

# The Shield

## Executive Changes Announced

**First Alarm and First Alarm Security and Patrol, Inc.** begin the year with some changes in their senior management and oversight. "As our two companies have evolved and matured," says **Jarl Saal, Founder and Chairman** of both companies, "it is only natural that the management structure needs to mature as well." Jarl has announced the appointment of a Board of Directors, as well as promotions of his senior executives.

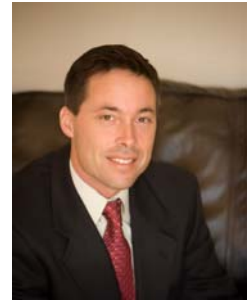
**Cal Horton**, who recently marked 22 years as the head of First Alarm Security and Patrol, Inc. has officially become that company's **President**. And First Alarm's **Dave Hood**, a 20 year veteran here, will take on the same title for the Alarm company.

Both Dave and Cal will report to the Board of Directors. Among the Board of Directors is Jarl, and another well respected leader in the industry, **Senior Systems Technician, Bill Edmonson**.

Each member of the board brings a unique perspective and a wide range of experience which will help our companies to continue to grow.

Jarl will continue to provide oversight and leadership as the Chairman of the Board for both companies.

Congratulations to these gentlemen in all their hard work and accomplishments!



Dave Hood



Cal Horton



Bill Edmonson



Jarl E. Saal

## We Appreciate Your Referrals!



**Do you know someone who could benefit from having our security services? If so, let us know!**

First Alarm is a leader in residential and commercial security systems. Our area of expertise is in security and remote monitoring, fire and life safety, access control, video surveillance, and security guard & patrol services. If you refer a potential customer to us, and they sign a contract with us, you'll receive either a **\$50 credit** (residential) or **\$100** (commercial) **credit** towards monitoring services.

**Have a referral? Contact your local branch or email [info@firstalarm.com](mailto:info@firstalarm.com)**

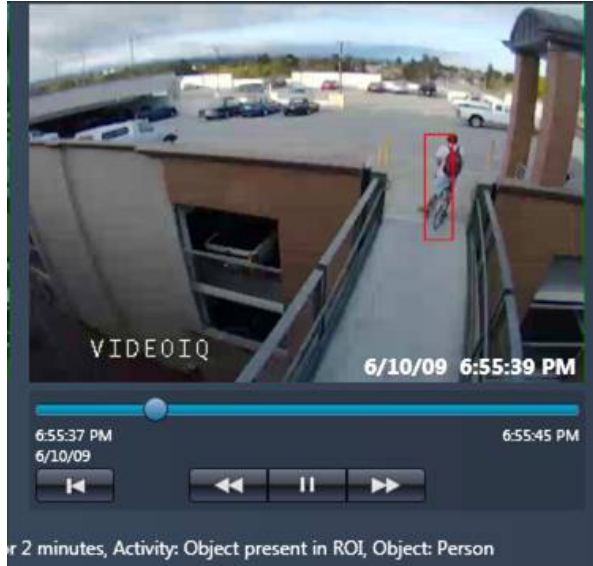
All referral information will be kept confidential. First Alarm will not give, rent, or sell information to anyone, ever.

April 2010

# FIRST VIEW - Solutions to Your Needs

**Aptos**– In the year since we launched **FIRST VIEW** we've been able to fulfill the security needs of several facilities through the use of remote video security services. The real-time video services that we offer are bundled under our Brand, **FIRST VIEW** which includes:

- Video Alarm Verification
- Voice Interdiction
- Video Escort of Employees
- Video Patrol Tours
- Behavior Recognition (Vandalism, Loitering, Illegal Dumping, Etc. )
- Wireless Trespass System with Video Verification
- Quality Assurance and Safety Monitoring of Employees.



**VideolQ in action.**

If you have a need for a virtual security guard who is always on duty, **FIRST VIEW** maybe what you need!

**Current applications include:**

- Parking Areas
- Retail Strip Malls
- Schools
- Homeowners Associations
- Storage facilities
- Jewelry stores
- Manufacturing Facilities and more!

Call us today for a FREE on-site security review to see how **FIRST VIEW** may provide you more peace of mind!

## Spring Safety Tips



Spring time often means the beginning of outdoor activities, such as picnics and barbeques. While these are innocent activities, extra precautions can be taken to keep your friends and family safe.

In 2003-2006, According to NFPA (National Fire Protection Association), 7,900 home fires involved grills, hibachis, or barbecues. Of these 5,000 of them

were outside fires. In 2007, it's reported that 18,600 patients went to emergency rooms because of injuries involving grills.

**We encourage you to take these precautions:**

- Only use propane and charcoal BBQ grills outdoors.
- Keep children and pets away from grill area.
- Never leave your grill unattended.
- Use only charcoal starter fluid, and never add additional flammable liquids to the fire.
- Always let coals cool completely before throwing them away.

### \$99 Spring Tune-Up

Call your local branch office to set up your Spring Tune-Up today!

- Complete test & inspection of the system.
- Adjustments to devices as needed.
- Check of main back-up battery.
- Check of decals, yard signs and replacement if necessary.

\*Residential and small business customers only. Additional repairs will be charged at regular service rates. Battery replacement at an additional cost.