



# InfoLink

Information for Public Safety False Alarm Reduction Professionals

## FARA InfoLink September, 2010

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### FARA Institute Looking for More Sponsors!

*By: Pam Steiger, At-Large Director and Norma Beaubien, Conference Committee Co-Chair*

The FARA Institute was developed to allow public safety false alarm reduction professionals the opportunity to attend and participate in FARA training venues. Most recently, the FARA Institute was vital in providing funds to allow numerous public safety members to partake in the 2010 FARA Symposium in Buffalo/Niagara Falls, New York.

In order to have funds available for years to come, it is crucial to replenish the Institute now. Please help us get the word out to sponsors about this great opportunity. FARA will accept monetary donations in any amount – every little bit helps! The donations are exclusively for public safety FARA members and will help cover registration, travel and hotel costs for FARA sponsored training.

[Click here for more information on the FARA Institute and how you can help.](#)

## San Antonio Training Symposium Update

By Norma Beaubien, Conference Co-Chair

The San Antonio Training Symposium promises to be chock full of great classes, wonderful networking opportunities, tremendous food and even a Scavenger Hunt! Imagine yourself running through the streets of San Antonio looking for historic sites, grabbing menus from restaurants along the Riverwalk, taking photos of you and your team at appointed locations and even talking with San Antonians on the street to find the answers that only the locals will know! You don't want to miss out on this great opportunity to learn more about false alarm prevention and how you can help your jurisdiction save resources and increase collections. Mark your calendars now for the next annual international training symposium from April 5 - 7, 2011.

The committee and the board are working very hard to get more donations to the FARA Institute, which will provide FARA public safety members with reimbursement funds in order to travel. The Reimbursement Program application form will be posted as soon as the registration packets go out in the mail, which will be this month. If you know of any agency, company or individual who would like to support public safety's effort to reduce false alarms and increase safety for our first responders and the community as a whole, please share this information with them or let a committee or board member know to make contact. It is only through the generous donations of our sponsors and colleagues that we will be able to continue this very worthwhile program.



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:

### **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.

### **Silver** (\$750)

DSC

### **Bronze** (\$500)

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

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

Emergency 24, Inc.  
Homesafe Security Systems

## Fire Committee

*By: Mike Mahoney and Ray Hansen, Fire Committee Co-Chairs*



**REMEMBER FIRE PREVENTION WEEK OCTOBER 3-9**

The Fire Committee has new co-chairs – Ray Hansen, Deputy Chief of the Pinellas Park (FL) Fire Department and Mike Mahoney, Fire Design Engineer at Vector Security. With Ray's years in the fire service and Mike's in the industry, we hope to assist with solutions to improve communications and understanding within the Life Safety community.

The fire system false alarm has many factors that can lead to a false or nuisance alarm. Prominent factors are installation, maintenance and testing, in addition to the maintenance and testing of auxillary systems being monitored by the alarm panel such as HVAC detectors, elevator controls, sprinkler systems, fire pumps, generators and smoke control systems.

Owners and landlords need to be educated in order to understand the importance of the continued care of a fire system. With FARA we can exchange ideas and solutions to be shared with all those who are involved with these systems to give a better understanding about the issues and how to prevent them.

We would like to invite all the Police Members to ask their Fire service people to get involved to help solve some of the common issues that face us all.

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727-541-0713

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407-475-1110 ext 1103

## Training and Certification Committee

*By: Sue Clark, T&C Committee Chair*

The Training & Certification Committee is proud to announce that it is presenting the FARA Essentials of False Alarm Reduction course in Hanover, Maryland on October 26, 2010. This one-day class is for public safety, alarm industry and alarm users; basically anyone who has an interest in preventing false alarms. The class runs from 9 am to 5 pm and food is graciously being provided by the Maryland Burglar and Fire Alarm Association (MDBFAA).

The course is Free to public safety and all members of FARA or the MDBFAA. The cost for non-members is \$150. If you know anyone within the MD, VA, PA, and DE area who might be interested, but isn't a member of FARA, please call and let them know about this exciting opportunity. This class covers how to identify the extent of your problem, working together to reduce false alarms, designing a program in your company and much more. [For more information on this exciting class, along with the registration form brochure, please click here](#)

If you are interested in hosting this class in your area, please contact me at [susan.clark@montgomerycountymd.gov](mailto:susan.clark@montgomerycountymd.gov).

## Communications Committee

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

In the past couple months, the Communications Committee finalized revisions to the false alarm prevention brochures for Banks, Schools, Businesses, Residences and Churches. All five were approved by the Board of Directors, and will be posted on the web site soon. The Spanish versions of all five have also been prepared, and a trusted FARA colleague is reviewing them to ensure the translations are accurate. As soon as that is completed, the Spanish versions will be posted as well.

The Committee also reviewed and revised our manual entitled "A Consumer Guide to Purchasing a Burglar Alarm System and Understanding False Alarms." This guide is designed to help consumers make wise decisions when purchasing or leasing a burglar alarm system. It lists numerous questions for consumers to ask of potential companies and even provides space to record the answers. Some limited information is provided on what false alarms are and how to avoid them. This guide is a great tool to share with alarm users who may call you asking for advice on purchasing an alarm system. It is available on the public portion of the FARA web site.

## Budget Cuts Curtail Response to Lesser Crimes

*By: Kevin Johnson, USA Today- Officer.com Newsday  
August 25, 2010*

Budget cuts are forcing police around the country to stop responding to fraud, burglary and theft calls as officers focus limited resources on violent crime.

Cutbacks in such places as Oakland, Tulsa and Norton, Mass., have forced police to tell residents to file their own reports -- online or in writing -- for break-ins and other lesser crimes.

"If you come home to find your house burglarized and you call, we're not coming," said Oakland Police spokeswoman Holly Joshi. The city laid off 80 officers from its force of 687 last month, and the department can't respond to burglary, vandalism or identity theft. "It's amazing. It's a big change for us."

Jim Pasco, executive director of the Fraternal Order of Police, the nation's largest police union, said cutbacks are preventing many police agencies from responding to property crimes. "The chiefs are putting the best face on this they can," Pasco said. "But think of this: That next property crime could involve a junkie who killed someone the night before."

In Tulsa, which lost 110 officers to layoffs and retirements, the 739-officer department isn't sending cops to the scenes of larceny, fraud or car theft.

Tulsa police spokesman Jason Willingham says some residents have said they won't bother to report those crimes anymore. "They think nothing is going to be done, so why mess with it," he said.

In the Boston suburb of Norton, police told residents there may be delays or no response at all to some calls, including vandalism. The department posted the new policy on its website.

"We wanted to let people know about this," Norton Police Chief Brian Clark said. "We didn't want people to be surprised."

Bernard Melekian, director of the Justice Department's Office of Community Oriented Policing Services, said the actions are a reflection of the hard economic times across the country.

## Attorney General Cuomo Reaches Agreement With Security Company That Tricked Homeowners Into Signing Contracts

### *Pinnacle Security Group Must Pay Restitution and Penalties and Reform Company Practices*

Press Release - New York, NY (August 12, 2010) - Attorney General Andrew Cuomo today announced a settlement with Pinnacle Security Group, LLC ("Pinnacle"), a Utah-based home security company that used deceptive door-to-door sales tactics to trick New York homeowners into signing contracts for unnecessary services. The settlement requires Pinnacle to pay restitution to New Yorkers, pay a \$150,000 penalty, and reform its sales practices. Pinnacle has signed contracts with approximately 4,000 customers throughout New York since 2008.

Pinnacle's home security contracts were for a term of 39 months and included monthly service fees, installation fees, activation fees, and equipment charges. The Attorney General's investigation revealed that Pinnacle's door-to-door sales staff often targeted homeowners who had existing contracts with other security companies. In a deceptive practice known as "slamming," Pinnacle sales staff then made false representations to convince people to sign up for Pinnacle products even though the consumer had a contract with another home security company. Pinnacle misled homeowners into believing that their existing home security provider had gone out of business, had merged with Pinnacle, or was in some way already affiliated with Pinnacle.

As a result of this deception, unsuspecting homeowners signed up for a contract with Pinnacle when they were still bound by their prior home security contract. Homeowners were then stuck paying for redundant monthly services from two security companies, including upwards of \$50 per month for Pinnacle. Consumers who tried to void the contract were often faced with substantial cancellation fees. For example, Pinnacle would demand full and immediate payment of the entire cost of their contract if consumers wanted to cancel early; these costs could amount to \$1,900.

"Pinnacle used dirty tricks and deception to pressure New Yorkers who were simply trying to ensure the security of their homes," said Attorney General Cuomo. "This settlement holds Pinnacle accountable for their actions and makes fundamental reforms to the company to prevent such fraud from happening again."

The Attorney General's investigation revealed that Pinnacle's sales team:

- Made phony telephone calls to homeowners to tell them that their existing home security contract had been canceled;
- Misrepresented the actual terms and costs of their contracts;
- Changed the terms of contracts after consumers had signed them.

In addition, Pinnacle failed to properly train and monitor its sales force, and failed to respond promptly and adequately to consumer complaints. The Attorney General's investigation began when his office was contacted by a Pinnacle consumer.

The settlement with Pinnacle will provide full compensation to all New York consumers who signed up with the company since January 2008 and were subject to deceptive sales practices. All such consumers will have the option to cancel their contract with Pinnacle without incurring any early cancellation fees or other charges. Pinnacle must also pay \$150,000 to New York State for penalties, costs, and fees. Further, the settlement requires Pinnacle to implement enhanced procedures to oversee its sales force and requires the company to provide clear disclosures to consumers about the terms of their contracts.

As a result of the settlement, Pinnacle must hire a third-party administrator to handle claims of restitution. This administrator is contacting New Yorkers who entered into a contract with Pinnacle after 2008 in order to inform them of their right to make a claim for restitution. New Yorkers who believe they may have been a victim of Pinnacle's deceptive practices can also submit a claim for restitution by calling the Attorney General's Consumer Helpline at 800-771-7755 or by visiting [www.ag.ny.gov](http://www.ag.ny.gov).

This matter was handled by Assistant Attorney General Matthew Eubank in the Attorney General's Brooklyn Regional Office and by Consumer Frauds Bureau Deputy Chief Jeffrey K. Powell, with the assistance of Investigator Percy Corcoran, under the supervision of Assistant Attorney General-in-Charge of the Brooklyn Regional Office Lois Booker-Williams, Special Deputy Attorney General for Consumer Frauds & Protection Joy Feigenbaum, Deputy Attorney General for Economic Justice Michael Berlin, and Executive Deputy Attorney General for Economic Justice Maria Vullo.

The settlement with Pinnacle is available at [www.ag.ny.gov](http://www.ag.ny.gov).

## Struggling Cities Shut Firehouses in Budget Crisis

*By Michael Cooper*

*Published: August 26, 2010, NY Times On-Line*

San Diego - Fire departments around the nation are cutting jobs, closing firehouses and increasingly resorting to "rolling brownouts" in which they shut different fire companies on different days as the economic downturn forces many cities and towns to make deep cuts that are slowing their responses to fires and other emergencies.



Luis J. Jimenez for The New York Times

Chief Javier Mainar of the San Diego Fire-Rescue Department said a brownout delayed the response to assist a choking toddler.

Philadelphia began rolling brownouts this month, joining cities from Baltimore to Sacramento that now shut some units every day. San Jose, Calif., laid off 49 firefighters last month. And Lawrence, Mass., north of Boston, has laid off firefighters and shut down half of its six firehouses, forcing the city to rely on help from neighboring departments each time a fire goes to a second alarm.

Fire chiefs and union officials alike say it is

the first time they have seen such deep cuts in so many parts of the country. "I've never seen it so widespread," said Harold A. Schaitberger, the general president of the International Association of Fire Fighters.

The risks of cutting fire service were driven home here last month when Bentley Do, a 2-year-old boy who was visiting relatives, somehow got his hands on a gum ball, put it in his mouth, started laughing and then began choking.

"It blocked the air hole," said his uncle, Brian Do, who called 911 while other relatives frantically tried to dislodge the gum ball. "No air could flow in and out."

It is only 600 steps from the front door of the neatly kept stucco home where the boy was staying to the nearest fire station, just down the block. But the station was empty that evening: its engine was in another part of town, on a call in an area usually covered by an engine that had been taken out of service as part of a brownout plan.

The police came to the home within five minutes and began performing cardiopulmonary resuscitation, officials said. But it took nine and a half minutes — almost twice the national goal of arriving within five minutes — for the fire engine, with a paramedic and more medical equipment, to get there. An ambulance came moments later and took Bentley to the hospital, where he was pronounced dead.



Luis J. Jimenez for The New York Times

Firefighters were in another part of town when the call came in about the toddler down the street.



The San Diego Fire-Rescue chief, Javier Mainar, said it was impossible to say whether the delay contributed to Bentley's death on July 20. But he said there was no doubt that the city's brownouts, which take 13 percent of firefighters off the streets each day to save \$11.5 million annually, led to the delay.

"You can just lock everything down and look at it sequentially, chronologically, as to what occurred," Chief Mainar said in an interview. "There is no question that the brownout of Engine 44 resulted in Engine 38 having to take a response in that community, and because of that, Engine 38 was now out of position to respond to something that happened just down the street from their fire station."

Fire service was once a sacred cow at budget time. But the downturn has lingered so long that many cities, which have already made deep cuts in other agencies, are now turning to their fire departments.

Some are trying to wrest concessions from unions, which over the years have won generous pension plans that allow many firefighters to retire in their 40s and 50s — plans that many cities say are unaffordable. Others want to reduce minimum-staffing requirements, which often force them to resort to costly overtime to fill shifts. Others are simply cutting service.

Analysts worry that some of the cuts could be putting people and property in danger. As the downturn has worn on, [ISO](#), an organization that evaluates cities' fire protection capabilities for the insurance industry, has downgraded more cities, said Michael R. Waters, ISO's vice president of risk-detection services.

"This is generally due to a reduction in firefighting personnel available for responding to calls, a reduction in the number of responding fire apparatus, and gaps in the optimal deployment of apparatus or deficiencies in firefighter training programs," Mr. Waters said in a statement.

Several fire chiefs said in interviews that the cuts were making them nervous.

"It's roulette," said Chief James S. Clack of the Baltimore City Fire Department, which recently reduced the number of fire units closed each day to three from six. Officials saw that the closings in the 55-unit department were in some cases leading to longer response times. "I'm always worried that something's going to happen where one of these companies is closed."

Early in his mayoralty, Michael R. Bloomberg of New York closed six fire companies to save money. This year, a threat to close 20 more — a 6 percent reduction in New York's fire companies — was averted when the city found savings elsewhere.

Several cities — including Lawrence — have said that they were forced to cut service because the unions failed to make concessions. Mr. Schaitberger, the union president, who was here for a union convention, said that protecting the pensions his members have won over the years was a top priority this year.

The pension issue has an added resonance in San Diego. The city was forced to consider a bankruptcy filing even before the Great Recession, and was barred from raising money by selling bonds to the public after officials disclosed that they had shortchanged the pension fund for city workers for years, even as they improved pension benefits. San Diego's pension fund has only two-thirds of the money it needs to pay the benefits promised to retirees, according to an updated calculation made by the city in the spring, and faces a shortfall of \$2.1 billion.

So even before the recession and the brownouts, fire service in San Diego was stretched thin. A previous San Diego fire chief, Jeff Bowman, was hired in 2002 with a mandate to build up the department, but he resigned in 2006, after the pension-fueled fiscal crisis surfaced and it became clear that he would not get the money to build and staff the extra fire stations he believed were needed. "The question is whether fire protection is adequate, and in my opinion it's not," he said in an interview.

After Bentley Do died, the City Council agreed to put a question on the ballot in November asking voters to approve a sales tax increase, which could be put in place only if the city adopts certain budget and pension reforms. The money could restore the fire service and help close a deep budget gap projected for next year.

But it would come too late for the Do family. Bentley, whose father, Nam Do, an American, was working in Vietnam as an architect, was just visiting San Diego with his mother, Mien Nguyen. Ms. Nguyen, who was six months pregnant, was here to take the oath of United States citizenship. She was sworn in the day after Bentley died, Brian Do, the uncle, said, but she fainted when she got her certificate and was taken to the hospital. Nam Do left his job in Vietnam to come here to grieve for his son, and goes to a temple every day, Brian Do said.

He said that the family had no plans to sue the city. "We're not blaming the city or blaming the Fire Department," he said, "but the reason I speak out is because I want them to do a better job for other people."

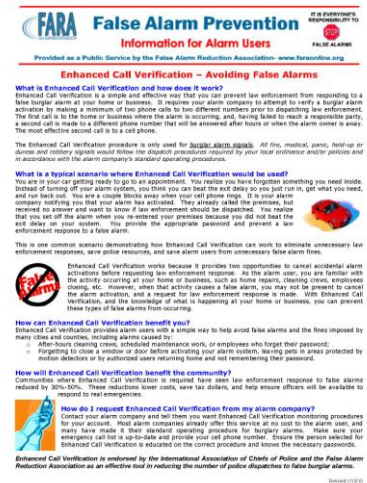
## Featured Bulletin – Enhanced Call Verification

By Brad Shipp, FARA

This bulletin covers Enhanced Call Verification which is a simple and effective way that you can prevent law enforcement from responding to a false burglar alarm a home or business.

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.

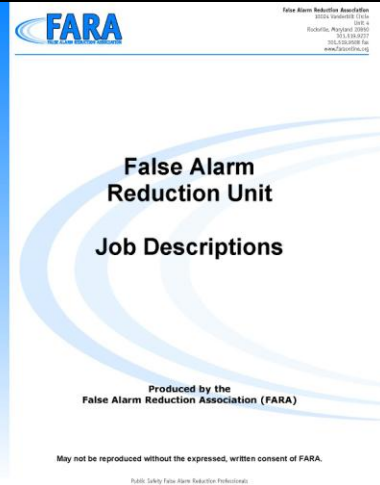


## Featured Manual – Job Descriptions for Alarm Unit Staff

By Brad Shipp, FARA

The job descriptions contained in this manual are intended as a guide to assist you in the development and creation of your own False Alarm Reduction Unit (FARU). The job duties, responsibilities, skills, knowledge and qualifications were compiled from existing positions in FARU's across the country.

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 NESA

- **APX Forgot To Tell Me I Was Paying For A Pretend Alarm System**  
9.2.10 - The Consumerist (blog) - Logan tells Consumerist that he has a serious issue with his alarm company, APX. ... [More Info](#)
- **Beware of Door-To-Door Security Alarm Sales**  
8.16.10 - Consumer Affairs - Everyone wants to feel safe and secure in his own home, which can make a sales pitch for an alarm system a tempting offer. Homeowners should be on guard, ... [More Info](#)



- **BC: Phone scam continues**  
9.7.10 - Vernon Morning Star - North Okanagan, BC - Molendyk said another elderly person received a knock on her door from an individual who identified himself as being with an alarm company. ... [More Info](#)
- **FL: Spring Hill man accused of putting BB gun to ADT salesman's head**  
8.13.10 - Tampabay.com - Spring Hill, FL - A man upset that a security alarm salesman had approached him put a BB gun against the salesman's head and forced him off of his property, ... [More Info](#)
- **GA: Officials warn FBI alarm calls are phony**  
8.27.10 - Gwinnettdailypost.com - Lawrenceville, GA - If you want the FBI to install a free alarm in your home, press 1." The only numbers Tarantino pressed, she said, were for the Gwinnett County Police ... [More Info](#)
- **Industry Surveillance blog: Rethinking door-to-door sales**  
8.17.10 - SecurityInfoWatch - Griffin argues that it's time to put this dated sales practice out to pasture. [More Info](#)
- **LA: BBB warns of alleged alarm company scams**  
8.11.10 - FOX 8 News WVUE-TV - New Orleans, LA - The Better Business Bureau has a warning about possible bad business practices from an alarm company and a response from one of the companies at the heart ... [More Info](#)
- **LA: State fire marshal investigates alarm company complaints**  
8.24.10 - FOX 8 News WVUE-TV - Now the State Fire Marshal in Louisiana is speaking out about several out of state alarm companies approaching homeowners here. Dorothy and Willie Brumfield ... [More Info](#)
- **MO: Police respond to complaints about alarm company**  
8.18.10 - Jefferson City News Tribune - Jefferson City, MO - According to police reports, APX Alarm and Security Solutions Inc. have representatives going door-to-door in the Jefferson City/Cole County area selling ... [More Info](#)
- **OH: Police warn of aggressive door-to-door salesmen**  
8.27.10 - 13abc.com - Toledo, OH - Toledo police are warning residents, especially the elderly about aggressive door-to-door home alarm salespeople. Police are investigating complaints where ... [More Info](#)
- **TN: Investigators concerned about felons selling home alarm systems**  
8.17.10 - TriCities.com - Washington County, TN - WCSO Lt. Doug Gregg was shocked when a man he charged in connection to a murder showed up on his doorstep trying to sell him a home alarm system. ... [More Info](#)

## Public Safety Updates

*Courtesy of NESAs*

- **AB: Council tables false security alarm bylaw**  
9.10.11 -Airdrie City View - Airdrie, AB - City council decided to table a Security Alarm Systems bylaw after three local business owners expressed concerns at the regular council meeting on Sept. 7. ... [More Info](#)
- **AZ: Police Chief talks resources and homicide spike**  
9.2.10 - KGUN - Tucson, AZ - "You're sending one or two officers to these calls and taking the time away and you already know ninety-eight percent of the time it's a false alarm," he ... [More Info](#)

- **AZ: Prescott alarm ordinance a no-go in current form**  
9.2.10 - Sun Shopper - Prescott, AZ - Despite a lengthy discussion Tuesday afternoon, the council reached no decision and tabled a proposed alarm ordinance for two weeks. ... [More Info](#)
- **CA: California municipality adopts verified-response policy**  
8.14.10 - Security Systems News - Cathedral City, CA - City officials here have adopted a verified-response policy in order to cope with its false alarm problem. Worse than the move itself, security industry ... [More Info](#)
- **CA: Council considers raising some city service fees**  
9.1.10 - Desert Dispatch - Barstow, CA - ... recover 100 percent of the cost for services relating to public safety, such as police responding to a false alarm, as a way to encourage good behavior. ... [More Info](#)
- **CA: Keeping watch over businesses**  
9.2.10 - Signal - Santa Clarita, CA - Launched in 2007, the business assistance program provides a multitude of services ranging from safe banking, security access monitoring, false-alarm ... [More Info](#)
- **CA: Oxnard, Calif. police propose installing CCTV in high-crime area**  
8.17.10 - Ventura County Star - Oxnard, CA - City currently monitors surveillance cameras in downtown and at its transportation center. The Oxnard Police Department is proposing to install the cameras around the park and near a collection of apartment complexes .... [More Info](#)
- **CA: Private security guards to supplement police patrols in downtown Santa Cruz**  
9.3.10 - San Jose Mercury News - Santa Cruz, CA - Three First Alarm security guards trained in municipal ordinances and equipped with police radios will share the daily patrols, which augment regular ... [More Info](#)
- **CA: Sheriff's 911 response times increase after budget cuts**  
9.9.10 - KTLA-TV - Los Angeles, CA - Los Angeles County Sheriff's Deputies are responding to 911 emergencies slower than they were before budget cuts last March, according to sheriff's department records. Last month, response times were a full minute longer compared with their 2009 average. Last year, average response time for 911 calls was 4.9 minutes. The month after budget cuts began, the average climbed to 5.5 minutes and last month rose to almost six minutes. Routine calls for service have also slowed. [More](#)
- **CO: Alarm fines begin this month in Steamboat**  
9.11.10 - Steamboat Pilot - Steamboat Springs, CO - Fire Marshal Jay Muhme, one of the main authors of the law, said there were 30 false fire alarm calls in August. Of those, one property in the city and one ... [More Info](#)
- **CT: Tony New England town begins suing repeat false alarm offenders**  
8.19.10 - Security Systems News - Greenwich, CT - Authorities here, where the median home price is \$1 million according to CNN Money, have sued certain repeat false alarm offenders from both the residential ... [More Info](#)
- **DE: Smyrna Considers Fines for False Alarms**  
8.17.10 - WBOC TV 16 - Smyrna, DE - The town's Public Safety Committee is looking into imposing the fines when alarm systems or businesses report three or more false alarms each year. ... [More Info](#)
- **FL: St. Johns Sheriff's Office won't respond to repeated false alarms anymore**  
8.17.10 - Florida Times-Union - St Johns, FL - The law, which took effect July 13, lets officers stop responding after the 10th false alarm caused by a homeowner's negligence. ... [More Info](#)

- IL: Chicago Police go high-tech to pinpoint crime hot spots**  
 8.12.10 - Chicago Sun-Times - Chicago, IL - The Chicago Police Department is working with the Illinois Institute of Technology and the Rand Corp. on an innovative project that will help pinpoint hot spots of criminal activity. The process - called predictive analytics - is to analyze every violent incident and gang interaction with police to extrapolate and identify future problems. The numbers will be analyzed by experts at ITT. [More](#)
- MA: Pittsfield, Mass. issues fire alarm inspection notice to residents**  
 8.10.10 - Berkshire Eagle - Pittsfield, MA - Fire officials say home alarms require inspection for approval prior to installation. If someone comes to your door selling a fire and security monitoring system, don't be alarmed. Just follow the law. [More Info](#)
- MA: Quincy will send a bill for car crashes, rescue calls, false alarms**  
 8.17.10 - The Patriot Ledger - Quincy, MA - The city council voted 9-0 Monday to approve the ordinances that allow the response fees and fire alarm fines. The ordinance allows the city to take people ... [More Info](#)
- MI: Detroit council may require companies to verify break-in**  
 9.6.10 - Detroit News - Detroit, MI - Frustrated that police spend so much time responding to false alarms, the Detroit City Council may soon consider an ordinance requiring alarm ... [More Info](#)
- NC: Excessive false alarms becoming an issue**  
 8.22.10 - Charlotte Observer - Stallings, NC - "One of the problems we're having is a significant number of false alarm calls, which does take a significant amount of time for the officers to check out," ... [More Info](#)
- NC: Fayetteville council PK's false alarm fines**  
 8.10.10 - FayObserver.com - Fayetteville, NC - What happened: Council voted 9-0 Monday night to approve a new fee schedule for false police alarms. Why it matters: Police say false alarms waste too much ... [More Info](#)
- NM: Southeastern city to start charging for false alarms**  
 8.26.10 - Eyewitness News 4 - Roswell, NM - Police officers are dispatched to homes and businesses everyday to calls from alarm companies about possible break-ins and burglaries. They responded to 13 false alarms on Wednesday alone, and for the first time in several years, false alarm calls are up. Since the beginning of 2010, police officers have responded to more than 2,000 false alarms - an amount that has not been seen in seven years. [More Info](#)
- NY: New law to increase safety for volunteer firefighters operating in roadways**  
 9.8.10 - Evening Observer - Albany, NY - Motor vehicle accidents, either at the scene of an emergency, or responding to or from an alarm, have traditionally been the number two killer of volunteer ... [More Info](#)
- NY: Skaneateles Dispatch Center over and out!**  
 8.18.10 - CNYLink from Eagle Newspapers - Skaneateles, NY - Roney said the town was notified that the village will turn off the alarm panel at the Dispatch Sept. 15. So they are planning accordingly. [More Info](#)
- TN: Union City Council attaining goal of reducing number of false alarms**  
 9.9.10 - Weakley County Press - Union City, TN - Reducing false alarms in Union City has been a goal of city leaders. Recent actions taken by the council to enact a fine schedule for false alarms and the addition of training to help avoid such alarms have worked. [More Info](#)

- **TX: City rate hikes likely with proposed budget**

9.9.10 - News-Journal.com - Longview, TX - Alarm permit fees would increase to \$50 for residences and \$100 for businesses, from \$10 for all types of alarms. Service fees after the first five alarms ...

[More Info](#)

- **TX: Council amends Morriss Road resolution**

9.9.10 - McKinney Courier Gazette - McKinney, TX - The council also discussed a proposal for an annual alarm permit, which could run residents \$35 per year and businesses \$50 per year. ...

[More Info](#)

## Industry News

*Courtesy of NESA*

- **The telcos are coming!**

8.12.10 - Security Systems News - Austin, TX - UControl president Jim Johnson says cable companies and their ilk are finally ready to have an impact on the home security marketplace. [More Info](#)

- **Things To Know Before Buying A Security System**

8.19.10 - WSIL TV - "Some people will simply stick a sign in their yard saying they have an alarm system when, in fact, they have nothing," Eibeck said. ... [More Info](#)

- **SIAC Embraces Social Media**

8.19.10 - PR Newswire - The Security Industry Alarm Coalition (SIAC) is stepping up its efforts to reach law enforcement, citizens and companies in the security ... [More Info](#)

- **Sonitrol loses 8-year-old lawsuit**

9.2.10 - Security Systems News - Vocal verified alarm advocate Keith Jentoft, RSI Video Technologies president agreed. "I believe that what got Sonitrol in trouble was the fact that they ... [More Info](#)

- **Proposed CP-01 Panel Standard Changes Endorsed by SIAC**

9.9.10 - eControl Panel - Security Industry Alarm Coalition (SIAC) announces its support for recent changes to the ANSI/SIA CP-01 2010 control panel standard. [More Info](#)

### **CryWolf Advertisement**

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#### **FALSE ALARM MANAGEMENT FOR PUBLIC SAFETY AGENCIES**



### **Installed, Outsourced, or Subscription-based Solutions to Manage Alarm Programs**

**CRYWOLF HAS HELPED HUNDREDS OF AGENCIES ACROSS THE UNITED STATES AND CANADA REDUCE FALSE ALARMS, INCREASE FEE AND FINE COLLECTIONS, AND STREAMLINE FALSE ALARM PROCESSING.**

Widely recognized as the leader in false alarm management solutions, our extensive qualifications, vast experience, and successful track record is unmatched in the industry

CryWolf technology can be implemented in several ways—purchase CryWolf to be installed and operated at your agency, outsource with CryWolf to administer your false alarm program, or subscribe to CryWolf On-Demand on a per workstation basis. No other vendor can provide this implementation flexibility.

Used by more agencies than any other provider, our 10 years experience and patented technology make CryWolf the obvious choice as your false alarm management partner.

- Alarm Registration and Renewal
- Fee and Fine Collection
- Noticing and Billings
- Hearing and Appeals Support
- Bi-directional CAD Integration
- Web-based Functionality
- Patented .NET Technology
- Alarm Data Conversion
- Report Generation

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**[www.crywolf.us](http://www.crywolf.us) | 877.729.9653**

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## 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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