



# InfoLink

Information for Public Safety False Alarm Reduction Professionals

## FARA InfoLink December, 2010

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## Happy Chrismakwanzukkah!

Christmas, Hanukkah, Chanukah, Kwanzaa, Festivus, Boxing Day - whatever your holiday- It's that time of year again and the FARA Board would like to wish everyone a safe and happy holiday season and a wonderfully prosperous New Year!

We hope you are all able to celebrate the holiday(s) of your choice with family and friends and that you enjoy the Holidays and the New Year to the fullest.

***Happy Holidays from the FARA Board and Staff!***

## 2011 Is Your Chance to Make a Difference

By: Brad Shipp, FARA Executive Director

**"Eighty percent of success is showing up."**

**Woody Allen**

Everyday people just like each of us make a choice. To be involved or to let others carry the load. Everyone is busy. Everyone underestimates their ability. It is always easy to find a reason not to get involved, but in the end it's just an excuse to let others carry the load for you.

It does not take much to make a difference – unfortunately most of us make the biggest difference of all by not even showing up.

**Make it your New Year's Resolution to change all that.**

**Make 2011 your year to make a difference.**

- Join a committee (*all you need to do is call in to a teleconference once a month – how hard is that?*)
- Take on a project (*you might learn something and you will get satisfaction by accomplishing something*)
- Join the board of directors (*all you need to do is call in to a teleconference once a month – how hard is that?*)
- Recruit a fellow professional at an alarm company or agency to join FARA. (*You will be doing them a favor and after all, why should they get a free ride*)

Ready to join a committee- [email me](#) and I will connect you up with the chairperson. Not sure which committee is for you - then call me (301.519.9237) and I will explain what each group does.

Ready to join the board - Elections will be held during the Annual Membership meeting on April 7, 2011 at the FARA Symposium in San Antonio. If you are interested in seeking a position as an officer or member of the Board, send me an email no later than Wednesday, January 5, 2011. The following seats are up for election this time:

- Vice President- Electronic Security
- Secretary
- Two Directors at Large
- Electronic Security Associate Director

Don't get me wrong, I appreciate it that you joined FARA. That is a great first step, but if you are not involved, you are not getting the full value of joining and FARA is not getting the full value you could bring to all of the rest of us.

**"We make a living by what we get, we make a life by what we give."**

**Sir Winston Churchill**

## Here We Go Again Alarm People

By: David Wilson, FARA Board and Conference Committee Member

It's December – why haven't you registered for the 2011 FARA Symposium?

If you have registered, you have permission to be proud (even brag) that you will be in beautiful San Antonio, TX the first week of April 2011. The procrastinators will be in their office during the first week of April wishing they were with you mixing an educational symposium with a ton of fun.

We have said it twice (and will probably say it a few more times), but please allow us to say it again.....

FARA will pay for you to travel to beautiful San Antonio, TX to receive the best false alarm reduction training on earth. Take time to complete the very simple reimbursement form, send it in and wait for your approval letter. That's it – you are there baby!!!! Hurry and register and apply for the symposium funding that is available for public safety FARA members – It's first come first served so don't miss your opportunity!!

The conference committee has worked very hard to put an excellent training opportunity together for you. You have received your symposium brochure. Look at it; you will be impressed with this outstanding opportunity for you and/or your staff. [Click here to download a copy.](#)

Come on alarm people, this is going to be AWESOME!!!!



The location will be right in the middle of San Antonio's historic RiverWalk at the Sheraton Gunter Hotel at \$117 per night. [For information on the hotel visit their web site](#)

## Thanks to Institute Sponsors!

Without the FARA Institute and our generous contributors, FARA training symposiums would not be possible. Many, many heartfelt thanks go out to all of our Institute donors as follows:

### **Platinum** (\$3000 or more donation)

Broadview Security, Inc.  
National Electronic Security Alliance (NESA)  
Public Safety Corp (CryWolf)  
Texas Burglar & Fire Alarm Association (TBFAA)

### **Gold** (\$1000)

Canadian Security Association (CANASA)  
Installation Quality Certification Board  
Maryland Burglar & Fire Alarm Association (MDBFAA)  
Vector Security, Inc.

### **Silver** (\$750)

DSC

### **Bronze** (\$500)

ADS Security  
PMAM Corporation  
South Carolina Alarm Association (SCAA)  
Vintage Security, LLC

### **Sponsor** (\$250)

Emergency 24, Inc.  
Homesafe Security Systems

## **FARA Board Report**

*By: Brad Shipp, FARA Executive Director*

After extensive consultation with each of the FARA Committees, the FARA Board of Directors has adopted a Strategic Plan for 2011. The plan gives a status report on 2010 activities and outlines 2011 plans.

In 2011 we will implement a new plan designed to maximize the effectiveness of volunteer time. The plan is designed to place a new focus on committee work and reduce the amount of redundant review by the Board of Directors. Under the plan the board will focus on developing the strategic plan along with a budget to support it and monitoring progress in implementing the strategic plan. [Click here to download and review the plan.](#)

The board also developed and approved a common calendar for FARA Meetings to help everyone keep track of FARA's growing committee activity. [Click here to download and review the calendar.](#)

## **FARA's Fire Committee Urges All to Be Safe this Holiday Season!**

*By: Mike Mahoney, Fire Committee Co-Chair*

The Fire Alarm Committee is working hard to make sure everyone is contacted so we may get your input for the fire authorities in your jurisdiction. If you have not heard from someone on the committee, please contact us. I want to thank everyone who has sent us information.

Please be safe this holiday season. Fire can strike anywhere and at anytime. Common causes during this season include unattended candles, light cords that are old or damaged, plugged chimneys, and the list can go on forever. Please be cautious and let's stay safe.

Whatever Holiday you celebrate, enjoy it with family and friends. And Happy New Year.

Next committee meeting is January 19, 2011 at 11am (ET).

## **Are You Certifiable???**

*By: Amy Lowe, CAM, Professional Certification Committee Chair*

Do you want to have those fancy letters behind your name???

Well, let FARA help you get Certified!!! Take the CAM (Certified Alarm Manager) exam in San Antonio and earn some of the recognition you so richly deserve. [Click this link for more information on what the Professional Certification Program is all about.](#) Use the link to review the webinar and a link to the objectives and rules for the CAM.

Keep watching future issues of the InfoLink for more information on how you can sit for the Certified Alarm Manager exam!

## **Communications Committee Going New!**

*By: Norma Beaubien, Communications Committee Co-Chair*

The Communications Committee has changed its focus from revising existing documents to creating new ones! For the first time in a couple years the Communications Committee is starting to develop new manuals, guides and bulletins to add to the already extensive FARA library of publications. Issues we are working on include standard operating procedures, standards for reporting zones to 9-1-1 centers and identifying community outreach initiatives for public safety and alarm industry professionals. We will also be creating new one-page bulletins to help in the reduction of false alarms. Our first new bulletin will deal with alarm system maintenance and responsibility.

If any FARA member has ideas for new publications – especially one-page false alarm prevention bulletins – please contact us, as we are always looking for areas of need.

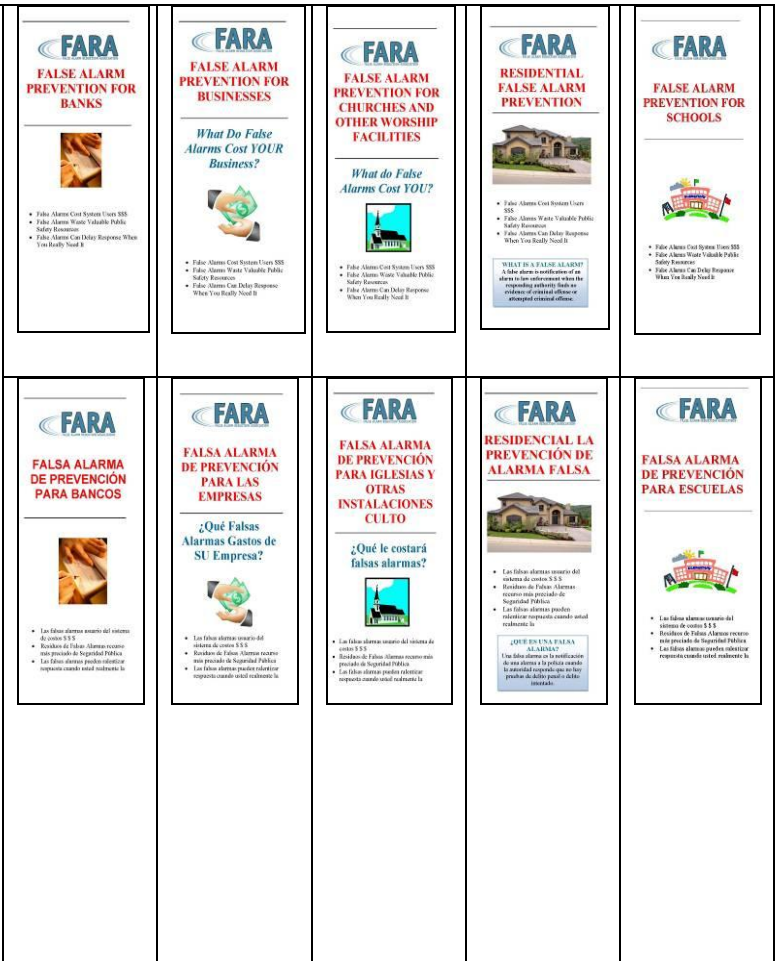
## Featured Brochures

By Brad Shipp, FARA

Each of the brochures below were recently revised and give specific false alarm reduction information that is germane to each type of facility; i.e., bank, school, church, business or residential site. These brochures are designed to give alarm users helpful tips on reducing false alarms, as well as information on how to identify and control the hidden costs of false alarms.

Special thanks to Randy Renya of Honeywell for verifying the Spanish translations.

Brochure	English	Spanish
False Alarm Prevention for Banks	<a href="#">PDF</a>	<a href="#">PDF</a>
False Alarm Prevention for Businesses	<a href="#">PDF</a>	<a href="#">PDF</a>
False Alarm Prevention for Schools	<a href="#">PDF</a>	<a href="#">PDF</a>
False Alarm Prevention for Churches and Other Religious Facilities	<a href="#">PDF</a>	<a href="#">PDF</a>
Residential False Alarm Prevention	<a href="#">PDF</a>	<a href="#">PDF</a>



## News on Door to Door Sales

Courtesy of NESA

- **Best practices for door-to-door alarm sales**  
11.23.10 - SecurityInfoWatch.com - Alarm industry pros tell SIW about 26 tips that work for door-to-door sales of security systems. [Read More](#)
- **ADT takes summer sales company to court**  
12.2.10 - Security Systems News - Boca Raton, FL - ADT is going after the company, not the sales people in its Nov. 19 lawsuit. The defendant says ADT's suit is without merit, and says ADT is threatened by the defendant company's rapid growth and success. [More Info](#)

## Public Safety Updates

Courtesy of NESA

- **AB: Council endorses security alarms bylaw**  
12.9.10 - Airdrie City View - Airdrie, AB - City council approved a security alarm systems bylaw that would charge residents and business owners for false alarms, Dec. 6. ... [More Info](#)
- **AZ: City plans free alarm system classes**  
12.1.10 - TriValley Central - Casa Grande, AZ - If you are operating an alarm system in the city, it is important that you understand how to avoid false alarms. This class will show you what to do if your ... [More Info](#)
- **BC: City considers alarm bylaw**  
11.25.10 - Williams Lake Tribune - Williams Lake, BC - A new security alarm bylaw will be in place in the City sometime in March. The time lapse, city officials anticipate, will allow for staff organization, ... [More Info](#)

- **BC: Clarification notice**  
11.30.10 - Williams Lake Tribune - Williams Lake, BC - In the story, City considers alarm bylaw, which appeared on wltribune.com on Thursday, Nov. 25, we wrote that the RCMP did not have significant input into ... [More Info](#)
- **CA: City budget approved despite shortfall**  
12.13.10 - Calaveras Enterprise - Calaveras, CA - Fordahl said his department has been brainstorming cost-saving ideas, including instituting fees for service, such as an alarm ordinance that would charge ... [More Info](#)
- **CA: Palo Alto regulates fire alarm usage, Stanford waits for more information**  
12.1.10 - The Stanford Daily - Palo Alto, CA - Simpkinson cited studies that show that ionization alarms will sound an average of 15 minutes after a photoelectric alarm in cases of smoldering fires. ... [More Info](#)
- **CT: Madison updates alarm system rules with higher fees, fines**  
11.26.10 - New Haven Register - Madison, CT - As a result of the burden, the Board of Selectmen voted to change the false alarm ordinance at its meeting this week in an effort to make people aware of ... [More Info](#)
- **CT: Monroe residents will be fined if they set off too many false alarms**  
12.14.10 - Ct Post - Monroe, CT - To curb the costs, the Monroe Town Council passed an ordinance Monday that decrees a homeowner will be fined \$50 the second time his or her alarm goes off ... [More Info](#)
- **KS: Committee: False alarm issue needs more study**  
12.15.10 - Shawnee Dispatch - Shawnee, KS - According to a Police Department committee, police responded to more than 3200 intrusion alarm calls in 2008 and 2009 – 98 percent of which were false. ... [More Info](#)
- **MI: Detroit resolves verification issue**  
12.10.10 - Security Systems News - Detroit, MI - For four years, this city debated verified response. They finally made a decision. Which way did they go? [More Info](#)
- **MN: False alarms will incur higher fee in Roseville**  
11.26.10 - Minneapolis Star Tribune - Roseville, MN - In 2011, repeat offenders will be charged \$100 on the third alarm, and the fees will increase by \$100 each thereafter, up to a cap of \$500, ... [More Info](#)
- **NC: Whiteville implements false alarm ordinance**  
12.1.10 - WECT-TV6 - Whiteville, NC - City officials say they'll make the rule stricter if the false alarm ordinance doesn't help officers save time. [More Info](#)
- **NV: NLV to Charge for False Fire Alarms**  
12.3.10 - KVVU Las Vegas - "There was nothing we needed to be there for, but we came because the alarm went off." The money is expected to be paid for by insurance companies, ... [More Info](#)
- **ON: False alarm bylaw comes under fire in Toronto**  
11.30.10 - SecurityInfoWatch - Toronto, ON - Gloria Lindsay Luby said she'll table a motion early in the New Year that would restore a previous rule allowing residents one false alarm per year without ... [More Info](#)
- **PA: Deadline to Register New Security Systems is Dec. 20**  
12.4.10 - Patch - Lower Merion, PA - The Township of Lower Merion has sent notification letters reminding residents of the requirement to register residential and commercial security alarm ... [More Info](#)
- **SC: Village plans spark conflict at Horry County meeting**  
12.15.10 - Myrtle Beach Sun News - Horry County, SC - Public Safety Corp. will manage the alarm-tracking system and will send letters to business owners and residents after the second false alarm in a calendar ... [More Info](#)
- **SD: City to consider striking alarm system ordinances**  
11.23.10 - Madisonet.com - Madison, SD - The Madison City Commission will hear the first reading today of a proposal to repeal the sections related to alarm systems from the city ... [More Info](#)
- **TX: City Council agrees to raise nearly 150 fees**  
12.15.10 - Houston Chronicle - Houston, TX - City Council voted this morning to raise nearly 150 fees for services ranging from pool inspections to boiler permits, part of Mayor Annise Parker's effort to close a \$30 million budget hole. The fees involve a wide range of permitting and licensing activities, including more than 30 types of licenses, permits for varying kinds of food services and alarm systems, and fees for animal control, inspections and parking. [More Info](#)



- **TX: False Alarm Rules Return to CS Council**  
12.7.10 - WTAU - College Station, TX - After nearly three months of additional study, the College Station City Council is being asked again to change local regulations on alarm systems. ... [More Info](#)
- **VA: Abington budget passed with no increase in taxes**  
12.15.10 - Montgomery Newspapers - Abington, VA - The township will also start charging commercial properties \$50 a year to register their alarm systems, which will result in about \$50000 in revenue for the ... [More Info](#)
- **WA: Seattle-area sheriff says property crimes take back seat with budget cuts**  
11.24.10 - The Seattle Times - King County, WA - Police response to slayings, rapes and robberies won't change as a result of the 2011 budget cuts to the King County, Wash., Sheriff's Office, according to Sheriff Sue Rahr, but property crimes will definitely have to take a back seat. [More](#)

## Industry News

*Courtesy of NESAs*

- **Ten Things a Burglar Won't Tell You**  
12.8.10 - WXIA-TV - If decorative glass is part of your front entrance, don't let your alarm company install the control pad where I can see if it's set. ... [More Info](#)
- **ADT wins court injunction against Ill. fire district**  
12.10.10 - Security Systems News - Lisle, IL - Five security companies, including ADT, won a court ruling that prevents a public fire district from taking control over fire alarm monitoring, at least for the time being. The court case is still pending. What's at stake here for the industry? [More Info](#)
- **ADT dispatcher's cool under crisis wins honor**  
12.14.10 - Knoxville News Sentinel - "I knew once that alarm sounded that help was on the way," said Chery Smith, who is an ADT dispatcher in Texas. On Monday, the Knoxville dispatcher who ... [More Info](#)

## Please Share Your Newsletters and Tips with Us

We would like to see how you communicate with your alarm users. Please add FARA to your mailing list if you send out Newsletters or mailings with false alarm reduction information. Do you have a brochure that describes your ordinance or program? We would like to see it. Staff will review what we receive and share tips and information with your fellow members in later issues of this newsletter.

Please send your newsletters, tips and brochures to:  
False Alarm Reduction Association  
10024 Vanderbilt Circle, Unit 4  
Rockville, MD 20850  
[bradshipp@4yoursolution.com](mailto:bradshipp@4yoursolution.com)

## FARA Mission Statement

It is the mission of the False Alarm Reduction Association (FARA) to provide a forum for local government alarm ordinance professionals to exchange information on successful false alarm reduction programs, to serve as a clearinghouse for agencies seeking to reduce false alarms, and to foster an environment of cooperation among public safety, the alarm industry and the alarm users.

## Contact Us

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Rockville, MD 20850  
Email: [info@faraonline.org](mailto:info@faraonline.org)  
<http://www.faraonline.org>

Comments and suggestions regarding FARA's InfoLink are both encouraged and welcomed. If you would like to submit an article for publication, or if you have any questions or concerns about this newsletter, please contact the FARA Board of Directors at 301/519-9237, or by e-mail at: [info@faraonline.org](mailto:info@faraonline.org)

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