

2013
Canadian Security Association
Annual Report



CANA SA

Canadian Security Association
L'Association canadienne de la sécurité

President's Message

As I commence my presidency, I would like to take the opportunity to thank all of the Canadian Security Association's volunteers, including our Board Past President Don Budden, whose hard work and commitment created a solid foundation from which we can build on moving forward. Our volunteers' generous donation of time and talent has enabled CANASA to become a stronger, more responsive Association better equipped to meet members' needs and affect change in the industry.



Over the past year, we updated our governance structure to further define roles and responsibilities within the organization and position us appropriately for future development. This restructure, which was made in accordance with legislative changes, will enable our collective efforts to provide greater member value, and allow us to respond more effectively to industry issues at local and national levels.

Members were looking for change in various program areas, and CANASA listened. There were requests for enhanced education options and bigger and better Security Canada shows. We increased the size and offerings at the 2014 Security Canada Central show in Toronto, and are adding a new show in Ottawa. Education also remained a strong focus, and we worked hard to audit and revise the Alarm Technician Course (ATC) Level 1 in both English and French.

Members wanted better pricing and sponsorship options for Chapter golf tournaments, so we made revisions. All golf holes are now sponsored, providing more networking options for all who attend, including dealers, central station operators, vendors, and distributors. We also added a new Affinity Program partner, Chrysler, to better meet members' day-to-day needs.

Moving forward, my goal is simple: to draw on this momentum and continue to improve member value through program development and enhanced customer service.

Developing new member benefits is a top priority. We will ensure that our Affinity Program Committee listens to our members in creating new opportunities for saving time and money. We will also provide more networking opportunities by continuing to grow our current Security Canada shows and adding new ones. We will also retain a strong focus on education, and will look to develop a virtual library that will allow our members to easily find the resources they need online to complete their courses.

Enhancing communication is also key. Better communication between Chapters enables our National Board to make more informed decisions that better represent our members and their needs. I will personally ensure I am at all of the Security Canada shows and golf tournaments to meet members and associates, and bring their messages back to the Board.

Finally, my ultimate vision for CANASA is for it to be the "one-stop shop" for the security industry through canasa.org, and always have members think of the Association for all of their needs: education, contracts, networking, events, job opportunities, and more.

While we are well on our way in realizing this vision, there is always room for improvement, which is what I will dedicate my time to over the next year. I look forward to meeting you and working with all of the volunteers to create better value for our members.

A handwritten signature in black ink, appearing to read "Phil Bouchard".

Phil Bouchard
National President

Executive Director's Message

The Canadian Security Association (CANASA) had another great year in 2013. The Canadian Accredited Security Contractor (CASC) program launched in late 2012 and continued to generate interest and conversation last year after a sound start. The National Board elected to invest additional funds into the program to assist its promotion to corporate end-users and specifiers. The program's original seven members were presented with CASC Pioneer Awards at Security Canada Central in Toronto this past October.

Once again, Security Canada Central and our four other regional shows did extremely well last year; many of the shows surpassed the previous year's record attendances. Our flagship event, Security Canada Central, did so well that it will return this year with an expanded tradeshow floor and more exhibitors and education sessions than ever before. Our expertise in organizing Security Canada events led our partners at ASIS Canada to reach out to us about creating a new opportunity; a Security Canada Ottawa show will now launch in May 2014. Built as a partnership with sister associations, similar to our Security Canada Alberta event, Security Canada Ottawa will bring together a wide range of security professionals under one roof.

On the educational front, the Association moved forward to revamp and update our Alarm Technician Course (ATC) Level 1 for online delivery in both English and French. Work is well underway for completion in 2014.

At our last AGM in October, our membership also approved new by-laws for the Association as required by legislative changes under the *Canada Not-for-profit Corporations Act*. We took this opportunity to create a new, modern governance model for CANASA that will allow our elected volunteers to better direct and structure the organization for many years to come. Specifically, we have set the stage for an entirely new electoral model for our Board, which will be employed in 2015. We also adopted a new membership structure for "regular" and "associate" members, which will be implemented in late 2014 and eliminate some of the complexity of our membership structure. While we saw a

slight decline in membership at the end of 2012, we did see the trend level off, and we expect membership to remain stable throughout 2014.

Finally, our Chapters and Sub-Chapters, which under the new governance model will be referred to as Regional Councils, were all very active with member meetings and social events in 2013. Our 11 golf tournaments were attended in record numbers coast to coast, and were the main focus of the entire industry during the summer months.

All of us at CANASA, including myself and management staff at the National Office, continue to dedicate our hard work to our Boards and members. We appreciate your support and continued membership, and look forward to serving you for years to come.



JF Champagne
Executive Director

