

CANADIAN SECURITY ASSOCIATION
ANNUAL REPORT

2014

THE YEAR IN REVIEW



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

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Established in 1977, the Canadian Security Association (CANASA) is a national not-for-profit organization dedicated to advancing the security industry and supporting security professionals in Canada. CANASA protects and promotes the interests of its members and the safety of all Canadians through education, advocacy, and leadership.

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Executive Message

In many aspects, 2014 was one of our most successful years. This past year not only saw new firsts for our program areas, but also offered substantial growth of our member products and services.

With the input of industry experts, we completed a full upgrade to the centrepiece of our education offerings, the Alarm Technician Course. The course is now available in an online platform through Centennial College in both English and French, increasing its accessibility and allowing students to take advantage of training any time, anywhere at their convenience.

Membership resources were also enhanced. With the support of a legal firm, we created residential and commercial contract templates for each province in Canada that covered all *Consumer Protection Act* laws. We also launched a new online by-law repository to better support members and help address alarm management issues nationwide. Both of these great new resources are free for member use.

Capping off all this activity is the completion of our transition to our new membership structure, which aligns with the requirements of the *Canada Not-for-profit Corporations Act* and will help us to better represent the industry, now and in the future. We are now more equipped than ever before to engage our members whose involvement both motivates and informs everything we do.

In celebration of membership, you will be able to meet some of our longstanding member companies in the following pages. Their dedication, along with that of our entire membership, has been integral to our success. Our members are the foundation behind our work in building a stronger security industry, and we would like to take this opportunity to thank you for your continued support.

None of our work to support our members would be possible without our volunteers, including our 10 Regional Councils and our National Board, representing more than 75 volunteers across Canada. We sincerely appreciate the time and effort they have generously donated in helping our industry and our members achieve a better future.

As we move forward, we will continue to increase member value. This includes working toward our vision of being a primary catalyst for networking in the security industry and developing *canasa.org* to be the one-stop shop for security services. As our industry changes, so will our programs and services. As always, we remain dedicated to supporting our membership and evolving to meet its needs.



Philippe Bouchard
National President



JF Champagne
Executive Director

As our industry changes, so will our programs and services.

Our Canadian Accredited Security Contractor (CASC) program also continued to evolve, with a fresh focus on growing its base and increasing its exposure to new audiences.

And our Security Canada shows had an amazing year. Offering attendees and exhibitors a national perspective, the event series sold out its exhibit space across the country. A new show, Security Canada Ottawa, was added to its lineup, and even more growth is in the works for 2015.

Member Milestones

Members are the driving force behind our Association. Everything we do is to support you, our members. Over the next dozen pages, you will get to meet some of our longstanding member companies from across the country – each are celebrating 30 or more years of membership with CANASA. As with all our members, their participation and commitment have helped strengthen our Association and our work in building a better future for the industry and providing a collective voice that represents industry members and the communities we protect.

We thank these members for letting us share their stories. We would also like to extend our sincere appreciation to our entire membership for your continued dedication; we look forward to serving and working with you for many years to come. Together, we can continue to create positive change in our industry.

Price's Alarms

Victoria, British Columbia

Telco Security Systems Inc.

Edmonton, Alberta

AAA Security

Winnipeg, Manitoba

Huron Alarm & Fire Security Inc.

Midland, Ontario

Central Security BPG Ltd.

Montreal, Quebec

National Alarm Systems (Fredericton) Limited

Fredericton, New Brunswick



Photo: Cathie Ferguson

Price's Alarms

Victoria, British Columbia
Bob Price, President

Price's Alarms has an extensive history in providing protection to communities in Victoria, British Columbia, which is not surprising given Price has been a local name in security for more than a century. This longstanding community connection has been a strength for the fourth-generation family business, especially in the lower Vancouver Island area, according to Bob Price, President of Price's Alarms.

The business got its start in Victoria when Bob's grandfather purchased a little "fix-it" and locksmith shop in 1895. Over time, the business grew along with the Price family, and today Bob's wife, Peggy, and son, Kevin, help run the electronic security side of the family business, as Vice President of Administration, and Vice President of Operations, respectively.

Currently, Price's Alarms has offices stretching across Vancouver Island, Vancouver, and the Okanagan area, helping to establish a "true local presence" and provide opportunities to create a dialogue with customers. The full-service security company also has about 150 employees and its own ULC-listed monitoring station. A pretty great accomplishment, given both Bob and his son initially didn't expect to work in the security industry.

Both had originally entered other fields before joining the company and, ultimately, preserving the family business. Bob's background in physics and electronics spurred the company's addition of electronic security offerings, and the company evolved as technology changed. Fast forward from the telephone tape dialer devices available four decades ago, Price's

Alarms' clients now have access to a full suite of residential and commercial security products and monitoring services.

The decision to join the CANASA family came in the early 1980s during the economic downturn. Bob had just made the leap into the alarm business full-time after having dabbled in it for a while, and turned to the Association to demonstrate his company's commitment to excellence. "It [membership] was a mark of professionalism [for us] in those early days," says Bob, of his 30-year membership.

Today, after decades of growth for the company, Bob's definition of membership has also expanded. "Nowadays, to me it's more a responsibility," says Bob. "I think people need to be a part of these organizations." He explains his altruistic notion of membership includes the idea of organizations getting involved for the greater good without looking for particular gains – and thus the industry, its members, and the communities they serve can benefit as a whole, especially when tackling industry issues.

Bob acknowledges CANASA membership has other unique positives as well, including access to top industry education such as the Alarm Technician Course and the opportunity to connect with other members – a big benefit that is especially important for those new to the industry. "CANASA's the catalyst [for connections] and that's a huge advantage, particularly for somebody starting off," says Bob. "All of a sudden, you've got a CANASA membership then you can talk to many people and get a lot of advice."



Photo: Trident Photography

Telsco Security Systems Inc.

Edmonton, Alberta

Shawn Lazaruk, Vice President

Ask around for a name of a security company in the Edmonton area and chances are you'll hear of Telsco Security Systems Inc. Over the years, the installation and monitoring company has built its business mainly by referrals and word of mouth, which has proven to be quite successful.

In operation for 45 years, the family-owned business has grown to become the area's largest security company, employing 50 employees. Yet, the organization has worked hard to maintain its small family business feel. "Any time you phone us you're always dealing with a live person," said Telsco Vice President Shawn Lazaruk, who believes it's important to offer professional yet personalized services for each client they serve. Customers have responded to this personable business approach by awarding Telsco a local Consumer Choice Award every year for the last 10 years.

Working out of a head office in Edmonton, Telsco provides residential and commercial security services across Alberta and runs its own ULC-listed monitoring station. Providing customer value is a high priority as is maintaining high-quality services, which Shawn says should be expected from a CANASA member.

"You can use the CANASA logo or the fact that you're a CANASA member to show that you're meeting certain standards and you're a company that's reputable and follows the right procedures and protocols," says Shawn, who adds CANASA membership represents legitimacy,

which is one of the reasons Telsco has remained a member over the years.

Telsco became a CANASA member in 1983, shortly after Shawn's father purchased the company. After embarking on a nine-year teaching career, Shawn joined his father, immersing himself in the business and learning every aspect, from installation and monitoring to marketing and sales.

Shawn took a similar approach in his involvement with CANASA, learning as much as he could through mentorship and volunteer opportunities. Over the past six years, he has worked hard with other dedicated Council volunteers to rebuild the Northern Alberta Regional Council. The goal was to provide more value to members, which involved creating new networking and education opportunities and representing members' interests in the community.

Member events have become an important part of the region's networking activities, enabling peers to connect and share insight. Shawn is excited to see how they continue to develop, now that his time on the Council is coming to an end. "I would like to see the Council continue to operate and to offer experiences and value to members, whatever way they determine that should be," says Shawn, who would definitely recommend others to get involved, either as a member or volunteer. "There's a lot of valuable information you can get from CANASA to help improve your company."

AAA Security

Winnipeg, Manitoba

Debbie LeBlanc, Vice President & General Manager



Photo: Walter Janzen Photography

One of the first things Vice President & General Manager Debbie LeBlanc noticed when joining AAA Security was the company's unique family atmosphere, despite its 90-plus strong employee count. "We are a large security company in Canada, but we are also small enough to be very nimble," says Debbie, who adds this flexibility allows employees to get involved and make a difference. Operating out of offices in Winnipeg and Brandon, Manitoba, the full-service security and monitoring company has developed a highly experienced team due to its low attrition rate, which places strong value on the care of service provided to the customer.

"I'm very proud when I do ride-alongs with the [technician] teams of how sensitive we are to treating the customer's home like it was our own," says Debbie, who remembers one of her first ride-alongs quite clearly. As soon as she stepped out of the vehicle, the technician handed Debbie booties to ensure they both had them on as soon as they walked in the homeowner's door. Diligent care was used to ensure everything was left in its original condition.

This attention to quality care has been recognized. AAA Security was awarded a Consumer Choice Award for 2014/2015 for Winnipeg and surrounding areas – the first time the category was presented in Winnipeg. Meeting customers' evolving security and lifestyle requirements is a top priority for the MTS-owned company, which has more than 50 years' experience in serving Manitoba communities. "We've built a strong monitoring station, technician pool, sales and customer care organizations to focus on what the customers' needs are in the marketplace," says Debbie.

Consumer care is also a focus of Debbie's work as a member of CANASA's Bill 62 Committee in protecting local customers' rights. The committee is currently involved in providing recommendations for the regulations to Manitoba's Consumer Protection Office, which will affect the way local security companies do business – very satisfying work, according to Debbie. "It allows CANASA members in the region to know there is a group of members working together on their behalf."

The committee's work is just one of the many efforts Association volunteers have made in representing members' interests to government across the country. Learning what other regions have done or are going through has been helpful in getting to a common language and creating industry consistency according to Debbie, who believes there are both provincial and national benefits to having a collective voice representing the industry.

Debbie states CANASA's government relations support on Bill 62 is just one of the many ways membership has helped AAA Security, which joined the Association in 1983. Best practice sharing, education offerings, and regional meetings have also been beneficial says Debbie, as has been industry updates, CANASA's online by-law repository, and access to information made possible through mentorship and networking opportunities. Debbie is amazed by the wealth of knowledge Association members can provide, "The number of years of experience that gets brought to the table [at CANASA] is incredible."

Huronia Alarm & Fire Security Inc.

Midland, Ontario

Kevin Leonard, President and CEO



Photo: Paul Howard Photography

It's all about service for Huronia Alarm & Fire Security Inc. While one could argue great service is the cornerstone for most businesses, the security and fire safety company tends to go the extra mile for its customers. Huronia's technicians have even been known to bring generators out to clients' homes to keep sump pumps running during power outages.

One reason for this additional care is the company's strong local roots. "We live in the communities [we serve]; we care about our communities. It's not just a job for most," says Kevin Leonard, Huronia President and CEO. Many of Huronia's cottage-country clients are away six months of the year, and need the extra support. "Our technicians are on call 24 hours a day, so if somebody needs assistance, no matter what it is, we're there."

Huronian first opened business in Midland, Ontario, in 1972, and has since expanded to Collingwood. It currently holds offices in both towns, runs its own monitoring station, and has 50 employees, which serve many areas around Georgian Bay. Over the years, Huronia's personnel have worked hard to create meaningful relationships with local partners and get involved in the communities they serve. Having been granted numerous local consumer awards, their work has not gone unnoticed.

While the company's location within central Ontario has been ideal for creating community connections, it posed a challenge for meeting industry peers. This, says Kevin, is where CANASA membership has been very helpful.

Huronian has been a member since CANASA's inception in 1977. Over time, Huronia's staff attended Security Canada shows, accessed resources and training, and, most importantly to Kevin, taken advantage of networking opportunities to connect with peers. "It [membership] is a huge opportunity," says Kevin. "Either to promote your own business and products or to do what we're doing, learn from others and network." For those starting in the industry, he says CANASA "gives them the tools to get going."

Kevin has put a lot of thought into what it takes to succeed in the industry – and believes, along with membership, accreditation can play a strong role. After gaining Canadian Fire Alarm Association (CFAA) certification, he saw what accreditation can do for an industry's professionalism, which is why he sits on CANASA's Canadian Accredited Security Contractor (CASC) Council and obtained CASC accreditation for Huronia.

Kevin believes accreditation can help industry relations in working with government, police, and fire authorities. "We need to be seen as professionals, and I think the CASC program is the first link to that," says Kevin, who adds the program could even become the foundation for future legislation.

Volunteering on the CASC Council is just one of the many ways Kevin supports membership. He also donates time as Chair of CANASA's Monitoring Station Best Practices Committee. For Kevin, volunteering has been a mutually beneficial process, both for himself and the causes he supports, which is why he encourages others to get involved. "There's definite value in it," says Kevin.

Central Security BPG Ltd.

Montreal, Quebec

Brahm Ptack, Owner and President

Central Security BPG Ltd.'s mission is to offer customized services to Canadian alarm dealers. "Our biggest pride is our personalized service," says Central Security owner and President Brahm Ptack of the full-service ULC-listed monitoring station located in Montreal, Quebec. "We basically will adapt our methods and our offerings to our dealers based on what their needs are," says Brahm.

The 40-year-old company not only provides monitoring services coast to coast, but also goes that extra step to ensure its clients of all sizes have the right support they need to remain viable. "We're constantly working with our dealers to make sure they're doing the best job that they can," says Brahm. Sometimes this means supporting a small client with accounting services; other times it means assisting dealers that are in the field to activate cellular transmitters. In all cases, it means providing the right service solution that enables clients to offer end-users the most value possible, often working as an extension of a dealer's own offerings.

"Our job is to make our dealers look good and if we're doing that we're doing our job right. And that's what we pride ourselves on," says Brahm. The "we" is Central Security's dynamic staff, which includes customer service and sales employees, technicians, and operators. Together, they enable the station to stay current on new technologies and offer a wide range of services from remote video surveillance to two-way voice monitoring. "They [employees] really care about our

clients – that's what it's all about – we're a service business."

Similarly, support is also one of the reasons Central Security holds a CANASA membership, which began in 1982. "As we feel that it's important to support our dealers, it's also important for us to support our industry," says Brahm. Membership, for Brahm, helps organizations communicate legitimacy and provides a strong consolidated voice that holds weight when it comes to understanding and dealing with industry issues, which can be more powerful than individual companies trying to be heard on their own. Over the years, Brahm has witnessed CANASA's representation of members' best interests in the Association's dealings with government organizations such as the Commission de la construction du Québec (CCQ) and the Régie du bâtiment du Québec (RBQ).

Brahm also appreciates the networking options CANASA makes available, especially the ability to connect with dealers at Security Canada. After 40 years in business it's easy to be taken for granted, says Brahm, who was able to meet with dealers he hasn't seen in a long time at a recent Security Canada show. "I found it to be an eye-opening experience for my staff to really get to meet and press the flesh with old friends and new," says Brahm, who lauds the range of industry members who attend the event series, including dealers who are just starting up and potential new clients as well. Each connection is a step closer to building a meaningful relationship down the road.



Photo: Bang-On Photography

National Alarm Systems (Fredericton) Limited

Fredericton, New Brunswick
Jeff Shaw, Owner and President

National Alarm Systems (Fredericton) Limited has more than four decades of experience in helping keep customers within New Brunswick's capital city and other communities safe. The busy company provides a wide range of security and fire safety services to clients across the province, ensuring its mainly commercial customer base, including small businesses, schools, and government organizations, are protected 24/7.

Current owner and President Jeff Shaw contributes much of the company's success to its commitment to service. Having worked as a technician for the seven-strong company for more than 13 years before making the leap to ownership within the last year and a half, Jeff saw firsthand how great service has translated into a high customer return rate and a viable business.

Interestingly, company ownership has always stayed within the National Alarm Systems' family. Approximately nine years ago, the original owner sold the business to one of his technicians, who, in turn, sold it to his technician – Jeff. Along with ownership, came CANASA membership and some words of wisdom from Jeff's then-boss: CANASA membership pays for itself.

Leaving it up to Jeff whether or not to keep the 35-year-old membership, his boss advised that being a member is "going to benefit you in the long run." Jeff, willing to listen and learn, heeded the advice.

Looking at membership from a new owner's perspective, Jeff is excited to access some of its benefits: saving costs through the Affinity Program, meeting peers at industry events, and, most importantly, developing relationships with mentors who can provide insight as issues arise.

For Jeff, it's a big positive to be able to connect with other members across the industry and talk to them about their experiences: "If you have somebody you can call who may have been through something similar that's pretty valuable." Since staying current on what's happening in the industry across the country can be difficult for busy small business owners, information dissemination through the Association, especially on new technologies, is appreciated.

Education is also a consideration, now that Jeff has employees to look after and may need to look into new hires down the road. He likes the idea of hiring ATC-trained technicians, knowing they are motivated to learn and will have the knowledge needed to get the job done right.

Consistency in work quality is important, which is why Jeff says an association is essential. CANASA supports self-regulation of the industry and holding a membership can stand as a symbol of proficiency, indicating to others, including the general public, the professionalism of its members. "It [membership] shows that you take care of your company," says Jeff, which he is planning to do for years to come.

Program Updates

Providing member value is the key focus of our programs and services. Over the past year, significant new developments were made in each of our program areas to better support our members, offering even more opportunities for them to access education, connect with peers, and develop their businesses.

The following pages include highlights of these program achievements, which we will continue to build on in the years to come.

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Membership Services

Meeting members' needs

Our Membership Services are designed to offer unique benefits, including exclusive resources and tools that can help members gain a competitive advantage. In 2014, we created a number of new offerings to provide even more value to membership.

Affinity Program

To help members save costs, we increased efforts on locating suppliers that could offer products and services members want at discounted rates, and added four partners to our Affinity Program. Members can now save on train travel thanks to a Via Rail Canada partnership brought to us by Chris Izatt, Eastern Ontario Regional Council President. Other new Affinity offerings include savings from Chrysler, Promotional Source, and UPS. Details on all of our Affinity Partners can be found at canasa.org.

Contract templates

Working with McMillan LLP, we created residential and commercial contract templates for each province. During the process, we ensured adherence to all *Consumer Protection Act* laws and individual provincial laws. The contract templates launched in July and received an extraordinary amount of downloads and positive member feedback.

Billing structure

We revised our billing structure to make membership payments easier. Dues can now be paid by credit card online through our secure server. Also, members who purchase an RBQ bond through CANASA will receive only one yearly invoice that combines membership and RBQ dues. This change was prompted by revisions to our membership classes as mandated by our

compliance to the *Canada Not-for-profit Corporations Act*. During this transition, we took the opportunity to align RBQ bond and membership billing dates.

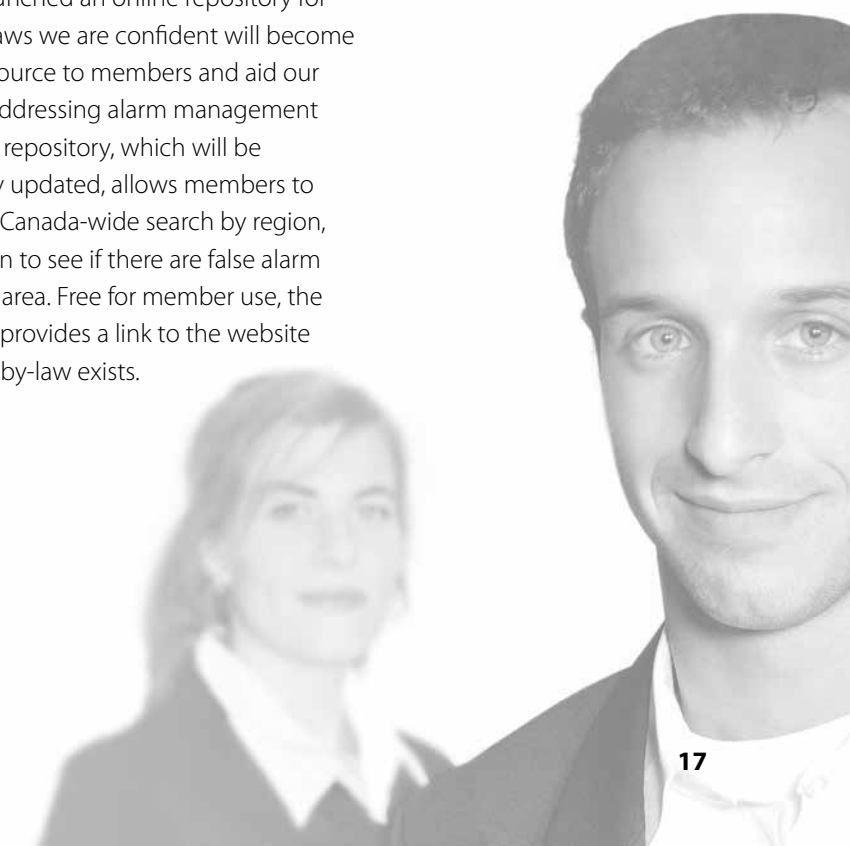
In 2014, we created a number of new offerings to provide even more value to membership.

Canadian Accredited Security Contractor (CASC) program

Our CASC program also evolved, with a focus on increasing program awareness and growing the program's base. CANASA's National Board of Directors dedicated funds to hire a consultant to connect with architects and engineers (A&E) and corporate end-users and invite them to participate in the program by requesting CASC Companies in their tender process.

Online by-law repository

We also launched an online repository for alarm by-laws we are confident will become a great resource to members and aid our efforts in addressing alarm management issues. The repository, which will be continually updated, allows members to conduct a Canada-wide search by region, city or town to see if there are false alarm fees in the area. Free for member use, the repository provides a link to the website where the by-law exists.



Security Canada

Expanding Canada's largest showcase of security technology and services

With more than three decades of experience in bringing buyers and sellers together across the country, Security Canada International Security Conference & Exposition remains the top industry event series in Canada. Each year,

Eastern Ontario Regional Council and the ASIS International 140 Ottawa Chapter, the show was developed to attract decision-makers in the government sector and was well attended by government representatives.

Attracting attendees by the thousands

Overall, Security Canada had a great year – each show's exhibit space sold out, and Alberta and Central experienced exceptional growth. Alberta increased its attendance from the previous two years, and Central hosted its largest show floor ever, achieving new record highs for both attendance and exhibitor numbers.

Drawing an international audience, the Toronto-based show offered attendees easy access to learning through 15-minute Education Flashes held right on the show floor. The mini education sessions allowed attendees to learn about a range of industry hot topics from new advancements in video surveillance law to electronic access control systems.

Security Canada offered unrivalled networking opportunities last year.

we work hard to deliver a premier Canadian event experience for security professionals across the country, and last year was no exception. In 2014, we added a new show, Security Canada Ottawa, to offer increased opportunities for peer-to-peer connection and sales generation.

Introduced in June, the capital city-based show enabled members to increase their networking outreach and access growth opportunities in a new market. Created through a partnership between CANASA's

Education

Offering top security education for today's professional

Education is a key component of staying competitive, especially in the ever-evolving security industry. We are strongly committed to providing top industry education that both meets members' professional development needs and offers training opportunities that put students on the path to success.

Last year, we upgraded our popular Alarm Technician Course (ATC) to help students meet current industry requirements and

stand out in the marketplace. Covering a wide range of topics relevant to today's alarm technician, the course was developed in consultation with industry leaders, including ATC instructors Dave Currie of Damar Security Systems and Robert (Bob) Hoevenaars of Alarmtech Security Systems Inc. as well as subject matter experts from the United States.

The new ATC combines learnings from our previous ATC1 and ATC2 courses and promotes best practices and the highest possible standards in the industry. It also

helps students learn how to develop effective solutions for preventing false alarms and dispatches.

We also increased the accessibility of the course, making it available in an online platform through a partnership with Centennial College, in both English and French. Launched on January 5, 2015, the online course allows students to learn when and where it is most convenient. It also helps students in remote locations gain access to training and may reduce waitlists for classroom courses.

Content presented in the online format is designed to support students as they learn, incorporating multimedia games called "Education Breaks" to test students' knowledge. It also features an illustrated course guide drawn in the likeness of Dave Currie, a longtime supporter of the program

and ATC students. Created by instructional and multimedia designers, the guide provides helpful tips to students as they

Students learn how to develop effective solutions for preventing false alarms and dispatches.

make their way through course material, enhancing independent study.

Moving forward, we will evaluate ATC content based on student feedback, and continue to offer the classroom-based ATC. Delivered six times last year, the classroom version will be offered in six locations across the country in 2015.

Monitoring Station Symposium

Creating a stronger voice for the monitoring industry

Last year, the National Monitoring Station Committee contributed significantly to our work in providing a strong, consolidated voice for members.

On October 21, 2014, the committee hosted its second annual Monitoring Station Symposium, in conjunction with Security Canada Central, which drew in attendees across the country for the common purpose of developing the voice of the Canadian monitoring industry.

The day-long symposium brought together monitoring station professionals and those affiliated with the industry to generate discussion, gather additional central station knowledge, create best

practices, and define where the industry is headed. The event offered two speaker tracks and a keynote speaker, Midland Fire Chief Kevin Foster, who spoke on collaboration between fire services and monitoring companies. It also provided many opportunities for peer-to-peer connection, enabling mentor relationships to develop nationwide.

Two much-lauded initiatives were introduced – a popular roundtable session that facilitated peer-level discussion, which will have a strong presence in 2015, and a peer-reviewed Best Practices Guide that was a highlight for much roundtable discussion. The aim is to review the guide every year, incorporating feedback from members.

Regional Activities

Staying active across the regions

Member engagement is extremely important to the health of our Association. Throughout 2014, our 10 Regional Councils remained active and took initiative in ensuring members had opportunities to connect, learn, and socialize with industry

Improving local member meetings

At the regional level, we worked with each Council to try to ensure member meetings not only offered targeted educational opportunities, but also included social and networking components to enhance event experiences and create a forum for sharing ideas. In addition, we created an Event Advisory Committee as a sounding board for meeting development and gathered member feedback through surveys after events to assess effectiveness.

Connecting on the course

Golf tournament sponsorships also continued to improve and provide national opportunities for sponsors to reach target audiences. The golf tournaments' overall national attendance and revenue rates increased, and thousands of dollars were raised to support the following local charities.

- Association des Familles de Personnes Assassinées ou Disparues (AFPAD)
- Calgary Crime Stoppers Association
- Children's Wish Foundation of Canada, Ontario Chapter
- Crime Stoppers Association of Edmonton and Northern Alberta
- Food Depot Alimentaire
- Helping Families in Need Society
- National Capital Area Crime Stoppers
- Raising Hope Children's Health Foundation (London)
- Ronald McDonald House Hamilton
- Siloam Mission

peers. Approximately 50 member events were held across Canada, providing members more networking opportunities than the previous year.

Providing new national events

Offering consistent, high-quality events nationwide was a key priority in our event development last year. As part of this national focus, a new initiative, the National Event Series, was created to provide Regional Councils access to topical information relevant to members' needs. Launched in two test markets, Toronto, Ontario, and Edmonton, Alberta, the event helped attendees learn how to navigate the many IP cameras on the market. The series garnered a lot of attention, and we are evaluating plans for its development.

Thanks to members' generosity, approximately \$22,000 was raised for local charities through CANASA's 11 regional golf tournaments.



Regional Council Spotlights

Thinking outside the box in the Golden Horseshoe

The Golden Horseshoe Regional Council is working hard to provide value for members.

Throughout 2014, the young Council was very active, hosting three well-attended member meetings and a golf tournament that saw its highest attendance and fundraising numbers yet. It also promoted CANASA and its members to the public, a main goal for the Council since its inception, at the Greater Hamilton Home & Garden Show. This year, public service announcements are in the works, and a new series of meetings shaped around member feedback are in queue for 2015.

The secret behind all this activity? "Build a team that's passionate about the industry and the Association.

Communicate with each other regularly, learn from past experiences, and don't get discouraged," says Anna De Jager-Duplicki, Vice President, Golden Horseshoe Regional Council, who has found "thinking outside the box" can help, especially when developing fresh meeting topics that engage members.

Anna adds learning about other Councils' experiences can also be beneficial, especially in trying something new another region has already done – which is why the Golden Horseshoe would be happy to share insight with other Councils. "We would be honoured and eager to get involved," says Anna.

Celebrating Stampede-style in Southern Alberta

Attendees donned CANASA sheriff badges at the first-ever Calgary Stampede-themed member mixer held at Ranchman's on July 8, 2014 – a networking event that brought together current and potential members of the Southern Alberta Regional Council under one roof. The event was so successful it will be repeated in 2015 and combined with the region's golf tournament.

The Council knows how difficult it can be for members to make it out to meetings. Finding the right draw and atmosphere for meetings are crucial, says Carl Jorgensen, a National Board Vice President and Southern Alberta

Past President, who adds Stampede Week offered an ideal opportunity for networking with an occasion to have fun.

Carl says aligning meeting strategy with Council goals is also important – for Southern Alberta it involves bringing members with different backgrounds together to create a sense of community within the industry. "We feel that by bringing vendors, customers, integrators, dealers, distributors, and monitoring stations into the fold, we create a great networking environment and a sense of community within Southern Alberta."

Building a brighter future in Northern Alberta

When it comes to organizing member events, Neil Jones, Northern Alberta Regional Council President, believes communication is key. Every time the Council hosts an event, Council members call or email members to extend an invite, a new approach to connecting that Neil says has been effective. "It's definitely working – we had the highest turnout for our golf tournament."

The Council also achieved its highest member meeting turnout last October at the National Event Series. And it hosted a volunteer appreciation and engagement event, developed to "bring fresh faces and more diversity" to the next Regional Council – one of the Council's five main goals moving forward.

Succession planning is extremely important for the region. Six years ago, Northern Alberta saw a revitalization, and Neil would like to see its growth continued. One of the ways he sees this happening is to develop meetings that are engaging and fun. Attracting diverse attendees is also a priority. "We want to attract different people and have a conversation," says Neil, who would like to see the industry's next generation involved in that dialogue. Neil is excited about possibilities for the Council, and feels young members can play a big role in realizing its potential.

Governance

Creating meaningful change for members

Over the last couple years, we worked diligently with our National By-law and Policy Committee and Board of Directors to revise our governance structure as mandated by a new set of rules established by the *Canada Not-for-profit Corporations Act*. During this time, we addressed required changes to our by-law, board composition, and membership classes to ensure full compliance by the Act's October 2014 deadline.

Last year was a time of transition in realigning the Association to our new by-law and governance structure. A new electoral

we received from volunteers and members throughout the entire transition process.

Strengthening our volunteer program

As part of our governance activities, we introduced a Volunteer Engagement Program to better support and recognize volunteers' invaluable efforts. The program contains four elements – attract and retain, educate and train, increase accountability, and recognize and reward.

New marketing tools, including a brochure and an online Volunteer Spotlight series, have been created to recruit and showcase contributions of volunteers. We also formalized the induction process and enhanced training, which now includes a one-on-one webinar with a staff member.

An evaluation and accountability process has been implemented to assess development. And new recognition opportunities, including appreciation letters shared with volunteers' workplaces and three new volunteer awards, have been initiated to help show our deep appreciation for our volunteers.

“Volunteering with CANASA has been very worthwhile in terms of the networking opportunities, the impact you can have, and the business opportunities that can come out of it as well. There are many positives. It takes effort like anything else, but out of effort comes success.”

Richard McMullen, National Board member and Central Ontario Regional Council President

model is being implemented to ensure members are the ones making decisions on who represents membership at the regional and national levels, an adjustment from the previous ex officio process. Other changes made to meet compliance include renaming Chapters and Sub-Chapters to Regional Councils and altering our National Board process for resolving issues.

Ultimately, these amendments work to provide more power to members in governing the activities and goals of each region. “Our governance work has helped to build a much stronger Association for the future,” says Don Budden, Chair, National By-law and Policy Committee. “We’ve laid the foundation for the organization to move forward, to grow, and to add more services and a stronger voice in support of our members across the country.” We sincerely appreciate all of the support and feedback

Our governance work has helped to build a much stronger Association for the future.



Government Relations

Making an impact through advocacy

Throughout 2014, we were actively engaged in advocacy efforts to help create positive change and provide a voice for members. Thanks to the hard work of Regional Councils and committee volunteers, significant strides were made across the country to both promote and protect the needs of our members and the communities they serve.

CANASA continued to be very proactive in promoting the reduction of false dispatches and representing members' best interests regarding false alarm issues. We also addressed regional concerns.

- In Manitoba, we responded to Bill 62, providing recommendations to the province's Consumer Protection Office at the Ministry of Tourism, Culture, Heritage, Sport and Consumer Protection on the bill's regulations concerning contracts for distance communication services, which encompass monitoring services. Our recommendations, prepared by CANASA's Bill 62 Committee, work to protect the interests of both industry members and the clients they serve, and help to differentiate the electronic security industry from other industries covered by the Act.
- In Nova Scotia, we responded to the *Direct Sellers' Regulation Act* regarding proposed changes that concern contracts between customers and security alarm installers. In doing so, CANASA consulted Atlantic Regional Council members for comments and approval of our recommendations. We also proactively approached the province's political and administrative key players regarding the implementation of required licensing for industry members to promote proper standards and

self-regulation within the industry. Bigger steps will be taken in 2015.

- In Quebec, we continued to represent members and keep pressure on government and the Commission de la construction du Québec (CCQ) regarding *Act R-20* to promote industry trade recognition within the province. We

CANASA continued to be very proactive in promoting the reduction of false dispatches and representing members' best interests regarding false alarm issues.

were also involved in negotiations and represented the interests of security alarm installers in completing the collective agreement between the union and installers.

- In Ontario, steps were taken to gather data regarding provincial licensing implementation and enhanced regulation for industry members.
- In both Ontario and Quebec, we represented members at the municipal level regarding false alarm by-laws and fines to help ensure monitoring stations were not penalized and consumer fines were not excessive.



2014 Financial Report

The financial information presented has been derived from the financial statements of the Canadian Security Association (the "Association") for the year ended December 31, 2014, which were prepared in accordance with Canadian accounting standards for not-for-profit organizations. These audited statements are available in the "Members Only" section at canasa.org. The financial statements were audited by Kreston GTA LLP, Licensed Public Accountants, who reported without reservation in their independent auditors' report dated April 8, 2015.

The Association continues to maintain a healthy financial position, as evidenced by its unrestricted net assets of \$639,855 which is comprised of assets including cash and term deposits, office equipment and software, and working capital items. The internally restricted fund balances of \$111,536 are the National Defence and Advocacy Fund, Museum Fund, Canadian Accredited Security Contractor (CASC) Fund and Education Development Fund which consist of cash and term deposits.

Fund Balances		
	Dec. 31, 2014	Dec. 31, 2013
Unrestricted Net Assets	639,855	702,666
National Defence and Advocacy Fund	638	3,684
Museum Fund	15,380	16,610
Education Development Fund	68,635	154,822
Canadian Accredited Security Contractor Fund	26,883	42,054
Total	751,392	919,836

Statement of Operations and Changes in the General Fund		
For the year ended	Dec. 31, 2014	Dec. 31, 2013
Revenues		
Security Canada –		
trade shows	1,586,441	1,460,736
Membership fees	484,210	489,848
Regional activities	326,109	312,244
Education programs	74,473	90,847
Interest income	16,252	15,638
	2,487,485	2,369,313
Expenditures		
Security Canada –		
trade shows	829,860	696,616
Regional activities	567,743	514,645
Membership	186,028	255,684
National board and regional council expenses	147,453	191,653
Education programs	75,598	85,081
Wages and employee benefits	411,965	345,625
Information technology	68,255	64,893
Rent and occupancy costs	65,701	65,268
Travel	53,578	36,151
Amortization	46,457	43,718
Office and general	31,576	46,521
Professional fees	22,959	16,998
Interest and bank charges	20,262	22,699
Telecommunications	19,537	12,980
	2,546,972	2,398,532
Deficiency of Revenues Over Expenditures	(59,487)	(29,219)
General Fund, Balance at Beginning of Year	702,666	783,939
Transfer to restricted funds	(3,324)	(52,054)
General Fund, Balance at End of Year	639,855	702,666