

## CSAA Annual Meeting to Feature Outstanding Speakers

While the recent terrorist attacks on New York City and Washington, DC have been devastating to all of us, it is in the nature of Americans to move ahead with their work. There may be no return to "normalcy" as we knew it, but getting on with life may be the best demonstration of the American spirit that we, as individuals, can show.

Perhaps there is no greater expression of self-determination in the face of aggression than to continue on, and so we will. The CSAA Annual Meeting is going ahead as planned and with all speakers confirmed at the present time.

(As you were notified earlier today, CSAA is implementing a plan to donate funds to our fallen heroes' families. For more information, click on the "CSAA is collecting funds to donate to fallen heroes' families" news item in the "Hot News" section at [www.csaaul.org](http://www.csaaul.org).)

Monday has an outstanding line-up of speakers; the same can be said for the rest of the week.

On **Monday**, our Keynote Speaker will be **Jay Conrad Levinson**, the author of the best selling marketing series in history "Guerrilla Marketing," plus 24 other business books. He will be discussing "Guerrilla Marketing in an Age of Mergers & Acquisitions."

Mr. Levinson's marketing strategies and tactics have influenced marketing so much that today his books appear in 37 languages and are required reading in many MBA programs worldwide. He has also taught guerrilla marketing for ten years at the extension division of the University of California in Berkeley. As Senior Vice President at J. Walter Thompson in the US, and as the Creative Director for Leo Burnett Advertising in Europe, he had ample opportunities to use these concepts.

**George Miller**, President, NFPA follows Mr. Levinson with his presentation, "NFPA Today and the Premise Security Project." This is a great opportunity to find out directly from NFPA what it is doing with this project which may have a substantial impact on the industry.

Monday will also feature **Loring W. Knoblauch**, Underwriters Laboratories' (UL) new President and CEO. He is the first president from outside the company, and its first non-engineering president. He will brief attendees on the "New UL Marketing and Branding Program." Don't miss out on this opportunity to learn more about how to differentiate your company from others.



Central Station  
Alarm Association

# Signals

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**Ronald G. Thornton**, CPCU, President, Inland Marine Underwriters Association (IMUA) will close the day with a review of "Today's P&C Insurance Marketplace Opportunities & Challenges Create Tomorrow's Results." Among the topics that Mr. Thornton will cover are mergers & acquisitions; the current state of loss control & engineering; training in the industry; prospects for the future; information overload; seemingly contradictory industry practices; and other provocative issues that present challenges and opportunities to association members.

If you have not already signed up for this outstanding event, do so today! We are enclosing a Meeting Registration Form for your convenience.

For the complete list of speakers and  
their topics,

click on the bar that says

"Join us at CSAA's 2001 Annual Meeting"

found at [www.csaaul.org](http://www.csaaul.org).

The next issue of the CSAA Dispatch will also  
feature these and all the other exceptional  
speakers.