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## **Transformational Leadership Platform June, 2015**

This is a transformational time within the CAA to drive leadership for our members and potential members over the next several years. We would like you to participate as a key founding contributor in this direction as we launch the “Transformational Leadership Platform” at our CAA Winter Convention and continue the momentum throughout 2016. We want to hear your voice and, as such, have structured a program with new industry and business opportunities. Please join us at this foundational level to bring together the leadership directions that will make a difference in this industry.

### **Overview:**

The California Alarm Association, CAA, is focused on providing relevancy and inclusiveness to our members, potential members, sponsorship partners and affiliates in the security industry.

We are focused on aligning the programs and directions of the CAA to our members’ objectives within their businesses and industry. We are operating as a transparent organization where different views are heard, embraced and acted upon appropriately while increasing affiliate relationships within an industry of many overlapping professions, directions and goals. The platform to build this new ecosystem upon is leadership. With the market flooded in new disruptive technologies, for both commercial and residential security, and easy access to many choices in services, we believe that the CAA can be the path to value for the industry. It is about the facts on what is happening in the industry and a formula for success built on tools and business relevant events with the ecosystem platform of transformational leadership.

From global economic factors, such as cybercrime, to new technologies and services, new generational influences, different emerging competitors and converging professions, change is happening at new speeds. Our members, our associates and our partners have shared with us that these transitions are affecting their businesses and they would like to learn or teach others how to transition through these times. To continue to grow, it is imperative that transformational leadership is embraced and the CAA is positioned to provide this platform.

### **Our Affiliates:**

The CAA is interested in reaching out to similar organizations and providing the messages, education and leadership that our converging markets are requesting. The alarm industry space continues to grow and is much more focused in complete electronic security today beyond the traditional burglar alarm services. Today, IT professionals are now an essential component of most alarm companies. The integrator, who in the past was a separate profession, is now what many of our members are. As technologies continue to converge and markets change, many companies provide fully integrated solutions in both the commercial and residential arenas. Therefore, organizations that previously had different professions than the CAA, now have a cross pollination with our membership base and the CAA can be at the forefront to provide a common ground to meet, learn and grow.

### **Our Partners:**

Many of our sponsorship partners serve these different groups and we would like to offer the opportunity for their directions and investments to be shared in new and more impactful ways within our association. We would also encourage those whom have not participated in the CAA, now to consider the opportunity to be part of an organization that is catering to the transitioning needs of the industry and our members in relevant and inclusive ways.

In order to remain relevant and inclusive to the needs of all, our association will focus on a new generation of transitional leadership.

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We will embrace change and transformational leadership. This means listening and having meaningful conversations with our members, our future members, our affiliates, our sponsorship partners and industry leaders. We will be focused on relevancy that positively supports the individual and business goals of those we serve.

Our goal is to create business opportunities for our sponsors through increased visibility, sharing of their message and direction with their market, bringing potential customers to the table and providing qualified opportunities.

### **Partner Opportunities at the CAA Winter Convention “Leadership Forum”:**

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There are different levels of participation. The higher the level of participation, the higher the value is for our partner sponsor.

**Level One:** Increase visibility and awareness of company through exhibit table, brand display on marketing materials prior to and during the event and informal networking opportunities.

**Level Two:** Increase visibility and awareness of company, ability to share message with directions of their company through all benefits of Level One *plus* speaking opportunities to your market.

**Level Three:** Increase visibility and awareness of company, ability to share message with directions of your company and opportunity to meet potential customers through all benefits of Level Two *plus* formal pre-planned networking opportunities.

**Level Four:** Increase visibility and awareness of company, ability to share message with directions of your company, opportunity to meet potential customers with qualified opportunities through all the benefits of Level Three *plus* reverse match-making and luncheon table with predetermined invited guests.

Sponsorship partners will have the highest level of visibility and opportunity based on their investment that directly supports the transitional directions of the CAA to increase relevancy and inclusivity through a leadership focused approach.

Sponsorship partners will be asked what will have the highest impact for their company and every effort will be made to accommodate reasonable requests so their message and directions may be understood by the markets they serve. At levels Three and Four these directions will include customization of solutions to meet these needs to the best of the ability of the CAA.



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## CAA Winter Convention “Leadership Forum: Sponsorships

### **\$25,000 DIAMOND (Level 4)**

- Sponsorship of Keynote Address
- Dealer and customer preset meeting
- Lunch or dinner with Keynote Speaker
- Convention Registration for 20 people
- Reserved Tribute dinner Tables for 20
- VIP meeting with Keynote Speaker
- Two full pages in tribute ad book
- Premium exhibit tables during exhibit viewings
- Premium brand display on website, THE MIRROR and email blasts
- Premium opportunity to address group on your services
- Table sponsorship with invited dealers
- Preset networking opportunities with select dealers
- Listed as vice chair on Tribute Committee
- Premiere Convention Sponsor
- Platinum Tribute Sponsor

### **\$15,000 PLATINUM PLUS (Level 4)**

- Preset networking opportunities with select dealers
- Premium opportunity to address group on your services
- Convention Registration for 10 people
- Reserved Tribute dinner Table for 10
- Two full pages in tribute ad book
- VIP meeting with Keynote Speaker
- Table sponsorship with invited dealers
- Premium exhibit tables during exhibit viewings
- Premium brand display on website, THE MIRROR and email blasts
- Premiere Convention Sponsor
- Listed as vice chair on Tribute Committee
- Platinum Tribute Sponsor

### **\$10,000 PLATINUM (Level 3)**

- Opportunity to address group on your services
- VIP meeting with Keynote Speaker
- Listed as vice chair on Tribute Committee
- Premium brand display on website, THE MIRROR and email blasts
- Table sponsorship with invited dealers
- Convention Registration for 8 people
- Reserved Tribute dinner table for 10
- Premiere Convention Sponsor
- Full page in tribute ad book
- Exhibit table during exhibit viewings
- Platinum Tribute Sponsor

### **\$7,500 GOLD (Level 3)**

- Table sponsorship with invited dealers
- Full page in tribute ad book
- Convention Registration for 8 people
- Reserved Tribute dinner Table for 10
- Premiere Convention Sponsor
- Exhibit table during exhibit viewings
- Brand display on website, THE MIRROR and email blasts
- Listed as honorary member of Tribute Committee
- Gold Tribute Sponsor

### **\$5,000 SILVER (Level 2)**

- Premiere Convention Sponsor
- Convention Registration for 6 people
- Listed as honorary member of Tribute Committee
- Half page in tribute ad book
- Brand display on website, THE MIRROR and email blasts
- Exhibit table during exhibit viewings
- Silver Tribute Sponsor

### **\$3,500 BRONZE (Level 1)**

- Convention Registration for 4 people
- General Convention Sponsor
- Half page in tribute ad book
- Exhibit table during exhibit viewings
- Brand display website, THE MIRROR and email blasts
- Bronze Tribute Sponsor

## **Conclusion:**

The CAA Transformational Leadership platform will provide the highest level of keynote speakers, panels, roundtables, workshops and regular scheduled quarterly meetings under the guide of professional leadership facilitators. The intent is to understand the key issues facing the group and address these with a hands-on measurable approach for the companies and individuals participating.

The path to value for all is providing not only truth about what is coming but also a formula for success through leadership tools and education sponsored by our partners. We are asking you to be part of a guiding coalition by taking the next step in leadership transformation for your customers, your company and the industry. We are looking for partners to invest in a 12 month platform of transformational leadership that will be launched at the 2015 CAA Winter Conference, “Transformational Leadership Forum.”