

The Shield

Looking Forward



Jarl E. Saal

It's that time when we like to reflect on the prior year and look ahead to what's in

store for us in the new year. 2009 saw the persistence of the recession that has impacted so many people across our service area, and around the country. Although the security industry is often described as "recession resilient", we were not spared from all the effects of the economic downturn.

I can report that we continue to invest in our operation to support you, our customers. I've weathered more than a few economic

"storms" over my 43 years in business, and I've learned that you must keep investing in the future and to avoid the short-term outlook that can settle in when the economy is bad. We must keep our infrastructure fresh – that has always been a key part of our operating plan.

We also continue to invest in several new technology platforms that will enhance and improve the level of security we can offer you. For example, over the next year we will be deploying a sophisticated radio-based "mesh network" which will allow customers to be monitored wirelessly – with no connection to a phone line or the internet. With more and more people opting out of traditional land-line telephone

service, we have several non-telephone-based options to make sure that in an emergency, the signal will get through.

As the new year begins, I encourage you to assess your security system (and test it, too!). Has anything changed at home or your business that might require a change in the level or type of security you need? First Alarm systems are designed to be adaptable – so let us know and we'd be glad to review your security with you and make suggestions.

Thank you for your business and have a great new year!

- Jarl E. Saal



We're Hiring!

FIRST ALARM is hiring for Outside Sales Representatives (Security Consultants). This position is responsible for cultivating client relationships, prospecting new business, design and selling security solutions to business and homes throughout the Monterey Bay Area. This is a commission job with potential earnings of \$65k+.



We are looking for driven, dedicated professionals with strong communication skills. Applicants should have a proven track record of success, strong technical aptitude, good working knowledge of Microsoft Word and Excel (you will be tested), ability to pass our stringent criminal background check, driving record check, and drug/alcohol screening.

Interested? Send cover letter and resume to: dhood@firstalarm.com

Security System Enhancement : Water/Flood



Water damage causes major damage to homes and businesses each year. According to an insurance industry report, 60% of

property claims are caused by faulty indoor appliances or plumbing leaks. 11% of claims are caused by sewers and sump pumps. Your security system can be equipped with special sensors which can detect the presence of water and alert First Alarm immediately. These devices are active 24-hours a day – regardless of whether or not you’ve armed your alarm. Typical

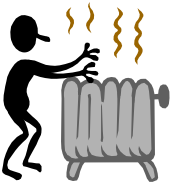
applications for a First Alarm Water Sensor include:

- ◆ Kitchens
- ◆ Laundry Rooms
- ◆ Water Heater/Boiler Room
- ◆ Basement
- ◆ Bathrooms

If you’d like to learn more about our these devices – please contact your local branch office or visit the “contact us” page on our website:

www.firstalarm.com

Heating Equipment Safety Tips



As the temperature outside drops, families take to the indoors to keep safe and

warm. What they may not realize is that turning up the heat can increase the risk of home heating fires.

According to the National Fire Protection Association (NFPA), nearly half of all home-heating fires occur during December, January, and February. On average, NFPA research show that heating equipment is involved in roughly 70,000 reported U.S. home structure fires, with associated loss of more than 600 civilian deaths,

almost 1,600 civilian injuries and more than \$1 billion in direct property damage. “While these numbers are frightening, nearly all of these fires are preventable,” said **David Hood, VP/GM of First Alarm** “We can reduce the number of home heating fires in our community be taking some simple precautions and using heating equipment properly.”

NFPA and **FIRST ALARM** recommend some simple home heating safety tips, so residents can help keep our community safe and warm this winter.

- ◆ Have your chimney inspected each year and cleaned .

- ◆ Use a sturdy fireplace screen.
- ◆ Allow ashes to cool before disposing. Dispose of ashes in a metal container.
- ◆ Space heaters need space. Keep all things that can burn, such as paper, bedding or furniture, at least 3 feet away from heating equipment.
- ◆ Turn portable heaters off when you go to bed or leave the room.
- ◆ Plug power cord only into outlets with sufficient capacity and never into an extension cord.
- ◆ Inspect for cracked or broken plugs or loose connections. Replace before using.