

the BURGLAR and FIRE ALARM  
ASSOCIATION OF MICHIGAN



SHINING LIGHT  
ONTO THE ISSUES  
MOST IMPORTANT  
TO YOU

Annual Conference and Membership Meeting

**October 12, 2017**

MotorCity Casino and Hotel, Detroit



WE ARE ALL STRONGER  
*Together*



**T**he alarm industry is a growing, dynamic business that fills an important need for many. Alarm technology is constantly changing at rapid paces and new competitive challenges seem to come along every day. You need an inside track to keep ahead. The Burglar and Fire Alarm Association of Michigan (BFAAM) is that inside track.

Join us October 12 for our annual conference. The conference will be hosted at the Motor City Casino and Hotel in Detroit, Michigan. We are excited to return to the Detroit area, at a new location with revitalized content!

During the conference, we will be bringing the issues we all face to the forefront and work together to solve them. We will hear directly from the Chief of Police and Fire Marshal about what's relevant, critical code factors and how we can work better together. We will also learn about Do-It-Yourself Alarms, Building Your Business with Metrics and Key Performance Indicators as well as Video Verification. You do not want to miss out!



# conference agenda

9:00 a.m. – 10:30 a.m.

**TOUR OF DETROIT PUBLIC SAFETY BUILDING**

11:00 a.m.

**REGISTRATION**

11:30 a.m. - 12:00 p.m.

**BFAAM BUSINESS MEETING & ELECTION OF OFFICERS**

12:00 p.m. – 1:00 p.m.

**LUNCH AND LEARN:**

**THE MEN AND WOMEN BEHIND THE SHIELDS**

Todd Bettison, Jerrod Hart and Greg Turner

What's Changing and What Can We Expect in the Future? Hear firsthand from our Chief of Police and Fire Marshal.

1:00 p.m. – 2:00 p.m.

**BUILDING YOUR BUSINESS USING METRICS AND KPI'S**

John Campau

The importance of "Inspecting what you Expect."

2:00 p.m. – 2:15 p.m.

**EXHIBITOR COMMERCIALS**

2:15 p.m. – 2:30 p.m.

**BREAK AND VISIT EXHIBITORS**

2:30 p.m. – 3:00 p.m.

**WHAT HAS BFAAM DONE FOR OUR INDUSTRY?**

Jason Wadaga

Learn about the laws that we have worked hard to pass or stopped to protect us. Ask the questions you need answers to. Bring your concerns.

3:00 p.m. – 3:30 p.m.

**DIY: FAD OR FUTURE?**

John Campau

What are your fears? What are you doing about it? How can we sell against it? Learn how to overcome these obstacles.

3:30 p.m. - 4:00 p.m.

**ENHANCING YOUR BUSINESS WITH VIDEO VERIFICATION**

John Campau

Embracing technology to reduce false alarms, increase RMR and keep happy customers.

4:00 p.m. – 4:30 p.m.

**WHAT YOU NEED TO KNOW ABOUT FIRE ALARM SAFETY**

Tom Kramer

Changes regarding monitoring fire alarms.

4:30 p.m. – 5:00 p.m.

**RAFFLE**

# registration

Please complete one registration form per attendee. Registration cut-off date is October 4, 2017 after which you may register onsite.

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

E-mail Address *(confirmation sent via e-mail only)* \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

On/Before September 15, 2017:  Member \$25     Non-member \$75                       Visa                       MasterCard

After September 15, 2017:             Member \$75     Non-member \$125                       American Express     Check # \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder Name Signature \_\_\_\_\_ CVV \_\_\_\_\_

Address *(if different from above)* \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Refund cancellations must be received by October 4, 2017 to receive a refund minus a \$10 processing fee. No refunds granted after October 4, 2017.

Fax registration with credit card information to 517.485.9408  
or mail form with check payable to BFAAM at:  
1000 W. St. Joseph St., Suite 200, Lansing, MI 48915