

annual report



CANASA

Canadian Security Association
L'Association canadienne de la sécurité



the year in review

From the National President

As the Canadian Security Association's (CANASA) National President I would like to take this opportunity on behalf of CANASA to thank all of our volunteers, both past and present, for your hard work and generosity. Your participation is crucial in affecting change in the industry and protecting the livelihood of our members and the communities we serve.

One of the key priorities I had set at the commencement of my presidency in 2011, and continue to focus on in 2012, is the re-engagement of volunteers. As a long-term volunteer with CANASA for more than 15 years, I have seen first-hand what a difference it makes when members get involved. CANASA members are in a unique position to address security issues that not only affect citizens and the safety of the general public, but also the future of our industry. We have the experience, expertise, and passion to create positive change.

Over the past year alone, advancements have been made in our advocacy efforts due to an increase in volunteer re-engagement. Through the support of passionate and dedicated volunteers, CANASA revitalized the Monitoring Station Committee through the leadership of Chair Kim Schellenberg. The committee works with the Central Station Alarm Association (CSAA) and the Security Industry Alarm Coalition (SIAC) on the reduction of false alarms. This volunteer momentum has continued into 2012. Our Education Committee has also been rejuvenated, led by Chair Chris Strong, who has the support of a committed team of industry professionals.

A Government Relations Committee, led by Chair Dan Small, has also been created to help define CANASA's strategic objectives related to lobbying and will determine how CANASA and our volunteers can be most effective when dealing with provincial and municipal governments. It is crucial that we continue to make our voices heard when key decisions are being made on issues that affect the security industry. This committee will develop a step-by-step plan that members can use to address legislation issues.

In support of these advocacy efforts, CANASA will work to build public awareness through targeted media and promotional efforts. We will continue to contribute as a subject matter expert in publications, such as the *National Post* and *The Vancouver Sun*, to promote the value of hiring CANASA members to the general public.

Most importantly, we will also continue to develop our various member programs and services. CANASA's true strength is our members, and our main goals are to protect your best interests and provide the most member value. CANASA continues to see a growth in membership despite the economic downturn, and we will continue to work on the strong foundation we have built through our Security Canada shows, education programs, and member events, based on your needs.

I am truly excited about what the future holds for our Association and our members. As members continue to get involved, volunteer engagement at the local and grassroots levels will have a large impact on our advocacy efforts and the decisions being made by legislators on security issues. Together, we can create positive change that will greatly impact our industry and the communities where we live and work.

I am honoured and privileged to have the opportunity to serve as your National President and look forward to working with our many active volunteers in the coming months to help create additional value for our members.

**We have the experience,
expertise, and passion to
create positive change.**



**Don Budden
National President**

From the Executive Director

In 2011, the Canadian Security Association (CANASA) implemented an aggressive business plan focused on the needs of our members. Research in 2010 indicated an on-going need for education delivery; therefore, our key priority was to increase the quality, quantity, and convenience of our security education programs and courses. This focus resulted in new education offerings from coast to coast, both in the classroom and at our Security Canada shows.

The classroom version of our Alarm Technician Course (ATC) Levels 1 and 2 was offered across Canada, along with the Certified Security Project Manager (CSPM) program, which was held in partnership with the Security Industry Association (SIA). We also initiated a partnership with George Brown College in Toronto in order to update our ATC 1 content and make the course available online through the college. New education initiatives were also introduced through Security Canada Central in the form of 15-minute "Education Flashes." These mini education sessions allowed attendees to gain a large amount of valuable industry information in a short period of time, without having to leave the show floor.

We also launched our new Affinity Program to add greater value to membership. This program provides exclusive discounts to members on products and services used every day. Over the last year, we secured a number of new partners in order to provide the highest value possible, and we will continue to add more partners in 2012 based on members' needs.

Great strides were also made in the creation of the Canadian Accredited Security Contractor (CASC) Program, which is slated to launch in October 2012. The highly anticipated CASC Program will not only address issues of professionalism and competency within our industry at a national level, but will enable quality assessment and industry enhancement without the need for government participation.

Strong investments were also made in CANASA's infrastructure in order to better serve our members. A new association management system was implemented to help us maintain member history and personalize member communications. We also continued our work with various sister associations, in order to keep track of international trends that may impact our members in the future. Many associations, including the Security Industry Association (SIA), Security Industry Alarm Coalition (SIAC), and Central Station Alarm Association (CSAA), currently have CANASA representation. We will also be looking to expand our partnerships over the next year.

Our Security Canada trade shows provide a unique opportunity for networking and remain the meeting place for like-minded associations and security professionals to connect. All of our Security Canada shows have met or exceeded exhibitor and attendance numbers over the last year and Security Canada remains the number one security event series in Canada.

Moving forward, our business plan initiatives will be equally aggressive for 2012. Our focus will surround three main objectives: to grow, diversify, and retain membership; increase public awareness of CANASA and our members; and facilitate self-regulation of the security industry. All of these objectives will be implemented with our members' best interests in mind.

However, none of this work would be possible without the generosity and dedication of our volunteers, including our Chapter Board Presidents, Board members, and Committees. We greatly appreciate all of our volunteers' hard work and we look forward to working together in 2012.

We would also like to take this opportunity to thank you—our members—for your invaluable support. You are the driving force behind CANASA. As always, we welcome your suggestions and feedback, as your input guides all of our initiatives, from member services to industry education. Your partnership is an integral part of the Association's success and our work towards advancing the security industry in Canada.

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JF Champagne
Executive Director



2011 Financial Report

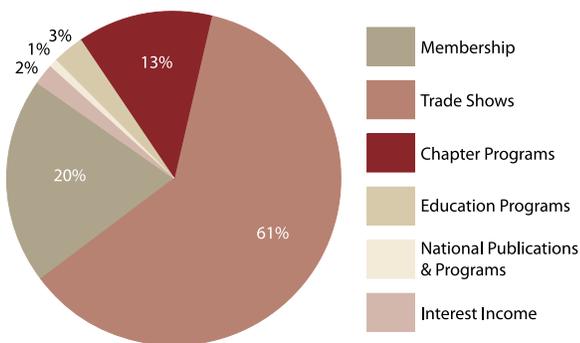
The financial information presented below has been derived from the financial statements of the Canadian Security Association for the year ended December 31, 2011, which were prepared in accordance with generally accepted accounting principles and are available in the "Members Only" section at www.canasa.org. These financial statements were audited by Howard Back, C.A., Professional Corporation, who reported without reservation in his independent auditors' report dated April 26, 2012.

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.

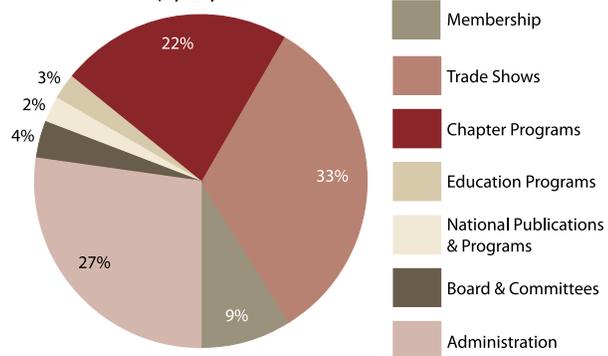
Fund Balances

	Dec. 31, 2011	Dec. 31, 2010
Unrestricted Net Assets	\$923,660	\$936,782
Museum Funds	\$24,010	\$24,010
Education Development Fund	\$126,328	\$126,328
French Education Development Fund	\$57,112	\$57,112
Total	\$1,131,110	\$1,144,232

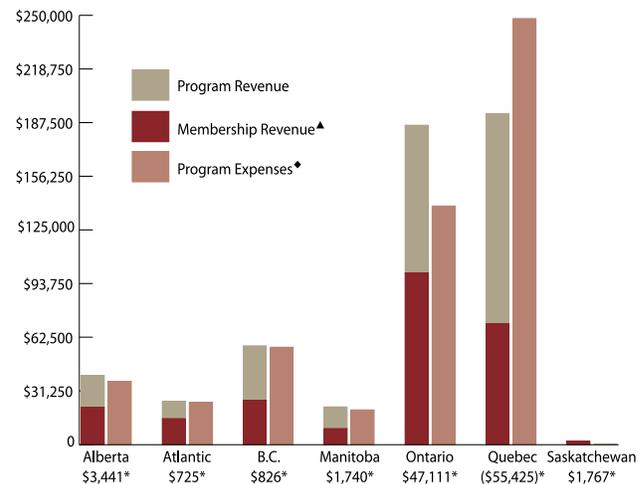
2011 Total Revenues \$2,194,912



2011 Total Expenses \$2,328,788



2011 Chapter Revenues/Expenses



▲ 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 Golden Horseshoe, Southwestern Ontario and Ottawa Sub-Chapters.

* Net contribution (loss)

Canadian Security Association

50 Acadia Avenue, Suite 201, Markham ON L3R 0B3

Tel: (905) 513-0622 | Toll Free: 1 (800) 538-9919 | Email: staff@canasa.org | www.canasa.org