



From Left to Right: Mike Zawinski, Publisher, Security Sales & Integration; John A. Murphy, President, Vector Security, Inc.; Jim Cogswell, Vice President of FARA; Stan Martin, Executive Director of SIAC; Pat Killian, VSI False Alarm Program Manager; and Derrick Jackson, VSI Dispatch Reduction Manager, Washington DC District.

Vector Security Captures the Industry's *FIRST* PDQ Award at ISC West

On Tuesday, April 4, 2006 Vector Security officially received the industry's first PDQ (Police Dispatch Quality) award at the SAMMY Award function held by *Security Sales & Integration* at the ISC West convention. This award is the first of its kind to recognize the efforts of a central station in reducing false alarms and unwarranted dispatches. It required that the central station submit detailed data illustrating the processes it used to arrive at the reduction. Additionally, the report was required to be substantiated by the municipalities from which the data was compiled, thereby verifying that the responding authorities agreed with the statistics.

SIAC, (Security Industry Alarm Coalition), FARA (False Alarm Reduction Association) and *Security Sales & Integration Magazine* teamed up in 2005, launching this recognition program in an effort to curb the false alarm problem. It recognizes the efforts of central stations that employ established industry practices to achieve higher quality police dispatch requests. The goal of the program is to raise industry awareness, motivate alarm companies to initiate proactive programs, and provide successful models for others to employ within their own organizations.

Our success in winning the first award of its kind didn't occur by accident. It is a reward for our strict adherence to a 12-step false alarm and dispatch reduction plan constructed by Pam Petrow and her staff, which was first deployed throughout our company's central stations in 2003. This program stressed accountability on all levels, and was circulated

throughout ALL aspects of our company. The result was a well coordinated effort which reduced our annual dispatches per account from 1.37 to 0.8!

In preparing our submission application for the award, Pat Killian, Derrick Jackson and Aforia Hawthorne worked closely with the false alarm reduction units in Maryland counties including Baltimore, Montgomery and Howard; which were selected as our sample reduction markets. Congratulations to our central station management and staffs, along with our false alarm reduction coordinators, who came together as a team motivated by a central theme to reduce false alarms. Understanding the sheer complexity of the problem, their actions represent a monumental effort which we will maintain going into the future; we have experienced a reduction in false alarms throughout our central stations.

This achievement has been realized by adhering to a strict plan which most other companies have been unable to effect within their respective organizations. It included developing close working relationships with false alarm reduction advocacy groups, including CSAA, FARA, SIAC and APCO. This effort culminated in Pat Killian being named "Associate of the Year" by FARA for her personal efforts in reducing false alarms. While others talk about reducing false alarms, Vector has actually made false alarm reduction a reality, and has positioned itself as the "gold standard" others need to follow. This is yet another example of how we ARE different than our contemporaries and why we are so highly regarded within our industry.

This is another proud moment for all of us at Vector! We set out to do something no one else has been able to do and quite simply, did it!