



2009
CALSAGA
Annual
Conference

November 4 - 6

Agua Caliente
Casino • Resort • Spa
Rancho Mirage

Staying Cool...
When the Heat Is On



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Dear Friends,

This past year has been a trying time for the private security industry – security firms are fighting to stay in business, clients are reducing the number of billable hours while crime and uncertainty continue to rise.

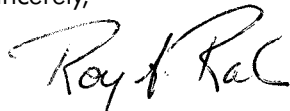
Despite the many challenges facing our industry, CALSAGA has worked very hard to continue to increase industry standards and professionalism through our legislative advocacy, marketing efforts and increased information sharing.

This year's conference, "Staying Cool...When the Heat is On", will provide attendees information and solutions to counter the difficult economy, as well as access to a wide range of vendors who supply services and products that help make your firm more efficient.

Furthermore, attendees will be provided with opportunities to network with industry peers through our social events including, our annual golf tournament and Security Officer Memorial Reception.

I look forward to seeing you at the beautiful Agua Caliente Casino • Resort • Spa for what is sure to be an extraordinary conference!

Sincerely,



Roy A. Rahn
CALSAGA President



Scheduled Lineup of Speakers

(Confirmed and Invited Speakers*)

David Gibbs

Managing Director
Safir Rosetti

Gordon Graham

Graham Research Consultants

Laura Innes

Attorney
Simpson, Garrity & Innes

Kelly Jensen

CALSAGA Lobbyist
Sloat, Higgins & Jensen

Robert Perry

President, Robert H. Perry & Associates

Steve Poizner*

California Insurance Commissioner
Gubernatorial Candidate

Steve Reed

Security & Guest Services Manager
Arden Fair Mall/Macerich

Brian Stiger

Director
California Department of Consumer Affairs

Connie Trujillo

Acting Chief
Bureau of Security & Investigative Services

Meg Whitman*

Former CEO of eBay
Gubernatorial Candidate

Staying Cool...When the Heat Is On

Conference Activities

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

3rd Annual Golf Tournament Mission Hills Country Club - Arnold Palmer Course

Wednesday, November 4
11 a.m. - 4:30 p.m.

Come and enjoy a round of golf in the picturesque setting of Palm Desert! CALSAGA will be hosting its 3rd Annual Golf Tournament at Mission Hills Country Club on Wednesday, November 4, 2009. Groups will consist of four people per team and will be assigned at random. Green fees, cart, and lunch included with registration. Not only will you have the opportunity to enjoy this beautiful course set at the base of stunning high desert mountains, but this will also be a fun chance to network with other conference attendees. In addition to enjoying the high desert climate and scenery, groups finishing from third to first place will all be awarded prizes, as well as the individual golfer with the longest drive and whomever comes closest to the pin.

CALSAGA members can play in the golf tournament for \$145 a person and non-members can play for \$175 per person.

The Mission Hills Country Club is located at 34-600 Mission Hills Drive, Rancho Mirage, CA 92270.



CALSAGA Security Officer Memorial Fund Cocktail Reception

Thursday, November 5
6:00 - 7:30 p.m.

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. In recent years, the SOMF has provided assistance to several families, from helping pay for funeral costs to making contributions directly to the family. TWIW Insurance has been a proud sponsor of the SOMF and is hosting the reception and fundraiser for the fifth year in a row!

The SOMF Cocktail Reception will be held on site at the Agua Caliente Casino • Resort • Spa in the Rose Salon room on Thursday, November 5, 2009 at 6 pm. There will be a live and silent auction going on and all proceeds from the auction will directly benefit 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.



A Special Thank You to Our Sponsors

Platinum



Gold



Bronze



BSIS Informational Booth

Dear CALSAGA Members:

First let me say what an honor it has been to serve the Security Industry as Acting Chief of the Bureau of Security and Investigative Services (BSIS) and work with CALSAGA. I look forward to continuing the partnership and will work towards building an even stronger working relationship.

During my seven months with BSIS the focus has changed slightly from outreach to proactive enforcement concerning unlicensed activity. While we still provide outreach and education we have dedicated a third of our enforcement staff to work solely on unlicensed activity investigations.

We have established contacts with several Law Enforcement Agencies and District Attorney's office. We are currently working on adopting regulations for authority to issue Administrative citations for unlicensed activity. We have been actively working to strengthen the enforcement on Proprietary Private Security byway of Senate Bill 741.

Although the State is facing an unprecedented budget crisis the dedicated staff at BSIS will ensure all your licensing needs are met and proactive measures are taken on enforcement issues. It may take us a little longer due to the furloughs but the work will get done.

I would like to thank all CALSAGA members for their commitment to improve the professionalism of the industry. I look forward to seeing you at the conference.

Connie Trujillo

Acting Chief

Bureau of Security and Investigative Services

Keynote Speaker

CALSAGA is thrilled to have Gordon Graham from Graham Research Consultants as our keynote speaker once again! Mr. Graham is a 33 year veteran of California Law Enforcement. During his tenure as a law enforcement professional, he was awarded his Teaching Credential from California State University, Long Beach. He was later graduated from University of Southern California with a Master's Degree in Safety and Systems Management. His education as a Risk Manager and experience as a practicing Attorney, coupled with his extensive background in law enforcement, have allowed him to rapidly become recognized as a leading professional speaker in both private and public sector organizations with multiple areas of expertise.

His penetrating wit coupled with his vast knowledge in multiple disciplines provides the enlightened listener with an information packed presentation. At our conference, Mr. Graham will present the 7 Steps to Admiral Rickover.



Staying Cool...When the Heat Is On

Schedule of Events

Wednesday, 11/4

- 10:00 am - 4:30 pm **CALSAGA Golf Tournament and Reception**
Mission Hill Country Club
Sponsored by The Mechanic Group
- 8:00 - 11:00 pm **Vendor Setup**
Agua Caliente Resort

Thursday, 11/05

Sponsored by Elizabeth Souther

- 7:30 - 11:30 am Registration Table Open
- 7:30 - 8:30 am **Vendor Booths Open Continental Breakfast**
- 8:30 - 9:00 am **Opening Remarks by CALSAGA President Roy Rahn**
- 9:00 - 9:30 am **Improving Consumer Protection through Security**
Brian Stiger, Director, California Department of Consumer Affairs
- 9:30 - 10:45 am **Security: The Competitive Advantage (Edge)**
David Gibbs, Managing Director, SafirRosetti
- 10:45 - 11:15 am **Vendor Booths Open Refreshment Break**
- 11:15 am - 12:15 pm **Challenges and Opportunities in Selling a Security Guard Company in Today's Economy**
Robert Perry, President, Robert Perry & Associates
- 12:15 - 1:30 pm **Lunch 7 Lessons of Admiral Rickover**
Keynote Speaker: Gordon Graham, Graham Consultants
- 1:30 - 2:15 pm **Privacy in the Workplace**
Laura Innes, Attorney, Simpson Garrity & Innes
- 2:15 - 2:45 pm **State of the Capitol and Its Impact on the Security Industry**
Kelly Jensen, CALSAGA Lobbyist, Sloat, Higgins, & Jensen

Thursday, 11/05 (Continued)

- 2:45 - 3:30 pm **Vendor Booths Open Refreshment Break**
- 3:30 - 4:00 pm **Challenges Facing the Bureau**
Connie Trujillo, Acting BSIS Chief
- 6:00 - 7:30 pm **CALSAGA Security Officer Memorial Fund Cocktail Reception and Fundraiser**
Sponsored by TWIW

Friday, 11/06

- 8:00 - 9:00 am Registration Table Open
- 8:00 - 8:45 am **Vendor Booths Open Continental Breakfast**
- 8:45 - 9:30 am Meg Whitman, Former CEO of eBay, Gubernatorial Candidate
- 9:30 - 10:15 am **Concurrent Breakout Sessions**
- Erroll Southers, Adjunct Professor of Homeland Security and Public Policy Associate Director, Center for Risk and Economic Analysis of Terrorism Events (CREATE), USC - Palm A Room
- Steve Reed, Security Manager, Macerich - Palm B Room
- TBD - Star B Room
- 10:15 - 10:45 am **Vendor Booths Open Refreshment Break**
- 10:45 - 11:30 am **Concurrent Breakout Sessions (same as above)**
- 11:30 am - 12:30 pm **Lunch**
Speaker TBD
- 12:30 - 12:45 pm **Closing Remarks/Adjournment**

Unless otherwise noted, all sessions are located in the Ballroom at the Agua Caliente Casino • Resort • Spa.

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Registration Information

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:

CALSA
915 L Street, Suite C251
Sacramento, CA 95814
- 4 **Upon Arrival** at the CALSAGA registration desk at the Agua Caliente Casino • Resort • Spa

Payment

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

Registration Fees

Wednesday, 11/04 Golf Tournament at Mission Hills Country Club – Arnold Palmer Golf Course

CALSAGA Members: \$145
Non-Members: \$175

Thursday, 11/05 - Friday, 11/06 2-Day Conference

CALSAGA Members

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

Before Oct. 16

\$199/person
\$181/person
\$151/person

After Oct. 16

\$249/person
\$231/person
\$201/person

Non-Members

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

Before Oct. 16

\$249/person
\$231/person
\$201/person

After Oct. 16

\$299/person
\$281/person
\$251/person



Hotel Information

CALSAGA has arranged a room block with The Agua Caliente Casino • Resort • Spa. We have obtained a special room rate of **\$149/night** (not including applicable taxes and fees) for our attendees. To make your reservations you will need to call Agua Caliente Casino • Resort • Spa at **1-888-999-1995** and specify that you are with the "CALSA Group".

The cutoff date for making reservations at the special rate is **Wednesday, October 21, 2009 at 5:00 pm 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 pm and checkout time is 12:00 pm.

The Agua Caliente Casino • Resort • Spa is located at 32-250 Bob Hope Drive, Rancho Mirage, California, 92270. Situated at the heart of California's scenic high desert, the Agua Caliente Casino • Resort • Spa offers guests all the amenities of a first class spa resort, including three renowned restaurants, as well as the excitement of an on-site casino and live shows.

Conference Registration

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Pre-Conference Activities

Golf Tournament at the Mission Hills Country Club - Arnold Palmer Course

of CALSAGA Members: _____ x \$145/person = _____

of Non-Members: _____ x \$175/person = _____

Total \$

Please specify names of each participant from your company :

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. 16)	CALSAGA Members (after Oct. 16)	Non-Members (before Oct. 16)	Non-Members (after Oct. 16)
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

Total \$

* 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: _____



915 L Street, Suite C251
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Stay Up To Date Online!

CALSAGA has also created an Annual Conference webpage, which includes the most updated information regarding speakers, attendees, sponsors, photos, as well any other information pertinent to the conference. Stay informed.

Log on to the website today at
www.calsaga.org/2009annualconference.html

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