

The Shield

Founder's Message Jarl E Saal, Chairman and Founder



Jarl E. Saal, C.O.B.

The beginning of a new year is a time when people often assess their lives (at work and at home) and establish goals for the upcoming year. If you're in the frame of mind, I strongly recommend you include security as you take stock of what is important to you.

Is your security system meeting your needs? Has your home, business, or lifestyle

changed? First Alarm's systems are adaptable, and we're always adding new technology to keep you safe in a variety of ways. Here are some of the most common changes that we encounter that prompt a change in a security system:

- ◆ Construction at a home or business
- ◆ Change in telephone or internet service
- ◆ Medical condition
- ◆ Change in assets that are being protected

I can't tell you how many times over the years that I've seen losses that were a result of a security system that hadn't been changed to meet the changing needs of the user. That's why we are here to serve you with our team of professionals who can discuss the options available to you. Our consultations are always free, so I encourage you to call us to set an appointment. Wishing you all a great holiday season and prosperous new year!
-Jarl E. Saal

TEST YOUR SYSTEM

If you have not tested your system recently, now is the time. Even if you routinely arm and disarm the system a full test is recommended from time-to-time. The best part is – IT'S EASY!

To test your system:

1. Contact First Alarm and put your system on test.
2. Arm your system and open the door as if you are leaving, and close door.
3. Once system is armed, open each door or window; alarm will sound and send signals.
4. Disarm system and reset memory.
5. Call First Alarm and verify signals sent.

****If your system is not monitored, skip steps #1 and #5.**



Responsible Persons Contact List—If you've had a change in personnel or haven't updated your Responsible Persons Contact List in sometime, **please contact us**. We want to be sure we have the correct information!

Communication Technology – What You Should Know



From the earliest days of the security industry, communication paths have always been at the center. It's a little known fact that much of the initial push to install copper communication lines was for the sole purpose of monitoring security systems. From the late 1800's until recently, the basic premise hasn't changed much.

Now, at a faster and faster clip, traditional phone lines are being canceled and internet based calling services and mobile communications are taking their place. As with most technology

changes, there are distinct advantages and disadvantages – in this case as it pertains to your security system. On the plus side, the internet and mobile computing allow much great command, control, and convenience when interacting with a security system (see our "virtual keypad" offer below). The biggest minus, at this point, is the instability and vulnerability of both the internet and the wireless communications network.

As a result of the changing face of communications, First Alarm has invested in technology like FirstNet that can adapt a security system to the appropriate

communication path. Additionally, we have added special technology which can harden the communication link to make sure the signal will always reach us in an emergency (even if the internet or public communication networks are down).

I encourage you to give us a call, especially if you've changed your communication arrangement at your home or business, or are considering a change.

~Dave Hood, President
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VIRTUAL KEYPAD OFFER

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Emergency Preparedness



In a disaster, local officials and relief workers cannot reach everyone immediately. Help may not arrive for hours or days. You and your family -- and don't forget to include the needs of those with disabilities-- need to be prepared ahead of time because you won't

have time to shop or search for the supplies you will need when a disaster strikes.

Regardless of the type of disaster, there are things you can do to prepare. Contact your local Red Cross Chapter, visit the FEMA website at www.fema.gov, or www.ready.gov to make sure you

are aware of the potential for natural disasters in your community. After you have identified the types of disasters that could strike where you live, create a family disaster plan that can apply to any type of disaster – natural, unintentional, or intentional.