain the leading industry events in Canada. The shows continue to grow in attendance, attracting thousands of exhibitors and attendees from across North America.

Last year, Security Canada partnered with the Tri-Lateral Security Conference to add a new show: the Security Canada Alberta and Tri-Lateral Conference. This addition enabled exhibitors and attendees to connect with new customers and learn from world-class industry experts.

The Security Canada East, West, Atlantic, and Central shows achieved great success. All increased their exhibitor numbers and maintained their attendance rates, except for the West, which increased its number of attendees. Security Canada Central introduced two additions to provide members with new industry and product knowledge: a conference featuring the industry's top speakers and emcee Jennifer Valentyne of Citytv's "Breakfast Television", and The Innovation Zone, a showcase of the very latest in security product development, offered in partnership with *Canadian Security* and *SP&T News* magazines.

Member Services

In order to provide our members with even greater value, CANASA developed a new Affinity Program. This program, slated to launch in 2011, offers members exclusive discounts on business-related products and services used every day, which can more than cover annual membership dues.

Marketing and Communications

CANASA continued to promote its members and the security industry through new media avenues, which included staff and member interviews and articles in national and local media outlets, such as Global TV, the *National Post*, the *Toronto Star*, and various trade publications.

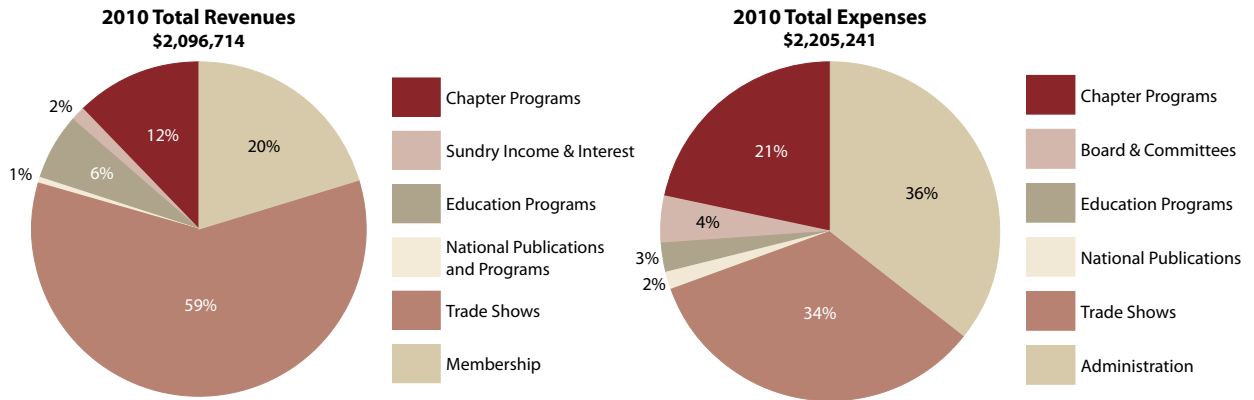
Networking Opportunities

We also continued to develop networking opportunities and industry events across the country to facilitate career development and information exchange. Each Chapter and Sub-Chapter worked to increase the number of meetings and address regional issues by providing leading industry speakers at member meetings. Unprecedented activity was seen in Alberta: the Calgary and Edmonton Sub-Chapters held member meetings for the first time in years and a new Alberta and B.C. Chapter Manager was hired to support the growing Chapter and Sub-Chapters and their respective needs. CANASA also enabled more job seekers to connect with employment opportunities by providing a bilingual online job board.

Charity support

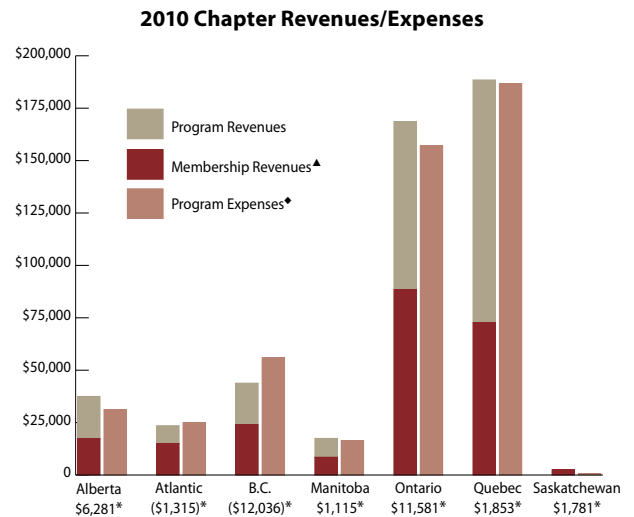
CANASA Chapters and Sub-Chapters also gave back to help support local communities and charities throughout Canada. Through the generosity of CANASA members, more than \$18,950 was raised at CANASA golf tournaments across the country and Security Canada Alberta to support local causes.

2010 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, 2010, 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 independent auditors' report dated April 21, 2011.

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.



- ▲ Fifty-five per cent of membership revenues are allocated to Chapters as required by the Constitution to provide supplemental funding for regional initiatives. Membership revenues are not separately allocated to the Sub-Chapters.
- ◆ Program expenses for Alberta include the expenses for the Calgary and Edmonton Sub-Chapters. Program expenses for Ontario include the expenses for the Ontario Chapter and the Southwestern Ontario and Ottawa Sub-Chapters.
- * Net contribution (loss)

Fund Balances	December 31, 2010	December 31, 2009
Unrestricted Net Assets	\$936,782	\$1,045,310
Museum Fund	\$24,010	\$24,010
Education Development Fund	\$126,328	\$126,328
French Education Development Fund	\$57,112	\$57,112
Total	\$1,144,232	\$1,252,760