

inside SECURITY

A RECOGNIZED VOICE OF SECURITY IN CANADA

APRIL 2014 | ISSUE 10

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Brought to you by CANASA, the Security Canada events bring together experts and thought leaders along with the industry's leading firms.

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The best industry-based education in the country

Whether you are in a technical, sales, or management role, CANASA's industry-based programs offer the right training for your professional development needs.

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CANASA

Canadian Security Association
L'Association canadienne de la sécurité

MEMBER BENEFITS HELP SAVE YOU MONEY

As always, one of CANASA's main objectives is to help our members get ahead. There are a number of benefits that members can take advantage of this year that can help you save money.

CANASA's Affinity Program offers members a number of discounts on business-related products and services, including reduced rates on: specialty and commercial insurance; life, disability, and health benefits; fuel; decals and forms; and in Quebec only, 30 minutes free legal consultation.

Most recently, CANASA announced the addition of two new partners; Chrysler, for the purchase of fleet vehicles; and VIA Rail for discounts on train travel. With Chrysler, buying a selected fleet vehicle can mean savings of up to \$14000! VIA Rail offers a 5 per cent discount on the lowest advertised price. So if you find a great deal for 50 per cent off, CANASA members can add



another 5 per cent to that!

CANASA will continue to expand the Affinity Program along with other member benefits throughout the year to offer even greater rewards such as; updated commercial and residential contracts for all provinces; and, revised education content and platforms. As always, CANASA will notify members of the additional savings and benefits that they will be able to take advantage of as they become available. Members can learn more about the program and find a complete list of Affinity Program partners at canasa.org >

Membership > Members Only > Affinity Program.

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SECURITY CANADA: NO OTHER EVENT EVEN COMES CLOSE

Security Canada events are by far the largest, most comprehensive and well attended events of their kind on the Canadian landscape.

Brought to you by CANASA, the Security Canada events bring together experts and thought leaders along with the industry's leading firms to showcase the latest technological innovations, trends and issues facing Canada's security professionals. Six events are staged across Canada in order to bring a national perspective on the industry to key regions.

Security Canada events are by far the largest, most comprehensive and well attended events of their kind on the Canadian landscape. In fact, 70% of Security Canada attendees attend only Security Canada events as a means of satisfying their needs for professional development, networking and finding new opportunities.

Six shows are planned in 2014, one more than last year with Security Canada Ottawa added to the early June timeslot. All six Security Canada events will be held near Canadian urban centres including Montreal, Calgary, Ottawa, Vancouver, Moncton and Toronto.

Kicking things off is Security Canada East on April 23, 2014. The event takes place at the Sheraton Laval, just north of Montreal. It is the largest security industry trade show in Canada's second biggest market. Out west, Security Canada Alberta will take place on May 8 at the Deerfoot Inn & Casino. It will bring together

delegates in the fields of logical security, physical security, security management, privacy, law enforcement, and intelligence groups.

As the newest event on the schedule, Security Canada Ottawa will take place on June 4 and has been designed in partnership with ASIS International 140 Ottawa, to attract decision makers from the government sector as well as those from more traditional segments of our industry. Later that same month, Security Canada West will take place on June 25 at the River Rock Casino Resort in Richmond, BC Security Canada West continues to grow, attracting exhibitors and attendees from all over Western Canada and the U.S. Pacific North West.

Security Canada Atlantic will take place on September 18 and will draw exhibitors and attendees from all over the Atlantic Seaboard and Eastern Canada. Security Canada Central will close out the year, taking place at the Toronto Congress Centre in October. Security Canada Central is the largest security industry trade show in Canada, attracting thousands of attendees from all across North America.

Overall, Security Canada events across the country will attract over 4500 attendees and hundreds of exhibitors. For more information and to register please visit www.securitycanadaexpo.com

2014 CANASA GOLF TOURNAMENTS

Calgary Sub-Chapter

May 7, 2014
Heather Glen Golf Club
234024 Range Road #285
Rockyview, Alberta
T1X 0J8

Edmonton Sub-Chapter

June 12, 2014
Raven Crest Golf Club
251-153rd Avenue
Edmonton, Alberta
T5Y 6K8

Ottawa Sub-Chapter

August 20, 2014
Pine View Municipal Golf Course
1471 Blair Road
Ottawa, Ontario
K1B 4S3

Atlantic Chapter

September 17, 2014
Royal Oaks Golf & Country Club
401 Royal Oaks Boulevard
Moncton, New Brunswick
E1H 0A2

Quebec Chapter – Montreal

May 15, 2014
Club de Golf Metropolitain
9555 Boulevard du Golf
Anjou, Quebec
H1J 2Y2

British Columbia Chapter

June 26, 2014
Newlands Golf & Country Club
21025 48 Avenue
Langley, British Columbia
V3A 3M3

Manitoba Chapter

August 27, 2014
Bel Acres Golf & Country Club
7150 Road 70 North
Rosser, Manitoba
R3C 2E6

Golden Horseshoe Sub-Chapter

September 25, 2014
Crosswinds Golf & Country Club
6621 Guelph Line
Burlington, Ontario
L7P 0A9

Southwestern Ontario Sub-Chapter

June 6, 2014
Pine Knot Golf & Country Club
5421 Hamilton Road, R.R. #3
Dorchester, Ontario
N0L 1G6

Ontario Chapter

July 10, 2014
Station Creek Golf Club
12657 Woodbine Avenue
Gormley, Ontario
L0H 1G0

Quebec Chapter – Quebec City

September 11, 2014
Club du Golf Le Montmorency
2700, avenue du Sault
Quebec, Quebec
G1C 2L2



THE ALARM WASN'T ON BECAUSE I'D HAD TOO MANY FALSE ALARMS



Written by: Ron Walters

Since 1968, every job I have held, beginning as a police officer, as director of security for a fast food chain, and as the owner of two alarm companies

and now working for SIAC, has been dedicated to the effort to protect lives and property.

While working for the industry these last 16 years I have witnessed first-hand how closed minded both sides can be. In fact I have fought the urge not to be one-sided and have even questioned my views on the issue of non-response. That was until Elizabeth Smart of Salt Lake City, Utah was ripped from her family home in the middle of the night.

Roughly 48 hours after this horrendous crime the family was holding a press conference in front of their home. A family uncle had been tasked to be their spokesperson and he was posed, obviously uncomfortable, in front of a gaggle of microphones, cameras and reporters. The nation was tied to their televisions and several minutes into the conference a female reporter asked; "Didn't the family have an alarm system"? I literally came out of my chair when he replied; "Yes but it wasn't on because we've had too many false alarms"!

Over the years those words stayed with me, tattooed on my subconscious. As a parent I thought about the feelings of guilt there must be because they hadn't turned the alarm on simply because they'd had too many alarms. But how does this translate into the larger picture? Currently I am working in several cities where non-response is being considered and those words came back to me. "Yes, but it wasn't on because we've had too many false alarms".

One issue that is always part of any effort to deny response to alarms is the claim that they seldom result in an arrest. This is a misconception and an exaggeration. ALARM SYSTEMS DO THEIR JOB BEST WHEN NOTHING HAPPENS!

So I asked myself; why isn't this the perception of those that propose non-response? Is it because we haven't delivered the message

effectively? Or is it that people that are avid about only one side of an issue become so myopic that they can't see the other side? Or perhaps it is simply a case that they are only looking at numbers and don't correlate this to lives. Between the Salt Lake City Police, the Utah State Police and the FBI, millions of dollars were likely spent investigating the Elizabeth Smart abduction. This to allegedly "save" a few thousand dollars a year by not responding to alarms.

Our industry is approaching 40 million monitored alarm systems. With all of those possible targets out there, how many Elizabeth Smart's will we never hear about because the alarm systems were on? How much property was not reported stolen because the alarm system was on? How many lives and families were not forever altered because nothing happened?

Does this mean that we don't have to continually work to reduce unnecessary dispatches? Of course not! Or does this mean that we shouldn't be working on technological solutions such as monitored video? Of course not! We must continue to reduce dispatches by every effective means possible.

We all need to read the AIREF funded "Rutgers Study" that proves that alarms are an extremely effective preventive tool for the entire community, even those without alarms. We need to use this empirical data to demonstrate to elected local officials that there is a cause and effect, but most of all, these aren't just alarms; they are people.

Finally, as you reflect on your chosen career think about everything that didn't happen this year because you were there to prevent it and oh yeah, share this message with everyone in your company.

Ron Walters has been in the alarm industry since 1982 when he founded Secure America and Central Alarm Control. Prior to entering the industry Ron served as a police officer and detective for the City of Miami Police Department. Ron has been working the false dispatch issue for the industry for the last 15 years and is currently a Director for the Security Industry Alarm Coalition.

As you reflect on your chosen career think about everything that didn't happen this year because you were there to prevent it.

THE BEST INDUSTRY-BASED EDUCATION IN THE COUNTRY

Students graduate with the knowledge and training they need to set themselves apart from their competitors.

Whether you are in a technical, sales or management role, CANASA's industry-based programs offer the right training for your professional development needs. All of our programs are designed and delivered by security experts according to current industry requirements and promote the highest standards possible. Students graduate with the knowledge and training they need to set themselves apart from their competitors.

Don't miss out on a great opportunity to increase your marketability and skillset. Dates and locations for upcoming courses are listed to the right. You can register anytime online at canasa.org > Education. For more information, contact us at education@canasa.org

Alarm Technician Course (ATC) Level 1

June 3-4: Ottawa, ON
July 10-11: Mississauga, ON
August 7-8: Edmonton, AB
September 14-15: Moncton, NB

Alarm Technician Course (ATC) Level 2

June 5-6: Ottawa, ON
September 16-17: Moncton, NB

Certified Security Project Manager (CSPM)

June 26-29: Richmond, BC
October 18-21: Toronto, ON



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FAQ

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