

The Californian

The Quarterly Newsletter of



February 2023

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President's Report

David Chandler, CALSAGA President

Thank you for reading the first edition of The Californian in 2023. The Association has a great year planned, including the Annual Conference in October, two sessions of Security University this spring, multiple virtual Coffee Chats, and support through the transition of new mandatory training for security officers.

Registration for the May 21st - 22nd session of Security University is now open. No matter what stage you are in your business, please consider attending. I trust that you will find this event beneficial. Sessions are presented by subject matter experts in legal, BSIS compliance, insurance, human resources, and financial management & responsibility.

Coffee Chat:
Subcontracting 101 will take place on Tuesday, February 28th at 10am. This virtual event is free to members and prospective members. **Register now for Coffee Chat.**

We encourage you to contribute to the CALSAGA Charitable Foundation. The Foundation has supported security officers and their families who have been affected by the Paradise Fire, floods in the Bay Area; the Foundation also assisted a family with transporting the body of their security officer loved one for burial in another state. These donations to families are made possible by generous contributions of our members. Whether you can give \$1 or \$1,000, your gift is appreciated in assisting these families with getting through these tough times. **Give to the CALSAGA Charitable Foundation.**

As always, we will keep you informed of the information that you need to know. Check out the ***Regulation Corner*** for the latest information available regarding new security officer training and regulations. Thank you for your membership and support of the association.

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Regulation Corner

David Chandler, CALSAGA President

As I am sure you know, AB229 is changing the mandatory training for security officers. This is the first major change to security officer training since the implementation of the requirement and was scheduled to be effective January 1, 2023. **AB2515** passed last fall and provided an extension to July 1, 2023. At the time of publication the course name is expected to be Powers to Arrest and Appropriate Use of Force Manual. The syllabus and course materials have not yet been published but BSIS Chief Lynne Jensen has assured me that they will be made available in time for the July 1st deadline to be met. We will keep you updated as new information is available.

AB2515 also implements the requirement for Proprietary Security Officers to submit reports to the BSIS in the case of any firearm discharge and/or physical altercation with a member of the public while on duty. Failure to submit a report could result in a fine of \$2,500 per instance. That requirement already existed for private patrol operator; the fine for PPOs that fail to submit a report is \$5,000 per instance.

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**General Sessions | Vendor Hall
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Insurance Market Update

Shaun Kelly, Tolman & Wiker, CALSAGA Preferred Broker

Happy New Year!

I cannot believe we are already one month into 2023.



Honestly, I think I have discussed the changes in the insurance marketplace several times over the past few months and have almost beaten the topic to death. However, even more changes have arose and I feel it is good information for you to know. Insurance is a large budget expense and you cannot operate without it.

The start of the year has brought on many surprises and I want to share some of the changes we are experiencing. There is some good news and, of course, some not so good news. Here is a brief update on status of the insurance market:

Workers Compensation: The Workers Compensation market is still competitive, Good News! There are new carriers entering this space and we expect that this will last at least throughout the year. The competitiveness of the market is primarily due to the increases in the minimum wage, increase in payroll and the growth of the Security Industry. Insurance carriers are receiving enough premium and controlling the claims/losses to remain profitable. There is no indication that this will change soon.

General Liability: How do I start? Almost all insurance carriers are increasing premium rates to offset the claims over the past years. The frequency and severity of claims have caused the underwriting

guidelines to change, and not in a good way. This results in the insurance carriers adding "Exclusions" to limit their exposure to potential high hazard claims/losses. The "Exclusions" are different for every insurance carrier and in some cases very restrictive, to a point that you wonder if you have any coverage at all. In some instances, the new underwriting guidelines have made it very difficult to place coverage at a competitive premium. Some PPO's have had to evaluate their client mix to meet the underwriting guidelines and keep premium increases at a minimum. We can almost always obtain coverage for any PPO, regardless of contract mix, however the premiums may be too expensive and then we have to determine if maintaining those particular clients makes financial sense.

Business Auto: The Business Auto insurance has not been profitable for insurance carriers over the years. They have indicated that they are not receiving enough premium to cover their losses. Some carriers have left the market for Business Auto (Specifically CA), leaving fewer carriers that will entertain quoting auto insurance. The cause of their departure is the result of increases in repair costs, higher liability settlements, combined with an increase in the number of claims. With fewer insurance carriers and increasing premium rates, expect your Business Auto renewal premiums to be much higher. To minimize the increase in premiums, always ask if the Business Auto can be written in conjunction with the same insurance carrier that writes the General Liability or Workers Compensation.

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New California Laws for 2023 Stress Safety, More Regulations, and Address Workplace Disparity

Barry Bradley, Esq.

Bradley, Gmelich & Wellerstein, LLP
CALSAGA Legal Advisor



California's Governor Newsom signed 997 bills last year (and vetoed 169). While there was a flurry of laws that protect women's reproductive rights as a result of the overturning of Roe v. Wade by the U.S. Supreme Court, January 1st marks the enforcement of many other laws about which you should be aware.

Some will impact how you maneuver on the streets and sidewalks, some will impact employers as well as their employees and even job applicants, while another will protect the hides of some of our non-human animals. Many that are noteworthy, or just plain interesting, are summed-up below.

2023 Is The Year Of The Jaywalker

It's true! You no longer have to cross streets only within crosswalks, only on green signals, only when the "Walk" sign is green, and only at corners. Thanks to *Assembly Bill (AB) 2147*, peace officers can no longer stop a pedestrian for jaywalking violations UNLESS "a reasonably careful person would realize there is an immediate danger of a collision with a moving vehicle or other device moving exclusively by human power."



While cars must always yield to pedestrians, you should always look out for your own safety and use reasonable care when crossing. **formed while sitting.**

Bikers Rule!

In an effort to encourage more cycling and also to protect cyclists on the road, the legislature passed the **OmniBike Bill, AB 1909** that will make life a little safer and protected for our two-wheeler friends and family members.

Autos Must Change Lanes to Pass a Bike. It is no longer okay to pass bicyclists with just 3-feet of space between the biker and your car. Where possible, motorists must treat bikers as if they are any other car, including signaling, going around them into another lane to pass, and provide adequate room. This will hopefully reduce the hundreds of "near misses" that occur every day, not to mention serious accidents.

E-Bikes Allowed on All Bikeways

Move over, Tesla! The electric bike is here to stay. This bill outlaws municipalities from limiting access on bike lanes and bike paths. This will allow e-bike riders to make use of the designated bike lanes and trails as an added measure of safety. (For those concerned about our environmental impact, the e-bikes are still **not allowed on equestrian and hiking trails.**)

Bikes Can Cross on WALK signals

Pedestrians, look out! Bikes can make use of the crosswalks and enjoy the safety that pedestrians have.

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Profitability in a New Year

Brandy Tomasek, TEAM Software by WorkWave, CALSAGA Network Partner



One of the most straight-forward ways to increase job profitability is to decrease job-related spending. As much of the world faces the possibility of a recession, decreasing spending is top of mind across industries.

Still, it can seem impossible to cut back on necessary expenditures. Our industry-specific labor market analysis suggests ongoing competitiveness. Labor and overhead - already a significant portion of a security company's expenses - will likely remain high.

That's why it is more important than ever to maintain a clear and accurate picture of your profitability. Job costing should be the driving data force behind every decision you make.

Job costing: explained

Job costing is an accounting term that enables a business to track costs by individual jobs. The more granular detail you can gather, the more opportunity you have to protect your profit margins. That's why getting accurate numbers and recording each one down to the job level is so important in protecting profitability - and helping support a data-backed strategy to help you operate better in the future.

Typically, companies have some kind of process in place that is capturing a 1,000 foot view of profitability. Opportunities are often missed by neglecting to calculate true cost overhead expenses into job-level data.



This can include anything from payroll taxes and workers comp, to general liability insurance, supplies, fuel and more. When you don't account for a portion of these expenses as a cost per job, you really aren't getting an accurate picture of what it took from your expense budget to service that contract. As labor and supply shortages continue, continuing to take on unprofitable contracts can be dangerous to your resources, time and bottom-line.

Here's how job costing should work as a part of your back-office system:

Process every financial transaction with an associated job number. That includes everything from payroll, to accounts receivable and payable, to adjusting journal entries. At TEAM Software, we've built our software solution to include even more features that allow for payroll taxes and miscellaneous insurance costs to be taken down to the job level, based on payroll dollars at that specific job.

After recording all associated activity to the job level, the rendered data can be used to review accurate accounting practices, compare the data to budgets and (of course) make sure you're profiting. This information can and should be heavily relied upon for contract renegotiation and bidding future work that might be similar to an existing job.

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2023 SECURITY TRENDS & HOW TO CAPITALIZE

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Recruiting That Works Requires a Recipe for Success

Anne Laguzza, The Works Consulting,
Network Partner



Do you have a recruiting plan? I am not talking about a haphazard list of open positions. I am talking about a detailed recruiting plan. In our current talent shortage, having an actual detailed plan is now more important than ever.

Many leaders feel pressure to hire immediately, and while rushing to do so, don't take the time to develop a plan. Even experienced leaders need a plan to ensure that the best person is hired for the position that they have.

Why have a recruiting plan?

In hiring, you want consistency. Consistency leads to high performing teams that match your values and generate the best results for your business. You want to follow the same recipe every single time.

Consider a recipe for muffins. In order to produce the same delicious, light and fluffy muffins every single time, you must follow the recipe exactly as listed. Any deviation from the list of ingredients and instructions will result in a completely different muffin. They could taste great or need to be tossed out.

THIS is why you need a recruiting plan. It is your "recipe" if you will, of how you will select new team members. You will follow the recruiting plan over and over again to ensure that you hire the best people for your position. You want to consistently hire the people that you need for your team to grow - not a "let's see what happens" approach.

The benefits of a well thought out recruiting plan are:

- It saves time.
- It keeps you and others focused.
- It maintains organization and consistency.

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Polished and Professional: 7 Tips to Building Your Brand

Tony Unfried, CSA360, CALSAGA Network Partner



Security companies play a crucial role in ensuring the safety & security of people & businesses. With the rise of technology, security companies have become increasingly competitive, & it's essential to have a polished brand that sets you apart from the rest. Here are some ways that security companies can make sure their brand is professional & stands out.

1. Professional staff: Your staff is the face of your company and the first point of contact with clients. It's essential to have well-groomed and professional staff, who represent the company's values and standards. Encourage your staff to wear a uniform



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that represents the company and ensure that they are well-informed about company policies and procedures.

2. Website: Your website is often the first impression that potential clients will have of your company. It should be professional, user-friendly, and easy to navigate. Make sure your website is up to date, with accurate information about your services and contact details. Use high-quality images and videos to showcase your services and include testimonials from satisfied clients.

3. Social Media: Social media platforms can be a powerful tool for promoting your brand and connecting with potential clients. Use social media to share updates about your company, industry news, and promotions. Make sure your social media profiles are professional, with a consistent look and feel.

4. Marketing Materials: Consistent branding across all marketing materials helps to establish a strong and recognizable brand. Use the same colors, logo, and font in all your marketing materials, including business cards, flyers, and brochures.

5. Customer Service: Excellent customer service is essential in building a strong brand. Respond promptly to customer inquiries and ensure that clients are satisfied with the services provided. Encourage clients to provide feedback and use this feedback to improve your services.

6. Training: Regular training and development programs for your staff can help to improve their knowledge and skills and ensure that they are equipped to provide the best possible service to clients.

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From Putting Out Fires to Addressing Issues Before They Happen

Jordan Wallach, Belfry Software, CALSAGA Associate Member



Managing all the pieces of a successful security operation is challenging. From recruiting, hiring, and training employees to scheduling, billing clients, and retaining employees, all these elements are interconnected and impact one another. When just one aspect falters, it affects the entire operation and leads to a negative client experience.

Unfortunately, most companies in the security guard services industry rely on fragmented systems to evaluate the health of their business. This leads to a reactive approach, where issues are addressed only after they arise. The problem here is that it doesn't reduce the risk of these issues happening in the first place - driving you to constantly be putting out fires.

But having one integrated system isn't enough - it needs to be intuitive for everyone on your staff and it needs to meaningfully save them time. Moreover, it needs to enable proactive, informed decisions, reducing the risk of issues arising in the first place. True business intelligence requires harnessing your company's data and putting it to work across multiple functions.

For example, imagine having a system that schedules your officers and also processes their payroll. This way, you can match up timesheets exactly with the hours that were supposed to be worked - reducing payroll processing time from 3 days to 3 hours. By tracking officer performance across all areas, you could highlight great service to clients and provide training where needed.

[CLICK HERE TO CONTINUE READING](#)

Review your company information!

Log in to the **CALSAGA Member Portal**, click on the Membership Profile tab and confirm that your company information on the bottom left is correct.

While you're there, check that your Services Provided and Service Area(s) are correct. This information populates to the **Find a Member Directory** which is visible to the public - including potential clients.

VIRTUAL Coffee Chat

Hosted by the CALSAGA Ambassador Committee

**Tuesday, February 28th
10:00am | RSVP Required**

Subcontracting 101



2023 Labor Trends: Retention and the First 90 Days

Andrea Willman, Team Software by WorkWave, CALSAGA Network Partner



Between employment contracts, payroll and benefits forms, handbooks and standard operating procedure information, and emergency contact forms (to name a few), the onboarding process of a newly hired officer can be time consuming. Add into the mix the ongoing challenges of hidden turnover, where new hires leave during or soon after onboarding (or, never report for their first day of training), and your HR teams are bound to feel like they're climbing an uphill battle.

The good news is there are some best practices your team can put in place to ease the process.

1. Simplify paperwork. Much like asking too many unnecessary questions during the hiring process can deter job candidates in a tight labor market, the sheer volume of onboarding paperwork can overwhelm your new hires. If you're still collecting onboarding documentation manually, with managers collecting physical copies of documents in the field or via unsecured email processes, you're well aware of just how hard it can be to finalize an employee's paperwork prior to importing into their employee master file.

Automating onboarding processes speeds up the process, and reduces the number of errors

that can occur during otherwise manual documentation and processing. (Plus, it gives you the option to securely store documentation digitally, so you don't have to maintain countless filing cabinets.)

2. Use the most updated, necessary intake forms. Reducing the amount of paperwork your team needs to collect isn't always an option, as certain documents are required by the government or corporate policies.

For example, the Equal Employment Opportunity Commission (EEOC) recently modified several standard forms to fully implement a nonbinary 'X' gender marker in addition to male and female indicators and an 'Mx' in the selection of prefixes. This change was made to help support nonbinary employees in the workplace. These forms are typically required of businesses with 100 or more employees (or federal contractors with at least 50 employees). Look for updates in your software solution to help support this change and decrease your company's risk of liability.

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