



InfoLink

Information for Public Safety False Alarm Reduction Professionals

FARA InfoLink July, 2010

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InfoLink Revamped

By Norma Beaubien, Communications Co-Chair

Welcome to FARA's newly revamped newsletter! We hope you like the new format and we are anxious to hear your feedback! The FARA leadership heard you when you said you wanted a more content specific newsletter that will help all of us involved in false alarm prevention do our jobs better and stay on the cutting edge of what's new and exciting. The InfoLink now becomes a monthly newsletter with reports from FARA's various committees, news about things that may affect you or be of interest, information on false alarm reduction ordinances from throughout North America and our standard Publication of the Month section.

We include links for you to go view articles that have been written on false alarm prevention initiatives throughout North America. There are also links on things that are being done regarding the summer sales programs. It is impossible for us to include all of that information in our newsletter, so we provide links instead. If you are interested in a particular article, don't wait to read it, as the link may only be good for a short period of time. Unfortunately, FARA has no control over the media's retention schedule, so please don't delay.

We know that FARA members want to hear about other's successes. But, we can't tell the masses if we don't know about it! Please let us know if you implement a new program or initiative that results in lower false alarms so we can share it with your peers. One of the great things about being a FARA member is that we are willing to share what works and tell you exactly what we did to achieve the success. There is absolutely no reason to reinvent the wheel, so help us help you.

Now, get a cup of coffee or tea, sit back, put your feet up and enjoy your first issue of the new and improved InfoLink!

2011 Annual International FARA Symposium Scheduled for San Antonio, Texas!

By Norma Beaubien, Conference Co-Chair

The FARA Board of Directors has selected San Antonio, Texas as the site for FARA's 2011 Annual International Training Symposium. FARA has a great deal of support in Texas from both public safety and the alarm industry, and we are excited to work with them again! The Symposium will be held from April 5 - 7, 2011.



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

FARA's Conference Committee is already working on creation of symposium courses and events. It is their goal to provide you with a symposium registration packet no later than the end of September, 2010.

FARA Institute funds will, once again, be available for public safety FARA members to participate in the San Antonio symposium.

Additional information on the Institute program and how to apply will be posted on the FARA web site at the same time the registration packets are mailed.

Start planning now to join us in San Antonio in the spring!



Thanks to Institute Sponsors!

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

Platinum (\$3000 or more donation)

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

Gold (\$1000)

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

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

Sponsor (\$250)

Emergency 24, Inc.
Homesafe Security Systems

Mid-Atlantic Chapter of FARA

By Eileen Skidmore, Mid Atlantic Chapter

In 2008 the FARA International membership approved a Bylaw amendment (at the FARA Symposium in Charleston, South Carolina) which provided for the creation of regional Chapters. The Maryland Chapter was formed in May 8, 2008 under the name of FARA Maryland Chapter. On March 4, 2010 the Chapter members voted to include Virginia, West Virginia, Pennsylvania, Delaware and the District of Columbia in the Chapter and to change the name to the Mid-Atlantic Chapter of FARA.

The scope of the membership was changed in an effort to include public safety and industry representatives who did not have a state Chapter and had been participating and contributing as guests (non-voting members) in the Maryland Chapter meetings. Full-membership allows voting privileges in the Chapter. Current membership has representation from Maryland and Virginia. We welcome other state and District of Columbia participation.



The Chapter meets four times a year (twice via conference call). During the last year, meetings have rotated to the sites of various jurisdictions. This has been a good opportunity to see the facilities of counterparts. The benefit of the Chapter is that jurisdictions can work together on issues which cross jurisdictions, share expertise and solve common problems facing false alarm reduction administrators and industry leaders. One of the ongoing efforts of the Chapter has been to share information regarding summer sales (door-to-door alarm systems) and how to alert consumers to potential unscrupulous companies. The Chapter also has a yearly meeting with the Maryland Burglar and Fire Alarm Association (MDBFAA). This provides an excellent opportunity to meet and network with industry leaders and for them to meet and network with public safety leaders. Currently the Chapter is working with MDBFAA to include public safety staff in a two-day Level One Burglar Alarm and Limited Fire Technician class.

Several members of the Chapter participated in FARA's "Train the Trainer" class, and we are happy to announce that William Douglas, Alarm Coordinator for the Loudoun County Sheriff's Office in Virginia and Stuart Forchheimer of Home Safe Security in Baltimore, Maryland are the newest instructors for FARA's Essentials of False Alarm Reduction course. We are looking to hold the Essentials course later this year.

Conference Committee News

By Dave Wilson, Conference Committee

The Conference Committee would like to thank all 2010 symposium attendees for making the Buffalo/Niagara Falls symposium a fantastic training event. For those of you who didn't attend... to be blunt... you really missed it!! Don't be left out again – start getting ready now for San Antonio in 2011.



You may be asking, "What did I miss in Buffalo?" Well, you missed out on excellent training from excellent instructors. How does this sound - There's a summer sales problem in your jurisdiction, or maybe a little politics and turf war issue, or maybe your program needs some media attention, or you have a specific alarm site that's driving you crazy, or how do you enforce standards to help reduce false alarms...the list could go on, but I'll stop since you are feeling bad about missing out on the ways you could solve these real problems within your jurisdiction. Our Buffalo 2010 instructors provided information on many more topics that were beneficial to all in attendance. You also missed out on fantastic fellowship and networking! Networking was at its best this year and everyone took away a solution to a problem they will implement when they return home.

There were many new attendees seeking answers to problems and guess what? They found them in Buffalo! The old timers in attendance were even amazed at the new ideas they discovered at the symposium. Several of them were overheard talking about how "smart" they were going to look when they return to work. They said they were going to make their co-workers and supervisors think the new and innovative ideas were all theirs!!

We heard positive comments throughout the symposium from our membership. The symposium evaluations echoed the positive feelings by praising every aspect of the event. The attendees gave great feedback, which the Conference Committee will use to make San Antonio even better. The Conference Committee has already begun planning the San Antonio Symposium. So if there was anything you thought would be covered but wasn't, let us know now so we can include it in our training course suggestions. Send us any suggestions you feel will make this the best training ever. As we've said before, this is your event; it's only as good as the suggestions you give us! Be heard and get your thoughts and ideas submitted soon.

Helping those in need – FARA was able to put a smile on the faces of some needy children in Buffalo by donating back packs, tote bags and soft drinks to a local day care for underprivileged children. We were thrilled to be able to help these children with this small contribution.

Training and Certification Committee

By Annie Veary, Training and Certification Committee

FARA Training & Certification Committee is cooking up something yummy for the Alarm Industry! – It's a training module on False Alarms and their causes *from a law enforcement perspective*.

Drawing from a slew of FARA materials; this training seeks to inform and entertain while providing an opportunity for installers, vendors and salesman to see how their practices compare with FARA's Best Practices for Alarm Companies.

Stay Tuned! ☺



Communications Committee

By Norma Beaubien, Communications Co-Chair

The Communications Committee welcomed four new members right after the Buffalo/Niagara Falls training symposium! Sha Alexander, Lexington Police Department; Lisa Espinosa, Beaverton Police Department; Stacey Peacock, Barnstable Police Department and Cindy Smith, Checkpoint Security joined the ranks of those FARA members who love the written word and want to help create and revise FARA's publications library.



Since returning from the symposium, the committee has focused its efforts on overhauling the five false alarm prevention brochures dealing with specific types of facilities; i.e., banks, schools, businesses, churches and residences. Be on the lookout for brand new updates to these brochures in the very near future.

Fire Committee

By Norma Beaubien, Fire Committee

FARA is diligently working on getting the Fire Committee up and running! An alarm industry co-chair was recently appointed by FARA President Gerry Miller. Michael Mahoney with Vector Security, Inc. in Maitland, Florida volunteered to help FARA get its fire effort underway. We are very excited to have Mike and look forward to great things out of the Fire Committee. President Miller is set to appoint and announce Mike's public safety co-chair shortly.

If any FARA member is interested in getting in on the ground floor of FARA's fire effort, now is the time to join! Contact Mike at mjmahoney@vectorsecurity.com.



Featured Bulletin – Are You Ready for Vacation?

By Brad Shipp, FARA

This bulletin covers the things alarm users need to do to ensure their home is secure and running smoothly while they are away on vacation.

The full list of bulletins, which have been approved by the board, can be accessed on our [web site](#).

We encourage you to use these informational bulletins as bill stuffers, hand outs at meetings or to send to individual problem alarm users.

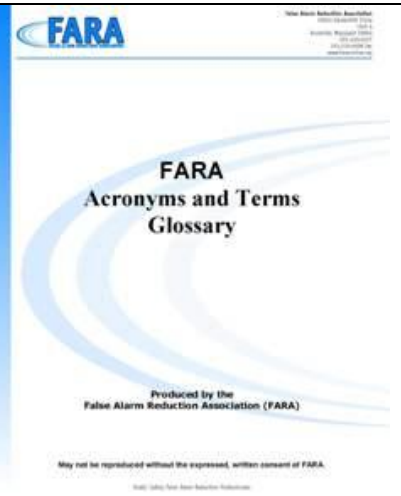


Featured Manual – Acronyms and Terms Glossary

By Brad Shipp, FARA

There exists a "foreign language" of acronyms and terms within the security alarm industry that are bandied about at meetings and in printed material. Clearly, this "foreign language" can impede good communication. This guide is a resource to understanding what the more commonly used acronyms and terms mean. The Acronyms and Terms Glossary now includes web site addresses for all industry and public safety organizations.

The full list of manuals, which have been approved by the board, can be accessed on our [web site](#). Copies of manuals can be downloaded from the member's only site.



Revision of False Alarm Reduction Standard Now Available From SIA

By Brad Shipp, FARA

The Security Industry Association (SIA) has released a revised control panel standard that is intended to reduce the number of false alarms. The ANSI/SIA CP-01-2010 Control Panel Standard – Features for False Alarm Reduction – a revision of ANSI/SIA CP-01-2007 – details the design features for security system control panels and their associated arming and disarming devices that are recommended to reduce the incidence of false alarms.

The FARA Model ordinance requires that "Alarm Installation Companies shall use only ANSI/SIA CP-01 listed alarm control panels on all new installations and panel replacements or upgrades."

Notable updates include:

- new specifications for carbon monoxide zones
- revised qualifications for swinger shutdown
 - programmable for one to as many as six trip(s) before shutdown
 - allows reset automatically after eight (8) or more hours with no further trips on the zone.
 - The default setting for this option changed from 1 to two trips.
- elimination of single button 'press and hold' panic buttons on arming stations
- shortened and clarified the definition of Duress
- shortened and revised the definition of Panic
- indicates when Unvacated Premises option is required
- allows an exception to entry exit requirements for commercial, high security installations that meet UL 2050, "National Industrial Security" requirements
- requires audible warning on automatic termination of a test

- changes prohibition on 1+duress to prohibit "automatic derivative of another user code"

The Security Industry Association (SIA) has graciously allowed FARA to make a copy of the CP-01 standard available for free download.

[Visit the FARA members Only section of our web page to download your copy](#)

The revised standard can be purchased on the SIA website at a price of \$30 for SIA members and \$60 for non-members. For more information, contact Joe Gittens, SIA's manager of standards, at jgittens@siaonline.org.

News on Door to Door Sales

Courtesy of NESAs

- **IL: Police urge residents to beware of sales tactics for home security system**
7.9.10 - Quincy Herald Whig - Quincy, IL - The company sells home security systems, business alarm systems, door alarms, alarm monitoring and motion sensors. VanderMaiden says many online customer ... [More Info](#)
- **KY: BBB warns of door-to-door scams**
7.9.10 - Louisville Business First - Louisville, KY - The most common complaints to the organization come from consumers approached by salesmen peddling meat, magazines, alarm systems, asphalt or physical labor ... [More Info](#)
- **MB: Business owner sounds alarm over sales tactics**
7.2.10 - Brandon Sun - Brandon, MB - "Business owner sounds alarm over sales tactics" - "Two American home security companies reportedly going door-to-door to make sales have raised the ire of at least one local competitor. Allegedly, residents who already have alarms with other companies are being told their systems will soon be outdated"... [More Info](#)
- **MD: Police in Wicomico County urge caution if dealing with door-to-door salesmen**
6.29.10 - WGMD Radio - Wicomico County, MD - Wicomico County Sheriff's Deputies warn residents that some door to door solicitors may be misrepresenting themselves as employees of a local alarm company, ... [More Info](#)
- **MT: BBB warns of door-to-door security alarm company**
7.7.10 - KXLF Butte News - Great Falls, MT - The Better Business Bureau is warning about a security alarm company selling door to door in Great Falls the last couple of weeks. ... [More Info](#)
- **NE: Alarm company's activity calls attention to city ordinance**
7.7.10 - Columbus Telegram - Columbus, NE - Questions are swirling around the door-to-door marketing activity being pursued in Columbus by APX Alarm Security Solutions Inc., a Provo, ... [More Info](#)
- **SD: BBB: Be Wary Of Alarm Salespersons**
7.2.10 - Keloland TV - Sioux Falls, SD - With all the break-ins we've had lately in Sioux Falls, you might be tempted to buy a security alarm system. But officials with the Better Business Bureau ... [More Info](#)
- **TX: Complaints of alarm company scams are down**
7.9.10 - Dallas Morning News - Dallas, TX -But since last year, alarm companies have been real cooperative in making sure they have a registered salesperson." Solicitations typically increase during ... [More Info](#)
- **VA: Possible Scam Involving Home Alarm Sales People**
7.3.10 - WHSV - Staunton, VA - The Staunton Police Department says some people may fall prey to a possible scam involving home alarm systems. Police say there are individuals selling such ... [More Info](#)
- **WA: Local Authorities Say Be Alert to Alarm Scams**
6.30.10 - KHQ Right Now - Spokane, WA - Industry insiders report that for the past several years, out-of-state alarm companies have dispatched college-age salespeople into ... [More Info](#)

Public Safety Updates

Courtesy of NESAs

- **AR: City Administrator Review On Tap**
7.5.10 - Fort Smith Times Record - Fort Smith, AR - The board also will consider approval of an amendment to the ordinance regulating alarm systems. With the amendment, fines would be levied on the owners of ... [More Info](#)
- **AZ: False alarm program and fee assessment begin Aug. 1**
7.1.10 - Glendale Star - Glendale, AZ - Any business or homeowner with an alarm system in the city can now be fined for false alarms after council passed a resolution June 22 ... [More Info](#)
- **AZ: Glendale Adopts False Alarm Fee Assessment**
7.8.10 - Security Sales & Integration - Glendale, AZ - Beginning Aug. 1, business and homeowners here can now be fined for false alarms ... [Full Story](#)
- **AZ: Police release 'Alarm Ordinance Fact Sheet'**
7.9.10 Glendale Star - Glendale, AZ - To help residents and businesses better understand the city's new Alarm Ordinance police have released an "Alarm Ordinance Fact Sheet. ... [More Info](#)
- **BC: False alarm calls on the decrease**
7.5.10 - Cranbrook Daily Townsman - Cranbrook, BC - The reduction of false alarm calls in Cranbrook is 44 per cent over the last three years and in the rural area the reduction is 59 per cent. ... [More Info](#)
- **BC: Fire chief wants to stamp out false alarms**
7.8.10 - Revelstoke Times Review - Revelstoke, BC - Revelstoke Fire Rescue Services responds to a false alarm call at Revelstoke Mountain Resort on December 8, 2009. A report from fire chief Rob Girard says a ... [More Info](#)
- **CA: Sacramento, Calif. looks at false fire alarm ordinance**
6.30.10 - Security Systems News - Sacramento, CA - Fire department officials here want to start fining businesses and homeowners whose alarm systems habitually go off when there is no emergency, ... [More Info](#)
- **CA: SDPD Accepting Crime Reports and Alarm Permit Renewals Online**
7.2.10 - KPBS - San Diego, CA - San Diegans can now file crime reports with the police department and renew alarm permits online. The new system is designed to free up ... [More Info](#)
- **MA: Norton police chief warns of call delays**
7.7.10 - Attleboro Sun Chronicle - Norton, MA - Police also won't respond to any burglar alarm that has sounded three times within 12 months, alarms, which are on a "do not respond" list. ... [More Info](#)
- **MN: Duluth police ask neighbors to help stop burglaries**
7.7.10 - FOX 21 Online - Duluth, MN - Trend developing where large electronics are being taken. Duluth police recommend using heavy locks like deadbolts to help prevent burglaries but one security expert said many people will jump to invest in a home security system. ... [More Info](#)
- **MN: Retiring deputy builds display of Washington County law enforcement history**
7.4.10 - Pioneer Press - Stillwater, MN - "This was an alarm box that was in the old communications center," he said, pointing to a long, white box. "We could have 49 alarms. ... [More Info](#)
- **NC: City council to discuss outdoor seating, false alarms**
7.6.10 - WECT-TV6 - Wilmington, NC - In a previous report officials said, an average of 99% of alarm calls the Wilmington Police Department respond to are false, costing thousands of dollars ... [More Info](#)
- **NC: False alarms give police and fire headaches**
7.7.10 - WECT-TV6 - Wilmington, NC -The police and fire department have respond to approximately 14000 - 15000 alarm calls every year. Their data shows that 99 percent of them are false due to ... [More Info](#)
- **NC: Greensboro fees will increase with start of fiscal year**
6.28.10 - Greensboro News & Record - Greensboro, NC - Starting Thursday, the city will fine you after your third false alarm. Three to six false alarms will cost \$50 each; seven to nine will cost \$100. ... [More Info](#)

- **NY: City Council passes \$63.1B budget fit for a recession**
6.30.10 - SILive.com - Staten Island, NY - ... building owners could be charged \$900 for a false fire alarms alarm; every 911 call on a Voice over Internet Protocol (VoIP) phone -- which are provided ... [More Info](#)
- **NY: East Hampton Town Board eyes false alarm fines**
7.7.10 - 27east.com - East Hampton, NY - Under the new law, if false alarm charges are not paid after 90 days, the town's tax receiver will add the charge to residents' tax bills. ... [More Info](#)
- **NY: Jefferson County officials look for ways to increase efficiency**
7.6.10 - WatertownDailyTimes.com - Watertown, NY - County officials will look into implementing a false alarm local law that would fine those who consistently have false emergency alarms. ... [More Info](#)
- **OR: New Carbon Monoxide Law**
6.30.10 - KOHD - Bend, OR - A carbon monoxide alarm law goes into effect tomorrow, as landlords are working to install the detectors around Central Oregon. ... [More Info](#)
- **SC: Fines for false alarms set to start in Spartanburg County**
6.28.10 - Spartanburg Herald Journal - Spartanburg, SC - A new false alarm ordinance governing the unincorporated parts of Spartanburg County goes into effect Thursday. Homeowners and businesses in ... [More Info](#)
- **SC: From unconstitutional to constitutional**
7.8.10 - Security Systems News -Spartanburg, SC - How one town worked with the industry to get false alarms right - County officials here are sure they've got their false alarm ordinance right this time, thanks to help from the security industry. [More Info](#)
- **TX: City hears ideas to boost funds**
7.7.10 - Times Record News - Wichita Falls, TX - ... from increased library fines and nonresident fees to an increase in the burglar alarm registration fee to increased transit fares. ... [More Info](#)
- **TX: Fines for false alarms add up quickly**
7.6.10 - Galveston County Daily News - Galveston, TX - Every business, building or home in Galveston is granted three free false alarms per month, but every false alarm thereafter results in a \$250 charge, ... [More Info](#)
- **UT: One false alarm every four years?**
7.8.10 - Security Systems News - Sandy City, UT - This Salt Lake City suburb has somehow managed to lower its false alarm rate to almost nothing over the last 24 years. How does it work? [More Info](#)
- **WI: Will city crack down on burglar alarm industry?**
7.9.10 - Milwaukee News Buzz - Milwaukee, WI - The Private Alarm Systems Task Force, composed of industry representatives and city officials, will meet for the last time on Tuesday to settle on its ... [More Info](#)

Industry News

Courtesy of NESAs

- **Broadview Wins PDQ Award as Leader in False Alarm Management**
6.17.10 - Security Sales & Integration - The Security Industry Alarm Coalition (SIAC), False Alarm Reduction Association (FARA) and Security Sales & Integration have named Broadview Security as the 2010 Police Dispatch Quality (PDQ) Award winner... [Full Story](#)
- **Installing Your Own Home Security System**
6.30.10 - New York Times - But a new breed of home-security systems promises to be simple enough to install without any professional help, cutting the cost of traditional alarm ... [More Info](#)
- **Video verification strategies: Response and standards**
6.17.10 - SecurityInfoWatch - Walking the aisles of ESX 2010 in Pittsburgh, PA., attendees find that even though the attendees are primarily alarm system company owners and decision ... [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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