



InfoLink

Information for Public Safety False Alarm Reduction Professionals

FARA InfoLink June, 2013

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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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Why You Need To Attend A FARA Training Symposium!

By David Wilson

The FARA annual training symposiums are extremely beneficial for all that attend. You will learn about a whole lot of new ideas and techniques from excellent instructors and fellow attendees, and the ideas you take back are unreal. You can pick the creative brain of the seasoned alarm coordinators and alarm industry folks in attendance.

I don't know about you, but I love being around creative thinkers...it can really get the creative juices flowing. You will meet and network with others who are interested in the same things you are. You will meet like minded professionals that not only inspire you, but will create an opportunity to build partnerships. The symposiums allow you to get away and regain your focus. It's a great way to connect with old friends and new friends, and a great place to renew your thought process. You will be amongst professionals that have the same struggles as you, and many times you can find out about new ideas or systems that might work for you, allowing you to improve your program.

The instructors are excellent, and you get to meet them face to face. It's good to connect through email, it is better to connect on the phone, but the best way to connect is face to face, and always will be. At every FARA symposium, the instructors always allow time to speak to attendees individually to answer questions. Many of the instructors are FARA members and are actually attending the symposium themselves allowing you the opportunity to speak to them during breaks and after the daily training classes as well.

The benefits of attending FARA training symposiums are endless.

So start planning to attend the 2014 symposium in Baltimore! You will certainly take home valuable information and new professional contacts that will propel your program to the next level. See you there!

Membership Committee Update

Kathy Rudover, Membership Committee

The Membership Committee would like to acknowledge and welcome our newest member of FARA: Champaign, Illinois Police Department.

In August of 2009 when I took over as the Alarm Coordinator for the Windsor Police Service, I asked myself on many occasions, "What the heck have I got myself into"?

No one from my own department (including the outgoing Alarm Coordinator) bothered to tell me about FARA - other than my membership was paid for the year.

I struggled for months questioning my abilities with the limited training I had received, and one day out of nowhere an Angel named, "Gerry Miller" contacted me and told me that as a member of FARA, I had an abundance of support and unlimited resources available to assist me. She also encouraged me to attend the Training Symposium, which in 2010 was being held in Buffalo, New York. With financial assistance from the FARA Institute, I was able to attend this invaluable educational and networking experience!!!

Since 2010, I have been extremely fortunate to attend Symposiums in San Antonio, Albuquerque and this year in Orlando. As a result, I have continued to learn and to grow as an Alarm Manager. Without the continued support and assistance I have received from FARA, this would not have been possible.

This year during the Symposium in Orlando, Florida I decided to join the Membership Committee hoping to share and promote the role and objective of FARA to others who can benefit from joining this worthwhile organization!

Congratulations to Tammy, Joe and the 2013 Conference Committee for putting together another fabulous conference. During the week the Membership Committee held a membership drive and asked each of us to submit names and contact information for potential new FARA members.

The person who referred the greatest number of contacts was awarded a fabulous prize given out by Vanna/I mean Debbie Hanson. The lucky winner this year happened to be..."ME"!

In total there were 14 new referrals made and the Membership Committee is already diligently working towards recruiting these new members.

Website Committee Bits

By Shellie Reid, Committee Chair

If you weren't at the symposium, then you missed the big news about FARA's website. FARA's board has given the go ahead to create a website for consumers. We hope to be announcing soon that the final touches have been made and the site is open for business. The new site will make it easier to direct citizens to the information that is helpful to them. Stay tuned for more information in the coming months!

Training & Certification Committee Tidbits

By Shellie Reid

The Training & Certification Committee has been busy as usual trying to make your lives easier.

Several new presentations have been added on the Training Materials page of the Info for Members tab.

The presentations are Power Point adaptations of FARA bulletins and include speakers notes for easy no prep classes. The slideshow and handout pages in pdf format are available on the website. (Due to constraints on the website, the actual power point presentation must be requested from Brad Shipp).

The Vacation presentation shown below is one of the newest bulletins to receive this treatment. It is a perfect presentation for your next alarm school!



Mid-Atlantic Musings

By Shellie Reid, Chapter President

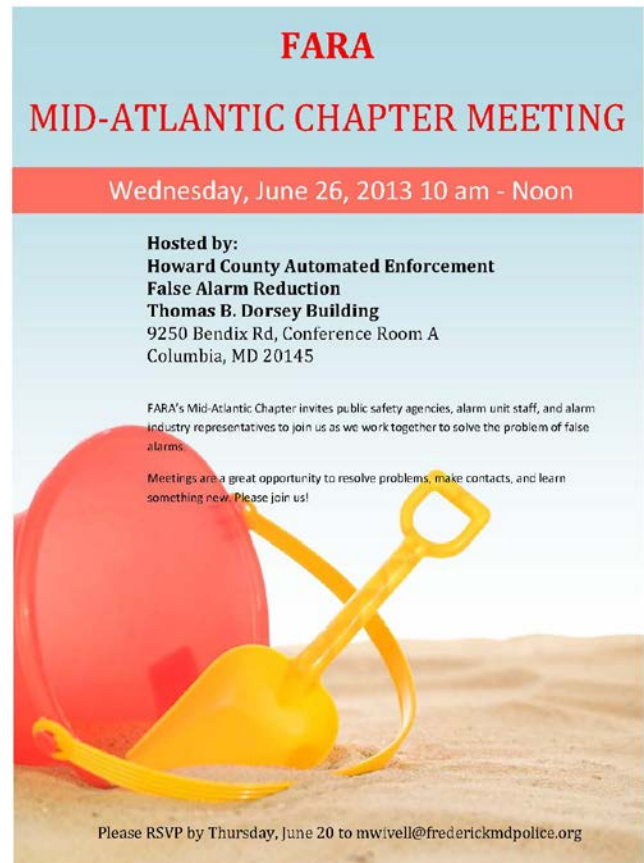
It was great to see so many of our chapter members at the symposium.

We are so fortunate to have so many members who are involved at the national level.

For those who weren't able to attend, we missed you!

Next year in Baltimore, I expect a full contingent from the Mid-Atlantic.

If you find yourself in Maryland on June 26, please join us for our next chapter meeting.



FARA

MID-ATLANTIC CHAPTER MEETING

Wednesday, June 26, 2013 10 am - Noon

Hosted by:
**Howard County Automated Enforcement
False Alarm Reduction
Thomas B. Dorsey Building
9250 Bendix Rd, Conference Room A
Columbia, MD 20145**

FARA's Mid-Atlantic Chapter invites public safety agencies, alarm unit staff, and alarm industry representatives to join us as we work together to solve the problem of false alarms.

Meetings are a great opportunity to resolve problems, make contacts, and learn something new. Please join us!

Please RSVP by Thursday, June 20 to mwivell@frederickmdpolice.org

FARA's Believe it or Not

By: Brad Shipp, FARA

From Recent News headlines –

- **AR: Monkey business ends when macaque triggers alarm**
6.20.13 - KAIT - An alarm was triggered Tuesday when Joey, a Macaque, broke out of the Chestnut Animal Clinic in Conway. Clinic practice manager Zach ... [More Info](#)
- **FL: Grease-covered burglar found stuck in store window**
6.22.13 - Central Florida News 13 - The alarm went off, and the deputy who responded said he saw Winslow, 34, stuck in one of the windows. An arrest report said Winslow told the deputy he was ... [More Info](#)
- **FL: Woman Pulls Fire Alarm Because She Needed a Plumber**
6.20.13 - New Times Broward-Palm Beach - Once police officers and firefighters arrived at the scene, the woman was arrested for false fire alarm and misuse of 911 and taken to a place ... [More Info](#)
- **NY: Police: Burglar found hidden in dryer at New Rochelle home**
6.14.13 - News 12 Westchester - Gwen Stone got a call from her alarm company Wednesday morning saying that her home might have been broken into. Police say Majia ransacked the house,. [More Info](#)

Do you have any stories you would like to share about stupid criminals or 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!

Vector Security Wins 2nd PDQ Award for False Alarm Management

6.19.13 - Security Sales & Integration - Nashville, Tenn.

Nashville, Tenn. — Vector Security's ongoing efforts to reduce false alarm dispatches have earned it the 2012 Police Dispatch Quality (PDQ) Award. Company representatives accepted the honor on Tuesday during a special ceremony at the Electronic Security Expo (ESX) here.

The annual award, given by the Security Industry Alarm Coalition (SIAC) and the False Alarm Reduction Association (FARA), spotlights alarm installing and monitoring businesses for creating best practices that help prevent false alarm dispatches. Security Sales & Integration, Honeywell Security and the Installation Quality (IQ) Certification Program co-sponsor the awards program. Vector received the honor during the SSI-sponsored IceBreaker Luncheon.



This is the second time that Vector Security has earned the accolade, having [won the inaugural PDQ Award in 2006](#). The achievement is significant given that the firm serves more than 270,000 homes and businesses in North America, according to SIAC Executive Director Stan Martin.

"It's terrific to see Vector Security receive this award a second time," he says. "It recognizes Vector Security's ongoing commitment to their customers and the public safety agencies who work with us to protect the public."

Judges evaluated companies on various training activities, customer educational material, use of industry-recommended practices like enhanced call verification (ECV), use of SIA CP-01 equipment, follow-up with customers and tracking problem accounts. Applicants also had to include a letter from a local law enforcement agency confirming the company's police dispatch alarm rate. Submissions are scored in 15 different areas.

"Although all the finalists this year demonstrated commendable and comprehensive companywide commitments to effective alarm management, Vector Security was particularly thorough and impressive," SSI Editor-in-Chief Scott Goldfine says.

"From initial system sale to ongoing monitoring, the company demonstrates unwavering tenacity in implementing proven best practices that reduce false dispatches," he continues. "Vector Security's internal and external communications, training, management, and relationship with first responders are not only admirable but inspiring to our entire industry." Vector Security President and CEO Pam Petrow credits industry-wide endeavors for helping reduce false dispatch rates throughout the nation.

"Our industry has taken many important steps forward in implementing policies, technology and training to make alarm systems more effective and dependable," she says. "The partnership developed with law enforcement through our work with SIAC, FARA and our state alarm associations would not have been as effective were it not for the efforts of our organization and many others to curb unnecessary dispatches while maintaining and in many cases helping fund police response."

Vector Security, a finalist for SSI's 2013 Installer of the Year and Integrated Installation of the Year, received \$1,000 for its win. An in-depth look at the company's award-winning practices will be featured in an upcoming SSI issue.

Other previous winners include, [Broadview Security](#), [Atronic Alarms](#), [Alarm Detection Systems Inc.](#), [Brink's Home Security](#), [Custom Alarm](#) and [HS Technology](#).

Industry Update

By: Joe Carr, UCC

Georgia Adopts ECV

In an effort to reduce calls for dispatch, the State of Georgia has passed into law the requirement when there is no answer on the first call to make an additional call to a different number prior to requesting dispatch from monitoring centers on burglary alarms. Georgia, Delaware, Virginia, Tennessee and Florida all require Enhance Call Verification (ECV). The law is effective as of July 1, 2013. The bill was supported by the Georgia Electronic Life Safety & Systems Association and Georgia Association of Chiefs of Police endorsing ECV. The requirement for ECV does not apply to life safety alarms such as fire or hold up.

New Role for Roy Pollock

Roy Pollack, CPP SET has accepted the position of Director of Licensing & Training Compliance at Comcast / Xfinity Home. Many of those that attended the past FARA Symposiums may have had the pleasure of meeting Roy in person. Roy is a past president of the Alarm Association of Florida and currently is Vice President of the ESA and has a long history in the security business. He is also a decorated former fire fighter and was presented with the Chiefs Award For Excellence. In his spare time Roy writes the 5- Minute Tech Quiz for SDM monthly.

ESX

ESX, a joint effort between the Central Station Alarm Association (CSAA) and the Electronic Security Association (ESA) met in Nashville for their annual training event June 17 thru June 21st of this year. Educational classes to help manage alarm companies were the theme of the event. One session was devoted to addressing how current interactive services such as text messaging and video to the consumer's mobile device can reduce false alarms. The alarm industry estimates that only about 20% of the households in the US have a monitored alarm system. By adding interactive systems such as thermostats, light controls, electronic door locks and video, the number could be increased to around 40%.

ASAP to PSAP

ASAP to PSAP continues to gain momentum with the addition of ADT, Protection 1, and Rapid Response to the program. The CSAA's current goal is to match alarm monitoring companies with public safety to maximize the program. Currently, Richmond, VA, Houston, TX, Washington DC, James City County, VA, York County, VA, and Tempe, AZ PSAP's are all receiving electronic dispatches from CSAA's Message Broker via Nlets. If your PSAP would like more information have them contact membership@csaaintl.org to answer simple questions up to a professional assessment and presentation.

POTS

Plain Old Telephone Systems (POTS) lines are going the way of cassette tapes. According to AT&T nearly 700,000 landlines are being dropped every month. Depending on the source, we can expect to see the end of land line telephone lines sometime between now and 2017. The same holds true for cellular alarm transmitters that are on the 2G (second generation) network. The demand for more bandwidth and faster service is pushing all of the major cell carriers to upgrade to 3G or 4G and will not support 2G in the near future. Industry is turning to IP and mesh radio based communications.

Canadian Accredited Security Contractor (CASC) Program Supports Security Industry Self-Regulation

Written by Canadian Security Association

The Canadian Security Association (CANASA) is proud to announce the Canadian Accredited Security Contractor (CASC) program which saw its official launch in October 2012. The much-anticipated national program is the first industry-regulated program of its kind in Canada and aligns with CANASA's strategic objective of promoting self-regulation in the electronic security industry.

The CASC program was created to meet the needs of the growing electronic security industry in Canada and to enable like-minded security professionals to demonstrate their adherence to industry best practices in the absence of nationwide legislation.

The program supports and promotes best practices, integrity, and ethics in the industry and help consumers source accredited security contractor companies (CASC Companies) across Canada. The program is open to all security contractor companies that meet eligibility criteria.

To become accredited each security contractor company must adhere to eligibility criteria, which include maintaining proper insurance, providing Workers' Compensation Plan coverage for employees, and abiding by a Code of Ethics. Field technicians working for these companies must also complete top-level industry training. All companies must be insured, legally registered, and/or incorporated electronic security companies that adhere to applicable provincial and territorial security legislation.

For more information about the CASC program visit canasa.org > Membership > Canadian Accredited Security Contractor program or contact Cathy Nave at cnave@canasa.org or 1 (800) 538-9919 ext. 244.

News on Door to Door Sales

Courtesy of NESAs

- **AR: City pulls company's business license**
6.22.13 - The Daily Citizen - The company formerly operated under the names APX Alarm Security Solutions Inc., APEX Alarm LLC and APX Alarm or APX. The company has had more than ... [More Info](#)
- **HI: Action Line Consumer Alert: Phone scam targeting seniors**
6.18.13 - KHON2 - They call with an offer of a "free" personal alarm system. "There is a company calling saying that they can get seniors a very discounted or almost free hearing ... [More Info](#)
- **KY: Consumer group warns of door-to-door sales people - WDRB 41 ...**
6.14.13 - WDRB - "The BBB has been getting calls recently from concerned senior citizens who are getting knocks on their door from out of state alarm sales people. [More Info](#)
- **NC: BBB warns of door-to-door scams**
6.10.13 - WSOC Charlotte - The most common sales pitches deal with alarm monitoring services, house maintenance and magazine sales. The BBB president said the salespeople will ... [More Info](#)
- **NC: Summer means more door-to-door sales; beware**
6.10.13 - Salisbury Post - Summer is the high season for door-to-door sales of everything from magazines to meat, alarm monitoring services to driveway repaving. Representatives will ... [More Info](#)
- **OR: Security salesmen alarm residents in Umatilla, Stanfield**
5.30.13 - East Oregonian - Security salesmen alarm residents in Umatilla, Stanfield. [More Info](#)
- **TN: Elderly targeted by bogus alarm salesmen**
5.28.13 - Elk Valley Times - Upon invite into the home, they inform the consumer they were given information that the consumer was in need of an alarm protection system. In each instance ... [More Info](#)
- **TN: Fake Security System Salesman Concerns Residents**
6.18.13 - wreg.com - (Memphis) Jackie Harris uses her burglar alarm system every night, which is why ... She said the man claimed he was from the company who made her alarm ... [More Info](#)
- **TX: Mt.Pleasant Police warn of door-to-door solicitor fraud**
6.14.13 - KLTV - The Mount Pleasant Police Department is advising citizens of Mount Pleasant that an alarm company will be selling residential alarm systems door-to-door over ... [More Info](#)
- **TX: Police: Alarm company going door-to-door**
6.16.13 - Longview News-Journal - The Mount Pleasant Police Department issued a statement Friday advising people there that an alarm company will sell residential alarm ... [More Info](#)
- **UT: Summer sales**
6.17.13 - UVU Review - These tables line the hall of flags, enticing you with tales of \$100,000 a summer for soliciting people for pest control, alarm systems or satellite TV. It sounds ... [More Info](#)

Public Safety Updates

Courtesy of NESAs

- **AB: False alarms plummet**
6.1.13 - St. Albert Gazette - False Alarm – The City of St. Albert took a new approach to false alarms and it ... It looks like the changes council made last year to its false alarm bylaw are ... [More Info](#)
- **CA: City study recommends updated fees for services**
6.12.13 - Los Altos Town Crier - A recent cost allocation and fee study recommends increasing charges for several services – from fines for false alarms to block-party permits – provided by the ... [More Info](#)
- **CT: Fines for false alarms in New Haven**
5.30.13 - WTNH - "Responding to false alarms is a big issue for the police department, it eats up the equivalent of about eight officers a year. Per year that costs us over \$750,000," ... [More Info](#)

- **IA: DFD, Chamber collecting contact information from businesses to be ...**
6.18.13 - Decorah Journal - The form also requests information on fire alarm systems in place at the business, such as smoke alarms, heat detectors or sprinkler systems. "This information ... [More Info](#)
- **MA: Massachusetts city fights to control fire alarm monitoring**
5.29.13 - Security Systems News - Lowell, Mass.- Massachusetts' highest court ruled last year that municipalities can't require businesses to install just one type of fire alarm system when the state building code allows for four. But the city of Lowell contends that decision doesn't apply to it. Why does an industry spokesman predict this is a battle the city won't win?.. [More Info](#)
- **MI: Plymouth Raises Fines for False Fire Alarms**
6.21.13 - Patch.com - The first two false fire alarms in a calendar year will remain at no charge, but fines ... in a year, \$100 for the fourth and \$100 more for each additional false alarm. [More Info](#)
- **NC: Wilson, N.C. weighs false security, fire alarm fees**
Less than one percent of city's 5,371 alarm calls during the past year were valid. [More Info](#)
- **OH: Lorain Council OKs fines for excessive false alarms**
6.18.13 - Chronicle-Telegram - Owners of businesses or homes will be fined \$25 when the police or fire departments have to respond to more than three false alarms at their properties in a ... [More Info](#)
- **OK: Budget adopted; bills to rise**
6.12.13 - The Lawton Constitution - However, Ward 4 Councilman Jay Burk said he didn't know if he could support the budget if it contained the alarm fee because while the projected revenue was ... [More Info](#)
- **ON: Police board hikes cost of false alarm fees**
5.28.13 - MetroNews Canada - The Ottawa Police Board upped fees charged for false alarm calls from \$130 to \$135. The fee, part of a 2010 bylaw, was intended to curb the number of false ...[More Info](#)
- **PA: Fines increased for false alarms in Donegal Township**
6.20.13 - Tribune-Review - Property owners in Donegal Township can expect an increase in fines if local firefighters respond to false alarms. The township's board of ...[More Info](#)
- **TX: Alarm registration deadline approaches**
6.19.13 - Odessa American - People with alarms at their homes or businesses have until July 1 to renew their registration with the Odessa Police Department or face greater fees. Fees to ...[More Info](#)
- **TX: Audit: City Hall's Broken Burglary Alarm System Cost Dallas \$1.6 ...**
6.10.13 - Dallas Observer - Here's how it's supposed to work: A business or property owner buys a burglar alarm then pays the city for a permit. When there's a burglar, police show up and ...[More Info](#)
- **TX: Paris police cracking down on false burglar alarms**
5.29.13 - KXII-TV - Paris, TX - With less than a week until the new burglary alarm ordinance takes effect, there are still over 200 residents and businesses that have yet to register ... [More Info](#)
- **WY: Cheyenne, Wyo. passes amendment to alarm system code**
6.17.13 - SecurityInfoWatch - Cheyenne - Multiple false alarms at one location may result in fees for the owners as part of an amendment to the city code on alarm devices. [More Info](#)

Industry News

Courtesy of NESAs

- **'Undercover Boss' appearance a triumph for ADT**
5.23.13 - Security Info Watch - Reality show reveals dedicated employees... [More Info](#)
- **Vivint President Alex Dunn on how Vivint "can be a much bigger company than we currently are."**
5.29.13 - Security Systems News - Tess talks to Alex Dunn, Vivint president, about how Vivint "can be a much bigger company than we currently are." Dunn discusses the Vivint Innovation Center, his new role with the company and how Vivint Solar complements Vivint's home security/home automation services. [More Info](#)
- **CA: California Loosens Security Licensing Requirements**
5.31.13 - CEPro - Once that test is passed, an integrator simply needs to apply for an Alarm ... "Anyone that has worked in the alarm industry for say 10 years and does not have a ...[More Info](#)
- **Ask a cop: Are security systems worth the money?**
6.10.13 - ksl.com - Most police departments don't respond to "burglar alarms," especially in the Salt Lake Valley. I then ask them what their goal is with the alarm. Do they want to ... [More Info](#)
- **Solution reduces false alarms and offers intelligent video motion ...**
6.10.13 - SecurityInfoWatch - This drastically reduces the number of false alarms. Through the development of the MxActivitySensor, MOBOTIX has re-invented a method for intelligent video ... [More Info](#)
- **Intrusion Detection: Integrity in Action**
6.11.13 - SecurityInfoWatch - The security alarm industry deserves a pat on the back for advancements in alarm systems, particularly intrusion detection, that continue to make solutions more ... [More Info](#)

- **Report: Home Security Penetration to Reach 28% by 2016**
6.12.13 - CEPro - If you count DIY, monitored home security is predicted to rise between 5% to 8% in the next three years due to market entry by AT&T, Time Warner, Verizon, Lowe's, Xfinity, Cox and others. [More Info](#)
- **New sensor takes aim at false alarms**
6.7.13 - Security Systems News - New York - MOBOTIX AG has begun equipping its video surveillance cameras with new motion-detection software that the company says can reduce false alarms by more than 90 percent. [More Info](#)
- **Special Focus: Monitoring—Intrusion Detection: How to Eliminate False Dispatches**
6.11.13 - Security Info Watch - Congratulations! The security alarm industry deserves a pat on the back for advancements in alarm systems, particularly intrusion detection, that continue to make solutions more reliable and stable. [More Info](#)
- **Pricing, Details on Xfinity DIY Home Automation and iControl Touchstone**
6.13.13 - CePro - Xfinity Home Control DIY home automation system doesn't get you much for \$99.95; Platform provider iControl offers 'Touchstone' DIY platform for all service providers. [More Info](#)
- **SIAC Names Sharon Elder 2013 William Moody Award Winner**
6.12.13 - Security Sales & Integration - Frisco, Texas - The Security Industry Alarm Coalition (SIAC) will honor alarm industry veteran Sharon Elder with the 2013 William N. Moody Award at the Electronic Security Expo (ESX). [More Info](#)
- **Recordable Smoke Detector Could Help Keep Kids Safe**
6.19.13 - CBS Local - One study found only 14 children between the ages of 6-12 years old woke up to a traditional tone alarm. Twenty three woke up to another type of alarm. It is one ... [More Info](#)
- **Comcast's new offering: Home control minus security**
6.19.13 - Security Systems News- Philadelphia - A mantra in the industry today is that customers want more than a basic home security system - they want extras to control lights and thermostats and remotely look in on kids and pets. But Comcast Cable believes there are customers out there who don't want a security system but still would like those useful features, so it's offering a new product just for them. [More Info](#)
- **Time Warner going retail with IntelligentHome**
6.19.13 - Security Systems News- New York -Time Warner Cable is joining the new trend of retailing home security by offering IntelligentHome, its home security/home management product, in its several hundred retail stores nationwide, according to Adam Mayer, VP of IntelligentHome. [More Info](#)
- **ADT Pulse Shows Value of Cloud-Based Home Automation (Updated)**
6.20.13 - CEPro - Through its Innovation Labs, ADT adds video motion sensing to existing surveillance cameras - no new hardware required -- for Pulse home automation and security system. [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

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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: info@faraonline.org

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