

Crossing the Bridge to a New Security Profession



Take
advantage of
early bird
registration
and save!

Register
before
October 5th!

2007 Annual Conference

November 6-8, 2007

The Sacramento Convention Center
Sacramento, CA





Dear Friends,

Our association has come a long way in a short period of time. Whether from our legislative victories, growth in membership or overall association recognition, we should be proud that CALSAGA is as vibrant as ever. Without question, we are a major player in Sacramento and considered a leader in the security industry. Despite our success, there is much more work to be done.

This year's annual conference, entitled "Crossing the Bridge to a New Security Profession," will build upon our aforementioned success and focus on the next steps needed to take control of the future of our industry and association.

One of the key components germane to this year's theme is the large-scale marketing campaign that CALSAGA is launching in 2008. The purpose of the campaign is to educate elected officials, consumers and the public on the positive impact the security industry has in California.

Similarly, we have devoted a significant portion of the conference to discuss legislative and regulatory affairs pertinent to our members. We understand that navigating through California's regulatory environment is tricky at best, so we have invited speakers who will address the most critical issues facing our industry.

As always, attendees will have access to a wide-range of vendors who supply superior services and products that can help your company operate more efficiently. We have also scheduled some very exciting events surrounding this year's conference, including our first-ever CALSAGA Annual Conference Golf Tournament, a tour of the Capitol and our annual Security Officer Memorial Fund cocktail reception.

Please take a look inside this brochure for more conference specifics. I hope to see you there in what I anticipate will be the most successful annual conference to date!

Sincerely,

Mark Miller

Incredible Lineup of Speakers

(Confirmed and Invited Speakers)

Rory Aplanalp, Author, Consultant, and Professional Speaker

Angela Bradstreet, Newly Appointed Labor Commissioner
Division of Labor Standards Enforcement

Paul Johnson, Chief, and Rick Fong, Deputy Chief
Bureau of Security and Investigative Services

Laura Innes, Attorney
Simpson, Garrity, & Innes
Specializing in Labor and Employment Law

Cathy Kester, Manager of Applicant Processing Program
Department of Justice

Senator Abel Maldonado*

Steve Poizner, Insurance Commissioner*
California Department of Insurance

Mike Pro시오, Chief Deputy Legislative Secretary
Office of Governor Arnold Schwarzenegger

Tony Quinn, Political Expert and Editor of California Target Book

Tony Sabatino, Regional President
Securitas Security Services USA, Inc.

Governor Arnold Schwarzenegger*

Allan Zaremborg, President and CEO
California Chamber of Commerce

*Invited

Conference Activities

CALSAGA is pleased to offer three fun and exciting conference activities to our attendees. You can choose to be a part of the CALSAGA golf tournament, guided tour of the State Capitol, and the Security Officer Memorial Fund Cocktail Reception and Fundraiser. If you are interested in participating in any of these events, please be sure to reserve a space on the registration form. We hope to see you at one, if not all, of these events!

Golf Tournament at Haggin Oaks

Sponsored by The Mechanic Group

Tuesday, November 6

10:00 am – 4:30 pm

CALSAGA will be hosting a golf tournament at the beautiful Alister MacKenzie course at the Haggin Oaks Golf Complex. Groups will consist of four people per team and will be assigned based on your handicap. Green fees, cart, and lunch are included with the \$65 registration fee. This will be a great opportunity to network with other conference attendees, so come enjoy a round of golf! Prizes will be awarded for first,

second, and third place, as well as longest drive and closest to the pin.

The Haggin Oaks Golf Complex is located at: 3465 Fulton Avenue, Sacramento, CA 95821.



State Capitol Tour

Tuesday, November 6

5:30 – 6:30 pm

CALSAGA Association Manager and political expert Jeff Flint will lead a tour of the State Capitol and give a behind the scenes look “under the dome.” Get a glimpse of the beautiful, historic building where the State’s governing bodies work and make history.

The tour of the Capitol is FREE to everyone who wishes to attend. Just be sure to register to ensure a spot.

We will meet in the lobby of the Sheraton Grand Hotel and walk to the Capitol. Please be in the lobby no later than 5:15 p.m. The Sheraton Grand is located at: 1230 J Street, Sacramento, CA 95814.



CALSAGA Security Officer Memorial Fund Cocktail Reception and Fundraiser

Sponsored by TWIW Insurance Services

Wednesday, November 7

6:00 – 7:30 pm

The CALSAGA Security Officer Memorial Fund (SOMF) is a charitable fund intended to provide assistance to security officers and their families when tragedy strikes and they are in need. For example, the SOMF may help to pay for medical bills or funeral services. This is a very important and worthy fund that needs all the support it can get. TWIW Insurance Services has been a proud sponsor of the SOMF and is hosting the reception and fundraiser for the third year in a row.

This year’s reception will be held at the Pyramid Alehouse, which is located just a few blocks from the Sacramento Convention Center and the Sheraton Grand. There will be appetizers and drinks available to all those who attend. There will also be a silent auction with all proceeds directly benefiting the SOMF. This is a fantastic way for you to mingle, have fun, enjoy some great food and drinks, and also to help out a great cause. We encourage all conference attendees to attend.

Pyramid Alehouse is located at: 1029 K Street, Sacramento, CA 95814.



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BSIS to Again Have Informational Booth at the Conference

Paul Johnson offered to staff an informational booth at last year's conference, and it was a big hit with our attendees. We are pleased to announce that Chief Johnson has again offered to staff a booth at this year's conference. Representatives from BSIS will be on hand to address your questions and concerns. Be sure to look for and visit the BSIS booth!

Dear CALSAGA Members:

Thank you for inviting me to speak at your 2007 annual conference. This marks my 3rd appearance before CALSAGA members.

First, I would like to take this opportunity to welcome you to Sacramento.

To bring you up-to-date on what's happening at the Bureau, I will list a couple of activities that we have implemented. In February, we began conducting scheduled and unscheduled statewide compliance inspections of security guard training requirements. To date, we have made 305 site visits and response to our efforts has been positive.

In May, we completed a Rulemaking Package that will add seven new elective courses to the security guard training syllabus. This will give private patrol operators a greater choice of subject matter to teach security professionals. And of course, the Powers to Arrest course will now include four hours of Terrorism Awareness/Weapons of Mass Destruction training.

As always, I'm certain this will be a successful conference with educational opportunities for the industry as well as the Bureau. I look forward to our continued partnership in improving the professionalism of the industry.

Paul Johnson
Chief, Bureau of Security and Investigative Services

The Bureau of Security and Investigative Services (BSIS) continues to maintain a close partnership with CALSAGA and work with on industry-related issues. We are honored to have Paul Johnson and Rick Fong attend and present at this year's conference. We also appreciate their efforts and look forward to working closely with BSIS to further improve and promote the private security industry.

A Special Thank You to Our Conference Sponsors and Exhibitors

Sponsors

Platinum

Elizabeth Souther Insurance Group

Gold

TWIW Insurance Services

Bronze

The Mechanic Group
Unitex Direct

Member Sponsors

Command Guard Services

Exhibitors

Elizabeth Souther Insurance Group
TWIW Insurance Services
The Mechanic Group
Unitex Direct
Kuty & Associates
Quartermaster
Richman Technology Corporation
Globalwear Enterprises Inc.

...and many more!

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Schedule of Events

Tuesday, 11/6

10:00 a.m. – 4:30 p.m.

CALSAGA Golf Tournament on the Alister MacKenzie Course
Sponsored by The Mechanic Group

The Haggin Oaks Golf Complex

5:30 p.m. – 6:30 p.m.

Tour of the State Capitol

*Meet in the lobby of The Sheraton Grand by 5:15 p.m.

The State Capitol

8:00 p.m. – 11:00 p.m.

Vendor Setup

Room 203

Wednesday, 11/7

7:45 a.m. – 12:00 p.m.

Registration Table Open

Balcony on the 2nd Floor

8:00 a.m. – 8:45 a.m.

Exhibitor Booths Open, Breakfast

Room 203

8:45 a.m. – 9:00 a.m.

Opening Remarks by CALSAGA President Mark Miller

Room 202

9:00 a.m. – 9:45 a.m.

Meal and Rest Break Issues, Legal Perspective with Laura Innes of Simpson, Garrity, & Innes

Room 202

9:45 a.m. – 10:30 a.m.

Meal & Rest Break Issues, State Perspective with Labor Commissioner Angela Bradstreet

Room 202

10:30 a.m. – 11:00 a.m.

Exhibitor Booths Open, Refreshment Break, Sponsored by Unitex Direct

Room 203

11:00 a.m. – 12:00 p.m.

How to be Proactive in a Reactive World with Rory Aplanalp, Author, Consultant, and Professional Speaker, *Sponsored by Command Guard Services*

Room 202

12:00 p.m. – 12:45 p.m.

“2008 and Beyond” with Tony Sabatino of Securitas Security Services

Room 202

12:45 p.m. – 1:45 p.m.

Lunch Presentation on California Politics with Tony Quinn, Political Expert and Editor of *California Target Book*

Room 204

1:45 p.m. – 2:30 p.m.

Presentation with Allan Zarembeg, President of the California Chamber of Commerce

Room 202

2:30 p.m. – 3:00 p.m.

Legislative Report with CALSAGA Lobbyist Kelly Jensen and CALSAGA Association Manager Jeff Flint

Room 202

3:00 p.m. – 3:30 p.m.

Exhibitor Booths Open, Refreshment Break

Room 203

3:30 p.m. – 4:30 p.m.

Concurrent Breakout Sessions

1. **Marketing Tactics** with Gary Kuty of Kuty & Associates
Room 103
2. **Mergers and Acquisitions**
Room 104
3. **TBD**
Room 105

6:00 p.m. – 7:30 p.m.

CALSAGA Security Officer Memorial Fund Cocktail Reception and Fundraiser, Sponsored by TWIW Insurance Services

Pyramid Alehouse

Thursday, 11/8

7:45 a.m. – 9:00 a.m.

Registration Table Open

Balcony on the 2nd Floor

8:00 a.m. – 8:45 a.m.

Exhibitor Booths Open, Breakfast

Room 203

8:45 a.m. – 9:15 a.m.

Meal and Rest Break Issues Presentation with Mike Prosio, Chief Deputy Legislative Secretary to the Governor

Room 202

9:15 a.m. – 10:00 a.m.

State of the State of the Insurance Industry with Bruce Monteith of Elizabeth Souther Insurance Group

Room 202

10:00 a.m. – 10:30 a.m.

Exhibitor Booths Open, Refreshment Break

Room 203

10:30 a.m. – 11:15 a.m.

The Importance of Supporting the Private Security Industry with Senator Abel Maldonado

Room 202

11:15 a.m. – 12:00 p.m.

Panel Discussion with BSIS Chief Paul Johnson, BSIS Deputy Chief Rick Fong, Cathy Kester of DOJ, and representative from FBI

Room 202

12:30 p.m. – 1:30 p.m.

Lunch

Room 204

1:00 p.m. – 1:45 p.m.

Presentation with Steve Poizner, State Insurance Commissioner

Room 202

1:45 p.m. – 2:00 p.m.

Closing Remarks/Adjournment

Room 202

All events at Sacramento Convention Center unless otherwise indicated.

Registration Information

Take advantage of early bird registration!

Register before October 5th!

How to Register

There are 4 ways you can register:

- 1 By Phone** – Call the CALSAGA office at **916-930-0552** or **866-310-2551**
- 2 By Fax** – Fax your completed form to the CALSAGA office at **916-930-0702**
- 3 By Mail** – Mail your completed form with payment to:

CALSAGA
915 L Street, Suite C251
Sacramento, CA 95814
- 4 Upon Arrival** at the CALSAGA registration desk at The Sacramento Convention Center

Payment

CALSAGA accepts payment by check or credit card (Visa or Mastercard only).

Registration Fees

Tuesday, 11/06

Golf Tournament at Haggin Oaks Golf Complex
\$65/person

Tour of the State Capitol

FREE to everyone who wishes to attend; Just be sure to sign up if you are interested in being a part of this event

Wednesday, 11/07- Thursday, 11/08

2-Day Conference

CALSAGA Members
1-2 people from same company
3-4 people from same company
5+ people from same company

	Before Oct. 5	After Oct. 5
1-2 people from same company	\$199/person	\$249/person
3-4 people from same company	\$181/person	\$231/person
5+ people from same company	\$151/person	\$201/person

Non-Members
1-2 people from same company
3-4 people from same company
5+ people from same company

	Before Oct. 5	After Oct. 5
1-2 people from same company	\$249/person	\$299/person
3-4 people from same company	\$231/person	\$281/person
5+ people from same company	\$201/person	\$251/person

Register by Oct. 5 and Save!

Location

The Sacramento Convention Center is located at 1400 J Street, Sacramento, CA 95814. The Convention Center is literally within steps of the Sheraton Grand Hotel. Entry to the Convention Center is open on J Street as well as 13th Street. The Annual Conference will take place near the West Lobby of the Convention Center, which is closest to the 13th Street entries.

Hotel Information

CALSAGA has arranged a room block with The Sheraton Grand Hotel in downtown Sacramento. We have obtained a special room rate of **\$159/night** (not including applicable taxes and fees) for our attendees. To make your reservations you will need to call Sheraton's Central Reservation Office at **1-800-325-3535** and specify that you are with the "CALSAGA Group."

The cutoff date for making reservations at the special rate is **Tuesday, October 9, 2007 at 5:00 p.m. PST**, so be sure to book your room as soon as possible. Any reservations made after that date and time will be given the hotel's prevailing rate based on availability. Also please note that check-in time is 3:00 p.m. and checkout time is 12:00 p.m.



Conference Registration

Pre-Conference Activities

Tour of the Capitol

Please specify number of people attending from your company: _____

Golf Tournament at Haggin Oaks

of people: _____ x \$65/person = Total \$

Please specify names of each participant from your company + index:

Player (1): _____ Player (2): _____

Player (3): _____ Player (4): _____

Conference Registration

Company Name: _____

Phone Number: _____

Address: _____

Contact Name & Title: _____

Contact E-mail Address: _____

# of people	CALSAGA Members (before Oct. 5)	CALSAGA Members (after Oct. 5)	Non-Members (before Oct. 5)	Non-Members (after Oct. 5)
1 to 2	\$199	\$249	\$249	\$299
3 to 4	\$181	\$231	\$231	\$281
5 +	\$151	\$201	\$201	\$251

of people _____ x Fee _____ = Total \$

Attendee Name (1): _____

Attendee Name (2): _____

Attendee Name (3): _____

Attendee Name (4): _____

Attendee Name (5): _____

Attendee Name (6): _____

Vendor Booth Registration*

Please mark one choice:

CALSAGA Member: \$900 Non-Member: \$1200

\$

* Please note that each company that reserves a vendor booth is allowed 2 attendees per booth purchased. Any additional attendees must pay individual registration fees and sign-up separately. Thank you.

Grand Total: \$

Payment Information

By Check: Please make payable to CALSAGA and mail with this form to: CALSAGA, 915 L Street, #C251, Sacramento, CA 95814

By Credit Card (Visa or MasterCard ONLY): Please fill out credit card no. and expiration date below and fax this form to 916-930-0702

Credit Card No: _____ Exp: _____

Signature: _____

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Conference Highlights

You don't want to miss this year's conference! Here are just a few things to look forward to:

- Informative panel discussion with **Chief Paul Johnson** and **Deputy Chief Rick Fong of BSIS**, **Cathy Kester, Manager of Applicant Processing Program at DOJ**, and an **invited representative from the FBI**
- Presentation on **How to be Proactive in a Reactive World** with **Rory Aplanalp**, Author, Consultant, and Professional Speaker
- Meal and rest break issues discussed with the experts: **Laura Innes of Simpson, Garrity, and Innes**, **Angela Bradstreet, current State Labor Commissioner**, and **Mike Pro시오, Chief Deputy Legislative Secretary to the Governor**
- "2008 and Beyond" with **Tony Sabatino** of Securitas Security Services
- Opportunity to meet with vendors who have the products and services that can assist you and your business
- A variety of fun and exciting conference activities to participate in: tour of the State Capitol, golf tournament, CALSAGA Security Officer Memorial Fund cocktail event and fundraiser

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