

## Schedule-at-a-Glance

All events will take place at the Buena Vista Palace unless otherwise noted.

**Exhibit-related activities are highlighted.**  
(All times are subject to change.)

### Wednesday, May 16, 2007

8:30am – 12:00pm, AICC Meeting  
12:00pm – 5:00pm, Registration  
1:00pm – 5:30pm, AICC Golf Tournament  
6:30pm – 9:00pm, CSAA Board Dinner

### Thursday, May 17, 2007

8:30am – 5:30pm, Registration  
9:00am – 12:00pm, Committee Meetings  
9:00am – 5:30pm, Technical Product Presentations  
12:30pm – 5:00pm, CSAA Board of Directors Meeting  
4:00pm – 6:00pm, Proprietary Council Meeting  
6:00pm – 7:30pm, Welcoming Opening Reception  
7:30pm – 10:00pm, CSAA Board of Directors, Sponsors & Exhibitors Dinner (By Invitation Only)

### Friday, May 18, 2007

7:00am – 8:00am, “Intro to CSAA Membership” Breakfast  
8:00am – 5:00pm, Registration  
8:00am – 4:30pm, UL Seminars  
8:00am – 4:30pm, Training Track A – Operations Management  
8:00am – 4:30pm, Training Track B – Business Development  
8:00am – 4:30pm, Training Track C – Technical

### Saturday, May 19, 2007

**7:00am – 10:00am, Exhibitor Setup**  
8:00am – 4:00pm, Registration  
8:00am – 9:45am, Training Track A – Operations Management  
8:00am – 9:45am, Training Track B – Business Development  
8:00am – 9:45am, Training Track C – Technical  
**10:00am – Keynote Presentation at the Exhibit Hall**  
**10:30am – 2:30pm, Exhibits & Exhibit Hall Lunch**  
2:30pm – 4:30pm, Training Track A – Operations Management  
2:30pm – 4:30pm, Joint Training Track B & C – Working with Consultants  
**3:00pm – 4:00pm, Exhibitor Sponsor Appreciation Reception**  
(Exhibitors and Sponsors Only)  
**4:30pm – 5:30pm, Exhibits & Exhibit Hall Happy Hour**  
6:30pm – 7:30pm, SDM 100 Cocktails (special registration fee)  
7:30pm – 11:00pm, SDM 100 Dinner (special registration fee)

### Sunday, May 20, 2007

9:00am – 11:00am, General Membership Meeting  
11:15am – 11:45am, Special Presentation: Attrition Update  
11:45am – 1:00pm, CSAA Excellence Awards Luncheon and Preview of the SDM 100

### Committee Meetings - Thursday, May 17, 2007

#### 9:00am – 10:00am

*Standards Committee; Bylaws; and  
Public Sector Liaison*

#### 9:00am – 12:00pm

*Marketing & Communications*

#### 10:00am – 11:00am

*Insurance Liaison; Joint Education & Legal Affairs*

#### 10:00am – 12:00pm

*Joint Membership & UL Promotion Board*

## Preliminary Schedule of Events

Program is subject to change without notice.

All events are held at the Buena Vista Palace unless otherwise noted.

Visit [www.CSAAForum.com](http://www.CSAAForum.com) for updates

### Wednesday, May 16, 2007

8:30am – 12:00pm, AICC Meeting  
12:00pm – 5:00pm, Registration Open  
1:00pm – 5:30pm, AICC Golf Tournament (see pages 9 and 11)  
6:30pm – 9:00pm, CSAA Board Dinner

### Thursday, May 17, 2007

8:30am – 5:30pm, Registration  
9:00am – 12:00pm, Committee Meetings (see box below)  
9:00am – 5:30pm, Technical Product Presentations  
12:30pm – 5:00pm, CSAA Board of Directors Meeting  
4:00pm – 6:00pm, Proprietary Council Meeting  
6:00pm – 7:30pm, Welcoming Opening Reception  
7:30pm – 10:00pm, CSAA Board of Directors, Sponsors & Exhibitors Dinner (By Invitation Only)

### Friday, May 18, 2007

7:00am – 8:00am, “Introduction to CSAA” Breakfast for New and Potential Members  
7:30am – 8:00am, Continental Breakfast  
8:00am – 5:00pm, Registration Open  
8:00am – 4:45pm, UL Seminars (see below)

## UL Seminars

**Peter Tallman**, Staff Engineering Associate, *Underwriters Laboratories (UL)*

**8:00am – 10:00am NTS 07-1948 .2 CEUs**

### Positioning Your Business: Which UL Listing Works for My Central Station

This seminar discusses UL categories of service for central stations, explains what you can monitor and how that may fit with your objectives, describes the process of establishing a Listing. Helps you understand what the steps are and how to pick the category that is right for you.

**10:15am – 2:30pm NTS 07-1954 .3 CEUs**

(Note: Lunch on your own from 12:15pm – 1:30pm)

### Strengthening Your Business: Building & Maintaining a Central Station

This seminar discusses the plant, equipment, staffing and signal processing requirements for operating a UL Listed central station. If you are building a central station or are planning any major changes, this is the program for you.

**2:45pm – 4:45pm NTS 07-1962 .2 CEUs**

### Growing Your Business: Tapping Into National Industrial Security & Other US Government Backed Security Systems

Do you want to get the facts about all the great opportunities available for monitoring systems required by the federal government? What are the obligations? Do you need a clearance? Do you have to change your central station?

This two-hour program talks about the ins and outs of what central stations have to do in order to gain entry to this market, the signals that are processed, where that market can be found, and background on a new category for National Industrial Monitoring Stations.

**8:00am - 5:00pm: Training Tracks A, B, and C**

## Track A: Operations Management

**Track Leader:** Pam Petrow, Executive Vice President, *Vector Security*

**8:00am - 10:00am NTS 07-1949 .2 CEUs**

### Increasing Customer Loyalty

**Gail Kasper**, President, *Gail Kasper LLC*

Customer loyalty is essential to reduce attrition and establish a successful business. This seminar provides the tools to create long-lasting customers.

Participants will learn the four steps that make a customer feel at home and promote a powerful positive first impression; the five most common telephone mistakes and how to combat them; three rapport-enhancers that will build customer relationships; how to develop a customer relationship through a customer complaint; the components of a voice mail message that encourages quality customer service; the four phrases to avoid with every customer; and how to deliver the same message in a more positive way.

**10:15am - 11:15am NTS 07-1955 .1 CEUs**

### Pandemic Preparedness

**John Judd, CPP, PSP**, President, *Adevcon* and **Peter Harlick**, Publisher, *Security Dealer*

The World Health Organization (WHO), Centers for Disease Control (CDC) and national governments believe that the world is now closer to another influenza pandemic than at any time since the last of the century's three pandemics which occurred in 1918, 1957, and 1968.

Attendees will better understand how a pandemic will impact their business, as well as how to develop a pandemic preparedness plan.

Included will be discussion on how to create an employee education program for prevention and mitigation, how to address customer inquiries, and possible solutions if the authorities aren't available to respond.

**11:15am - 12:15pm NTS 07-1957 .1 CEUs**

### Marketing Your Five Diamond Central Station

**Melissa McGaughey**, Supervisor of Associate Development, *Diebold*; **Mary Jo Vance**, Operations Manager, *CenterPoint Technologies*; **Rick Drake**, Central Station Manager, *American Burglary & Fire, Inc.*; and **Mary R. Smith**, Monitoring Division Manager, *Bay Alarm Company*

Join individuals from four CSAA Five Diamond Central Stations who will elaborate on how they maximize their membership in this exclusive club. Being a Five Diamond Central Station is truly a distinction that can be utilized to increase sales and build company name recognition in your market. Speakers will discuss how they spread the news to employees, customers and the authorities.

**12:15pm - 1:30pm Lunch On Your Own**

## Track B: Business Development

**Track Leader:** John Lombardi, President, *Commercial Instruments and Alarm Systems, Inc.*

**8:00am - 9:00am NTS 07-1950 .1 CEUs**

### Video Monitoring: The Future of the Security Industry

**Peter Bauer**, CEO, *International Video Surveillance*

This session will provide an overview of the requirements for entering into the field of remote video surveillance.

The program will start with the basics of the technology, market analysis, and technical requirements. It will conclude with a variety of programs for being successful in this emerging market.

**9:00am - 10:00am NTS 07-1952 .1 CEUs**

### NBFAA Apprentice Program

**Art Webster**, Consultant to *NBFAA*

Locating qualified employees is a major effort for the electronic security industry. Join NBFAA in reviewing their apprentice program and how the program can be adopted in your state.

**10:15am - 11:15am NTS 07-1956 .1 CEUs**

### Intelligent Locks

**John Hunepohl**, Director of Integrated Solutions, *ASSA Abloy Americas*

The world is changing and so is the lock industry. We are rapidly approaching the era of the intelligent lock. Please join us in a discussion of the direction of the electronic-locking industry and learn how intelligent locks can change your business and create new business opportunities.

**11:15am - 12:15pm NTS 07-1958 .1 CEUs**

### Importance of Next Generation Communications to your Core Business

**Gordon Hope**, Vice President, *AlarmNet, Honeywell Corporation*

Today's world of changing communications can present major challenges to the future profitability of your accounts. This presentation identifies the key challenges, how they can affect your business and the options you should consider in order to preserve and grow the RMR in your account base.

**12:15pm - 1:30pm Lunch On Your Own**

## Track C: Technical

**Track Leader:** Dave Combes, Commercial Development Manager, *Honeywell Security*

**8:00am - 9:00am NTS 07-1951 .1 CEUs**

### Working Effectively with Corporate IT Managers

**Thom Helisek**, VP Information Services, *Vector Security, Inc.*

As many aspects of the electronic security industry move to become TCP/IP-based, it is important for alarm providers to become familiar with the Corporate IT Manager's mission and responsibilities. IT Managers typically follow strict IT security and other IT-related policies of which you must be aware.

Learn how to communicate effectively with Corporate IT Managers and how to create positive working partnerships with them.

**9:00am - 12:15pm NTS 07-1953 .3 CEUs**

### Security Data Communication through Networks and the Internet

**Dave Combes**, Commercial Development Manager, *Honeywell Security*

This introductory course will teach basic Ethernet and Internet TCP/IP.

The course is designed for individuals who have little or no knowledge of networks. This is a "must attend" class for sales and technical personnel.

It covers how data moves through both network protocols. Learn the difference between a static and dynamic address. Understand default gateways, routers and subnet mask. Learn how a DHCP server works and what DNS will do for resolving an IP address.

The course teaches how to communicate with Information Technology personnel when designing and installing security systems that communicate through the internet. The information is delivered in a fun and understandable format.

**12:15pm - 1:30pm Lunch On Your Own**

**Please thank our meeting sponsors: (as of 02/16/07)**

- **ADI Corp.** (Opening Event beverages)
- **Alert Alarm of Hawaii** (Board, Sponsors & Exhibitors Dinner)
- **Altronix Corp.** (CSAA Excellence Awards Luncheon)
- **DICE Corporation** (Friday Continental breakfast)
- **DMP** (Key cards)
- **Honeywell Security** (Opening Event band)
- **NAPCO Security Systems, Inc.** (Friday morning coffee break)
- **Security Industry Association (SIA)** (Board of Directors Luncheon and Happy Hour in the Exhibit Hall)
- **Sur-Gard/DSC** (Opening Event food)
- **System Sensor** (Saturday Continental Breakfast)

To become a sponsor, visit [www.csaforum.com](http://www.csaforum.com).

## 8:00am - 5:00pm: Training Tracks A, B, and C

### Track A: Operations Management

**Track Leaders:** Pam Petrow, Executive Vice President, *Vector Security*.

**1:30pm – 2:30pm NTS 07-1959 .1 CEUs**

#### Managing Licensing & Permits

**Joe Miskulin**, Central Station Manager, *State Farm Insurance*; **Bob Brown**, Compliance Coordinator, *Vector Security, Inc.*; and **Ron Walters**, Director, *Security Industry Alarm Coalition (SIAC)*

As Central Stations serve an ever-increasing geographic area, new challenges exist in the area of compliance. The majority of states have some licensing requirements for alarm companies and many of them include requirements for Central Stations. Speakers will discuss how they stay current on state and local licensing issues, as well as share their matrix of current licensing requirements.

There will also be an update on AICC reciprocity efforts. In addition to state licensing, we will also get a peek at the Ordinance Tracking Information System (OTIS) being developed under SIAC's guidance to warehouse municipal, city and county alarm permit requirements.

**2:45pm – 3:45pm NTS 07-1963 .1 CEUs**

#### Setting Response Protocols to Signal Types

**Moderator:** Pam Petrow, Executive Vice President, *Vector Security, Inc.*

Springboarding from the CSAA document on signal definitions and procedures, this open session will discuss the different response protocols to various signal types. Attendees will participate in sharing their SOPs as well as the logic behind their response rules. If you have always wondered how other Central Stations respond to specific signals and why, this is the session to attend to get those answers.

**3:45pm – 4:45pm NTS 07-1966 .1 CEUs**

#### Mining the Central Station Database

**Greg Randolph**, Conversion Specialist, *MicroKey*; **Thom Helisek**, VP Information Services, *Vector Security, Inc.*; and **Adam Eurich**, Director of Software Development, *DICE Corp.*

With the open architecture of today's software applications, there is an abundance of data available and accessible. How do you utilize this resource and how do you turn the data into information useful for operating your business?

In layman's terms, presenters will describe some of the tools available and the skill sets needed to mine this valuable data.

**4:45pm – 5:45pm NTS 07-1969 .1 CEUs**

#### False Alarm Update

**Ron Walters**, Director, *SIAC*

Attendees will receive an update on false alarm legislation activity throughout the country. The presentation will include recent successes in preventing non-response ordinances and detail how alarm companies participated in these efforts. Learn what you can do to open communications with law enforcement and create a dialogue before the false alarm issue escalates to a battle in your market.

### Track B: Business Development

**Track Leader:** John Lombardi, President, *Commercial Instruments and Alarm Systems, Inc.*

**1:30pm – 2:30pm NTS 07-1960 .1 CEUs**

#### Protecting Your Rights

**Richard G. (Chip) Sander, Esq.**, Partner, *Sander, Ingebretsen & Parish, P.C.*

This course will focus on how you can protect against third parties stealing your Alarm Accounts, employees and intellectual property (e.g. trade marks).

Discussion will focus on the current state of the law on each of these issues, including how the law protects you — or does not — as the case may be. Practical solutions will be presented on how you can best protect your company.

**2:45pm – 3:45pm NTS 07-1964 .1 CEUs**

#### Alarm Systems Integration into Enterprise Security & Risk Management

**Kevin G. Coleman**, Chief Strategist / Senior Fellow, *Technolytics Institute*

The new threat environment has created the need for a holistic look at security and risk across the enterprise. In addition, government-wide expectations of heightened governance have emphasized that organizational risks should be considered in all planning and delivery activities at the strategic and operational levels. Integrated Risk Management is an explicit and systematic approach to managing strategic, tactical and operational threats to organizations from an enterprise-wide perspective.

This presentation will put into context security, systems and other components and how they must be integrated into an enterprise-wide security & risk management program. Specific case examples with be review in the functional areas such as marketing events, contract workers, and information technology.

**3:45pm – 4:45pm NTS 07-1967 .1 CEUs**

#### Debt Collections Done Right

**Don Legens**, Senior V.P Sales, *Smith Klein* and **Eric Pritchard, Esq.**, Attorney, *Kleinbard Bell & Brecker, LLP*

The art of getting paid. What is your recourse when payment is not received? Join this interesting session and learn what your options are for pursuing payment, including legal recourse.

**4:45pm – 5:45pm NTS 07-1970 .1 CEUs**

#### Carbon Monoxide Focus Group Discussion

This focus group will begin discussion on developing a direction for establishing standards for Carbon Monoxide dispatching.

### Track C: Technical

**Track Leader:** Dave Combes, Commercial Development Manager, *Honeywell Security*

**1:30pm – 2:30pm NTS 07-1961 .1 CEUs**

#### Comparing the PSTN to VoIP

**John Fisher**, IT Director, *DGA Security*

The class will review the fundamental elements of the PSTN (Public Switched Telephone Network) and (VoIP) Voice over Internet Protocol technology. The two technologies will be compared and similarities, as well as differences, will be pointed out. Many people believe the two have nothing in common. However, the common goal of delivering voice data unavoidably leads to certain design similarities between these two technologically different transport services. Some time will be devoted to the basics of QoS (Quality of Service) and finally voice security within a VoIP environment will be discussed.

**2:45pm – 3:45pm NTS 07-1965 .1 CEUs**

#### The ABCs of Video Compression

**John Bujarski**, Key Account Manager, *Honeywell Video Systems*

As customers move more and more toward IP cameras and video encoders when deploying a digital video surveillance system, there are unique problems that customers and their IT managers must consider in choosing the right system. The first obstacles to overcome are the myths and misconceptions of video compression and the various types used in today's and tomorrow's digital video systems.

**3:45pm – 4:45pm NTS 07-1968 .1 CEUs**

#### Basics of GSM Cellular Technology

**Bill Blum**, Senior Engineer Manager, *Honeywell Security & Custom Electronics*

This class will provide basic information about GSM, GPRS, and SMS. What are these services? How do they work? What are their capabilities? What connectivity is available on the back side of the network? How does each relate to the alarm business?

This class should answer questions security professionals might have regarding the GSM technology.

**4:45pm – 5:45pm NTS 07-1971 .1 CEUs**

#### Deploying IP Security Technology - Practical Applications and Procedures

**Introduction & IP Alarm Supervision and Signaling to the Central Station**

**Moderator and Speaker:** John Judd, CPP, PSP, President, *Adevcon, Inc.*; **Panel Participants:** *Honeywell, DSC, DMP, Others TBA*

Here is where the IP rubber meets the road. The concluding sessions on Friday will feature an overview of the state of the IP security technology landscape by John Judd of Adevcon, Inc and will be followed by a series of presentations by representatives of some of the industry's leading IP-solution providers that illustrate how specific security problems are addressed and resolved with IP-based solutions

This first session will cover intrusion and fire alarm signaling methodologies.

7:00am – 10:00am, Exhibitor Setup

8:00am – 4:00pm, Registration

8:30am – 10:00am, Spouse Hospitality

8:00am – 9:45am, Training Track A, Track B, and Track C

## Track A: Operations Management

**Track Leaders:** Pam Petrow, Executive Vice President, Vector Security

8:00am – 8:45am NTS 07-1972 .1 CEUs

### On Call Practices

**Moderator:** Carey McName, General Manager, Ztech Central.

Central Station Managers frequently wish they had a crystal ball to predict call offs, storms or abnormally high activity periods. In lieu of this, they resort to On Call programs to fill vacancies or increase personnel when necessary.

This session will be an open discussion where attendees share the different On Call practices they have implemented and why they are or aren't successful. This is a great opportunity to network and hear from many different peers on how they address this critical issue.

9:00am – 9:45am NTS 07-1975 .1 CEUs

### Understanding the Standards Process

**Lou Fiore**, President, *L.T. Fiore, Inc.* and **Daniel Ryan**, Standards Technical Panels Chair, *Underwriters Laboratories (UL)*

The alarm industry operates under many different standards that have been developed by multiple Standards Development Organizations (SDOs). It is critical that you understand the standards process because adopted standards impact the way you do business and failure to comply could result in increased liability exposure.

Attendees will be shown how the ANSI Standard's process works, receive an explanation of SISC and see the various stages of currently pending Standards.

The current CSAA Standards Program will also be discussed, as well as the UL's Standards Technical Panel(s) STP process.

## Track B: Business Development

**Track Leader:** John Lombardi, President, *Commercial Instruments and Alarm Systems, Inc.*

8:00am – 8:45am NTS 07-1973 .1 CEUs

### The New Art of Hiring Smart

**Steve Wilson**, Founder, *Mid-State Technical and Willow Creek Consultants*

Hire a new employee and you're likely to make a costly mistake about two-thirds of the time! In this session you'll learn how to use a seven-step systematic hiring process to dramatically increase your odds of hiring top-performing employees every time.

Innovative recruiting methods, pre-screening applicants, interviewing tips and job-matching are a few of the tools that will be added to your hiring toolbox.

9:00am – 9:45am NTS 07-1976 .1 CEUs

### Job Matching for High Performance

**Steve Wilson**, Founder, *Mid-State Technical and Willow Creek Consultants*

Learn how job matching increases your odds of hiring a top performer from one in three to better than 8 out of 10. In less than 30 minutes you can identify the "success" traits for any position at your company. By the end of this session, you'll understand why 20% of the people produce 80% of the results.

You will also see the results of a CSAA study that identifies the characteristics of top-performing Dispatchers, Technicians, and Salespeople.

## Track C: Technical

**Track Leader:** Dave Combes, Commercial Development Manager, *Honeywell Security*

8:00am – 8:45am NTS 07-1974 .1 CEUs

### Deploying IP Security Technology - Practical Applications and Procedures:

Video, Analytics, Transports, and Processing – Continued

**Moderator:** John Judd, CPP, PSP, President, *Adecon Inc.* **Participants:** *NAPCO, OzVision, Others TBA*

The fastest growing segment of the security industry is video. A variety of new techniques are available for delivering and processing video remotely. Video verification and remote surveillance are important emerging technologies in the central station business. This session covers several of these new approaches along with central station and remote reporting configuration and implementation considerations.

9:00am – 9:45am NTS 07-1977 .1 CEUs

### Deploying IP Security Technology - Practical Applications and Procedures:

Video, Analytics, Transports, and Processing - Conclusion and Discussion

**Moderator:** John Judd, CPP, PSP, President, *Adecon Inc.* **Participants:** *NAPCO, OzVision, Others TBA*

There are a number of ways to marry intrusion and property protection with video information and remote reporting.

This concluding session highlights some novel approaches for reporting alarm and video information, and will end with a panel of all of the Technology Track participants and a Question and Answer Session.

10:00am – 3:00pm

## Spouse Tour and Luncheon

Join your friends for an enjoyable day in historic Winter Park, Florida. Celebrated for its sense of place and history, Winter Park draws thousands of visitors each year to its nationally ranked festivals, and to view Rollins College, the Kraft Azalea Gardens, the Isle of Sicily, tropical birds, plants, flowers and magnificent 100 year old mansions. You'll tour the Morse Museum of American Art which houses the most comprehensive collection of Louis Comfort Tiffany's works found anywhere. Then on to Park Avenue, often called "little Europe", with its one-of-a-kind boutiques and sidewalk cafes. Enjoy a leisurely lunch at Park Plaza Gardens before taking a scenic boat tour that cruises through three of the city's lakes which border the area's most prestigious homes.

10:00am – 10:45am NTS 07-1978 .1 CEUs

## Keynote Speaker in the Exhibit Hall: Technology Driven Integration of Physical And Information Security

**Kevin G. Coleman**, Chief Strategist / Senior Fellow, *Technolytics Institute*

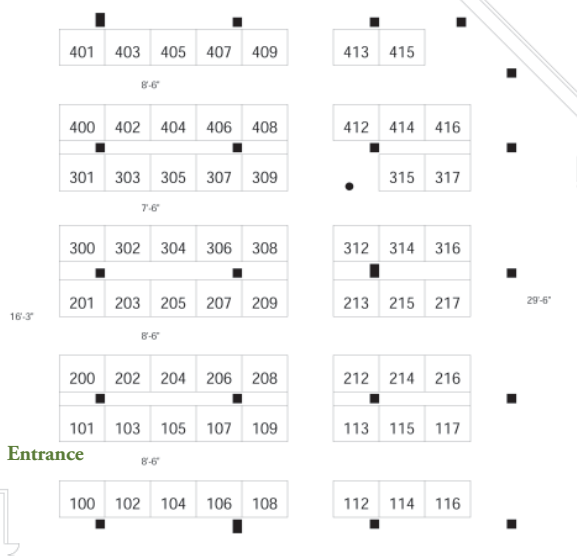
Technology is evolving at a break-neck speed. As multiple technologies evolve, they will bring physical alarm systems and information systems closer together. Within the next five years, each of these systems will become tightly coupled and seamlessly integrated into the enterprise risk management framework. This presentation will examine the technology advances that will drive this action and will transform the security, alarm and information systems industries. It will bring to light the magnitude of change we can all expect in our near future.

10:30am – 2:30pm Exhibit Hall and Exhibit Hall Luncheon

3:00pm – 4:00pm Exhibitor Sponsor Appreciation Reception (Exhibitors and Sponsors Only)

EXPOSITION

FLOOR PLAN



Partial List of Exhibitors (as of 02/14/07)

Company	Booth
ADI .....	201
Altronix Corp. ....	308
Bosch Security Systems .....	108
Dice Corporation .....	109
DMP .....	102
Fire-Lite Alarms .....	103
Installation Quality (IQ) Certification Program .....	306
Micro Key Software .....	200
RSIalarm .....	101
System Sensor .....	208
Sur-Gard .....	100

Seminars

2:30pm - 4:30pm: Training Tracks A, B, and C

Track A: Operations Management

Track Leaders: Pam Petrow, Executive Vice President, Vector Security

2:30pm - 3:30pm NTS 07-1979 .1 CEUs

Improving CS Performance through Bonus and Incentive Programs

EJ Rodrigues, Consultant and John Ramette, Director, Monitoring Center, Monitronics International, Inc.

Incentive and bonus programs are not just for sales consultants. Learn how you can utilize creative programs to increase productivity, reward superior performance and encourage positive behaviors in the Central Station. Employees respond favorably to programs that are well constructed and easily quantifiable.

This session will show you how to identify areas you want to improve so you can develop programs that reward operators for contributing to this improvement.

3:30pm - 4:30pm NTS 07-1981 .1 CEUs

Winning Customer Education Programs

Moderator: Scott Goldfine, Editor-in-Chief, Security Sales & Integration and Campus Safety Magazine; Panel: Jim McMullen, President, COPS; Bob Ryan, VP Sales and Marketing, ASG Security; Richard Hahn, President, Richard Hahn & Associates; and Mike Overby, Vice President of Subscriber Services, Guardian Protection Services

Successful companies typically have a track record of excellent customer education and communication programs. What makes a program effective? How do you create these programs at your company? Whether your customer is an end-user or the dealer community, this session will be beneficial as it explores the successful programs used throughout the industry. Our moderator will identify key elements of successful programs and panelists will describe how their programs were created and implemented.

4:30pm - 5:30pm Happy Hour in the Exhibit Hall

6:30pm - 11:00pm

SDM 100 Gala

6:30pm - 7:30pm: Cocktails; 7:30pm - 11:00pm: Dinner

The Second Annual SDM 100 Gala is the social event of the year honoring the security industry's leading executives from the SDM 100 Companies. Held during the CSAA Electronic Security Forum and Exposition, this enchanted evening is a celebration of growth and success in the industry.

For complete details on the event or to purchase tickets, click on the SDM 100 Gala button on the CSAA web site at www.csaaul.org.

Track B: Business Development and Track C: Technical Joint Presentation

Track Leaders: John Lombardi, President, Commercial Instruments and Alarm Systems, Inc. and Dave Combes, Commercial Development Manager, Honeywell Security

2:30 - 4:30pm NTS 07-1980 .2 CEUs

Working With Security Consultants

Moderator: Lou Fiore, President, L.T. Fiore, Inc.; Roy N. Bordes, President & CEO, The Bordes Group, Inc.; Steven R. Keller, President & Principal Consultant, Steve Keller & Associates

Two of the most respected industry consultants and designers will help session attendees learn first-hand how take the mystery out of working with consultants and winning more bids. The session will cover topics ranging from "The Ten Most Common Mistakes Bidders Make," to life after winning the bid, to creating a winning team, and much more .

If you have avoided the bid market or lost more bids than won, this session is a "must attend."

# Sunday, May 20, 2007

9:00am – 11:00am, General Membership Meeting and Carbon Monoxide Focus Group Report

11:15am – 11:45am

**Special Presentation: Attrition Project Update**

**John Brady, President, TRG Associates**

11:45am – 1:00pm

**CSAA Excellence Awards Luncheon with an Exclusive Preview of the SDM 100**

## About the Hotel and Orlando

### ABOUT THE HOTEL

Located inside the Walt Disney World Resort, the Buena Vista Palace Hotel & Spa guests receive special privileges such as access to Disney golf course and complimentary transportation to all Disney theme parks.

Fresh from an extensive renovation, the luxury hotel has 895 guest rooms and 117 suites housed in a towering 27 story modern building set on 27 beautifully landscaped acres.

Features include a 10,000-square-foot European-style spa; three heated pools; and, exciting sports activities, including basketball courts, sand volleyball, lighted tennis courts and a children's playground. In addition, the hotel has six on-site restaurants and lounges.

### About Orlando, Florida

The city of Orlando is the county seat of Orange County, Florida with a city population of more than 210,000.

Orlando is home to more than 95 unforgettable attractions that keep visitors coming back for more. With the excitement of the major theme parks, including Walt Disney World, Sea World and Universal Orlando, as well as the unbelievable exhibits, sensational ski shows and thrilling rides and attractions, it would take you more than 57 days to see all the entertaining offerings in Orlando.

Orlando sees an estimated 52 million tourists a year and ranks high on the list of family destinations. Yet, with all of its family oriented attractions, Forbes ranked Orlando 20th on its list of "Best Cities for Singles." Orlando is truly a city with something for everyone.

### HOTEL ROOM RESERVATIONS

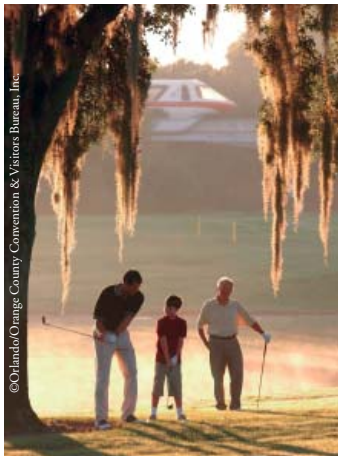
CSAA has obtained **special group rates** at the Buena Vista Palace Hotel, site of all 2007 CSAA Forum functions.

The hotel is offering **single/double rooms at \$162**, exclusive of applicable taxes. Group rates shall apply beginning **May 10, 2007 through and including May 26, 2007**, with rooms outside the block subject to availability. The group room block will be released on April 23, 2007.

**Reservations** at the Buena Vista Palace Hotel can be made by calling the hotel at **866-397-6516**. Be sure to ask for the CSAA Forum room block. Cut-off date for hotel reservations is April 23, 2007.



## AICC Golf Tournament Fundraiser



A fundraising golf tournament for the Alarm Industry Communications Committee (AICC) will be held on the afternoon of **Wednesday, May 16th**. The AICC is the lobbying arm of the entire alarm industry, benefiting CSAA, NBFAA and SIA members.

Funds from the tournament will allow the AICC to continue to protect and defend the alarm industry with regards to VoIP, AMPs Sunset, Licensing and Reciprocity and other issues.

The tournament will be held at the Lake Buena Vista Golf Club, a classic country club course that winds its way through pastel villas, pine forests, palmettos and sparkling lakes. Rated 4 out of 5 stars by *Golf Digest*, the course is exciting, challenging, yet fun to play. Included in the tournament ticket are greens fees, cart, transportation to and from the Buena Vista Hotel, tournament prizes, as well as a box lunch.

To sign up, use the form on page 11. For additional information, visit [www.csaaul.org](http://www.csaaul.org) and click on the AICC Golf Button.

Sign up to play and support the important efforts of the AICC!

