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SECURITY SALES®

MANAGEMENT RESOURCE FOR THE PROFESSIONAL INSTALLING DEALER



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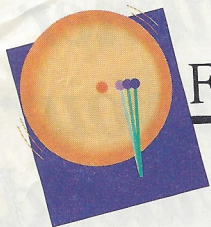
*New Commercial Program
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'Top-Notch Sales' Column Debuts ... See page 56



FALSE ALARM FORUM

L.A. DEBUTS 'HISTORIC' ALARM SCHOOL

Los Angeles has become the largest city in the United States to institute a false alarm education school for end users.

The Los Angeles Police Commission "Alarm School" was moderated by Larry Williams, false alarm coordinator for the Los Angeles Police Department (LAPD). Calling the event "historic," Williams conducted the inaugural session on December 2 for an audience of 36 attendees.



Larry Williams (right), false alarm coordinator for the LAPD, and Vince Nigro of the LABFAA conduct the city's first "Alarm School" for end users. Williams told attendees that one out of every six police calls in L.A. is for a false alarm.

The two-hour class included an overview by Williams of how time-consuming false alarm response is for the LAPD.

According to Williams, 16 percent of all police calls are to electronic alarm signals. In 1996, LAPD officers are expected to respond to 145,000 false alarms.

Later, Don Moore of Westec Security in Irvine, Calif., repre-

senting the Greater Los Angeles Security Alarm Association and Vince Nigro of Vital Services Inc. and past president of the Los Angeles Burglar and Fire Alarm Association, gave attendees tips on reducing falses.

"Take responsibility for your alarm system," says Moore. "Don't presume the central station will call you to verify an alarm. If you don't get a verification call, call the central station yourself."

L.A. City Council member Laura Chick, who is the creator of the school, also attended. She believes a lack of system instruction by alarm dealers is a contributing cause to falses.

The lack of end-user education was apparent throughout the evening. Many attendees asked questions that made it quite evident that they had only a vague idea of how to operate their alarm systems. Most did not understand the consequences of false alarms, and many were in the dark about the function of a central station.

Attendees were allowed to have an \$80 false alarm fine eliminated from their record. Attendance was free.

Williams plans to hold sessions throughout the city in the future. The city of Phoenix had superb results from its alarm school, with more than 90 percent of attendees never having another false alarm.

Westec Security To Open Visual Monitoring Center

One of the nation's largest alarm companies, Westec Security, has joined the visual monitoring revolution to curb false dispatches. The company has established a new division, called Westec Interactive Security Inc., to provide remote video monitoring of alarm signals.

The visual command center is in Westec's headquarters in



Westec Interactive's headquarters will be located in Westec's corporate complex in Newport Beach, Calif. The grand opening is set for this month.

Newport Beach, Calif., and is set to open this month. The company says the growing concern over safety and security, as well as the issue of false alarms, were key factors in deciding to use visual monitoring. Each of Westec's central station operators will have the ability to view video and use two-way interactive audio communication with customers.

Michael J. Upp, current vice president of business development for Secomerica, Westec's parent company, is the new general manager of Westec Interactive.

In June 1995, Holmes Protection of New York Inc. also announced it believes visual verification is the solution to the false alarm problem in New York City. (See June 1995 issue, page 22.)

