



# InfoLink

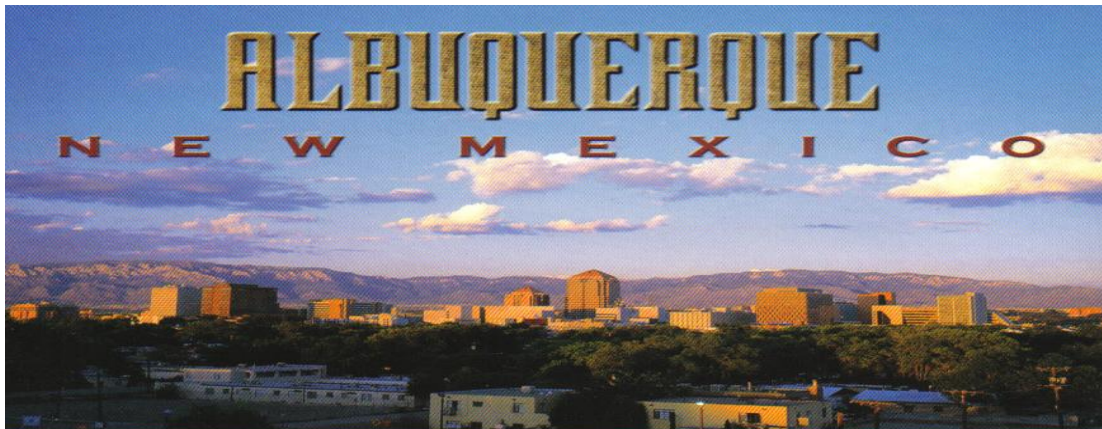
Information for Public Safety False Alarm Reduction Professionals

## FARA InfoLink August, 2011

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### Come to Albuquerque

*By: David Wilson, Conference Committee*



**2012 is looking great!!!!**

**2012  
Symposium  
Packets are  
in the mail  
to you!**

**Can't Wait**

-  
**[Click Here to  
Download  
Your Copy](#)**

The Albuquerque registration packets have been mailed to members. The packet is loaded with valuable information about the 2012 Training Symposium in beautiful Albuquerque. One item that you need to address immediately is the FARA Institute Reimbursement Application. The FARA Institute allowed 49 public safety members to attend the FARA Training Symposiums in 2010 and 2011 by funding their travel expenses. So, it's time to submit your request for permission to attend this awesome training opportunity; simply complete the reimbursement application and return it as soon as possible. Institute funds are limited and are awarded on a first-come, first-served basis. Don't procrastinate, or you will only be hearing about the great training others received.

The Conference Committee is busy planning the 2013 symposium in Orlando, Florida. We need your suggestions as to what training or events would help make this a great symposium. Please submit your ideas/suggestions for 2013 to any Conference Committee member for consideration.

## **COME TO ALBUQUERQUE!!!**

### **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)

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

#### **Gold** (\$1000)

**Canadian Security Association (CANASA)  
Installation Quality Certification Board  
Maryland Burglar & Fire Alarm Association (MDBFAA)  
Monitronics Security  
Vector Security, Inc.**

#### **Sponsor** (\$250)

**Homesafe Security Systems  
United Central Control**

### **Training and Certification Committee**

*By: Sherry Couey, T&C Committee Member*

The Training and Certification Committee held its first webinar, "How to Create Regional Meetings" on July 27, 2011 with much success. This webinar may prove to be the first of several training sessions for FARA members.

Kerri McDonald, T&C Committee Chair, was the webinar organizer, with Sherry Couey, Fayetteville Police, NC and Shellie Reid, Loudoun Co. Sheriff's Office, Va., serving as panelists. Gerry Miller, Peel Regional Police and FARA President along with Mary Galloway, Alarm Association of Florida, Inc. and FARA Associate Board member, appeared as guest speakers to talk about their experiences with regional meetings. Ken Roussey, Vintage Security, Maryland, though not a guest speaker, provided insight on his experiences as well. Working in the background was Anne Glickstein and Kathleen Schraufnagel from Monitronics International. Both these ladies were fantastic in ensuring the success of the webinar.

The webinar was concluded after a question and answer session.

Participants were then asked to take a survey about the webinar which provided feedback to the Committee. Here is an example of what we heard from participants,

*" Elaine Revis from Palm Bay Florida is going to use the information provided by FARA's "How to Create Regional Meetings" webinar to generate interest in her area; she is ready to share the information with others in hopes of holding their own regional meetings."*

One final note on this webinar, Kerri McDonald, Chair of T & C wanted to issue this statement to everyone involved. "I want to thank Sherry and Shellie for doing an outstanding job. I also want to thank Gerry Miller, Mary Galloway, and Ken Roussey for giving their input on regional meetings. I especially want to thank Anne Glickstein and Kathleen Schraufnagel from Monitronics International for all their help with the "behind the scene" stuff; we wouldn't have been able to have the webinar if it weren't for their wealth of knowledge. Thank you also to the T & C Committee for all their hard work!"

This webinar will soon be available to members on the FARA Website.

In other activities, the T& C will continue to complete work on the training video that addresses false alarm prevention for multi-user sites. This video will soon be available on the FARA website for members to use or pass on to a location that has multiple alarm users. The training will give a brief rundown on how to use the alarm system and how to prevent false alarms. Be sure to look for this and other exciting projects in the future from the T&C Committee!

## **Membership Committee**

*By: Debbie Hansen, Membership Committee Chair*

For those of you who weren't able to attend the symposium in April, the membership committee opened a morning session by challenging the entire group to submit as many cities as they could who they knew would benefit from FARA and its membership. The grand prize was a 3 pound cinnamon bun from the famous "Man vs Food" LuLu's bakery! Lupita Robles from Oregon was our winner!! And the committee hopes that she enjoyed her winnings!

Over the past several months, the committee has been busy reaching out to those communities through Chiefs of Police, Reduction units and those in the industry. The lists that everyone submitted have been a great resource and we certainly hope to hear back from many of those cities.

Don't forget about our ongoing membership incentive..... refer a new member and receive a \$20 gift card to the store of your choice. The membership committee is a small group; we need all of you to promote the benefits of membership in FARA!!!!

## **Fire Alarm Committee**

*By: Mike Mahoney, Fire Committee Co-Chair*

Well I am glad to see the Fire committee has been active since I had to step aside. Mary, thank you very much for stepping up and helping the committee.

Thank you to everyone on the Fire Committee, we are off to a good start. To everyone else, please keep your ideas coming for future white papers. We need them to build a GREAT resource library.

## Communications Committee

*By: Norma Beaubien, Communications Committee Co-Chair*

The Communications Committee has been going great guns on both review of existing documents and creation of new ones. In fact, look soon for a new manual entitled "Alarm Administration and 911." This manual lists information and best practices to include in a well-thought-out guide for how 911 centers should take alarm calls for service, as well as information officers should include when investigating and clearing a call. The purpose of the documented information is to assist false alarm reduction units better enforce alarm ordinances and streamline items such as false alarm appeals. The Board will be reviewing this document at the end of August.

As part of our triennial review of FARA publications, we updated and sent the How to Create an Alarm User Awareness School and the How to Create Regional Meetings manuals to the Board for final approval.

Finally, we are also working hard on two new bulletins geared toward alarm user education efforts. These should be finalized and out to the membership for use early this fall.

## Mid-Atlantic Chapter News

*By Eileen Skidmore, FARA Mid-Atlantic Chapter Reporter*

On June 8, 2011 volunteers from the FARA Mid-Atlantic Chapter conducted an audit of the Treasurer's records for the False Alarm Reduction Association (FARA). The objectives of the audit were:

- To ensure that accounts payable were approved by the FARA President prior to disbursement and that appropriate bills/invoices and receipts match the disbursement
- To confirm that accounts receivables matched deposits to the checking account
- To verify ending and beginning balances on consecutive bank statements
- To determine if deposits are being made on a weekly basis
- To verify that recurring expenditures had "blanket" prior approval from the President and any Debit Card payments accurately reflected the individual expenditure

The scope of the audit was limited to a sample representation and random selection of accounts payable transactions and deposits. Bank statements from the business checking account for the period January to December 2010 were reviewed to compare beginning and ending balances and the Deposit Detail Spreadsheet was reviewed to determine if deposits are being made on a weekly basis, as instructed by the FARA Board.

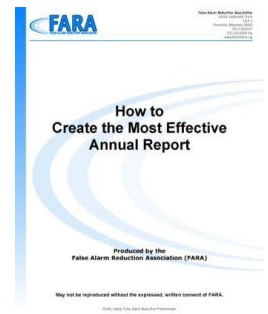
After completion of the audit, the records of the Treasurer were determined to be in good order and entries on the bank statements are clearly tied to the Treasurer's records. Based on the records that were reviewed, the Audit Committee did not find any unusual entries. All expenditures matched the backup documentation and were approved by the President prior to disbursement. The Audit Committee recommended that a written Plan of Action be developed and reviewed regularly to ensure that weekly bank deposits are being made, as instructed by the FARA Board.

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



## Featured Bulletin - Selling a Home Should Not Be Alarming!

By Brad Shipp, FARA

By taking these few simple steps and working closely together, the alarm user and real estate agents can reduce or eliminate false alarms thereby making law enforcement available for true emergencies.

The full list of FARA bulletins can be accessed on our [web site](#).

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



## FARA's Believe it or Not

By: Lisa Espinosa & Sha Alexander, Newsletter Editors

### Its Global Warming!

Thibodaux, LA - South Louisiana's oppressive, mid-summer heat is to blame for a handful of false alarms around Thibodaux in the last few weeks, local firefighters said. Some homes and businesses can get so hot during the day that heat detectors — generally placed in attics — mistakenly indicate the building is on fire. Robert Riviere, an assistant chief with the Thibodaux Volunteer Fire Department, said the department has responded to about 10 false alarm calls in the last few weeks caused by the heat.

Hutchinson, MN - Firefighters kept busy responding to false alarms caused by the weather's impact on alarm systems. The Fire Department recorded 78 calls for assistance ... The source of the problem for most was the extremely high humid and dew points experienced on several days.

### More Info

- o LA: Summer heat sets off false alarms - 8.4.11 - Daily Comet - Thibodaux, LA - [More Info](#)
- o MN: High dew points drive alarms crazy - 8.6.11 - Hutchinson Leader - Hutchinson, MN. - [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 [malexan2@lexingtonky.gov](mailto:malexan2@lexingtonky.gov) or [lespinosa@ci.beaverton.or.us](mailto:lespinosa@ci.beaverton.or.us) and we'll put them in the next InfoLink for all to share!



## Police Tell Security Companies What They Want From Them

*7.28.11 - eControl Panel*

The July issue of Security Sales & Integration features the [2011 Law Enforcement Security Industry Study](#) — groundbreaking research of utmost importance to the electronic security industry. The project aims to define law enforcement's perceptions and expectations of the security industry, and identify how both sides can best work together in partnership to minimize false dispatches, deter crime and make more apprehensions. Overall, the findings were extremely favorable toward security systems ranging from intrusion alarms to video surveillance. [Read on to see the responses.](#)

## DMP introduces 'False Alarm Question' feature

*7.20.11 - SecurityInfoWatch*

Digital Monitoring Products (DMP) announced this week that it has developed a new False Alarm Question feature for its alarm panels to help users quickly cancel false alarms.

According to a statement, when the False Alarm Question option is selected, the user will be prompted to enter their code at which point the keypad will then display the question, "is this a false alarm?" The user can then cancel or verify the alarm by pressing "yes" or "no" respectively. [More Info](#)

## False Alarm Reduction Is Customary at Custom Alarm

*8.4.11 - Security Sales & Integration*

Proven techniques that cut false alarms and police dispatches are business as usual for Custom Alarm. The company's assimilation of practices like two-call verification and following up on all false alarms helped it earn the 6th annual Police Dispatch Quality (PDQ) Award. Find out what makes its outstanding false alarm management program tick. [More Info](#)



## Brand-new Westborough Police Cruiser Totaled In Car Accident

*8.11.11 - Boston Globe - Westborough, MA*

A brand-new police cruiser was totaled Wednesday night as an officer rushed to a call, Westborough police said in a statement.

Officer Tyson Delong was hit at the intersection of Route 9 and Lyman Street when another car sped through a red light, the statement said. Delong had been responding to a burglar alarm, the statement said.

The Ford Crown Victoria cruiser was just purchased the previous week for \$37,510, including specialized police equipment, said Westborough Police Lieutenant Robert Fryer. The other car -- a 2007 Honda Accord operated by Joseph Andersen, 26, of Oxford -- sustained serious damage.

Both drivers were treated for minor injuries at the scene and then transported to the University of Massachusetts Medical Hospital for treatment.

Delong was released this morning, police said. Police had no information on Andersen's condition.

The crash is still under investigation. No charges have been filed. [More Info](#)

## False Alarms Have Been a Problem for Quite a While

Arizona Daily Star - Aug. 9, 1912

The fire department was called to the university last night, but when they arrived at the campus found that it was only some brush which was being burned.

Someone near the campus saw the fire and thought it was a house. They did not investigate but immediately turned in the alarm.

The horses had a hard run up the hill. It is quite a distance for them to be run and the firemen, when they saw that it was a false alarm, were considerably wrought up over it.

Chief Harry Parker said that there is an ordinance against turning in false alarms and that the fine is \$250.

He said that all false alarms in the future would be investigated and the alarmists punished.

Several of these have happened recently. It works too great a hardship on the horses to run so far for nothing. [Read more](#)

## Joke of the Month

Jacob, age 92, and Rebecca, age 89, living in Miami, are all excited about their decision to get married. They go for a stroll to discuss the wedding, and on the way they pass a drugstore. Jacob suggests they go in.

Jacob addresses the man behind the counter: "Are you the owner?"

The pharmacist answers, "Yes."

Jacob: "We're about to get married. Do you sell heart medication?"

Pharmacist: "Of course, we do."

Jacob: "How about medicine for circulation?"

Pharmacist: "All kinds."

Jacob: "Medicine for rheumatism?"

Pharmacist: "Definitely."

Jacob: "How about suppositories?"

Pharmacist: "You bet!"

Jacob: "Medicine for memory problems, arthritis and Alzheimer's?"

Pharmacist: "Yes, a large variety. The works."

Jacob: "What about vitamins, sleeping pills, Geritol, antidotes for Parkinson's disease?"

Pharmacist: "Absolutely."

Jacob: "Everything for heartburn and indigestion?"

Pharmacist: "We sure do."

Jacob: "You sell wheelchairs and walkers and canes?"

Pharmacist: "All speeds and sizes."

Jacob: "Adult diapers?"

Pharmacist: "Sure."

Jacob: "We'd like to use this store as our Bridal Registry."

Do you have any great jokes to share? Please send them to: [malexan2@lexingtonky.gov](mailto:malexan2@lexingtonky.gov) or [lespinosa@ci.beaverton.or.us](mailto:lespinosa@ci.beaverton.or.us)

## News on Door to Door Sales

Courtesy of NESAs

- **AL: Officials warn against security alarm sales tactics**  
7.21.11 - WSFA - Montgomery, AL - Randall Rhodes was standing in his front yard with a friend and when a young man came up to him claiming to represent the alarm company Rhodes uses. Rhodes says the man told him he was there to update his system. ... [More Info](#)
- **AZ: Summer Months Bring Highest Rates of Burglaries**  
7.25.11 - Prescott eNews - Prescott, AZ - Some company representatives solicit neighborhoods door-to-door offering a "one-day only" or a "free" alarm system in exchange for placing the company's sign in the front yard. Even though the equipment may be at no cost, there is generally an ... [More Info](#)
- **CA: Door-to-door alarm salesmen in Martinez**  
8.4.11 - San Francisco Chronicle - Martinez, CA - We do know that General Electric does sell alarms, but it does seem weird that so many people would be coming out of a van with reflective vests on. ... [More Info](#)
- **GA: Warrant out for door-to-door alarm company salesman**  
8.11.11 - WRBL - Columbus, GA - According to Major Wanna Wright, the man had a permit to sell door-to-door in Columbus, but not with ADT, the alarm company for that residence. ... [More Info](#)
- **HI: Kauai Police Warn Of Alarm Sales**  
7.30.11 - KITV Honolulu - Honolulu, HI - The Kauai Police Department on Friday issued a warning about residential alarm companies that have been walking door-to-door to solicit business ... [More Info](#)
- **IL: Alarm sales force no longer alarming Elgin**  
8.12.11 - Chicago Sun-Times - Elgin, IL - The 40 young home-alarm salespeople who generated complaints about high-pressure ... [More Info](#)
- **IL: BBB advice on identity theft, home security systems**  
8.10.11 - ABC7Chicago.com - Chicago, IL - Homeowners are becoming more aware of this as inquires to the Better Business Bureau serving Chicago and northern Illinois (BBB) about burglar alarm systems ... [More Info](#)
- **KY: Police: Former ADT alarm salesman arrested for attempted burglary**  
8.9.11 - WDRB - Louisville, KY - He recently went door-to-door selling ADT alarm systems, but Louisville Metro Police say home security was on his mind for all the wrong reasons. ... [More Info](#)
- **NC: Security System Company Rips Off Homeowner**  
8.19.11 - WLOS - Asheville, NC - A homeowner says his security alarm company has left him unprotected, ... Jim Gambill says he should have a top-of-the-line burglar alarm system in his new ... [More Info](#)
- **NM: KRWG Alert: Phony Door-To-Door Sales In Las Cruces**  
7.25.11 - KRWG 90.7 - Las Cruces, NM - At least one security alarm company, Central Alarm Inc., has learned that door-to-door solicitors - purportedly from an out-of-state company - are knocking on doors and using inaccurate information in an attempt to fool customers into believing that ... [More Info](#)
- **TX: Alarm Company Leaves Socorro Man With Nothing But Hot Air**  
8.5.11 - KFOX - El Paso, TX - One Socorro man said he learned the hard way about door-to-door salesmen and wants El Pasoans to be alarmed by an alarm company. "If you're away from home, ... [More Info](#)

## Public Safety Updates

Courtesy of NESAs

- **AL: Fairhope council OKs plan for Pulitzer Hotel; partner doesn't answer questions**  
7.27.11 - al.com - Fairhope, AL - ... the council approved an ordinance to regulate the use of burglar and fire alarms in the city, requiring residents and businesses to register their systems and setting out fines for false alarms. An alarm system user will be ... [More Info](#)



- **AZ: Bill's Roundup: A Look at Redistricting**  
7.18.11 - Prescott eNews - Prescott, AZ - Police add all business owners and residents with alarm systems should update their alarm service providers with the new dispatch number immediately in order to allow emergency response from officers. A former church employee has been found guilty of ... [More Info](#)
- **CA: City Council to address redevelopment agency, TRIP contracts**  
8.16.11 - Bakersfield Californian - Bakersfield, CA - Vote to adopt amendments to the municipal code related to burglar alarm regulation. The first reading of the ordinance was approved at the council's July ... [More Info](#)
- **CA: Fire marshal falls short of mandating smoke alarm type**  
8.19.11 - abc7news.com - KGO - San Francisco, CA - Recommendations released on Friday by the state fire marshal fall short of endorsing new smoke alarms that many believe could save ... [More Info](#)
- **CA: Foster City False Alarms Will Be Costly**  
8.16.11 - Patch.com - Foster City, CA - A second false alarm to an address will now cost \$50, and increase for each subsequent call ... [More Info](#)
- **CA: Orinda Burglary Rate Soars; Chief Jennings Talks Prevention**  
7.21.11 - Patch.com - Orinda, CA - "I am a firm believer in the audits and a firm believer in alarms that work properly," he said. "We want to make sure the alarms in homes work properly so we don't get too many false alarm calls that take us away from doing other important things." [More Info](#)
- **CA: San Jose cops unveil plan to cut services to businesses and residents**  
8.13.11 - San Jose Mercury News - San Jose, CA - Burglar alarm going off? Nope. Only if someone says there was a break-in. ... Alarms. San Jose cops responded to 12450 audible alarms last year, ... [More Info](#)
- **FL: Village voters could eliminate runoff voting in council elections**  
8.12.11 - KeysNet - Islamorada, FL - Business and homeowners in Islamorada with faulty alarm systems that repeatedly go off could soon face stiff fines... [More Info](#)
- **GA: Fire Chief talks citing for false alarms, calls city building ...**  
8.10.11 - WRDW-TV - Augusta, GA - The Augusta Fire Department is hopping to snuff out hundreds of false alarm calls each year by making you pay up. "We are going to address these false ... [More Info](#)
- **GA: F'ville eyes charging for security system false alarms**  
8.11.11 - The Citizen.com - Fayetteville, GA - The Fayetteville City Council in the coming months will be considering an ordinance to address the large number of false activations generated by alarm ... [More Info](#)
- **HI: Home alarm registration helps reduce false alarms**  
7.29.11 - Honolulu Star-Advertiser - Honolulu, HI - Question: I paid \$5 for my annual home alarm registration renewal and sent it to the Honolulu Police Department's ... [More Info](#)
- **ID: Boise's fees for 'bad judgment' rescues fair**  
7.29.11 - Idaho Press-Tribune - Another example - Boise, ID - false alarms at businesses. The Caldwell Fire Department, however, takes a different approach ... [More Info](#)
- **IL: Lincoln (Ill.) Combats False Fire Alarms With New Ordinance**  
8.4.11 - Security Sales & Integration- Lincoln, IL - A new ordinance in Lincoln, Ill. will regulate fees and authorize new fines to help reduce false fire alarm calls and generate compensation for the Lincoln Fire Department's costs of various runs due to false alarms. [More Info](#)
- **IL: Ruling reaffirms municipal alarm monitoring systems**  
7.26.11 - Northwest Herald - Lisle-Woodridge. IL - A recent federal court ruling reaffirmed the right of municipalities to require businesses to have their fire alarms monitored by the local municipality, but at the same time prohibits fire protection districts from ... [More Info](#)
- **MI: Buena Vista Township approves alarm permit fee reimbursement**  
7.26.11 - Saginaw News - MLive.com - Buena Vista, MI - A one-time permit of \$15 required by every resident who owned and operated an alarm system at their premises was struck down with unanimous approval. Since about 40 residents had already paid for the permit, the board decided reimbursement was the only ... [More Info](#)

- **MI: Detroit police to stop responding to unverified burglar alarms**  
8.16.11 - Detroit Free Press - Detroit, MI - Detroit Police Chief Ralph Godbee Jr. says 98% of the alarms that officers respond to are false. In an effort to reduce the number of 911 ... [More Info](#)
- **MI: Novi finding a way to cut down on false alarms**  
8.4.11 - Hometownlife.com - Novi, MI - But when it comes to false alarms, a new ordinance that has been in place since April is attempting to curtail some of the unnecessary action. ... [More Info](#)
- **MI: St. Clair wants to make crime pay**  
8.4.11 - Port Huron Times Herald - St. Clair, MI - Some examples include ... excessive false alarms. If a person dials for assistance more than five ... [More Info](#)
- **MN: City Council Preview: Fire Alarm Fees Up to Chief's Discretion**  
8.1.11 - Patch.com - Minnetonka, MN - City Council meeting ... will address fire alarm fees... [More Info](#)
- **NJ: Borough may charge for false alarms**  
8.10.11 - Shore News Today - West Cape May, NJ - Borough property owners may soon have more cause than ever to ensure that their property fire alarm systems are in good order. ... [More Info](#)
- **OK: Data shows false alarm calls are down in 2011**  
7.31.11 - Muskogee Daily Phoenix - Muskogee, OK - But knowing exactly how many of those trips were for fires, rescue calls or false alarms is even more valuable ... [More Info](#)
- **PA: In Irwin, a false alarm could cost residents**  
7.22.11 - Norwin Star - Irwin, PA - Council plans to adopt an ordinance establishing fines for property owners whose alarm systems erroneously summon emergency services. Typically, when alarm systems are triggered, it alerts Westmoreland County's 911 system ... [More Info](#)
- **TX: Briefs: Arlington City Council won't raise fees on burglar alarms**  
8.17.11 - Fort Worth Star Telegram - Arlington, TX - The council also decided not to raise the burglar alarm permit fee for businesses from \$50 to \$100 a year or to charge a new \$100 fee to respond to false ... [More Info](#)
- **TX: City Council approves new redistricting plan**  
8.18.11 - Marlin Democrat - Marlin, TX - ... The proposal was for a yearly fee be charged for monitored alarm systems. ... [More Info](#)
- **TX: Sheriff considers limiting commercial alarm responses**  
8.16.11 - Community Impact Newspaper - Houston, TX - ...16, Garcia will discuss changing his office's policy on commercial alarms with business leaders, chamber of commerce members and residents of North and ... [More Info](#)
- **VA: Albemarle Revises Ordinance Dealing with Alarm Systems**  
8.10.11 - WINA AM 1070 - Charlottesville, VA - Albemarle County wants homeowners and businesses to repair faulty alarm systems. The Board of Supervisors has approved a revised ordinance that deals with ... [More Info](#)
- **VA: Richmond Woman Nabs \$500 Bill for False Alarms**  
8.4.11 - WTVR - Richmond, VA - The woman says her security alarm went off 8 times between the months of October and November, all while she was away from her home. ... [More Info](#)

## Industry News

*Courtesy of NESAs*

- **When Selling the Cell**  
8.15.11 - SDM - As more and more homeowners opt to forego traditional phone service in favor of cellular service or VoIP, alarm systems with cellular communication are ... [More Info](#)
- **Innovations in Intrusion Detection**  
7.21.11 - Security Sales & Integration - Recent technological advancements are bringing improved intrusion detection and hosted security capabilities for larger enterprises such as those found in the commercial market. Helping drive the momentum is remote monitoring, smart sensors and new graphic user interfaces. [More Info](#)
- **Things A Burglar Does Not Tell You**  
7.21.11 - Patch.com - If decorative glass is part of your front entrance, don't let your alarm company install the control pad where I can see if it's set. That makes it too easy. A good security company alarms the window over the sink. Windows on the second floor should ... [More Info](#)

- **CA: State fire marshal considering phasing in new smoke alarms...**  
8.1.11 - FireEngineering.com - A 19-member panel convened by Acting Fire Marshal Tonya Hoover examined the debate over the two types of alarms from January to June, and last month ... [More Info](#)
- **Report: 30% of U.S. Homes Will Have Monitored Services by 2020**  
8.4.11 - Security Sales & Integration- Consumer demand for remote monitoring and the increasing presence of broadband service providers will drive growth in the security market, according to a new report by Dallas-based research firm Parks Associates. [More Info](#)
- **Telcos and cable companies seek opportunities in home security**  
8.8.11 - ConnectedPlanet - Last month the Cincinnati-based carrier sold its alarm monitoring business to Guardian Alarm Company, a large privately held security company with customers ... [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](mailto: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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10024 Vanderbilt Circle, Unit 4  
Rockville, MD 20850  
Email: [info@faraonline.org](mailto:info@faraonline.org)  
<http://www.faraonline.org>

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](mailto:info@faraonline.org)

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