



InfoLink

Information for Public Safety False Alarm Reduction Professionals

FARA InfoLink May, 2012

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Presidents Message

By Kerri McDonald, FARA President

Hello FARA Members:

I wanted to take a moment to let you know how excited I was to be elected as your President and that I am looking forward to working with such an awesome group of people. I hope that in the next few years we can work as a team to increase membership and bring awareness to all that FARA can offer. This association is very important to me and I am dedicated to serving as your President.

However I will need your help! I need to know what is important to you as members. The Board and Committees need your input and assistance. In order for FARA to stay strong we need to grow!



Meet Kerri L. McDonald

By Brad Shipp, FARA

Kerri has been employed with the Riverside Police Department for 15 years. She has managed the Alarm Enforcement Unit for the past 12 years. During that time she has coordinated the development, implementation and revision of the City of Riverside's Security Alarm Ordinance, implemented new alarm management software and completed a full audit of the Alarm Enforcement Unit.

Kerri has served as FARA Director at Large and Secretary. She has also participated on several committees and served as the Training and Certification committee chair. In 2007, she organized and hosted FARA's Essentials of False Alarm Reduction Course in her area. In 2006, she became a Certified Alarm Manager by successfully passing FARA's Professional Certification Exam.

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:

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National Electronic Security Alliance (NESA)
Texas Burglar & Fire Alarm Association (TBFAA)

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Canadian Security Association (CANASA)
Maryland Burglar & Fire Alarm Association (MDBFAA)
Monitronics Security
Vector Security, Inc.

Annual FARA Membership Meeting

The annual FARA Membership meeting was held on Wednesday, May 2, 2012 in Albuquerque, New Mexico.

President **Gerry Miller** announced she would not be seeking re-election as FARA's president.

Significant accomplishments during her last year as president were highlighted during the meeting.

The board continued to empower committees to move forward on any project without board approval unless there is a major change.

The new FARA website was launched and twenty assistance requests were answered.

Institute sponsors were thanked for their continued support and help in getting many law enforcement attendees to Albuquerque.

In absence of FARA Treasurer, **Steve Heggemann**, Executive Director **Brad Shipp** handled the financial part of the meeting. Audit will be done by Treasurer Heggemann and the Mid-Atlantic chapter of FARA.

The proposed bylaw changes for elections, change of employment, alumni membership, allow options to amend bylaws, removal of non-participating board members, and clean up language referring to national office were passed as submitted by the membership.

Elections were held for FARA Director and Officer positions. Results were as follows:

- President - **Kerri McDonald**, Riverside Police Department, Riverside, CA
- Vice President-Fire - **Amy Lowe**, Lynchburg Emergency Communication Center, Lynchburg, VA
- Treasurer - **Steve Heggemann**, Baltimore County Police Department, Towson, MD
- Associate Director-Fire - **Mary Galloway**, Alarm Association Of Florida, Casselberry, FL
- Associate Director-Vendor - **Rick Moore**, CryWolf- Public Safety Corp., Waldorf, MD

Per the FARA Bylaws, President Miller made the following appointments:

- Committee Co-Chair - Communications Committee - **Stacey Peacock**, Barnstable Police Department, Hyannis, MA will co-chair with current chair **Norma Beaubien** until her retirement later this year.
- Committee Chair - Website Committee - **Shellie Reid**, Loudoun County Sheriff's Office, Leesburg, VA.
- Committee Chair - Training and Certification Committee - **Sherry Couey**, Fayetteville, NC Police Department.



Committee Reports

By: *Shellie Reid*

During the symposium, each committee is given the opportunity to report on their annual activities.

The **Conference Committee** presentation was given by Co Chairs - **Tammy Foxworthy & Joe Carr**. They gave a brief look at what to expect in Albuquerque and were excited to announce that next year's symposium in Orlando will be a joint venture with the Alarm Association of Florida (AAF). The committee is already working on hotel accommodations and activities, hopefully including a guided tour of the vendor show. The next symposium which will be held on April 22-26, 2012 Orlando FL. in conjunction with the Southeast Electronic Security Conference at the Doubletree Orlando Resort at Universal. Tammy and Joe asked all members to think about topics they would like to see covered at next year's symposium and to share any ideas with the symposium committee.

The committee also arranged for the Albuquerque Visitors Bureau to provide attendees with information on the local area. The presentation was very informative and attendees learned that New Mexico is the 5th largest state in area, but only has 2 million residents. Of these 2 million residents, 900,000 live in Albuquerque and while the remaining population lives within 100 miles of the city leaving much of the state unpopulated. Albuquerque boasts some major events each year including a hot air balloon festival and the Gathering of Nations (a Native American tradition). The conference hotel was ideally located for members to take advantage of some favorite restaurants including Little Anitas, The Range, Rudy's, The County Line, and the Crowne Plaza. Chain restaurant heaven was nearby as well. Attendees were encouraged to visit the longest tramway in America, take a hot air balloon ride, and visit Old Town.

Roy Pollack and **Mary Galloway** of the **Fire Committee** announced that they are looking for members. The committee is just gearing up and hopes to be fully functional by Orlando. Their goals are to improve relations with the fire service. The committee is very interested in what they can do to assist the membership. This fledgling committee has already produced material that is helpful.

Kerri McDonald reported for the **Training & Certification Committee**. Kerri explained that the committee is tasked with the development, enhancement, and implementation of FARA training materials. This year the committee created a webinar, produced a multi-user power point presentation and created power point presentations to go along with the bank, school, business and residential brochures. She also reported that the Certification Sub-committee completed the task of reviewing the certification exam and was disbanded.

The **Membership Committee** report was given by **Kristina Walker** and **Debbie Hansen**. The committee focused on networking activity this year and strongly urged members to remember that we should all consider ourselves members of the membership committee.

Kathleen Schraufnagel reported for the **Communications Committee**. Kathleen reaffirmed that the committee's main focus is communication through brochures, manuals and the newsletter. They are also responsible for reviewing older documents and creating new documents. This year, the committee instituted a change in the document review process which occurs every 3 years. In the future, editors will only rewrite a document when there are major, substantive changes needed. Minor changes will be made without recreating the document. The committee completed 5 new bulletins and reviewed 29 bulletins this year. The committee did significant work on the "Smoke Emitting Device Model Ordinance" and reviewed an additional 16 documents. The committee established a separate group to edit the newsletter. The editors request that members submit any items of interest to news@faraonline.org which has been established for this purpose. The committee felt the new website needed focused attention so a Website Committee was created.

Shellie Reid gave a brief update for the **Website Committee**. Over the past several months, the committee has spent hours poring over the website making necessary changes and adjustments. Although this will continue, the committee is proud of what has been achieved so far and is happy to be able to step back a bit. Shellie scolded those who have not yet registered for the new site and reviewed the necessary steps to register. A quick review of some of the website features along with an in-depth tutorial of the FARA Forums was presented. Members were urged to take advantage of the new features available on the website. The committee also advised that they are open to complaints and suggestions.



Norma C. Beaubien Public Safety Award for 2102

By: David Wilson

The recipients of the Norma C. Beaubien Public Safety Award for 2102 are two very deserving FARA members. The honors went to Debbie Hansen, Naperville Police Department, Illinois and Amy Lowe, Lynchburg Emergency Communications Center, Virginia.

Debbie Hansen- Naperville Police Department

Debbie has done an outstanding job as Membership Chair, where she has implemented a program to contact new members, assign mentors and follow-up with members who have not renewed.

Additionally, Debbie has instructed classes at previous symposiums. Debbie has also been an active participant on FARA's Board of Directors serving as vice president.



Amy Lowe- Lynchburg Emergency Communication Center

Amy has chaired the Certification Subcommittee, where she coordinated the revision of CAM Exam.

She actively promotes the certification program and has brought attention to the program at many symposiums in addition to teaching a variety of classes at FARA's symposiums.

She currently serves as Vice President on FARA's Board of Directors and is active on the Fire Committee.



W. Rex Bell Associate Member of the Year Award for 2012

By: David Wilson

The W. Rex Bell Associate Member of the Year Award was presented to outstanding members for their contributions to FARA, their companies and the communities they serve. The honors went to Joe Carr, United Central Control, and Cindy Smith, Checkpoint Systems, Inc

Joe Carr- United Central Control

By: David Wilson

Joe Co-Chairs the Conference Committee and was an active member of the Committee before taking the Co-chair role.

He has sought sponsorships and worked to build alliances with industry groups.

He has also taught a variety of classes at Symposiums



Cindy Smith - Checkpoint Systems, Inc.

By: David Wilson

Cindy is active on Communications Committee where she has worked on several documents, including coordinating the COP guide.

She is also active on Web site Committee and serves on the Training Committee where she has helped to edit several presentations and developed a PowerPoint to train alarm users.

False Alarm Reduction Association Achievement Awards

By: David Wilson

FARA created False Alarm Reduction Achievement Awards to recognize public safety and alarm industry professionals who either have a false alarm reduction program that has shown meaningful or significant reductions over a three to five year period or that has shown a significant or meaningful contribution towards the FARA mission. The attendees at the training symposium received all nominations and then selected the nominees they believed were most deserving. Attendees had an excellent array of nominees from which to choose from this year. Three awards were bestowed at this year's symposium.

Public Safety False Alarm Reduction Achievement Award

By: David Wilson

Montgomery County Police Department, Maryland

Montgomery County boasts the lowest reported dispatch rate for a large metropolitan area anywhere in the country. Through 2011, the residential dispatch rate was .15, commercial dispatch rate was .72, and the combined dispatch rate was .21.

In 2011 alone, Montgomery County saved \$1,385,000 in wasted resources, recovered 9,233 hours of police patrol time and recouped the equivalent of almost 9 police work years. The False Alarm Reduction Section collected \$1,128,875 in 2011 in fees and maintains a collection rate of 93.7% of all monies billed. False alarms to which police officers respond have been reduced by almost 70%.

Even after almost 30 years, the Montgomery County false alarm reduction program continues to reduce false alarms. This reflects an unprecedented success and shows that false alarm reduction can be achieved over the long-haul with a well-written alarm ordinance, a department that supports the efforts and a dedicated False Alarm Reduction Section staff.



Alarm Industry False Alarm Reduction Achievement Award

By: David Wilson

Vector Security

Shellie S. Reid, the Alarm Administrator for the Loudoun County Sheriff's Office False Alarm Reduction Unit, nominated Vector for their efforts in that county.

She explained that her unit has direct access to people who can get things done. With other companies, my staff is shuffled around endlessly, wasting valuable time and expending energy on situations that quite often won't get resolved. She also cited Vector's dispatch rate of 0.16 for 2011, their commitment to following the county ordinance and their involvement in the Mid Atlantic Chapter of FARA.



FARA Achievement Award

By: David Wilson

Tammy Foxworthy, Olathe Police Department, Kansas

Tammy currently chairs the Conference Committee and has coordinated much of what we saw at the symposium this year. She is a long term member before assuming the chair. As a committee member she coordinated the auction and raffles at the San Antonio Symposium.



Special Presentation Presented to Gerry Miller

By: *David Wilson*

A gavel was presented to **Gerry Miller** to recognize her outstanding contributions and service to FARA. Gerry was an excellent President and made many valuable contributions to all of the FARA committees.

Her tireless work and countless hours will never be forgotten. We thank you for your excellent leadership, Gerry!



Special Gift to Tom Foxworthy

FARA presented a gift card to **Tom Foxworthy** for unselfishly volunteering his free time to man the registration desk and silent auction room during the entire symposium.

Tom pitched in to help with all events.



Guest Speaker - Relationships Between Law Enforcement And The Electronic Security Industry

By *Lisa Espinosa*

Scott Goldfine, Editor-in-Chief of Security Sales & Integration presented an alarm police study first conducted in 2003, 2006 and again in 2011.

The objective of this study was to reveal the state of relationships between law enforcement and the electronic security industry.

According to Mr. Goldfine, "the results are aimed at truly understanding law enforcement's perceptions and expectations of the security industry, and how both sides can best work together in partnership to minimize false dispatches, deter crime and make more apprehensions."

Mr. Goldfine also stated that "although significant progress has been made in the five years since the last study, ongoing attention and nurturing between law enforcement and the electronic security industry is required to keep it strong." To view this study please visit the [Security Sales web site](#)



Opening Session

By *Lisa Espinosa*

FARA's 2012 Symposium began with a heartfelt welcome by **Gerry Miller**, FARA President.

Gerry praised and thanked our institute sponsors, **NESA, TBFAA, MDBFAA, Monitronics Security, Devcon Security Services, AAF, Bold Technologies, United Central Control, CANASA** and **Vector Security, Inc.** for their continued support and generosity.



Gerry next introduced FARA's board of Directors to the audience. Members in attendance included: **Debbie Hansen**, Naperville Police Department, Naperville, IL; **Amy Lowe**, Lynchburg Emergency Communication Center, Lynchburg, VA; **Pam Steiger**, Louisville Metro Police Station, Louisville, KY; **Natasha Pitts**, Spartanburg Public Safety Dept., Spartanburg, SC; **David Wilson**, Charlotte-Mecklenburg Police Department, Charlotte, NC; **Mary Galloway**, Alarm Association of Florida; **Patricia Killian**, Vector Security, Richmond, VA; and **Brad Shipp**, Innovative Resources, Rockville, MD. Gerry also thanked the board members who were unable to attend for their service: **Steve Heggemann**, Baltimore County Alarm Reduction Team, Baltimore, MD; **Stacey Peacock**, Barnstable Police Department, Hyannis, MA and **Frank Farren**, Enablepoint, Livonia, MI.

The opening session continued with a website demonstration presented by **Shellie Reid**. Both Shellie and Stacey Peacock continue to work tirelessly on FARA's website including the main screen which now has a new look. Everyone was reminded to register on the new website to gain access. If members do not register, a login will then have to be assigned by the website committee. If members have any questions or would like to offer any feedback about the website please contact either Shellie or Stacey.



All work and no play? Not at this symposium! **Debbie Hansen** and **Kristina Walker**, Membership Committee organized a game of bingo for all to partake in. Each attendee was given a bingo sheet which where each square was labeled with a description of a person. The objective of the game was to match someone at the symposium with the labeled square. Once you were able to identify that someone you had to ask for their autograph. Once all your squares were filled out, you were able to enter a drawing. This was an opportunity to become reacquainted with old friends and a chance to make new friends. What a fun time!

Rex Bell was greatly missed at this symposium but he would be proud to know that those 50/50 tickets were still being sold. The 50/50 ticket sales are used to raise funds for the FARA institute. This time around the ticket sales brought in over \$500.00 in which half was awarded to the lucky winner.

Are You Certifiable?

By Pam Lambird

Amy Lowe (Lynchburg Emergency Communication Center/FARA Training Committee, Lynchburg, VA) and **Kerri McDonald** (Riverside Police Department/FARA Training Chair, Riverside, CA) reviewed the Certified Alarm Manager (CAM) program and suggested in depth study and organization tools for this three hour, open book exam.



CAM is the False Alarm Reduction Association's professional certification. The designation of Certified Alarm Manager is awarded after a candidate passes an examination covering all aspects of managing false alarms from the public safety perspective. Each new CAM receives a ready to frame certificate and a news release that can be sent to their local news media and or their employee newsletter for publication. Annual renewal is obtained by participating in FARA activities, performing job tasks and obtaining continuing education.

Part one of the exam is a mix of multiple choice, true or false and fill in the blank questions, whereas part two is composed of essay questions. In order to pass the exam and become certified a minimum of 75 points is required for each part of the test. Additional Information is available to FARA members via the website.

FARA's It's Alarming

By Dave Wilson

This year's game, based on the TV game show Jeopardy, was extremely competitive (imagine that!). **Rick Moore**, (CryWolf- Public Safety Corp, Waldorf, MD) aka Alex Trebek, hosted the fun filled educational game with the assistance of **Tammy Foxworthy** (Olathe Kansas Police Department/ FARA Conference Committee Co-Chair, Olathe, KS). Rick did an outstanding job as host. He had his work cut out for him because the teams were vicious and they were using everything in their arsenal to sway the judge in their favor. But Rick maintained order and the membership had a great learning experience at the same time showing off their knowledge of FARA operations.



To start off the heated educational competition, the membership was divided into 4 teams; Red, Blue, Green and Yellow. The teams were made up of public safety members and alarm industry members. Team captains were chosen and the game began! After battling back and forth, the decisive winner was team **BLUE!** They were rewarded with a nice New Mexico t-shirt along bragging rights until we meet again in beautiful Orlando, Florida.



This event was a great opportunity to review the many ways FARA operates and was a very valuable learning tool for the new members attending the symposium while providing great refresher course for FARA veterans. The lingering question is.....Takeover or Conversion? You had to be there!

The Best Ideas Come From Networking

By Lisa Espinosa

Networking is the act of interacting, making contacts or exchanging ideas. But what is the most effective manner to accomplish networking? **Greg Schmidt** (Sioux Falls Police Department, Sioux Falls, SD) introduced us to some valuable tools to help us succeed.



Networking is an important tool to solve problems. It allows you to tap into people who have experience. First, work within your department. Plan a ride along a couple times in the year. Take the time to create a website for your unit and use it link up the community. Send letters or make calls to your alarm users, especially the troubled users.

Next, reach out to your peers in other agencies and ask to look at their ordinances or ask for advice when unsure what works or what doesn't. Reach out to the industry and develop contacts. Two way communications is important and useful to develop. Joining professional associations in your area is a great way to start establishing contacts. Develop a FARA chapter in your area and plan quarterly meetings (mini symposiums).

One of the most effective tools from the consumer, the alarm industry or public safety to take advantage of is FARA. FARA is able to assist members establish contacts and share educational material. FARA provides tools that can assist you in running your program, networking with council people, business owners, alarm industry, alarm users and your peers. FARA will even help guide you in establishing a local chapter. The most important lesson to take from networking is to continue to work with law enforcement, the industry and the alarm user.

What Can The Alarm Industry Do For Me?

By Dave Wilson

The alarm industry can be an alarm coordinator's best friend on many fronts. They can answer very complex to very simple questions to assist the alarm coordinator to efficiently administer their alarm ordinance.

- **Mary Galloway** (Dynafire / Alarm Association of Florida/ FARA Associate Director, Casselberry, FL) moderated a panel consisting of:
- **Joe Carr** (United Central Control/ TBFAA/ FARA Conference Committee Co-chair, San Antonio, TX)
- **Roy Pollack** (Devcon Security/ Alarm Association of Florida/ FARA Fire Committee Co-chair, Hollywood, FL)
- **Jordon Brown** (Guardtronic/ NESA President, Fort Smith, AR)



The first area of assistance that should be spotlighted is the continued support from the alarm industry to FARA and the FARA Institute. Their monetary donations help public safety members travel to the symposiums. They also sponsor meals at our symposiums in addition to travel expenses for speakers. Without their continued support, many public safety members would not be able to attend the symposiums for this valuable training.

What is ECV? ECV is the alarm industry's attempt to contact the alarm user calling additional phone numbers to verify alarm activations prior to requesting public safety dispatch. We learned that the majority of industry professionals follow the Enhanced Call Verification (ECV) policy on a voluntary basis to assist the reduction of false alarms. This is a win, win situation for everyone involved. ECV helps the alarm user avoid false alarm fines and is extremely helpful to public safety by preserving resources and reducing false alarm dispatches.

There's a new twist on the horizon for the alarm industry. Home phones are on the way out! Many homeowners are disconnecting their home phones and now use their cellular phones as their primary means of contact. So, what do we do with the first call? The future may be in the hands of the customer by using their cell/smart phones to remotely reset and check their residence, therefore, giving them the ability to cancel a dispatch more quickly than we do today. Industry technology is in place, and is being changed daily to deal with major trends such as the disappearing home phone.

The alarm industry highly recommends that jurisdictions pass strong alarm ordinances to guide their business practices which in turn will help reduce false alarms. Public safety is encouraged to meet with alarm industry professionals when creating or updating their ordinance for insight on ways to create a strong ordinance. One way to keep communication lines open is to regularly attend alarm association meetings to discuss strategies to battle the continuous changes in the alarm arena.

Public safety members are also encouraged to visit a central station for a "sit-along" to become familiar with their day to day operations and to really appreciate their work. Monitoring stations and alarm companies are continuously monitoring activity of alarm systems and are addressing problem locations to reduce false alarm dispatches.

The alarm industry is very serious about reducing false alarms. They are very dedicated to assisting public safety in the reduction effort and invite their jurisdiction to team up with them to win this battle against false alarms.

The Alarm User Has Control

By Lisa Espinosa

What drives the industry today? Technology is changing at a rapid pace on a daily basis and empowering alarm users to pick and choose security systems which they are able to control. **Robert McDonald** (Vintage Security, Jessup, MD) shared the choices his security company offers their 16, 000 alarm users.

So how in the world are alarm users able to control their alarm systems? Mobile access is giving us immediate access to banking, information on the web and our alarm systems. More than 75% of remote access events for alarm companies are through a mobile application. Predictions indicate that home automation systems will grow from 2.3 billion users to 9.5 billion and cellular connections for home automations are predicted to rise from 0.25 million to 5.5 million by 2015. Surveys show alarm users want remote access to their alarm systems.

Vintage Security in collaboration with www.Alarm.com is able to offer their alarm users this type of remote service through a cellular connection via a security interface for a smart device or computer. This provides real time notification, remote video cameras and the ability to control lights, thermostats and locks.

Remote access also helps prevent false alarms. Advance email or text notification is sent to the customer allowing time to cancel emergency dispatch if necessary. A customer is able to arm or disarm their system, lock or unlock their doors and verify video intrusion all via remote access. These security systems run off cellular connections while the camera runs on Wi-Fi connections.

What can alarm units do to prepare for this technology? Industry is trying to provide access of video via CAD to officers which are stored on the alarm company's server.

The future has arrived and is in full motion! Stay tuned for more to come.....



Inside the Alarm System

By Lisa Espinosa

Brad Shipp (FARA Executive Director) presented an overview of the security industry. In the U.S.A 19% of all buildings have alarms and 27.6 million alarm users have their systems monitored, according to Security Sales & Integration. Most alarm companies have been in business on average for at least 25 years.



But what is an alarm company exactly? Did you know there are different types of alarm companies? There are full service companies, install companies, third party central stations, authorized dealers, sales and monitoring companies and install subcontractors. Whew!

Brad revealed insight to all the steps of an alarm user obtaining an alarm system from before the sale of the system to the system actually being used.

A potential customer may receive a sales call or have a salesman knock on their door. Door knocking numbers are staying constant; 45% of alarm companies have used some level of door knocking and of the 55% that have not, 33% plan to incorporate it.

What motivates both a home sale and a commercial sale? Personal protection is the most common reason; other reasons may include insurance discounts, a neighbor or acquaintance was a victim of a break in or the alarm user may travel frequently.

When selecting an installer, factors such as reputation, quality, recommendations and salesmanship are considered; however, most people only procure one bid from an alarm company.

After a choice has been made a salesperson arrives and surveys the site and discusses options with the customer. The sales person will then present a proposal and discuss payment options. Once the customer elects an option, an agreement will be signed.

The salesperson will then turn in all paperwork and an installation is scheduled. Some installers pay may be dependent on how many jobs are completed in a day; therefore, customer training may be non-existent.

Before installing, the installer should walk the site and verify all of the selected equipment is appropriate and must make sure the system will fit the needs of the customer. Once installed, the installer tests the system with its central station. The installer should provide user training and stress that anyone with a key be trained. Most importantly, they should know how to cancel an alarm.

The installer will leave a printed packet with the alarm user regarding the how to of the system and how to contact the alarm dealer and monitoring center. The customer should also be told to contact their local police agency and obtain any necessary permits.

Once the system is installed and the alarm user is ready, the central station will enter the customer's data and the system will be activated and the monitoring station will react to any signals issued by the system. There it is from the beginning to well, the story continues and the details are dependent on the alarm user. Let's us all hope for boring stories.

Factoid: Did you know the Federal Trade Commission allows a customer a three day right of recession for any sale when a company visits the prior to the sale? If a sales person fails to notify the customer of this right via written notice, they can cancel their service anytime.

Solve Your Worst Alarm Site Problems

By Pam Lambird

Brad Shipp (FARA Executive Director) moderated this session where many jurisdictions asked for suggestions on how to assist alarm users to reduce false alarms.

Jordon Brown (Guardtronic/ NESA President, Fort Smith, AR), **Mary Jensby** (Monitronics, Dallas, TX) & **Mike Mahoney** (Vector Security, Maitland, FL) helped Brad give suggestions to solve problems.



The panel and public safety members provided scenarios that have previously worked for them. It was agreed that researching an issue to determine the real cause of a problem is very important in order to obtain a desired result. When you have success, send a letter to reinforce the positive behavior.

Another important piece of information brought to attention is what the industry deems as one of the most important signals on the alarm box - "low battery". It alerts the alarm user that they will soon not have the protection their alarm system provides.

Ideas regarding construction site alarms, ATM's, big box stores, fast food restaurants and churches were shared.

Medical Alert users are causing some issues when users are calling for companionship rather than the intended use of the system. The audience shared their experiences in this area and offered suggestions.

"What We Got Here Is Failure To Communicate"

By Shellie Reid

Scott Goldfine, the Editor-in-Chief of SSI (Security Sales & Integration) magazine, taught the session entitled "What we got here is a failure to communicate". During this session, attendees were instructed to consider the purpose, the audience, the tone, the presentation format, and the delivery method in order to achieve the objectives of the communication. He also encouraged use of engagement methods such as special offers or coupons. For communications to be effective there are certain "must haves" that include an immediately clear purpose, a compelling call to action, a repetition of the objectives, an easy source for additional information, and complete contact information for the sender. Mr. Goldfine encouraged developing a "style" book for our organizations so that all communications are consistent and follow our "brand". He suggested studying items from other businesses for ideas.



Once the communication is sent, he stressed that it is critical to follow up. Organizations should never assume that the message has been received as the absence of communication can be as bad as negative communications. Agencies should use several platforms to track results. When something doesn't work, agencies should admit to the mistake and work to find a solution.

Mr. Goldfine gave the standards used when judging the PDQ awards as something for agencies to keep in mind when designing materials. Those standards are as follows:

- Overall marketing theme
- Appearance, use of color
- Originality
- Cost effectiveness (value for cost)
- Company representation effectiveness and appeal
- Unique marketing materials
- Overall design layout, graphics, color scheme and paper quality
- Readability
- Quality of materials
- Call to action effectiveness

I Did What?

By Lisa Espinosa

Change can be desired, required, necessary or mandatory and may help with the development, implementation and enforcement of an ordinance. **Kerri McDonald** (Riverside Police Department, FARA Training Chair, Riverside, CA) shared some insight and experience when facing the challenges of promoting change in an ordinance.



First of all, decide what results can occur and have a good plan. Before writing or changing your ordinance, consult local alarm associations, FARA and neighboring jurisdictions. Be sure to use language that is clearly defined and understood. Any materials used should be effective. Be sure to choose careful wording when making requests and know what you are asking for. Never fear an audit—they hold accountability and promote improvements.

Next, envision how a situation will impact or change your job. Be sure to speak up and give your input to your superiors. Finally, decide how you will need and what steps you will need to make to put your change into practice.

“By changing nothing, nothing changes.” Tony Robbins

How to Connect with 9-1-1

By Pam Lambird

Amy Lowe (Lynchburg Emergency Communication Center/FARA Vice President, Lynchburg, VA) and **Anne Glickstein** (Monitronics, Dallas, TX) gave a review of what happens after the alarm is activated at the central station and goes on to generate a dispatch request.

When an alarm system is activated an alarm signal is received at the central station which prompts the station’s operator to analyze the signal and call one or more contacts to verify signal before requesting emergency dispatch. If the operator is unable to establish contact with a responding person the alarm company should request an updated call list from the alarm user.



When the operator makes the decision to contact public safety both the address and the permit number should be provided to dispatch. They should also be able to provide additional information to dispatch. Frequently 911 centers will have a list of questions to ask which they use to gather information to provide to responding officers. Answers to questions and “none provided” are noted as documentation for future reference by FARU.

What Are Those Computers Talking About? The Automated Secure Alarm Protocol (ASAP).

By Shellie Reid

The conference committee assembled an illustrious panel to lead the session entitled “What are those computers talking about?”

Joe Carr (Dealer Relations Representative, United Central Control, San Antonio, TX), **Bill Hobgood** (Project Coordinator for the Association of Public Safety Communications Officials Intl), **Mary Jensby** (Central Station Director, Monitronics, Dallas, TX) and **William Staney** (Captain, Emergency Communications Division, of Houston Police Department, Houston, TX) gave a fascinating look into the Automated Secure Alarm Protocol (ASAP).



ASAP as the name implies is an automated IP based communication process between central stations and public safety access points or 911 call centers (PSAP). This communication takes place between the central station automation providers and PSAP computer aided dispatch (CAD) systems using an xml niem-based protocol. This protocol was written for the APCO/CSAA 2.10101-2008 ANSI standard to facilitate communications between central stations and PSAPs without the use of telephone calls.

ASAP to PSAP has three major goals.

1. To eliminate telephone calls
2. To eliminate or at least reduce miscommunication between the alarm monitoring company operators and the 911 PSAP call takers
3. To decrease processing and response times to alarm-related calls for service.

As a result, users should see an increase in law enforcement apprehensions and more quickly extinguished fires. ASAP to PSAP can make a complete notification of a new alarm event within 5 seconds. Human interactions, by comparison, typically take 1.5 minutes or more. After the initial notification, the system would allow bi-directional status and response updates.

The process would look something like this:

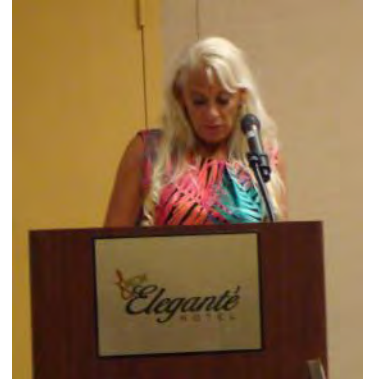
1. Central station initiates notification of new alarm event.
2. Central station incident number sent to PSAP and is linked to cad incident number; all communications contain that link from then on.
3. All info from account is sent to PSAP CAD (if address and event type are valid –it is turned into a call for service and is sent to dispatcher; if rejected, it is sent back with the reason for refusal).

Once the initial call has been accepted, the system would allow bi-directional status and response updates. Updates from the alarm company might include key-holder information, a request to cancel dispatch, or a response to PSAP questions. PSAP updates could include that resources were dispatched, that resources have arrived on scene, requests for information, and call closures with dispositions.

Houston is the 4th largest PSAP in the country. They, along with Richmond, VA, have been participating in the trials. Captain Staney claimed that since April 28, 2011, Houston's call center has seen a 15% drop in non-emergency telephone call volume. Anecdotal information was given by an attendee that the drop in calls was so dramatic on the first day that law enforcement called alarm companies to see if something was wrong. In Virginia, the systems have exchanged over 15,000 messages with no call taker involvement. The system worked efficiently during Virginia's earthquake in the fall of 2011 even though 911 operators were completely inundated with calls.

There are some challenges to seeing ASAP activated nationwide including the following:

1. States must program their message switches to allow alarm traffic.
 - a. Virginia & Texas are currently in production
2. CSAA Central Station Participants must meet certain criteria and be NLETS approved.
 - a. Currently, there are three companies:
 - i. Vector Security-2006-Richmond and York, VA
 - ii. United Central Control-Oct 2010
 - iii. Monitronics International-January 2011
 - b. This challenge is being met with CSAA Message Broker that was paid for by about 75 charter member alarm companies. This message broker is now operational and will relax the NLETS requirements since NLETS will no longer be installed at each alarm company's site.
3. Some "best practices" should be implemented in order to see this change work effectively. They are as follows:
 - a. Call Verification and Enhanced Call Verification should still be required (if applicable)
 - b. An agency liaison should be required at both ends
 - c. Message types should be standardized
 - d. Site addressing should be standardized with structured street address, geo-coordinates, and intersections.



It is expected that the cost to implement this protocol for law enforcement jurisdictions will start around \$10,000 for a CAD license. For jurisdictions whose CAD vendor still considers this a "custom" component, the costs could be extremely high. Central station costs will likely run about \$1000 to \$5000 per year per license. If further information is required, the following resources may be used:

- APCO- the Association of Public Safety Communications Officials
- CSAA-Central Station Alarm Association
- NLETS- National Law Enforcement Telecommunication System

Training and Certification Committee

By: Sherry Couey

Now that several members are back from Albuquerque, where information was refreshed and knowledge gained, it's back to work for the Training and Certification Committee. As a result of such hard work, the following Power Point presentations based on FARA brochures and bulletins will soon be available on the FARA website. Those are "FARA Tips for Banks," FARA Tips for Businesses," FARA Tips for Residences," and "FARA Tips for Schools."

As most of you know, FARA held its annual symposium in the beginning of May, 2012. During the symposium, new appointments were made. Kerri McDonald, current chair of the Training and Certification Committee was approved unanimously as FARA President. Kerri takes over for Gerri Miller, Peel Police who just completed her two year term. Sherry Couey, Fayetteville NC Police Dept. will replace Kerri McDonald as Chair of Training and Certification.

The FARA Symposium gave members an opportunity to take the test for Certified Alarm Manager. Good News! All three individuals passed! So we would like to take this time to congratulate Anne Glickstein of Monitronics, Letty Salamanca of Montgomery County Police Dept. and Brandy Watson of Protection One. These ladies will soon get to experience the benefits of being a "C.A.M.!"

CAM Spotlight: Amy Lowe

By: Sherry Couey

It is time to throw our spotlight on Amy Lowe of Lynchburg, Va. Read on to learn more about Amy.

What is your current position?

Alarm Coordinator, City of Lynchburg, Department of Emergency Services

Do you have hobbies or interests?

Watching Baylee & Ayden (my children) play ball, reading my kindle and camping with my family!!

How long have you been a member of FARA and do you participate in any FARA committees or activities?

I've been a member of FARA since February of 2006; I serve as VP- Fire on the FARA board, Co-Chair of the Fire Committee and am a member of the website committee. I also enjoy being a presenter of a few classes each year at the symposium.

When you did you first obtain your certification?

May 2007

What made you decide to take the exam?

It was listed in my job description when I was hired and also I seen the opportunity to show my jurisdiction and my command staff that I had the knowledge to manage the alarm program!



Did you any response from employers, alarm industry, members of the community about your achievement?

Yes, my department put the announcement in the City Paper and the Local Paper and gave details of the exam. I also was recognized by my department for my achievement!

Do you think accomplishing your certification has benefited your career or position as an alarm manager/coordinator? Has it made a difference in what you do?

Absolutely!! I'm more confident because of the knowledge I gained by taking the exam in all of my alarm coordinator duties. I am able to answer many questions and give more educated feedback to alarm users who are experiencing alarm issues or just giving me an excuse for a false alarm.

Do you think others could benefit from achieving their Certification status?

OH Yeah, you will feel the confidence that comes with setting for the exam and all the knowledge learned from studying and knowing all of FARA's publications. You also will have those three little letters, CAM, to put at the end of your name!!

Where is your certificate now? (Displayed on a wall? Hidden in a drawer?)

My Certificate is hanging on my wall for all to see and I am currently waiting on my renewal so I can hang that!!

Featured Resource –

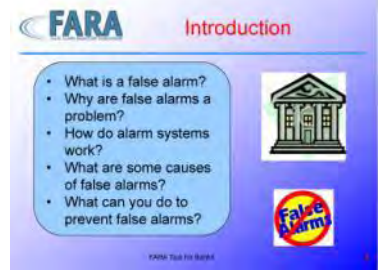
By Brad Shipp, FARA

FARA Presentations To Alarm Users

FARA has developed several presentations that you can use to train alarm users.

- Multi-user – Alarm System Orientation
- FARA Tips for Banks
- FARA Tips for Businesses
- FARA Tips for Places of Worship
- FARA Tips for Residences
- FARA Tips for Schools

The full list of FARA other presentations and publications can be accessed on our [web site](#). Copies can be downloaded from the member's only site.



FARA's Believe it or Not

By: Lisa Espinosa, Newsletter Editor

Axe Body Spray sets of fire alarm at Middletown High

5.11.12 - Torrington Register Citizen - Middletown, CT - A fire alarm was set off at Middletown High School by Axe Body Spray, a fire official said Thursday afternoon.

The fire department responded to a call of a fire alarm by the gymnasium a little after 3 p.m. The call was cleared shortly thereafter, when crews on scene realized the body spray had set off the alarm. The call was deemed a "routine accidental" by dispatch.

"It was some kid in the locker room using body spray and it created a cloud of mist right underneath the sensor," Fire Marshal Albert Santostefano said. "The mist could trip the fire alarm, steam from a shower could trip it. It looks like he used an overabundance, and they said it was Axe Body Spray."



Santostefano said there are normally not regular fire alarms in the shower section of a locker room because of the steam, but heat sensors are used. In the dressing room area, however, regular fire detectors are used. [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 lespinosa@beavertonoregon.gov and we'll put them in the next InfoLink for all to share!

Security Speaking Podcast: False Alarm Reduction Tips With FARA President Kerri McDonald

5.2.12 - Security Sales & Integration - Welcome to SECURITY SALES & INTEGRATION's "Security Speaking" podcast. This weekly podcast features the industry's leading business owners, operators, managers and subject matter experts discussing the trends, challenges, technologies and more affecting today's electronic security professional.

In the latest edition, Editor-in-Chief Scott Goldfine talks with the False Alarm Reduction Association's (FARA) newly elected President Kerri McDonald. In her years working with FARA, McDonald has served as the chair of the training certification committee. She is also the head of the Riverside (Calif.) Police Department's (RPD) Alarm Enforcement Unit.

Listen as McDonald talks about putting a stronger focus on reducing false fire alarms, the RPD's false alarm reduction methods, the state of false alarm reduction efforts nationwide, tips on improving relationships with local law enforcement agencies and more.

To download this podcast, right click here, [Podcast featuring Kerri McDonald](#), and save it to your computer. This podcast is also available on iTunes for download.

Hero Cop's Story, 50 Years Later

5.25.12 - Boston Herald - Boston, MA - ... She was not yet 5 on that morning 50 years ago. Still, Anne Gallagher can hear the screams drifting upstairs, along with the echo of her aunt's shattered voice.

"My aunt is crying as she tells my older sister and brother, 'Your father is dead. Your father is dead.'"

In her pajamas, the little girl wanders into the hysteria of a Mattapan kitchen and notices her father, quite literally splayed out across the front page of the Record American. To the eyes of his youngest child, John J. Gallagher appears to be sleeping. Anne is too young to process the words beneath the photo.



HONORED: Boston police officer Robert Anthony and Anne Gallagher, whose father, Boston police officer John Gallagher, died in the line of duty 50 years ago, stand in front of a memorial yesterday at Boston Police Headquarters.

"Hero Cop Slain by Bank Burglar in Kenmore Square Gun Battle."

In the wee hours of that Friday morning half a century ago, Boston police officer John J. Gallagher was 33, a former Marine, the married father of three who earned \$109 a week and took home 90 to his family.

At noon today, the usual bustle outside the Bank of America branch in Kenmore Square will slow when a contingent of Boston police officers, led by Commissioner Ed Davis, gathers under a sign draped in black bunting and accented with a wreath.

No doubt folks will wonder what all the fuss is about and why two middle-aged women, Anne and her sister Mary, will be surrounded by all those cops.

Should they choose to stick around and listen, they will learn that at 2:41 on the morning of May 25, 1962, officer John Gallagher and his partner, Tony Cesaro, arrived at what was then National Shawmut Bank to investigate an alarm.

Gallagher would enter the darkened labyrinth of corridors and offices, checking doors until he came upon a supply closet where Charles Tracey was waiting with a loaded gun he'd found inside, shortly after breaking a rear window. Turns out

the gun belonged to a bank guard.

Essentially, Gallagher and Tracey exchanged gunfire at point blank range. Though Tracey had been hit no less than five times, none of his wounds proved fatal.

Of the bullets that struck Gallagher, one tore a lethal path through his stomach and torso.

Roland Oxton, a Record photographer who had been riding with the vice squad that night, arrived on scene just ahead the ambulance crew and snapped the photo that would both haunt and mesmerize one little girl for the next 50 years.

“As a child,” Anne Gallagher said, “I didn’t get the permanence of death. For a long time afterward, I used to wait at the top of our street for my father to come home. Even then, it was never clear to me what happened to him.

“For years, all my mother would say to us was, ‘A bad man with a gun shot your father and killed him.’” It was an answer, but not enough to quell a curiosity that never faded.

With the aid of relatives and BPD personnel, Anne was able to unearth the complete story of her father’s death, from ballistics and autopsy reports, to court transcripts and call logs.

“I’m a digger,” said the woman who’d go on to teach school and work as a website editor. Faded newspaper clippings just weren’t enough,” she said. “It wasn’t until 30 years later I learned my father actually shot back. And that in losing his own life, he helped save a few others that night.

“My heart burns with pride for my father,” Anne said, “and with gratitude for all of the department personnel who’ve been so helpful.”

One of those officers, Bob Anthony, a department historian, said, “The void Anne feels in her heart is the same one we all share. It never goes away.”

Indeed, after her mother died in 2010, Anne Gallagher came upon these lines she’d written a year earlier.

“My heart still aches in sadness my darling, Jack. I miss you so.” [More Info](#)



HONORED: John Gallagher, left, with his children, from left, Mary, John and Anne, was shot and killed during a bank robbery

Joke of the Month

Police Officer Bryant found a perfect hiding place for watching speeding motorists.

One day, the officer was amazed when everyone was under the speed limit.

Bryant investigated and found the problem. 10 year old Dennis was standing on the side of the road with a hug hand painted sign which read “Radar Trap Ahead.”



A little more investigative work led the officer to the boy’s accomplice, another boy about 100 yards beyond the radar trap with a sign reading “Tips” and a bucket at his fee, full of change.

Do you have any great jokes to share? Please send them to lespinosa@beavertonoregon.gov

News on Door to Door Sales

Courtesy of NESAs

- **Will AT&T be the next door-knocking giant?**
5.17.12 – Security Systems News - Dallas - AT&T’s Kevin Petersen gives Security Systems News some details on AT&T’s home security/home automation launch. How will AT&T sell the systems? Why did AT&T decide to launch in Dallas and Atlanta? Why build centrals, why not wholesale the monitoring? And who’s doing the installation? [More Info](#)

- **AL: Door-to-door solicitations raise concerns**
5.1.12 - Troy Messenger - Troy, AL - In the last few weeks, reports of door-to-door solicitations regarding home security alarms have come in to law enforcement, city officials and even the ... [More Info](#)
- **AZ: Door-To-Door Security System Sales Leave Customers Feeling ...**
5.22.12 - Tucson Citizen - Tucson, AZ - Six different business names and/or affiliations have been reported: Stryke Alarm, LLC, Vision Security, Pinnacle Security, LLC, Honeywell, GE Securities, and ... [More Info](#)
- **CA: Call Kurtis: Alarm Company Caused My Credit To Take A Dive**
5.12.12 - CBS Local - Sacramento, CA - A Stockton mom was sent to collections even though she says she cancelled her alarm contract in writing twice. When her credit score took a big dive, ...[More Info](#)
- **IN: Be your own best security against scammers in their newest ploy**
5.17.12 - WSBT-TV - South Bend, IN - Police warn home and business owners with existing alarm services to carefully check the credentials of any person selling products door-to-door ... [More Info](#)
- **IN: Police warn of possible alarm company scam**
5.24.12 - WNDU-TV - Mishawaka, IN - Police are continuing to warn about a possible alarm company scam. [More Info](#)
- **KS: Burglars and burglar alarms: Watch out for both**
5.13.12 - Topeka Capital Journal - Topeka, KS - Your Better Business Bureau has advice for consumers when alarm system representatives come knocking. After all, there is no alarm that rings when a ... [More Info](#)
- **KS: Douglas County district attorney reviewing allegations against door ...**
5.25.12 - Lawrence Journal World - Lawrence, KS - Douglas County District Attorney Charles Branson said Friday his office was reviewing allegations that security alarm system door-to-door solicitors recently in ... [More Info](#)
- **KS: Utah home security company soliciting in Lawrence has an F rating ...**
5.18.12 - Lawrence Journal World - Lawrence, KS - A Utah-based home security and alarm company with door-to-door solicitors in the Lawrence area has an F-rating from the Better Business Bureau and recently ... [More Info](#)
- **ME: City officials inspect new sweepstakes business**
5.18.12 - Seacoastonline.com - Portsmouth, ME - He said police often will meet with new business owners to gather contact information and any pertinent information related to alarm companies. "These are ... [More Info](#)
- **MO: BBB Warns Residents of Door-to-Door Scam**
5.15.12 - Patch.com - Manchester, MO - In recent years, the BBB has reported on door-to-door vacuum cleaner sales scams and security alarm representatives who allegedly misled consumers about ... [More Info](#)
- **MO: Florissant officials warn of unethical security company going door to ...**
KMOV.com - Florissant, MO - Police said the group, Pinnacle Security, has been traveling in groups and is using fear tactics while offering both upgrades to currently installed alarm systems ... [More Info](#)
- **MO: Pinnacle Security Settles With Missouri Attorney General for \$76K**
4.24.12 - Security Sales & Integration - Pinnacle Security has agreed to pay \$76,000 in a settlement with the Missouri Attorney General's Office over unethical door-to-door sales practices, reports LegalNewsline.com. [More Info](#)
- **MO: WARNING: Door-to-Door Sales Scam**
5.18.12 - Patch.com - Fenton, MO - In recent years, the BBB has reported on door-to-door vacuum cleaner sales scams and security alarm representatives who allegedly misled consumers about ... [More Info](#)
- **SC: Man Arrested for Attack on Woman**
5.16.12 -Patch.com - Swansea, SC - Door-to-door alarm salesman allegedly tried to assault 19-year-old in her home ... near Swansea while attempting to sell burglar alarm systems door-to-door, ... [More Info](#)
- **TN: Better Business: Door-to-door alarm scams are common; here's what ...**
5.5.12 - Memphis Commercial Appeal - She has an alarm system through another company. This company came in claiming to upgrade her system and that her company was going out of business. [More Info](#)
- **TX: BBB warns of door-to-door alarm companies**
5.18.12 - LubbockOnline.com - Lubbock, TX - BBB warns of door-to-door alarm companies The Better Business Bureau expects an increase in door-to-door activity as the summer approaches because many ... [More Info](#)
- **TX: BBB warns of sales tactics**
4.27.12 - Times Record News - Wichita Falls, TX - Licensing key in door-to-door alarm sales. Over the past several years, the volume of inquiries into door-to-door alarm sales companies has spiked - and summer typically is when the door-to-door alarm companies hit the pavement hard. The Better Business Bureau expects an increase in door-to-door activity as the summer approaches because many companies use students on their summer break from school to conduct the sales. [More Info](#)
- **TX: High Pressure Door to Door Solicitors Targeting Texomans**
4.30.12 - News Channel 6 - Wichita Falls, TX - BBB warns that deceptive door-to-door sales crews are hitting the pavement. Most complaints against door knockers allege that solicitors took their payment and the promised products never arrived. The warm weather is sure to bring an eager group of door knockers from all trades to your door. BBB recommends the following on how to handle door-to-door sellers and solicitors:... [More Info](#)

- **TX: Look Out for Alarm Company Tricks**
4.26.12 - BBB- Wichita Falls, TX - Over the last several years, the volume of inquiries into door-to-door alarm sales companies has spiked and summer is normally when the door-to-door alarm companies are hitting the pavement hard. The BBB still expects an increase in door-to-door activity as the summer approaches because many companies use students on their summer break from school to conduct door-to-door sales. [More Info](#)
- **TX: sales call ends with alleged sex assault attempt**
5.3.12 - abc13.com - La Porte, TX - He reportedly appeared to represent a home alarm company and tried sell ... The victim says Lara came inside the home to see pre-existing alarm equipment. [More Info](#)
- **WA: Door-to-Door Smoke Alarm Scam Reported**
4.27.12 - KHQ Right Now - Spokane, WA - Monday morning she checked with the city and was right – they said they don't have anyone checking alarms. The Spokane Fire Chief also confirmed that today; ... [More Info](#)

Public Safety Updates

Courtesy of NESAs

- **CA: Bakersfield, like many US cities, has a major false alarm problem**
5.9.12 - Bakersfield Californian - Bakersfield, CA - In September 2009, the Bakersfield Police Department began looking in earnest at the burglary alarm issue. Central to the issue was the desire to provide ... [More Info](#)
- **CA: Cash-strapped California firefighters consider charging residents for ...**
5.16.12 - Fox News - Sacramento, CA - It also proposes fees for responding to false alarms, responding to drug or alcohol-related vehicle accidents and rescuing someone who broke the law. [More Info](#)
- **DE: Chester council approves two ordinances**
5.11.12 - Delaware County Daily Times - Chester, DE - Due to the increasing number of false alarms to which city emergency personnel ... Every owner of an alarm system, whether newly installed or existing, ... [More Info](#)
- **GA: Lilburn City Alarm Registration Begins May 15**
4.25.12 - Patch.com - Lilburn, GA - Homes and businesses with monitored security systems are required to register them as part of a new city ordinance aimed at decreasing false alarms. [More Info](#)
- **GA: Police alarmed by false calls**
5.22.12 - Champion - DeKalb County, GA - In 2009, 95 percent of the alarms responded to by the police department were false alarms ... "If that call by your alarm company is not responded to [is] when our... [More Info](#)
- **GA: Sandy Springs looking to crack down on false alarms**
5.11.12 - WSB Atlanta - Sandy Springs, GA - public safety officials are sounding the alarm over false alarms, and asking the city to crack down on home and business owners. [More Info](#)
- **IL: Elgin, Ill. city council wants details on alarm network**
5.2.12 - SecurityInfoWatch - Chicago Daily Herald - Elgin, IL - While Councilman John Prigge tried to put Elgin's fire alarm monitoring discussion to rest, ... [More Info](#)
- **IL: Officials to tackle false alarm problem in Elgin**
4.27.12 - TribLocal - Elgin, IL - Yesterday at 1:46 pm Elgin officials plan to take on the problem of false fire and burglar alarms consuming firefighter ... [More Info](#)
- **MA: Longmeadow to place lien on property taxes for unpaid false alarm ...**
5.8.12 - MassLive.com - The Republican - Longmeadow, MA - Residents who do not pay their overdue false alarm bills could face a lien on their property taxes, ... [More Info](#)
- **MA: Springfield church wins fire alarm challenge**
5.3.12 - Boston.com - Springfield, MA -The highest court in Massachusetts has ruled in favor of a Springfield church that challenged a city ordinance requiring the installation of new fire. [More Info](#)
- **MD: Montgomery police saved \$1.3M last year thanks to false alarm ...**
5.14.12 - Gazette.Net: Maryland Community News Online - False alarm calls have declined during the past 16 years, but with more alarm systems active in Montgomery County each year ... [More Info](#)
- **MI: Holland Township (Mich.) to Fine Offenders for False Fire Alarms**
4.24.12 - Security Sales & Integration - The Board of Trustees here approved a false fire alarm ordinance that will require repeat offenders to pay \$750 for each false alarm. [More Info](#)
- **NC: City fire chief targets arson**
5.4.12 - Mount Airy News - Mount Airy, NC - "The activation of fire alarm systems by juveniles is another problem we've ... While youths are usually just "playing around" when they pull fire alarms, ... [More Info](#)
- **NC: Fees Helping Reduce False Dispatches in Wilmington (N.C.)**
5.16.12 - Wilmington, NC - False alarm fees are being credited by city officials here for a reduction in the number of 911 calls that turn out to be non-emergencies, according to a news report. [More Info](#)

- **ND: More false alarms, more police work: Dickinson law enforcement ...**
5.25.12 - Dickinson Press – Dickinson, ND - Law enforcement has noticed more security systems in the city, and that means a “drastic” increase in workload with more than 2 1/2 times the false ... [More Info](#)
- **NJ: Higher User Fees a Rarity in River Edge, Oradell**
5.13.12 - Patch.com - River Edge, NJ - Taxpayers and businesses are given a 10-day warning after the first false alarm, charged \$50 after the second and \$100 after the third during a one-year ... [More Info](#)
- **NY: Taxpayer money wasted by false alarms**
4.27.12 - WIVB - Lewiston, NY (WIVB) - Every day, local police respond to false alarms at homes and businesses, which is a major drain on resources. [More Info](#)
- **OH: False burglar alarms keep police running**
5.13.12 - 19 Action News - Cleveland, OH - In the past 12 months, Cleveland Police responded 44 times to a burglar alarm at a home, However, not one of those alarms was valid. [More Info](#)
- **OK: False alarm ordinance had desired effect**
5.26.12 - Muskogee Daily Phoenix - Muskogee, OK - It costs money each time a fire truck leaves the station. By responding to fewer false alarms, the department can do what it does best — save lives and property. [More Info](#)
- **OR: Bend City Council Considers Fees And Fines For Security Alarms**
5.3.12 - OPB News - Bend City, OR - The Bend City Council is considering proposal that would require business and homeowners to pay a yearly registration fee security alarm systems. [More Info](#)
- **PA: Pittsburgh Officer Injured Responding Burglary Alarm**
5.3.12 - Officer.com - Pittsburgh, PA - While answering a burglary alarm call, a Pittsburgh officer was injured when the stairs he was on collapsed under him. His injuries were not thought to be ... [More Info](#)
- **PA: Upper Pottsgrove agrees to some fire company response fees**
5.25.12 - The Mercury - Upper Pottsgrove, PA - Noll then revealed that he learned from his time on the fire committee that essentially there was only one problem with increased false fire alarms in town ... [More Info](#)
- **TX: An ‘alarming’ problem: Bogus calls for help endanger public, cost millions**
5.18.12 - KHOU - Houston, TX – Burglar and hold-up alarms happen hundreds of times a day in the Houston area, but the KHOU 11 News I-Team has found an overwhelming number of those calls are false. [More Info](#)
- **TX: Houston will shut off more taps on water bill scofflaws**
5.3.12 - Houston Chronicle - Houston, TX - The city announced a crackdown 14 months ago on scofflaws who collectively owed the city \$900 million in parking tickets, library fines, false burglar alarm ... [More Info](#)
- **VA: Crime in Fairfax? There’s an app for that.**
4.24.12 - Washington Post - Fairfax, VA - Fairfax Crime Solvers announced Tuesday they were joining a number of local departments using Tip Submit. The mobile app is available for the iPhone and phones with the Android operating system. [More Info](#)
- **WI: Mount Pleasant Business Owners Will See Fee Increase for False ...**
5.3.12 - Patch.com - Mount Pleasant, WI - When that call turns out to be a false alarm, some Mount Pleasant business ... A false alarm call is when a business' security alert is triggered by just ... [More Info](#)

Industry News

Courtesy of NESAs

- **Industry stakeholders form Partnership for Priority Video Alarm ...**
5.4.12 - SecurityInfoWatch - In an effort to establish best practices for video alarm prioritization polices, members of the law ... [More Info](#)
- **2012 Fire Market Report: Advancing Life-Safety in the Home**
5.1.12 - Security Sales & Integration - A look at residential fire sprinkler and false fire alarm activity trends offer installing system contractors insights on the latest developments driving the marketplace. SSI’s annual report also provides legislative and code updates for carbon monoxide detection. [More Info](#)
- **Habitec cuts police dispatches 20 percent with ECV**
5.4.12 - Security Systems News - Toledo, OH - Ohio-based company says customers embracing two-call verification. One month after implementing two-call verification for incoming alarms, Habitec Security reported a 20 percent decrease in false police dispatches and is on track to cut the rate even further, according to company President John Smythe. [More Info](#)
- **Prince George's carbon monoxide deaths spur call for required home ...**
5.7.12 - Gazette.Net: Maryland Community News Online - Prince George's County, MD - Bashoor said requiring the detectors would save lives similar to current county legislation for smoke alarms, which requires every residence to have at ... [More Info](#)

- **AT&T Wants You to Trust Them with Your Burglar Alarm**
5.7.12 - Betabeat - The latest entry into the smart-home sweepstakes sounds like a good way to goof off at work. By Kelly Faircloth 11:00am Smartphone sales aren't going to ... [More Info](#)
- **AT&T's impact on the residential security market**
5.14.12 - Security Info Watch - Dealers say telco's entry could benefit entire industry.. [More Info](#)
- **Security Systems for Pets?**
5.10.12 - CEPro - Southeast security integrator markets alarm systems aimed at homeowners to protect/check-in on their pets with 'petcams' and free fire rescue decals. [More Info](#)
- **Home security -- from the cable guy**
4.20.12 - MSN - More cable-TV companies are offering home-monitoring systems in their markets. Know the drawbacks before you sign. [More Info](#)
- **Devcon Security Earns Five Diamond Central Station Certification**
5.14.12 - MarketWatch - CSAA certification requires 100 percent of operators to complete training and demonstrate proficiency in everything from alarm verification to interaction ... [More Info](#)
- **NFPA Seeks Code Enforcers for Technical Committees**
5.15.12 - Security Sales & Integration - Quincy, MA -The National Fire Protection Association (NFPA) has launched a recruitment campaign to increase the number of code enforcers participating on its technical committees. [More Info](#)
- **Lowe's to launch home security offering**
5.22.12 - Security Systems News - Mooresville, NC -The world's second-largest home-improvement retailer is the newest entrant into home security. Lowe's says its offering will be affordable and cloud-based. [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

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

False Alarm Reduction Association
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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 the FARA Board of Directors at 301/519-9237, or by e-mail at:

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