



InfoLink

Information for Public Safety False Alarm Reduction Professionals

FARA InfoLink February 2016 Edition

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Austin – Memorable Menus

By Austin CVB



Attend The Next Symposium



Austin menus are memorable thanks to celebrated staples like breakfast tacos from east side favorite [Juan in a Million](#) or the creative concoctions at [Torchy's Tacos](#), as well as Tex-Mex treats paired with top shelf pitchers of margaritas at off the beaten path places like the patio of [Polvos](#) on South 1st Street.

Local Tips

- [Hopdoddy](#) - Check out Hopdoddy on famed South Congress Avenue and experience the perfect union of burgers and beer. [More »](#)
- [Moonshine Patio Bar & Grill](#) - Considered one of Austin's best date night dining spots, Moonshine Patio Bar & Grill offers playful takes on classic American home cooking in a... [More »](#)
- [Austin Staples](#)- Don't miss memorable local Austin staples like breakfast tacos from east side favorite Juan in a Million or Torchy's Tacos, or Tex-Mex treats paired... [More »](#)
- [Franklin Barbecue](#) - Don't forget our bib-required BBQ at locales like the newest favorite, Franklin Barbecue, where the owners are greeted daily with throngs of ravenous... [More »](#)

Then there are the water-front locales like family-favorite [Hula Hut](#) on Lake Austin or the Lake Travis situated, "sunset capital of Texas", the [Oasis](#). And lest we forget our BBQ at laid-back locales like favorites [La Barbecue](#) and [County Line on the Hill](#). No Austin visit is complete without a park-and-eat experience at any of our many personality-plus food truck and trailer venues. From gourmet donuts at [Gourdough's](#) to savory sensations from [East Side King](#), our city's ongoing conversation now has a culinary accent that is so much more flavored than a predictable Texas twang.

From grapevines to hops, Austin serves up a bevy of local, craft libations sure to please every palate. Whether you're a sommelier or a beer aficionado, there's a place to find your drink in Austin.

[Click here for more Austin Information](#)

[Click here for more info on the Symposium](#)

Election 2016

By Brad Shipp, FARA

We have only received one nomination for each of the following offices are up for election at the 2015 Annual Meeting:

- President - Currently held by Kerri McDonald
- Vice President - Fire Alarms - Currently held by Tammy Foxworthy
- Treasurer - Currently held by Steve Heggemann
- Fire Alarm Associate Director - Currently held by Mary Galloway
- Vendor Associate Director - Currently held by Rick Moore



Under the bylaws, the Executive Director shall, at the annual FARA Membership Meeting, declare that the nominees are elected by acclamation, and no vote of the membership will be necessary.

Nominations Needed for FARA Members of the Year!

By: Brad Shipp, FARA

The FARA Norma C. Beaubien Public Safety and W. Rex Bell Associate Member of the Year Awards are the highest honor FARA gives to deserving individuals, who demonstrate a significant commitment and contribute the most to their department or company, the community they serve and to FARA. Public safety and associate members can submit nominations for either category.

Please submit your written nomination by March 15th detailing the reasons you believe the individual nominated deserves such an award. Please limit your nomination to one (1) page or less.

Please submit your nominations to FARA c/o Brad Shipp at bradshipp@4yoursolution.com

Past recipients of the Norma C. Beaubien Public Safety Member of the Year Award are:

2015- Sherry Couey & Roberta Smiley
2014- David Wilson & Shellie Reid
2013- Tammy Foxworthy & Kerri McDonald
2012- Debbie Hansen & Amy Lowe
2011- Stacey Peacock & Sue Clark
2010- Steve Heggemann
2009- Gerry Miller
2008- Natasha Pitts
2007- Christine Van Geest
2006- Brad Wahab
2005- Patty Bimonte
2004- Rick Moore
2003- Rex Bell
2002- Denise Shaw & Amy Lobdell
2001- James Cogswell
2000- W. Patrick Kenny
1999- Shanna Werner
1998- Patti Rea and Norma Beaubien

Past recipients of the W. Rex Bell Associate Member of the Year Award are:

2015- Not awarded
2014- Jordon Brown
2013- Jon Sargent
2012- Joe Carr & Cindy Smith
2011- Stuart Forchheimer & Kristina Walker
2010- Ben Binder
2009- Mary Galloway
2008- John Tierney
2007- Kelly Maceranka
2006- Chris Russell
2005- Pat Killian
2004- Tony Fague
2003- Not awarded
2002- Ron Walters & Brad Shipp
2001- Kathleen Schraufnagel
2000- Jennifer Gehring
1999- Susan Brenton
1998- Matt Wald

Nominations for FARA Achievement Awards Needed!

By Brad Shipp, FARA

Please send in your nominations for FARA's False Alarm Reduction Achievement Awards.

Feel free to nominate your own agency/company or others. Both public safety and associate members can submit nominations for any category listed below.

All submitted nominations will be provided to the attendees in Austin. All attendees will then cast a vote on who their favorite is in each category. So make the sale for your nomination by giving enough information to allow the voters to understand what the accomplishment is and how you were able to achieve it. You may use text, charts, graphs or any combination of the three.

Please limit your nomination to no more than two (2) pages in length. The Achievement Awards will be presented during the training symposium.

- **Public Safety False Alarm Reduction Achievement Award:** This award is presented to the [public safety agency](#) that has an alarm management program, which has shown meaningful or significant reduction in the number of false alarms over a 3 to 5 year period.
- **Industry False Alarm Reduction Achievement Award:** This award is presented to an [individual alarm company](#) that has implemented and sustained an alarm management program, which has shown meaningful or significant reduction in the number of false alarms over a 3 to 5 year period.
- **FARA Achievement Award:** This award is presented to an [individual, company or association](#) that has demonstrated significant or meaningful contributions toward the FARA mission.

Nominations must be submitted on or before April 8, 2016 to be considered.

Please submit your nominations to FARA c/o Brad Shipp at bradshipp@4yoursolution.com or via fax at 301/519-9508.

**Proud of your alarm management program?
Have a terrific success story to share?
Want the world to know about it?
Then tell us!**

Spotlight on a FARA Resource

By Brad Shipp, FARA



Door to Door Sales Beware of Potential Fraud

If the "summer sales" phenomenon has not occurred in your community, it is most likely not far away. This business model has young men and women (usually college students) going door to door selling alarm systems during the spring and summer months. Some use ethical sales practices, but many do not. Various state, provincial and local officials have filed suit and/or entered into settlement agreements with numerous companies for deceptive sales practices.

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The following are high pressure and deceptive sales tactics to gain entry into homes and then sign up unsuspecting citizens to long term alarm contracts, some of them already have a contract with a prior alarm company. Be wary, very careful of any salesperson who comes to your home without a prior appointment setting. Do not have your alarm company visit you to sign anything.

Be on the lookout for door-to-door solicitors who:

- Display signs from your existing alarm company and are there to look, upgrade or replace your existing alarm system. Reputable alarm companies will send technicians to your home.
- Claim that your alarm company has gone out of business, that they have taken over the accounts and that you need to buy new equipment and/or sign new contracts. Never take their word for it. Immediately contact your alarm company for verification.
- Use high pressure sales tactics to get you to sign anything. Do not sign anything until you have had time to think about it. If you are not ready to sign anything, you should not be pressured to sign anything. If you are not ready to sign anything, you should not be pressured to sign anything.
- Claim that your alarm system is vulnerable or can be disabled easily - they do not know what type of alarm system you have or whether it is vulnerable.
- Offer you money to sign up for a contract or to cancel your contract. Never, under any circumstances, sign to have your alarm system installed or to cancel your contract. If you are not ready to sign anything, you should not be pressured to sign anything.
- Claim that your alarm company is a subsidiary of a larger company and that you need to sign up for a contract or to cancel your contract. If you are not ready to sign anything, you should not be pressured to sign anything.

Steps you can take to avoid being scammed:

- Do not let any door-to-door solicitor into your home. Better customer protection agencies warn consumers not to let anyone show doors to residences. Ask visitors to sign in through the front door and send them to their car.
- If you are contacted by a salesperson, ask to see their license - this may be a warning sign for the salesperson that prevents them to engage in door-to-door sales.
- Call your alarm company and have a representative come to your home to see if you are ready to sign up for a contract or to cancel your contract. If you are not ready to sign anything, you should not be pressured to sign anything.
- Do not be pressured into signing a contract. If you feel a salesperson is not ethical, but he or she persists in pressuring you, call the police.

For more information see <http://faraonline.org/publications-materials/>.

Are You Getting the Most From Your Membership?

by Debbie Hansen, Membership CoChair

Are you joining us for the next symposium



Plan to Join us in Austin TX

April 19-21, 2016

We sure hope so ... once again the Membership Committee has come up with some exciting games to help all attendees network with NEW and "old" friends from across the US and Canada. As always we like to reward those who excel at networking with various prizes and of course Kristina loves throwing those duckies around !!



FARA supports the key components of networking by facilitating an environment for members and guests to exchange valuable information and establish relationships and partnerships so we can support each other in the goal of reducing false alarms across North America by utilizing the expertise of what has already been tried, tested and successful.

We don't want to let all of our "Longhorn Duckies" out of the bag ... so be sure to join us in Austin TX in April to see what networking games we come up with this year!

Become a Certified Alarm Manager

[Click Here For Information On The Professional Certification Program](#)

[Click Here For A Four Step Program To Prepare To Take The Exam](#)

You can be a star!



Take the Certified Alarm Manager exam at the 2016 FARA Symposium and show your knowledge. Got to <http://faraonline.org/> for a four step plan.

2016 PDQ Award - Information

The Police Dispatch Quality (PDQ) Award program presented by the Security Industry Alarm Coalition (SIAC), False Alarm Reduction Association (FARA), Security Sales & Integration, Honeywell Security and Installation Quality (IQ) Certification program.

Established in 2005, the PDQ Award promotes partnerships in public safety by recognizing how a company works with local law enforcement to best manage their alarm systems and reduce false alarms. The PDQ Award helps the winners promote their companies in a positive manner by demonstrating their commitment to high quality alarm reduction programs and best practices.



If you think an alarm company could be the next winner please ask them to visit <http://faraonline.org/police-dispatch-quality-pdq-award/> for information on how to apply.

FARA's Believe it or Not

By: Brad Shipp

- **CA: 447 pot plants lead to March court date**
2.24.16 - Fairfield Daily Republic - Police at the probable cause hearing for Timothy P. Pontarelli described going to the home in response to a blaring burglar alarm. Officers looking in the ... [More Info](#)
- **FL: Clumsy Burglar Fall Through a Popeye's Ceiling**
2.19.16 - Inside edition - A clumsy burglar fell through the ceiling of a Popeye's in Jacksonville, Florida. Even though, it appeared like he hurt himself, he got up and continued his heist at the fast food restaurant. [More Info](#)
- **FL: Florida man sets off alarm and falls through ceiling of laundromat**
2.2.16 - HLNtv.com - The offices' motion sensor alarm went off and it sent the robber scrambling to the nearest exit. He tried to leave through the hole he created in the ceiling, but he ... [More Info](#)

- **IN: Fleeing burglary suspect ends up in pond**
2.6.16 - Fox 59- Around 5 a.m. Metro police responded to an alarm at the Dollar General Store. As officers arrived they spotted a ... [More Info](#)
- **MA: Snow causes roof to collapse on Kalkaska building**
2.15.16 - WWMT-TV - An alarm sounded around 11:30 p.m. Sunday. There were no injuries. Village Manager Scott Yost tells the Traverse City Record-Eagle ... [More Info](#)
- **MI: How officers caught Kalamazoo suspect**
2.26.16 – KTVZ - At first, he thought it might be another false alarm. "That wasn't the first dark-colored HHR that had been stopped that night," he said. He let the vehicle pull out in ... [More Info](#)
- **ND: Fargo police arrest naked man, found in church with burnt Bible pages**
2.28.16 - WDAY - Fargo Police Sgt. Mike Bernier says authorities were called out to Don's Car Wash around 4:20 a.m. to an alarm that went off. Upon arrival ... [More Info](#)
- **NJ: Police: Man breaks in, can't break out**
2.24.16 - Cherry Hill Courier Post - Officers responding to an alarm Monday found Martin A. Thomas, 39, "actively trying to force his way out" of the Quick Food Store ... [More Info](#)
- **TX: Burglar steals Houston man's precious puppies**
2.17.16 – KHOU - Someone broke in to his home while he was at work. His neighbor called police after the alarm company couldn't get in touch at first. [More Info](#)
- **UT: Police dog catches burglar relaxing in backyard hot tub**
2.25.16 - KUTV 2News - Two witnesses called 911 at around 3 p.m. after hearing a home security alarm, according to police. The witnesses saw ... [More Info](#)
- **WV: Attempted robbery suspect claims it was meant to be a joke**
2.21.16 - WSAZ-TV - Saint Albans Police responded to a hold up alarm at the Sun Trust Bank, inside the Kroger, just before 1:00 Saturday ... [More Info](#)

Do you have any stories you would like to share about strange, unusual, or funny reasons for false alarms? How about outlandish things that happen in the course of your usual work day? I know we all have them, so let's share and give everyone a chuckle! Please forward your stories to bradshipp@4yoursolution.com and we'll put them in the next InfoLink for all to share!

News on Door to Door Sales

Courtesy of NESAs

- **Suspicious alarm salesman attempts to pull teenage girl from home ...**
2.5.16 -Globalnews.ca - Police say the man has been going door to door in the area of Topsail Blvd and Dorothea Drive asking residents about alarm systems over the past two weeks...[More Info](#)
- **Midland burglar alarm firm fined for cold-calling in middle of night**
2.20.16 - Birmingham Post - Many of those cold-called by the burglar alarm company were elderly – and one was an 84-year-old burglary victim who injured herself trying to get to the phone ... [More Info](#)
- **Officials warn of alarm scam in Mississippi**
2.26.16 - WAPT Jackson - Mike Chaney, commissioner of insurance and state fire marshal said the Fire Marshal's Office is investigating after receiving reports of an alarm scam targeting ... [More Info](#)
- **Orangeburg Deputies Warn of Fraudulent Contractors**
2.26.16 - WLTX.com - Deputies say the two men are pretending to be security alarm salesman and drive a dark blue Lexus. They are in their 30s and stand about 5 feet 7 inches tall. [More Info](#)

Public Safety Updates

Courtesy of NESAs

- **AZ: FALSE ALARMS: The high cost of response**
2.23.16 - Tucson News Now - The false alarm ordinance is regarding false alarms. If anybody has an actual burglary that occurs clearly at some point the police department is going to show ... [More Info](#)
- **BC: False alarms, repeat runaways pulling Kamloops RCMP away from ...**
1.26.16 - InfoTel News Ltd - "False alarms is a big deal. Right now in a lot of instances we're being asked to be the runner agency on these false alarms," he says. "If you get a panic alarm, ... [More Info](#)
- **CA: California City Asks Homeowners to Register Outdoor Surveillance Cameras**
2.24.16 - City of Manhattan Beach wants any homeowner with a residential surveillance camera to register it with the police department so law enforcement can make requests for footage if nearby crimes should occur. [More Info](#)

- **DC: Washington, D.C. Launches Program Offering Rebates for Installing Surveillance Cameras**
2.18.16 - SSI - Police officers will be able to request video footage from cameras located within the vicinity of a crime that is being investigated. [More Info](#)
- **FL: Davenport, Fla., to Hand Out Fines for False Alarms**
2.24.16 - Security Sales & Integration - Davenport, Fla., to Hand Out Fines for False Alarms. A \$50 fine will be issued after a resident's third false alarm in a 365-day period, with a maximum fine of \$500 ... [More Info](#)
- **FL: St. Augustine Police Department working toward accreditation**
2.22.16 - St. Augustine Record - There are also a few security concerns around the building that need to be addressed, and, in order to be accredited, alarm systems need to be installed on the ... [More Info](#)
- **LA: NOPD begins first phase of restructuring effort to boost police ...**
2.22.16 - WDSU New Orleans - ... for officers in the field, which includes building an online reporting system to report nonviolent property crimes and updating the city's false alarm ordinance. [More Info](#)
- **MA: Stoneham Residents: Help Police Reduce False Alarms**
2.22.16 - Patch.com - One of the frequent calls for service that the Stoneham Police Department responds to involves burglar alarm activations from homes and businesses. In most ... [More Info](#)
- **MD: Takoma Park tackles noise problems with new laws**
2.19.16 - Montgomery County Sentinel- Currently, a member of the Takoma Park police department is allowed to disconnect a burglar or vehicle alarm in a building or motor vehicle at any time it is ... [More Info](#)
- **MO: City May Change False Alarm Code**
2.28.16 - The Missourian - 22 administration/operations committee meeting about a need to revamp the ordinance. Moffitt proposed increasing the fines and eliminating a "free" false alarm. [More Info](#)
- **MS: No smoke alarm in more than half of Mississippi fatal fires**
2.8.16 - WAPT Jackson- The Mississippi State Fire Marshal's Office said 55 people died in fires last year, and more than half of them were in homes without working smoke alarms. [More Info](#)
- **NC: Guilford Metro 911: Homeowners Could See Faster Response Times**
1.28.16 -WFMY News 2 - According Moore, it takes anywhere between 11/2 minutes to 3 minutes between the time a medical, fire or burglar alarm goes off to the time a First Responder is ... [More Info](#)
- **TX: New ordinance requires fire alarm systems, smoke detectors in ...**
1.29.16 - KLTV - The Longview City Council approved an ordinance Thursday night that will require animal care facilities to install fire alarm systems and ... [More Info](#)
- **TX: TxDPS case highlights how licensing ex-cons can work**
1.25.16 - Austin American-Statesman - Late last year, regulators at the Texas Department of Public Safety moved to deny a state burglar alarm installer's license to a new applicant. [More Info](#)

Industry News

Courtesy of NESAs

- **Colossal merger may be a defining moment for the security industry**
1.25.16 - SIW - Johnson Controls/Tyco deal another step towards consolidation... [More Info](#)
- **COPS Monitoring Parent Company Acquires United Central Control**
1.27.16 - SSI - Lydia Security Monitoring used a portion of a new \$75 million credit facility to complete the purchase. The UCC brand will be maintained. [More Info](#)
- **Home security giant ADT is bought for \$7 billion**
2.15.16 - CNN - Home security and alarm maker ADT, founded in 1874 as a telegraph company, announced Tuesday that it was getting bought for about \$7 billion. [More Info](#)
- **The impact of the ADT/Protection 1 merger**
2.15.16 - SIW - Industry experts discuss implications of deal on dealers, industry at large... [More Info](#)
- **Telecom alarm communications errors reduced by industry group**
1.27.16 - SecurityInfoWatch - Cliff Dice, CEO of DICE Corporation, says some of his most skilled telecom engineers built the alarm signal network for some of the industry's largest alarm ... [More Info](#)
- **Fall detector for older people**
2.8.16 - Medical Xpress- Bluetooth technology connects the sensor to a safety alarm device or telephone so that the user can count on receiving help almost immediately. "If you do fall, ... [More Info](#)
- **Total Monitoring Services to open medical monitoring division**
2.10.16 - SSN - Sacramento, Calif.-Total Monitoring Service president Tim Sproul talks to Security Systems News about its new PERS division. [More Info](#)
- **CSAA/ANSI alarm verification standard to improve law enforcement ...**
2.11.16 - SourceSecurity.com - The verification of alarms continues to progress with more affordable technology as well as an updated industry standard set for release as soon as the end of ... [More Info](#)

- **300000 American Homes Open To Hacks Of 'Unfixable' SimpliSafe ...**
2.17.16 - Forbes- "There is something terribly wrong with the alarm industry." Thus reads marketing material on the site of SimpliSafe, a Boston-based "smart" alarm provider with ... [More Info](#)
- **Ex-burglars reveal their insider secrets**
2.21.16 - Which? - If you're thinking about installing a burglar alarm, there are a number of decisions to be made. Such as whether you want a monitored or unmonitored alarm, ... [More Info](#)
- **Almanac: The burglar alarm**
2.22.16 - WDEF News 12 - Security alarms have come a very long way since Holmes' early model. According to one recent report, they are now a \$22 billion business here in the U.S., ... [More Info](#)
- **California Builder Sees Big Increase In 'Panic Room' Requests**
2.24.16 - CBS Local - "If you want to talk to your home automation system, talk to your cameras, talk to your surveillance alarm system, the electronic system talks to all of the locks so ... [More Info](#)

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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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 us at 301-519-9237, or by e-mail at: info@faraonline.org

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.

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