



InfoLink

Information for Public Safety False Alarm Reduction Professionals

FARA InfoLink August, 2010

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New and Improved InfoLink a Great Success!

By Norma Beaubien, Communications Committee Co-Chair

Thanks to all of the FARA members who provided feedback on our newly revised InfoLink! The responses were universally positive, for which we are very grateful. The next step is continuing to provide you with great articles of interest, news from throughout North America, and exciting information on how to further reduce false alarms in your communities. We need your help! Please send us any items you believe other FARA members would find of interest. Did you start a new program? Do you have awesome false alarm reduction stats to share? Did you develop a way to increase your collections? Did you get a raise, earn an award, become certified, or do anything else fun or exciting?

Please send me your articles at norma.beaubien@montgomerycountymd.gov. The submission deadline to get in the next edition of the newsletter is August 27, 2010. Help us make this the best newsletter ever!

San Antonio Training Symposium Update

By Norma Beaubien, Conference Co-Chair

The Conference Committee is going great guns in planning FARA's next annual international training symposium in San Antonio, Texas from April 5 to 7, 2011.

Some of the classes you will see in San Antonio include:

- how to select alarm management software
- what to do when you have reached a saturation point in your false alarm reduction program
- what's new and exciting in the alarm industry
- how to improve your process to collect outstanding fees
- dealing with alarm users
- applying false burglar alarm reduction programs to reduce fire alarms and vice versa

Back by very popular demand will be a rousing game of FARA Feud, a hands-on class dealing with burglar and fire alarm equipment, meet and greets with peers, membership meeting, FARA Expo and lots and lots of open discussion time to make this a wonderful training experience for all.

The committee is hard at work finalizing the registration packets, which are tentatively set to be printed and mailed in September.



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

Thanks to Institute Sponsors!

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

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Membership Committee

By: Stacey Peacock, Barnstable Police Department

FARA is asking for assistance from our associate members in order to gain valuable information on jurisdictions that may be creating a new ordinance or revising an existing one. By contacting jurisdictions during these critical junctures, we are able to assist in making these transitions more smooth. Our goal is to lend support through our own experience and knowledge. If any FARA member knows of a jurisdiction just starting out or revising an existing ordinance, please let the Membership Committee know so they can perform positive outreach.

The Membership Committee has also been busy establishing a timeline for the renewal membership process and guidelines for website access - the goal being to maximize the credibility of information provided to our current membership.

The procedure is as follows:

- June 1st Renewals are sent out
- July 1st Membership renewals due
- August Reminder notices sent out
- September – Mid-October non-renewal outreach
- End of September an email blast is sent out to all expired members
- November 1st all non-renewed members denied access to the member's only section of the website

Welcome!

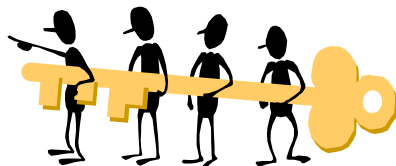
We offer a hearty welcome to the newest members of FARA!

- Edward Dunne, Stephen O'Neil and Douglas DeCosta with the **Falmouth Police Department** in Falmouth, Massachusetts
- Mike Mahoney with **Vector Security** in Maitland, Florida
- Ray Hansen, Doug Lewis, Steve McCarthy and Gary Berkheimer with the **Pinellas Park Fire Department** in Clearwater, Florida
- Gladys Allen with the **Providence Public Safety Complex** – Alarm Unit in Providence, Rhode Island
- Mary Vensby, Rick Hudson and Anne Glickstein with **Monitronics International** in Dallas, Texas

Welcome to FARA! Membership is the most important facet of FARA and without all our members making a difference everyday, FARA would cease to exist.

Wonderful things are being created in the Training & Certification Committee

By Sue Clark, Training and Certification Committee Chair



The FARA Board of Directors entered into a contract with Elite CEU out of Texas to partner in developing false alarm prevention training for the alarm industry. The contract calls for FARA to create a one-hour course that will satisfy CEU requirements for training in various jurisdictions around the country. Elite CEU will market the course, get it approved for CEU's and host the training in an on-line venue, which allows students to take the course wherever they live and work

instead of traveling to a classroom.

A subcommittee of the Training and Certification Committee, comprised of Chair Sue Clark and members Bill Douglas, Norma Beaubien and Brad Shipp, met for two full days during July to brainstorm on specific course content based on broad direction given by the full committee. After reviewing all the suggestions and information, the subcommittee created a detailed outline for not one but seven different hour long courses teaching false alarm reduction for the alarm industry from a public safety perspective.

The course objectives and outlines have been presented to Elite CEU so they can begin their marketing effort. The first class, entitled "False Alarm Reduction 101" explains the basic causes for and impacts of false alarms and why it is necessary for alarm company employees and their users to commit to false alarm reduction. The remainder are higher level classes designed to provide much more detail on specific issues.

False Alarms Solutions 201 through 206 provide information on the following topics:

- general best practices
- the importance of training at all levels
- devices and how they can lead to false alarms
- control panels and the value of standards
- monitoring center procedures, and
- appropriate application of hold-up and duress alarms.

We plan to have all of these classes ready by the end of the year. If you are interested in being a part of this exciting endeavor, please contact T&C Committee Chair Sue Clark (susan.clark@montgomerycountymd.gov) or Brad Shipp (bradshipp@4yoursolution.com).

News from the Mid-Atlantic Chapter of FARA

By: Eileen Skidmore, Mid-Atlantic Chapter

Members of the Mid-Atlantic Chapter of FARA will be holding their third meeting of 2010 on September 22, 2010 at Vintage Security in Jessup, Maryland.

The highlight of the agenda will be: "Frequently asked questions by alarm users and the opportunity for public safety to get the answers from industry leaders." Participating jurisdictions are being asked to compile questions (related to alarm equipment) so that they can better assist alarms users and hopefully aide them in reducing false alarms as related to equipment. Additionally, it will provide an opportunity for those public safety personnel who are fairly new to their positions to acquire information to better manage their programs. There will also be interactive "hands on" opportunities to test alarm equipment.

A few questions that might be asked at the meeting include, but are not limited to:

- I don't have any pets so why does my motion sensor keep going off?
- I have a dog; can I still use a motion sensor?
- What type of alarm system is better, "hard wired" or wireless and why?

After the morning session Chapter members and guests will participate in the yearly meeting with the Maryland Burglar and Fire Alarm Association (MDBFAA). As mentioned in last month's newsletter, these meetings provide an excellent opportunity to meet and network with industry leaders; discuss common problems and initiate steps to address them.

Shannon Lemen Wins "Employee of the Month" Award

By Norma Beaubien, Communications Committee Co-Chair

FARA Member Shannon Lemen with the Loudoun County Sheriff's Office in Leesburg, Virginia, was honored recently by her public safety agency for her exceptional efforts in identifying and helping to resolve an administrative irregularity pertaining to renewal of alarm registrations.



The LCSO's Alarm Unit anticipated that there would be some degree of increase in the regular renewal notices that were generated upon the implementation anniversary of their program. However, what they were not prepared for was the sheer volume of renewals that were produced on one specific day.

According to Bill Douglas, LCSO Alarm Administrator, an average day sees approximately 20 renewal notices being created and mailed. On that fateful day in December, however, 1,500 renewal letters appeared in their queue. Shannon was able to process all 1,500 renewal letters, 75 at a time, over the next couple days while continuing to handle the daily workload of the FARU.

"She is largely responsible for implementing the operational controls to deal with this storm that caught us off-guard," said Douglas in his nomination of Shannon for Employee of the Month. Shannon was also instrumental in helping to devise a plan for dealing with additional "tsunami" renewal days and dealing with and processing all of the renewal registrations that would be coming back into the LCSO Alarm Unit office.

A plan was developed to deal with the overall imbalance and concentration of expiring registrations, which many of our FARA members may encounter within their own programs. Future renewal registrations are now spread evenly over the registration life-cycle so the disparity in generation of renewals will not occur again.

The nomination further states, "Since joining the Sheriff's staff in December, 2008, Shannon has proved herself to be a productive and positive asset to the Department and specifically the False Alarm Reduction Unit. She is extremely motivated, has exceptional administrative skills, and regularly performs at the highest level."

FARA is happy to give additional kudos to Shannon on a job well done! To learn more about what steps were implemented to avoid this situation from occurring in the future, please contact Shannon (Shannon.Lemen@loudoun.gov) or Bill (William.Douglas@loudoun.gov) directly.

One false alarm every four years? - Municipality, industry PACT creates 'one of the lowest' false alarm rates in the country

Security Systems News - By Daniel Gelinis - 07.08.2010

SANDY CITY, Utah -This Salt Lake City suburb has somehow managed to lower its false alarm rate to almost nothing over the last 24 years, trimming false alarm calls consistently despite an increase in the number of monitored alarms. Its false alarm “problem” has been steadily going away since 1986—when the false alarm rate was 2.64 percent. What are they doing that the rest of the country isn’t?



Since the mid-eighties, police and security representatives from this metro-Salt Lake bedroom community of 100,000 have come together for a PACT Meeting (Police/Alarm company Cooperative Taskforce), a once-a-month breakfast with a singular purpose: to discuss false alarm reduction efforts and best practices. The 24-year effort has paid off amazingly, with Sandy City, Utah maintaining one of the lowest false alarm rates in the country, according to the Sandy City Police.

“In May 2010 our residential false alarm rate was .12 ... we’re at about one false alarm every eight-and-one-half years,” said SCPD alarm coordinator Duff Astin. “Our commercial—so that’s banks, stores, restaurants, schools and everything else—is .51, which is once every two years. Combine them both together and it’s about .22, so a little less than once every four years on average. That’s extremely low. We’ve been doing very well.”

It’s not just the false alarm ordinance Sandy City’s got in place, it’s the cooperation among the municipality, the industry and competing alarm companies, as well, that has really made the difference, according to Astin. “We just get together and get it done. Sometimes it’s five or six jurisdictions, sometimes it’s just one or two,” Astin said. “It’s interesting, because you get competing companies sitting next to each other and one will say, ‘Jeez, we’re having such a problem with X, Y and Z.’ And the guy next to him will be like, ‘Try this. This is what worked for us.’”

Utah Alarm Association president Will Naegle—owner of Salt Lake-based Alarm Control—agreed cooperation between companies that were normally rivals made everyone stronger. “Having the PACT meeting is huge ... We have a forum to get together and talk about these issues specifically. And it’s repeated—it’s not once a year, it’s once a month,” Naegle said. “We recognize that we can’t waste police resources on false alarms. We need to help new alarm dealers avoid the pitfalls—sort of mentor them to avoid false alarms. Because we all get painted with the same brush ... If they pollute the atmosphere with false alarms and not training their customers properly—there are so many causes of false alarms—then we all get the black eye.”

Sandy City currently asks that alarm owners register, but does not require registration to ensure response. The ordinance, which Astin said is “really lenient to our citizens,” allows four false alarms in a rolling 12-month period. On the fifth false alarm within the past 365-day period there is a \$110 fee levied. The \$110 fee continues with each subsequent offense until the violator drops below four falses in the past 365 days.

False Alarms Keeping Cape Police from Real Emergencies

8.2.10 - WZVN-TV - Cape Coral, FL

CAPE CORAL: False alarms are on the rise and Mother Nature may be to blame. Summer storms are setting off several alarms, keeping officers away from "real" calls.

That's why city officials say it's important for residents and business owners to make sure their backup battery is charged.

Police say you should check your alarm battery twice a year. They also say you should make sure to replace the alarm battery every three to four years.

"Just like a hurricane, the fewer false alarms the better," said Captain Kurt Graf with the Cape Coral Police Department.

If you live on the Cape, city law requires you register your alarm with the police department. Police also say repeat offenders can face increasing fines.

False police alarms

8.3.10 - *FayObserver.com - Fayetteville, NC*

In another police-related matter, the council tentatively settled on a new set of fines for false alarms that will be subject to a final vote at a later meeting. The proposed new fees came out of a July 20 meeting that involved members of that industry. The first two false alarms within a year would cost the homeowner or business owner nothing. The city would charge a \$25 fee on the third false alarm. It would rise to \$200 by the eighth false alarm.

Officials say the majority of false alarms come from businesses and are the result of employees not trained to use the security system. Fines are intended to discourage false alarms that take up police time.

Last month, council members adopted higher false alarm fines that they were told were based on the city of Greenville. It turns out city staff was wrong, and the council halted using the new fines. On Monday, police Capt. Charles Hunter said he took responsibility for providing inaccurate information.

"That happened out of my ship," he said. "And we've taken the necessary steps to make sure that it doesn't happen again."

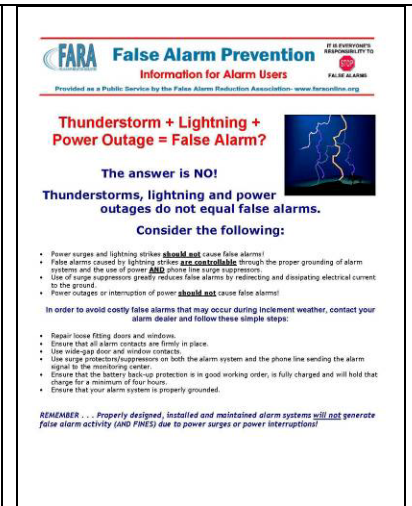
Featured Bulletin – Thunderstorm + Lightning + Power Outage = False Alarm?

By Brad Shipp, FARA

This bulletin covers the things alarm users need to do in order to avoid costly false alarms that may occur during inclement weather.

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.

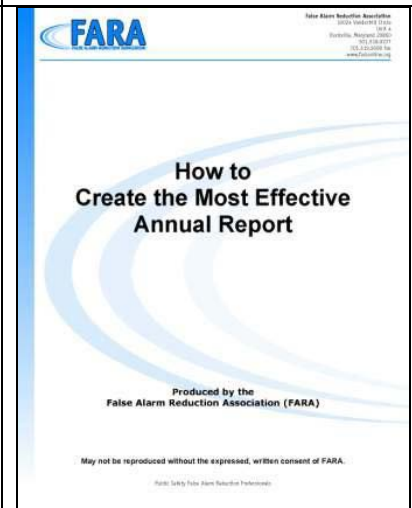


Featured Manual – How to Create the Most Effective Annual Report

By Brad Shipp, FARA

This manual is designed to assist you to develop your own annual report. If your command staff is only looking for statistics, obviously that is what you give them. If, however, you have been given no direction on what the contents of your annual report should include, then the sky's the limit. The tips and information provided in this guide will help you to lay out your report in a cohesive fashion and serve as a reminder of what you may want to include.

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.



News on Door to Door Sales

Courtesy of NESAs

- **AK: APX Security Sales Force In Juneau**
7.14.10 - Juneau Empire - Juneau, AK - Troubling reports of other door-to-door alarm companies has APX welcoming the public's input on their employee's conduct. [More Info](#)
- **AL: Alarm Company Asks City To Change Rules**
8.5.10 - Andalusia Star-News - Andalusia, AL - A representative of APX Alarm, a Wyoming company that wants to sell alarm systems door-to-door in Andalusia... [More Info](#)
- **AR: Council Approves Measure, To Protect Residents From Aggressive Solicitors**
7.24.10 - Polaskinews.net - Maumelle, AR - Another measure, designed to protect residents from aggressive solicitors passed unanimously. It would prohibit solicitation after sunset.... [More Info](#)
- **BC: Homeowners Calling Police Over Pushy Salespeople**
7.15.10 - Province - Saanich, BC - Saanich police have received more than a dozen complaints in the last week about pushy door-to door salespeople working for an alarm company who refuse to ... [More Info](#)
- **BC: Warning About Aggressive Sales Reps For Alarm Systems**
7.23.10 - Canada.com - Vancouver Island, BC - Residents are warned to be wary of door-to-door sales reps using high-pressure tactics to sell security alarm systems. The Better Business Bureau of ... [More Info](#)
- **CA: Action Line: Be smart when it comes to door-to-door sales**
Bakersfield Californian - Bakersfield, CA - Three of them were selling magazines, supposedly to earn money for college scholarships, a couple of them were selling alarm systems and one guy was even ... [More Info](#)
- **DE: Millsboro Police Warn Residents of Possible Scam**
7.16.10 - Sussex Countian - Millsboro, DE - The Millsboro Police Department is asking residents to exercise caution if they are approached by any alarm company selling services and... [More Info](#)
- **KS: AG Warns of Door-To-Door Sales Scams**
7.23.10 - WIBW - Topeka, KS - Six says crews selling home alarm systems are scaring Kansans into a purchase, warning their neighborhood's crime rate is high. Other versions of the scam ... [More Info](#)
- **NC: Action 9: Homeowner Billed By 2 Companies After Switching Alarm Service**
7.29.10 - WSOC - Charlotte, NC - Mildred Glen said her home alarm service has been with the same company for years, but in April, a salesman from another company told her it was taking over ... [More Info](#)
- **NC: Pushy Pitch Sounds Alarm on Door to Door Salesmen**
7.21.10 - WNCT - Jacksonville, NC - Joanne Flint remembers the man pedaling security systems door to door, her home is already equipped. She's comfortable with what she has, ... [More Info](#)
- **NC: Security Firm Attracts Complaints**
7.21.10 - WNCT - Greenville Daily Reflector - Havelock, NC - Havelock officials reported earlier this week they had received more than a half-dozen complaints about the conduct of salespeople working for APX Alarm ... [More Info](#)
- **NH: Cops Curb Solicitors Following Complaints**
8.1.10 - Nashua Telegraph - Nashua, NH - "I determined that they were causing public alarm," Kurland said. "I told them that they were not going to be allowed to solicit in this community. ... [More Info](#)
- **NM: Possible Door-To-Door Security System Sales Scam In Las Cruces**
7.29.10 - KRWG 90.7 - Las Cruces, NM - Las Cruces Police are encouraging residents to use caution when dealing with potentially bogus door-to-door sales people who claim to be ... [More Info](#)
- **PA: Influx In Home Security Purchases Seen In Hazleton Area**
7.13.10 - Citizens Voice - Hazleton, PA - One popular sign is APX Alarm. The company sells home-security systems throughout the United States and gains some of its new customers through door-to-door ... [More Info](#)
- **TX: Chief Warns About Pushy Door-To-Door Sales Attempts**
7.30.10 - Mount Pleasant Daily Tribune - Mount Pleasant, TX - Mount Pleasant Police Department Chief JC "Jay" Burch has issued a public service announcement concerning door-to-door sales of alarm systems in Mount ... [More Info](#)
- **TX: Community Alert: Home Security Solicitors**
8.4.10 - Woodlands Online, LLC - The Woodlands, TX - It has come to our attention that residents in The Woodlands have been approached by solicitors claiming to represent security alarm companies and stating ... [More Info](#)
- **TX: DPS Says Fewer Door-Knocking Complaints In Texas This Year**
7.22.10 - SSN News - Austin, TX - Last year's crackdown on proper licensing of door-to-door alarm sales is paying dividends with fewer complaints this summer, Sgt. Douglas Whitworth, head of the Texas Department of Public Safety Regulatory Licensing Division, told Security Systems News. [More Info](#)

- **TX: Licensing lesson alarms door-to-door salesman**
8.6.10 - Fort Worth Star Telegram - Fort Worth, TX - Alarm system companies in Texas operate under Chapter 1702 of the Occupations Code (the Private Security Act). Be cautious about buying an alarm system from ... [More Info](#)
- **UT: Door-to-door salesman causes alarm in Park Meadows**
8.6.10 - Park Record - Park Meadow, UT - Don Sanderson said his wife answered the door and the salesman asked her whether there is an alarm system at the house. The wife told the man there is an ... [More Info](#)
- **WA: Beware Of Home Alarm Sales Scams**
8.4.10 - Issaquah Press - Issaquah, WA - Issaquah police warned residents to be alert for door-to-door salespeople aggressively pushing security alarm systems. The salespeople might be ... [More Info](#)
- **WI: Milwaukee Looks to Crack Down on Unethical Sales Practices**
7.13.10 - Security Sales & Integration - Milwaukee, WI - A city task force, composed of security industry representatives and Milwaukee officials, is expected to recommend a number of new requirements to halt unethical sales practices and faulty installation of security systems. The task force was created in response to consumer complaints that door-to-door salesmen use high pressure and misleading tactics to sell burglar alarms. [More Info](#)

Public Safety Updates

Courtesy of NESAs

- **Confidentiality of 911 Call Recordings**
7.20.10 - NCSL - For some victims, when news outlets play recordings of 911 calls, they are painful reminders of incidents they wish would remain private. Discover which states keep 911 call recordings confidential. [More Info](#)
- **AR: New Fort Smith Alarm Ordinance Targets False Alarms**
7.21.10 - WNCT - KFSM - Fort Smith, AR - Over the past three years, they have responded to more than 130000 alarm calls. Of that, 97% have been false alarms. Those false alarms have cost the Fort ... [More Info](#)
- **AZ: City Plans Alarm Awareness Classes**
8.4.10 - TriValley Central - Casa Grande, AZ - Alarm awareness classes are being offered by the Casa Grande Police Department for city residents with home alarm systems. Participants will receive a \$50 ... [More Info](#)
- **AZ: Editorial: False Alarm Fines Benefit The Public**
7.19.10 - Prescott Daily Courier - Prescott, AZ - In the case of the proposed alarm ordinance, which should not be confused with a noise ordinance also up for discussion Tuesday, the Prescott Police Department is calling for a way to tame those false-alarm calls. That's because 99.5 percent of security-alarm calls that the department responded to in the past year were false. ... [More Info](#)
- **AZ: Prescott PD Proposes Fees For Repeat False-Alarm Offenders**
7.22.10 - Sun Shopper - Prescott, AZ - About 99.5 percent of the alarms from private security systems that police officers respond to turn out to be false - the result of faulty alarm systems, ... [More Info](#)
- **CA: Cathedral City Police: No More False Alarms**
8.1.10 - Desert Sun - Cathedral City, CA - Cathedral City police, beginning Monday, will no longer respond to security alarms unless alarm companies or witnesses verify a crime is occurring. ... [More Info](#)
- **CA: In Oakland, 911 Calls Now For Crimes In Progress**
7.14.10 - Oakland Tribune - Oakland, CA - Amid cutbacks, police want less-urgent crime reported over the Internet. Call 911 when someone is breaking into your home and an officer will come. Call 911 after the burglar has gone, and you'd better hope the thief didn't steal your computer. [More Info](#)
- **CA: Morgan Hill City Council Mulls Outsourcing Burglar Alarm Program**
7.29.10 - Gilroy Dispatch - Morgan Hill, CA - In an effort to reduce the number of false alarms in the city limits that divert police resources away from more pressing public safety issues, the Morgan Hill Police Department has proposed hiring a private contractor to administer the city's alarm ordinance ... [More Info](#)
- **CO: Nuisance Alarm Law For Steamboat Gets 1 Month Grace Period**
7.30.10 - Steamboat Pilot - Steamboat Springs, CO - The nuisance alarm law recently enacted by the Steamboat Springs City Council will have a ... [More Info](#)
- **CT: Burglaries: Town's Numbers are Down, but Caution Is Still Advised**
7.29.10 - Redding Pilot - Redding, CT - Use an alarm or install one: Homes with alarms are much less likely to be burglarized, he said. "It also limits the amount of time anyone could spend in ... [More Info](#)
- **FL: Pembroke Pines to Crack Down On False Alarms**
7.12.10 - CBS 4 - Pembroke Pines, FL - Beginning this Thursday, July 15th, all residents and business owners will have to register their alarm systems with the city. Alarm users will have to ... [More Info](#)

- **IL: Police: Residential Alarms Help Keep Burglars Away**
7.15.10 - Lake Zurich Courier - Lake Zurich, IL - Finlon believes if a potential burglar sees an alarm system sign or sticker at a residence he might move on to an easier target to access. ... [More Info](#)
- **OK: New system could cut back on false alarms at apartments**
8.6.10 - Muskogee Daily Phoenix - Muskogee, OK - A Muskogee apartment complex's new alarm system could cut back on the number of false fire alarms, ... [More Info](#)
- **OH: Police Will Get New Authority To Go After Chronic False Alarms**
7.20.10 - WHIO Radio - Dayton, OH - There is also a registration fee for all alarm owners. Fines will start with a third false alarm within 12 months, and discontinuing alarm service. ... [More Info](#)
- **ON: False Alarms Ring Less**
7.21.10 - WNCT - Chatham Daily News - Chatham-Kent, ON - "The trend is that false alarm calls have been going down since the bylaw was enacted," Chief Dennis Poole told the Chatham-Kent Police Services Board ... [More Info](#)
- **OR: Astoria Rolls Out False-Alarm Fees**
8.4.10 -KATU - Astoria, OR - The city's police chief claims the majority of alarm calls officers respond to turn out to be nothing. ... [More Info](#)
- **PA: Borough Tackles Chronic False Alarms**
7.22.10 - Lansdale Reporter - Hatfield Borough, PA - On the table is an ordinance that would penalize "chronic offenders" whose alarm systems "generate false alarms" that result in responses from ... [More Info](#)
- **PA: City Council to Vote on Two Fee Ordinances**
7.27.10 - WFMZ - Allentown, PA - It will soon cost more if your fire alarm goes off by accident. Reading City Council voted Monday night five to nothing to approve an ordinance that ... [More Info](#)
- **QC: Montreal Schools Fined \$217K for False Fire Alarms**
7.22.10 - Montreal, QC - Security Sales & Integration - Since the implementation of a city bylaw designed to reduce false fire alarms here, Montreal Island schools have reported more than 400 false alarms from February 2009 through most of July ... [Full Story](#)
- **TX: Home Alarm Systems Need A Permit**
8.5.10 - Ultimate Katy - Katy, TX - Protecting your home and property is a wise decision, most definitely, but it's even wiser to make sure you obtain a permit for your home alarm system ... [More Info](#)
- **TX: Texas Town Cracks Down On False Alarms**
7.21.10 - SecurityInfoWatch - Pearland, TX - The cost to register for a combination alarm for burglars, fire and hold-up/panic incidents is \$15 per year for residents and \$40 annually for businesses. ... [More Info](#)

Industry News

Courtesy of NESAs

- **NFPA Sounds Alarm For Fire Prevention Week 2010**
7.15.10 - Security Products - The National Fire Protection Association has announced the theme for Fire Prevention Week, which will be observed this year Oct. 3-9. This year's campaign theme, "Smoke Alarms: A sound you can live with," emphasizes the importance of smoke alarms in preventing fire deaths, injuries and property loss. [More...](#)
- **MD: Gambrills Couple Wants Comcast To Pay To Fix It**
8.2.10 - Annapolis Capital - Gambrills, MD - After discovering that the equipment was not communicating properly, he found that the phone line that should have been connected to the alarm was hanging ... [More Info](#)
- **Home Security Systems See A Growth In Sales Due to the Economic Downturn**
8.2.10 - Online PR News - So it is intriguing to note that burglar alarm systems and surveillance systems sales are encountering a rapid increase in sales, regardless of the ... [More Info](#)
- **Verizon readies home energy and security services**
6.22.10 - CNET - The intent is to add home management to the menu of options Verizon offers. A Verizon Fios router: gateway to smart grid? The security and energy services ... [More Info](#)
- **Reformed House Burglars Reveal Mistakes We Make**
7.20.10 - Easier - ... not to notice rather than 'make a fuss' and call the police. The safest form of security is the presence of a burglar alarm, followed by a dog or CCTV. [More Info](#)
- **Landlines vs. Cell Phones**
7.22.10 - Chicago Tribune - Technological advancements: Many apartment-building security systems and home-alarm monitors used to require landlines. Nowadays, many can operate through ... [More Info](#)

- **POTS Use Will Drop 22% by 2014**
7.22.10 - Security Sales & Integration - Monitored alarm accounts using plain old telephone lines (POTS) accounted for nearly 90 percent of recurring monthly revenue (RMR) in North America in 2009, according to a new report from IMS Research ... [Full Story](#)
- **U.S. Demand for Security Products, Systems to Hit \$17B by 2014**
7.29.10 - Security Sales & Integration - Sales of electronic security products and systems in the United States are expected to increase 9.3 percent each year to \$17 billion in 2014 ... [Full Story](#)
- **Annual Property Loss From Residential Fires Exceeds \$6B**
7.30.10 - Emmitsburg, MD - The U.S. Fire Administration's (USFA) National Fire Data Center has released two reports focusing on the causes and characteristics of fires in one- and two-family and multifamily residential buildings. [More Info](#)
- **New UL2050 Trend Offers Opportunity for More RMR?**
7.29.10 - Security Systems News - One of the most discussed UL listings lately is UL 2050, otherwise known as the National Industrial Security Systems standard, which establishes that integrators and central stations are qualified to install and monitor security systems in federal government facilities. ... [More Info](#)
- **Information for Homeowners**
7.31.10 - Wisconsin State Journal - Never install an alarm to a circuit that can be turned off from a wall switch. Do not install an alarm in an attic or other unheated spaces where humidity ... [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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