

Dear Friends,

As the nation continues to recover in the wake of a deep recession, I am increasingly optimistic that California's private security industry has weathered the challenge and can begin to look to the future and new opportunities.

With elections just around the corner, the need for CALSAGA to advocate on behalf of our industry remains more important than ever.

This year's annual conference, "New Challenges...New Opportunities," will address these very issues and provide attendees with the tools and solutions to transform the challenges our industry faces into new opportunities for continued growth and advancement.


Since its inception, the CALSAGA annual conference has focused on offering attendees relevant information and solutions for their business affairs.

As always, this year's event will continue to offer attendees the unique opportunity to meet with statewide officials and legislative leaders about the most pertinent issues facing their businesses, network with industry peers, and have access to vendors offering products and solutions to help improve your bottom line.

In the spirit of philanthropy, the Security Officer Memorial Fund reception will once again give attendees the opportunity to enjoy a great night of good company, food and drink and some fantastic auction items to raise money for families of fallen security officers. And be sure not to miss the newest addition to our scheduled line up of events, the First Annual CALSAGA Annual Conference Gala and Awards Dinner, in which we will honor an industry leader with the "Al Howenstein Security Professional of the Year Award."

Please review the rest of this brochure for a complete listing of all conference events. I look forward to seeing you at what is sure to be our best annual conference yet!

Sincerely,



Roy A. Rahn, CALSAGA President



## Scheduled Lineup of Speakers

(Confirmed and Invited Speakers\*)

**Meg Whitman\***

Former CEO of Ebay  
Gubernatorial Candidate

**Abel Maldonado**

California Lieutenant Governor

**Roderick Wright\***

California Senator  
Inglewood, District 25

**Jeffrey Mason**

Chief  
Bureau of Security and Investigative Services

**Steve Cooley\***

Attorney General Candidate

**Steve Amitay**

Federal Legislative Counsel  
National Association of Security Companies

**Kelly Jensen**

CALSAGA Lobbyist  
Sloat, Higgins & Jensen

**Bill Leonard\***

Secretary  
State and Consumer Services

**Greg Schlatter\***

Executive Vice President, New Benefits

... more to be announced soon!

### 2010 CALSAGA Annual Conference

October 27- 28  
Hyatt Vineyard Creek  
Hotel and Spa  
Santa Rosa

# New Challenges.