



# InfoLink

Information for Public Safety False Alarm Reduction Professionals

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## Special Annual Conference Issue

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To download a PDF version of this newsletter visit [www.faraonline.org/2004conference.pdf](http://www.faraonline.org/2004conference.pdf)

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### 8th Annual FARA Conference Held



The False Alarm Reduction Association held its 8th annual International Training Conference in Bloomington, Minnesota from April 26 through April 30, 2004.

The training sessions, workshops, seminars and networking opportunities were incredibly useful this year and included everything from how to collect fees and fines to a panel on national and large regional alarm company's efforts to reduce false alarms within their own companies.

Every succeeding FARA conference opens up new avenues to explore, new reduction efforts to implement and new people to meet.



If you were unable to attend the conference this year, read through this special edition of the InfoLink to find out what you missed and then use this information to help you gain approval to attend next year's conference in Miami, Florida from May 2 through May 6, 2005!

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## Thanks!

Thank you to all of our sponsors, who so generously contributed to the success of the FARA Conference:

- ADT – Program and Handouts
- AOT Public Safety Corp. – Breaks
- Brink's Home Security – Lunch and Learn
- EdinAlarm – General Sponsor
- ESC Central – Breaks
- Honeywell – General Sponsor
- Network Multi-Family Svc. Corp. - Breaks
- Trans Alarm – General Sponsor
- SIAC – Lunch and Learn



And special thanks to our volunteers who staffed the registration table for the full conference- Sue Moore and Betty Lou Bell.

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## Opening Session and Keynote Speech

The conference opened this year with a wonderful keynote speech from Michael Zawinski, Publisher of *Security Sales & Integration Magazine*. In her introduction, FARA President Norma Beaubien described *Security Sales & Integration Magazine* as the "People" Magazine of the security industry where you read it from cover to cover. As Publisher, Mike is not afraid to tackle all of the issues surrounding false alarms, whether they be the "party line" or not.



All of the features, including the monthly Fireside Chat, Industry Pulse, Tech Talk, Bridging the Gap or By the Numbers, contain very useful information and should be used as a training vehicle by law enforcement alarm professionals to increase their knowledge of the issues and stay current on the latest technological advancements.



Mike shared with attendees the philosophy of this magazine and his views on false alarm reduction. We learned about their independent survey, conducted jointly with *Police Magazine*, on exactly what law enforcement, as a whole, thinks about alarm systems, false alarms, and the causes and cures. Mike also talked about how the alarm industry can and should do more to reduce false alarms.

In his wonderfully upbeat, informative presentation, Mike set the tone for the conference as one of commitment, communication and action by all parties to fully explore the means to manage the false alarm issue. A huge thank you goes out to Mike Zawinski for giving of his time and knowledge to help the membership better understand how we all play a role in the reduction of false alarms.

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## FARA Feud

In keeping with FARA's philosophy of creating new and fun ways to learn about our profession, we played a rousing game of FARA Feud, hosted by Master of Ceremonies "Richard Mooreson" (aka Rick Moore of AOT Public Safety Corp. and past Treasurer of FARA).



All attendees were broken out into "families," who went head-to-head on survey questions such as: name the top six answers for main causes of false alarms, name the top five answers for components of alarm systems, the top six answers for alarm industry acronyms, the top answers for the cast members of Gilligan's Island. Gilligan's Island! How did that get in there? The winning family received bragging rights for the rest of the conference, along with Visa gift cards. This training helped to "break the ice," get the attendees to work together, and created an atmosphere where it was easy to develop new business relationships.

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## Specialized Training

Training, which is the cornerstone of all FARA conferences, was excellent and covered a wide range of topics designed to give false alarm reduction professionals the tools they need to develop, implement and be successful in their false alarm reduction efforts and programs. All classes were very well attended, with great interaction among the conferees and presenters in asking questions and sharing their own success stories.

### How to Handle Complaints and Appeals

This interactive seminar, moderated by Lt. Patti Garrison and Sgt. Patty Bimonte of the Miami-Dade Police Department, covered three different, unique situations where the false alarm reduction unit was able to work within the "spirit" of the ordinance, while still adhering to the law. We learned about "Matilda" an elderly alarm user with a steadfast approach to dealing with rising costs. We also learned about a business with an extensive history of false alarms, and how that situation was putting a manager's employment with his company in jeopardy.



In both cases, working diligently and creatively with alarm companies brought positive resolution to these situations. Finally, "the Patti's" discussed how they were able to address issues with the local school board to resolve outstanding fines. Lively interaction between the instructors and the audience addressed alternate solutions to similar problems. The emphasis of this training was to think "outside the box" and develop creative ways in which to handle false alarm issues while, at the same time, still keeping your citizens, businesses and department happy.

### **Collecting Fees and Fines**

Debra Olson, Alarm Administrator for Fairfax County, Virginia and Chair of FARA's Quality Commitment Committee and John Moorhouse, Alarm Administrator for Alachua County/City of Gainesville, Florida and FARA Secretary, conducted a presentation on various methods available to collect fees and fines when alarm users and/or alarm companies fail to pay. We learned how having top-notch computer programs can streamline the collection process, where some jurisdictions set their "collect – don't collect" limits, various processes employed to successfully collect monies due, time commitment involved from staff members to perform the task, and the success rates of the various programs. This class contained a huge amount of audience participation with many probative, valuable questions asked and answered.

### **Stress Management**

Every one of us has stress triggers in our daily lives. How we deal with that stress affects our job performance, as well as our personal and professional relationships. Jonathan Bundt, MA of Masa Consulting, who assists the Bloomington Police Department deal with critical incident stress management, among other things, helped us understand, first, exactly what stress is in clinical terms, identified what specific stressors we are faced with and the various different types of stress we deal with on a daily basis; i.e., physical, emotional, social, positive, negative and job stress. We learned effective listening and communication skills, how different types of personalities can be dealt with to lower stress both in person and on the phone and six steps to effective coping skills. Finally, we learned how to take care of ourselves in terms of understanding what stresses us out, who we turn to in times of stress, creating balance and increasing our sense of flexibility. Once this class was over, we were so mellow and calm, it was almost scary!

### **Alarm Equipment Class**

As law enforcement false alarm reduction professionals, we cannot effectively deal with false alarms unless we have a basic understanding of the equipment involved, how it works and how it is designed, installed and used. Attendees in this class received a comprehensive overview of alarm equipment, proper installation techniques, an

understanding that an alarm user's environment is key to designing an alarm system that is right for each particular alarm user and basic components of an alarm system from the control panel, or "box," to the communicators and keypads. Thank you to all representatives of the Minnesota Burglar & Fire Alarm Association and Floyd Total Security, who helped us to better understand alarm systems.

### National Company Alarm Management Efforts

We were fortunate to have representation at our conference this year from many national and large regional alarm companies. The benefits were two-fold; first, attendees were able to make valuable contacts among alarm companies that probably comprise the vast majority of their user base, which they can utilize "back home" when problems or concerns arise. Second, the Conference Committee was able to tap into this resource to create a panel of alarm executives, who could educate us on efforts being taken within each company to manage false alarms. Charles Grubbs of the Gwinnett County Police Department served as moderator of the panel.



Participating on the panel were: (Left to Right) Tony Fague, ADT; Frank Minni, Sonitrol; Patricia Novak, Protection One; Pat Killian, Vector Security; Kathleen Schraufnagel, Brink's Home Security and Ty Harden, Network Multi-Family Security Corporation; .

A common theme throughout most of the companies dealt with mandatory training for employees; the belief that the more you know, the better able you are to reduce false alarms, effect change and instruct alarm users.

- **ADT's** efforts over the past year have included implementation of 2-call verification (which has had a huge impact on the reduction of requests for dispatch coming into a 9-1-1 center) and execution of their FADE (False Alarm Dispatch Elimination) program, where they will be sending a letter to all of their 6 million customers appealing to them to "save our heroes" and reduce false alarms.
- **Network Multi-Family Security Corporation**, which deals primarily with apartment alarm systems, has also employed 2-call verification and works closely with the property managers to ensure that alarm users know how to operate their alarm systems. They even have a tutorial on the web, which contains instruction for every panel they use. Finally, Network Multi-Family takes employee training very seriously and has two certified trainers on staff.
- **Vector Security** has implemented a false alarm reduction initiative that starts with sales and goes right through to monitoring. They require a 7-day waiting period on all systems installed before requests for dispatch are made, have an installation checklist that is completed for every system installed, have employed 2-call verification since last May for all new accounts, and use enhanced electronic verification, which means that if cancel codes from alarm users are valid, they will not dispatch. Vector Security personnel also call any alarm user, who has two or more dispatches and sends a letter asking how they can help. Finally, Vector Security's goal is to set up its own Alarm User Awareness School.
- **Sonitrol** employs extensive training of their entire sales force and exercises great control over their franchise dealers. Sonitrol also creates a "Top 10" abusers list, which they use to contact alarm users, who are experiencing problems and perform outreach to those customers.

- **Protection One** has published a false alarm reduction brochure, which they send to all of their customers that explains common causes of false alarms and how to avoid them. Protection One also creates reports for each of their branches on a weekly basis, which targets the top 40 abusers in each branch. Outreach to those alarm users is then made in an attempt to identify and resolve the problem.
- **Brink's Home Security** also pushes training of employees very hard and requires an initial 4-week training program for each employee. They were the first (and one of only two) national companies to obtain IQ (Installation Quality) Certification (Network Multi-Family Security is the other). IQ requires that false alarm reduction measures be taken on every install, such as customer checklists and creation of a Quality Control Team that is responsible for identifying, preventing and/or eliminating false dispatches. Brink's also provides instruction cards to each customer on the proper use of their system.

The bottom line of this panel discussion was that all of the alarm companies represented have wonderful false alarm reduction programs in place that will help law enforcement, their customers and their own companies manage false alarms. There was great audience participation. We were able to ask questions regarding specific problems we have and received honest, open answers. This was definitely a hit with the attendees!

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## Survivor 2004 – The Alarm Professional Episodes

This interactive, hands-on group exercise class was moderated by Amy Lobdell, Portland Police Bureau and Kathleen Schraufnagel, Brink's Home Security, and encompassed three separate and distinct elements of a false alarm reduction program; i.e., alarm administration office creation, budget planning, and alarm ordinance development.

Attendees were broken into three groups and given demographics, police department size, number of alarm users and false alarms and several ordinance provisions to get them started for three fictional jurisdictions. One group covered office-set up, budgeting and ordinance provisions for a small jurisdiction, one for a medium-sized jurisdiction and one for a large 1 million plus sized jurisdiction. Based on the limited information given each group, they were to decide how many staff would be needed to run a false alarm reduction program, as well as unit needs and responsibilities, software and hardware, operating procedures, and all costs associated with starting and maintaining a unit and running a successful false alarm reduction program. They were also responsible for developing provisions of their alarm ordinance, determining fee/fine structures, deciding who should be involved in the process and whether or not some form of limited response would be feasible. Once each individual group finished the exercise, they presented their findings to the entire class. It was clear, based on the reports given, that each jurisdiction, regardless of size, had their own challenges to face when developing and implementing a false alarm reduction program.

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## Crime Prevention Techniques

Crime Prevention Officer L. James Caauwe of the Bloomington Police Department gave a wonderful presentation on CPTED – Crime Prevention Through Environmental Design, which helped give attendees a greater overall picture of how the effectiveness of alarm systems could be enhanced with simple environmental controls.



Alarm users are concerned about the safety of their person and their property. The use of appropriate, adequate lighting around a structure, using appropriate deadbolt locks, hardening of doors, and ensuring that "hiding places" are minimized through the pruning of trees and shrubs, as well as forethought in the original environmental design, all play a role in the safety of our citizens. Officer Caauwe shared real-life stories on how the CPTED philosophy could have prevented or reduced the likelihood of crime, which all of the attendees found informative and interesting. Thank you to Officer Caauwe for giving us additional tools with which to help make our citizens safer in our own communities.

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## General Membership Meeting and Awards Presentation

The 8th annual General Membership Meeting was held on Thursday, April 29, 2004. FARA President Norma Beaubien presented the membership with the 2003-2004 Annual Report, where she highlighted numerous FARA accomplishments from the past year, including but not limited to the publication of numerous false alarm prevention bulletins, creation of manuals governing grants, how to create regional meetings, and a smoke emitting devices model ordinance, creation of a regional training program, and participation in numerous false alarm prevention programs, such as the National Summit on Security. ([To review a full copy of the annual report, please visit the web site, www.faraonline.org, under the "About Us" section.](#))



Members were asked for input on the initiatives included in the draft 2004-2005 Strategic Plan. The group was also asked for input on possible projects to add to the FARA work plan, which will be finalized subsequent to the end of the conference. President Beaubien appointed committee chairs, but asked for volunteers to replace the current Board members, who serve as committee chairs. The membership voted to approve several Bylaws amendments, which will provide the Associate Director a vote on matters before the Board, as well as associate members active on committees, a vote in their respective

committees.

Running unopposed, four individuals were elected to the Board by acclamation, including President Norma Beaubien, Second Vice President W. Rex Bell, Treasurer Patty Bimonte, and At-Large Director Gerry Miller.

During the open forum section of the General Membership Meeting, questions were asked by members to solicit suggestions and advice on specific problems or issues and a wonderful exchange of information ensued.

### **FARA Member of the Year Award**

The FARA Member of the Year Award was presented to **Richard ("Rick") L. Moore, Sr.**, previous Alarm Administrator for the Prince George's County, Maryland Police Department and past Treasurer of FARA, for his immeasurable contributions to both FARA and Prince George's County.



Rick was honored for his selfless assistance to FARA in participating on the Conference Committee, where he helped to develop training courses, visited/selected meeting sites and hotels, handled the mechanics of FARA Jeopardy for two years, and purchased give aways and prizes for attendees. Rick also served as Newsletter Committee Chair, when it was very unpopular to do so, and very ably and capably served as FARA Treasurer for several years, ensuring that FARA continued to have the resources available to provide a professional, useful product to the entire membership.

Rick believes in FARA and our mission and, even though he has recently taken a position with the private sector, continues to recruit new members, work on the Conference Committee as an associate member and submits articles for the newsletter. Commenting on Rick's award, FARA President Norma Beaubien said, "Rick is richly deserving of this award. His numerous contributions to several law enforcement agencies over his 30-year career and his personal dedication to the mission and objectives of FARA made him the perfect candidate to receive this award."

### **FARA Associate Member of the Year**

The FARA Associate Member of the Year Award was presented to **Tony Fague of ADT Security Systems, Inc.** for his incredible contributions to both FARA and the false alarm issue over the past year.



Tony became active in FARA just prior to last year's conference and immediately jumped in with both feet. He serves on the Communications Committee, where he authored several of our false alarm bulletins and provided input and suggestions on all others, took the lead on developing a protocol for the electronic filing of alarm user registrations/permits, and read every current FARA manual up for review and provided substantive input and amendments. He also serves on the Quality Commitment Committee, where he helped to develop the Gold Star Award program for superb alarm industry false alarm reduction efforts. Tony has been involved with the International Association of Chiefs of Police Private Sector Liaison Committee for the past 15 years, offering suggestions and input on a myriad of issues.

Tony has also been a valuable resource to FARA members in his role as FARA liaison for issues surrounding ADT Security Systems, Inc. He has often said he may not have the answers, but he knows the right people with which to put us in touch. "Tony gives so much to FARA, the alarm industry and to individual law enforcement agencies, that he truly earned this award. He is a valuable asset to this association, and we greatly appreciate his input and participation," said FARA President Norma Beaubien.

### False Alarm Reduction Achievement Awards

Three new awards were given this year to deserving recipients, which seek to recognize law enforcement and alarm industry initiatives that have shown meaningful or significant reduction in the number of false alarms over a three to five year period or which embody the FARA mission. Attendees at the conference were given all of the nominations for each category of award and asked to vote on the ones they found most deserving. FARA plans to bestow these awards each year and will have conference attendees select the winners. If you have or know of a program that you would like to nominate for next year, please forward your written nomination to FARA's Executive Director Brad Shipp at [bradshipp@4yoursolution.com](mailto:bradshipp@4yoursolution.com).

### Public Safety False Alarm Achievement Award

The Public Safety False Alarm Achievement Award was presented to the **Huntsville Police Department** for its self-proclaimed "hands on" operation, which is community oriented and is administered under the "spirit" of the law rather than under the "letter" of the law. Under the direction of W. Rex Bell, the Huntsville false alarm reduction program went from responding to 5,450 different alarm sites in 1996 to responding to only 575 in 2004 from a total of 18,000 alarm sites. The hands-on approach employed by Huntsville includes personal visits to problem sites and on-site classes for retailers, industry, financial institutions and other commercial establishments, among other things. The success of the program is directly attributable to W. Rex Bell and his knowledge of the alarm industry and alarm equipment, as well as the wonderful working relationships he has developed over the years.



Honorable Mentions in the Public Safety False Alarm Achievement Award category include the **City of Bridgeport Alarm Administration Program, Hempstead Police Department, Leawood Police Department, Miami-Dade Police Department and the Montgomery County Police Department.**

### **Industry False Alarm Reduction Achievement Award**

The Alarm Industry False Alarm Reduction Achievement Award was presented to **ADT Security Systems, Inc.** for implementation of the 2-call verification process. Prior to requesting dispatch on an alarm activation, ADT will first call the site and at least one other telephone number to attempt to verify the validity of the alarm signal before requesting policed dispatch. This approach has shown remarkable results across the country. ADT was nominated by Jim Cogswell, Alarm Administrator of the Leawood Police Department, where implementation of 2-call verification by ADT resulted in a 27% reduction in requests for dispatch in Leawood, Kansas alone. Jim stated in his nomination that if this type of reduction were realized throughout ADT's 6 million customers, it would mean 1 million less false alarms to which public safety would have to respond.

### **FARA Achievement Award**

The FARA Achievement Award was presented to the **Alarm Association of Florida (AAF)** for its significant contributions towards the FARA mission. In part, FARA's mission states, "...and to foster an environment of cooperation among law enforcement, the alarm industry and the alarm user."



The Miami-Dade Police Department (MDPD) nominated the AAF for its outstanding dedication to addressing the false alarm issue and for its continued support of the Department's efforts to have its alarm ordinance revamped. AAF members have participated in numerous meetings with police staff to provide suggestions on how to strengthen their ordinance and appeared and testified before the County Commission on the same subject. The AAF provided free training to MDPD and other local jurisdiction staff, which covered components of an alarm system and how it operates. This training has provided local law enforcement staff with the confidence to speak knowledgeably with alarm users and alarm companies about false alarms and how to avoid them. AAF has also agreed to provide instructors for MDPD's Alarm Awareness School once it has been established. Finally, the AAF and its legal team are actively pursuing avenues to restrict alarm user information from public view. In its nomination, MDPD stated that the AAF "strives daily to assist us in bridging the gap between Law Enforcement, the Alarm Industry, and the Alarm User."

Congratulations to all of our public safety and alarm industry recipients of these new awards. Your efforts are not going unnoticed, and we greatly appreciate the initiative shown in all of the programs identified.

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## Lunch and Learns

In order to provide more time for actual training sessions, the Conference Committee amended the usual conference schedule to remove committee meetings from the agenda and to include committee updates during lunch instead. While this made for some very long days, with little opportunity for breaks from "business as usual," it did provide for quality time to increase the number of training sessions FARA was able to offer.

- **Communications Committee** Chair Norma Beaubien provided an overview of the work done by this committee and asked for more participation from the membership. Norma discussed the new grant writing and regional meetings manuals, as well as the new false alarm bulletins and revised smoke emitting devices position paper and new smoke emitting devices model ordinance. The Communications Committee also revised the How to Develop and Implement a False Alarm Reduction Program manual and completely revamped and rewrote the Alarm User Awareness School manual. Norma also described the member Assistance Requests, which were extremely successful throughout the year, and provided members with quick answers to specific issues and questions. She talked about the complete overhaul of the FARA website and new features added, such as a consumer section, the posting of all FARA publications on-line for members, and an alarm industry contact section that will assist FARA members in reaching appropriate personnel, who can help resolve problems. Finally, she discussed current projects the committee is working on, such as completion of the protocol for electronic filing of registrations/permits, a standard for reporting zone information to 9-1-1 centers, translation of FARA's false alarm reduction brochures into Spanish, and the triennial review of all FARA publications.

Both as President of FARA and as Communications Chair, Norma was awed by the amount of work accomplished by a small group of incredibly dedicated professionals. To that end, she presented awards to all members of the Communications Committee for their tireless commitment to providing the membership with beneficial information that will help them do their jobs better, easier and quicker.



Members recognized include: (Back Row-Left to Right) Kathleen Schraufnagel, Brink's Home Security; Norma Beaubien, Montgomery County FARU; Tony Fague, ADT Security Systems, Inc.; Patricia Novak, Protection One; Charles Grubbs, Gwinnett County Police Department; John Moorhouse, Alachua County Police Department; (Front Row-Left to Right) Brad Shipp, FARA; Jim Cogswell, Leawood Police Department; Stanley Hanson, Palm Bay Police Department; Pat Killian, Vector Security; (Not Shown) Amy Lobdell, Portland Police Bureau; and Cynthia Badua, Diebold, Inc.

- **Quality Commitment Committee** Chair Debra Olson described efforts undertaken by her committee to further the implementation of the Professional Certification Program by developing Continuing Education Unit criteria for maintenance of the Certified Alarm Manager classification, as well as efforts to date to develop and implement an advanced technical certification for FARA members. The associate members of the committee have agreed to serve as "guinea pigs" for the initial test, and Executive Director Brad Shipp is in the process of writing the exam as we speak. Tony Fague gave a comprehensive overview of the Gold Star Award program, which seeks to recognize those in the alarm industry, who have exhibited extraordinary effort on the false alarm reduction front.
- **Membership Committee** Co-Chairs Gerry Miller of Peel Regional Police and W. Rex Bell of the Huntsville Police Department described their efforts to grow the membership and to seek assistance from attendees in accomplishing that goal. Rex, in his role as Chair of the **Ways and Means Committee** also provided a brief overview of initiatives underway to help fill the FARA coffers .

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## Mall of America Security Tour

One of the highlights of the conference was a guided tour of security measures employed at the Mall of America, the largest mall in the United States. During shopping season, the Mall of America has enough people in it to comprise a city. Each of its four levels is one mile in circumference and includes stores and shops of every size and genre imaginable. The Mall of America also boasts Camp Snoopy, home of the indoor amusement park complete with two roller coasters. There are hundreds of dedicated security personnel, who work in and on the grounds of the Mall, as well as a Bloomington Police substation within the Mall.



The security chief shared with attendees what special measures they have to employ given their unique structure in order to ensure the safety of all visitors to the Mall. We were able to tour the command center and met with the Captain in charge of the bomb-sniffing dog. For obvious reasons, we will not repeat in print what we learned, but suffice it to say that we were all enlightened and overwhelmed by the awesome responsibilities the security personnel face on a day-to-day basis. Thank you to all of the security personnel, who took time to show us a top-notch operation!

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## Vendor Show and Exposition

During one of our Lunch and Learn sessions, we provided all of our vendors with an opportunity to showcase their products to the entire membership. Represented at this year's Vendor Meet and Greet were **AOT Public Safety Corp.** with their Crywolf tracking and billing software, **E&E Electronic Engineering Research, Inc**, manufacturer of a new add-on feature to existing alarm systems that virtually eliminates false alarms from motion detectors, **Purvis Gray & Company** with a custom false alarm tracking and billing system and **SmartCop**, also with a false alarm tracking and billing system.



Rick Moore, Ed Chicca and Les Greenberg of AOT

After lunch, we were all able to personally talk with each vendor to discuss our needs and wants and view in more detail all of their wonderful products.



Norma visits with Chris Moran of Purvis & Gray



Al Pearson of Smartcop explains his services



E&E Electronics- eFar module attracts a crowd

We thank all of our vendors, who so generously provided information on their specific products, which are designed to reduce false alarms or assist in the management and billing of false alarms.

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## False Alarm Reduction Professional Training

Program initiator and author Jim Cogswell, Leawood Police Department and FARA First Vice President, presented a portion of the new Regional Training program designed to take our message to the masses. Jim gave an overview of the reason for the training; i.e., we

know it's difficult for some law enforcement alarm professionals to attend conferences that are not held within driving distance of their jurisdictions, so we decided to identify sites where training would be beneficial and take a mini conference to them. Jim covered topics such as managing false alarms – long-term problem and efforts to date, defining the false alarm problem, obtaining support to implement a program and pass an ordinance, forming a workgroup with all interested parties, and false alarm tracking and billing software components and modules, costs and resources.



After the formal training was complete, we held an open forum where we obtained opinions from the participants on the content, structure and form of the class. Great suggestions were given on how to make the content more compelling and interesting, as well as how to market the program to get the most "bang for our buck."



We thank everyone, who attended and provided feedback, so that we can fully develop a training course that will be useful and informative to all concerned.

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## Professional Certification Program

FARA, once again, offered its one-of-a-kind Professional Certification Exam, which allows members the opportunity to show their proficiency and significant level of expertise in the management, coordination, preparation and implementation of a false alarm reduction program.

Four more professionals have joined the ranks of those who have achieved the "Certified Alarm Manager" designation by successfully completing the FARA Certified False Alarm Reduction Professional Exam. Those members include:

- Susan Clark, Montgomery County Police
- Stanley Hanson, Palm Bay Police Department
- Rich Klingeman, Bloomington Police Department

- Diane Schlake, Naperville Police Department

Congratulations to all of our Certified Alarm Managers!

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## Board of Directors Meetings

### Board of Directors Meeting, April 26, 2004

The FARA Board of Directors held its bi-annual meeting to kick off the conference on Monday, April 26, 2004.



- The Board reviewed and approved the 2004 budget.
- They also fully discussed items such as the marketing/business plan for the regional training program, the Gold Star Award program, sponsorship of the Security Systems and Solutions Expo, and received an update on the mentoring program.
- The FARA Board approved two new members and approved the CEU criteria for maintenance of the Certified Alarm Manager classification.
- FARA Secretary John Moorhouse described a concurrent path that the regional training program might take and will be putting his thoughts to paper and presenting it to the Board again at a future meeting.
- President Norma Beaubien shared thank you's from members for a job well done.
- The Board was presented with an Executive Director's report from Brad Shipp, where he advised that FARA, as an organization, is strong and has great value to its membership in terms of both manuals and services provided.
- Ty Harden of Network Multi-Family Security Corp. was a guest at the meeting and discussed in detail his thoughts about hosting a web site that contains all city/county ordinances, which would be a great asset to both the alarm industry and law enforcement. The Board agreed with Ty's approach and made suggestions on how to make this initiative work. A motion was approved to work with Ty to establish a database of alarm ordinances.
- Finally, Vice President Jim Cogswell rolled out the new FARAWear clothing with the FARA logo and described how members could access the distribution web site and order whatever clothes they deemed appropriate.

### Board of Directors Meeting, April 30, 2004

During the final Board of Directors meeting of the Bloomington conference:

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- The Board discussed various aspects of the just completed conference.
- Voted to approve one more new member.
- Discussed the entire SIAC grant process and how FARA could do a better job of marketing the availability of the grant money.
- The Board also discussed its mid-year meeting scheduled for October 22 through October 24, 2004 and possible locations. Toronto Canada was suggested as the site for the 10th annual training conference, and the Board agreed to ask the entire membership if it was feasible for them to travel out of the country for a conference. Based on the response received, the Board will make a decision about the site of both the mid-year meeting in October as well as the site for the 2006 conference.
- Treasurer Patty Bimonte provided a copy of FARA's 2003 tax return for review and gave an excellent report on the expenses and revenues for the conference.
- Vice President Jim Cogswell detailed two new initiatives he felt FARA should undertake based on comments and issues raised during the conference. First, he requested creation of a database with contact information for national alarm users, which pose problems for law enforcement throughout North America. It was also discussed that this might dovetail well with the Network Multi-Family initiative using the web site for distribution of this type of information. Second, development of a universal registration form that could be used throughout North America and would standardize both the information obtained, as well as the format of the form. A query will be made of the membership to determine what type of information is most important to be included on a universal registration/permit form.

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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 managers 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 law enforcement, the alarm industry and the alarm users.

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## Contact Us

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