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CUSTOM ALARM WINS 2011 PDQ AWARD

SIAC & FARA see continued improvement in alarm reductions

FRISCO, Texas (June 7, 2011) - CUSTOM ALARM, of Rochester, MN, was named the 2011 Police Dispatch Quality (PDQ) Award winner at ESX in Charlotte, NC, June 7. Announced by the Security Industry Alarm Coalition (SIAC) and the False Alarm Reduction Association (FARA), and co-sponsored by Honeywell Security, Security Sales & Integration Magazine, and the Installation Quality (IQ) Program, the PDQ Award recognizes the security company that best demonstrates a proactive and cooperative effort to reduce unnecessary alarm dispatches.

“We’ve worked hard year after year to improve our alarm management practices,” said Leigh J. Johnson, CEO of Custom Alarm. “Each year we add something new to our portfolio, building on our successes. Our goal is to continuously reduce unnecessary calls to the police for dispatch, and build an ongoing, successful relationship with local law enforcement.”

“Annually we find new alarm management practices that stand out based on the winner’s performance,” said Norma C. Beaubien, President of FARA. “Even the nominees that weren’t selected showed us that more and more good alarm management techniques are being employed across the country.”

Custom Alarm was chosen as the winner due to their well-balanced alarm management program and an extremely low dispatch rate of 0.19 per customer per year in Rochester, MN. “The national average has gone below one dispatch per customer per year, so this figure demonstrates that Custom Alarm is performing almost 80% better than the average company providing home and business security services,” said SIAC Executive Director Stan Martin.

“Each successive year Custom Alarm applied for the PDQ Award we saw their program improve. It’s a sign of strong leadership coupled with determination to be the best. Previous winners have ranked very high in all fifteen categories of scoring, setting an elevated bar of excellence. Custom Alarm now joins that elite club of security professionals,” concluded Martin.

The official award ceremony for the 2011 PDQ Award took place at ESX in Charlotte, NC. Previous winners include Brink’s Home Security, Vector Security, Alarm Detection Systems, Inc. (ADS), and Broadview Security (now ADT Security Services).

ABOUT SIAC

SIAC is comprised of four major North American security associations--Canadian Security Association (CANASA), Security Industry Association (SIA), Central Station Alarm Association (CSAA), and the National Burglar & Fire Alarm Association (NBFAA)--representing one voice for the alarm industry on alarm management issues. SIAC’s primary charter is to significantly reduce calls for service while strengthening the lines of communication with law enforcement professionals and end users. For more information, contact www.SIACinc.org.

ABOUT FARA

The False Alarm Reduction Association, established in 1997, is an organization of public safety false alarm reduction professionals and alarm industry representatives, whose main mission is to provide a forum for the exchange of 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 user. For more information, visit www.faraonline.org.

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