



Boyd Bugle

UNIFORMED GUARDS • CENTRAL STATION ALARMS • CRIMINAL INVESTIGATIONS • SECURITY PATROL

Message From Our C.E.O.



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Boyd & Associates

Please, Use Your Alarm System!

By Raymond G. Boyd

Many times while visiting with friends, they abashedly confess that they had an alarm system installed in their home, but rarely utilized it.

Recently, in my neighborhood, a family went to church on Sunday without setting their alarm, then returned to find their home looted.

Why do otherwise intelligent people not take advantage of a device proven to inhibit burglars when it is so readily available? Part of the answer is certainly complacency. But, after overcoming that phenomenon, what else can we blame?

I have met people, mostly elderly and not particularly computer adept, who fear the buttons and lights on their alarm system. Young people may not realize it but after a

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SUMMER
Fun for All!



Play it Safe While on Vacation

Here are some important safety reminders to help keep your vacation safe and fun:

As You Pack...

- Pack as lightly as possible, so you won't be slowed down.
- Don't use designer luggage which can draw unwanted attention from criminals.
- Don't pack valuables in your checked luggage.
- Keep your medications in the original prescription container.
- Use credit cards and/or travelers checks rather than carrying cash.
- Pack a basic first aid kit.
- Make sure your cell phone will work outside of the U.S.

After You Arrive...

- Don't discuss your itinerary, place of lodging, or mode of transportation with strangers.
- Learn how to use the local phone system and how to contact local emergency assistance.
- Keep excess cash and unneeded personal documents in the hotel or room safe.
- Check maps before you go out so you can tour confidently.
- Lock your hotel room door, connecting room door, balcony doors, and all windows.

While Out and About...

- Avoid an obvious tourist appearance and try to blend in as much as possible.
- Avoid carrying valuables or displaying jewelry, cameras, etc.
- Stay on well-lit, well-traveled streets.
- Use ATM machines during daylight hours and preferably only in banks or hotels.

Visit us on the web at www.boydsecurity.com

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Message from Our C.E.O

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certain age you can learn a task and then if you don't have to do it for a few weeks you need to be retrained.

Other instances of neglect occur when you have a small carpentry repair job at your home. Replacing a window or a door will frequently cause the tradesman to inadvertently cut an alarm wire or break a contact.

"My children come home at late and inconsistent times" is a frequently heard lament.

Municipalities faced with a growing false alarm problem and decreasing police resources have instituted fines and other restrictions on alarm usage. Increasingly, municipalities are passing ordinances requiring "verified alarms" prior to police response.

In speaking against false alarms, Los Angeles Police Chief William Bratton said, "The alarm owner (homeowner) is usually responsible for an accidental alarm. They forget to shut it off, they didn't properly enter the key number, and so on." Bratton also decried the homeowner with an alarm who doesn't even bother to learn to turn it on.

Chief Bratton has made favorable mention of companies (like Boyd & Associates) that not only sell and monitor the alarms, but also offer patrol response to improve the ability to determine if an alarm is false or not.

At Boyd & Associates, we really want you to utilize your alarm system to its fullest capability. As evidence of our serious intent, we will send someone to retrain you and your family on how to operate your alarm system. And, we will do this no matter who sold you the alarm to begin with! Give us a call at (800) 381-BOYD today!



National Night Out 2009: America's Night Out Against Crime August 4, 2009



What is National Night Out?

It's America's *Night Out* Against Crime! The 26th Annual National Night Out (NNO), is a unique crime and drug prevention event sponsored by the National Association of Town Watch (NATW). It has been scheduled for Tuesday, August 4, 2009 (Texas will celebrate on October 6, 2009). NNO cordially invites you and your community to be a part of their Night Out 2009 Team.

Last year's National Night Out campaign involved citizens, law enforcement agencies, civic groups, businesses, neighborhood organizations and local officials from over 15,000 communities in all 50 states, U.S. territories, Canadian cities, and military bases worldwide. In all, over 37 million people participated in National Night Out 2008.

National Night Out is designed to:

- Heighten crime and drug prevention awareness
- Generate support for, and participation in, local anti-crime programs
- Strengthen neighborhood spirit and police-community partnerships
- Send a message to criminals letting them know that neighborhoods are organized and fighting back

Along with the traditional display of outdoor lights and front porch vigils, cities, towns and neighborhoods "celebrate" NNO with a variety of events and activities, such as:

- Block parties
- Parades, exhibits
- Contests
- Visits from local police and sheriffs departments.
- Cookouts
- Flashlight walks
- Youth programs

NNO has proven to be an effective, inexpensive and enjoyable program to promote neighborhood spirit and police-community partnerships in our fight for a safer nation. Plus, the benefits your community will derive from NNO will most certainly extend well beyond the one night.

To find out more about how you and your neighborhood can participate in the 2009 National Night Out, visit the NATW website at www.nationaltownwatch.org/nno. Click on the Registration link. Once registered, coordinators will receive an Organizational Kit filled with "how to" materials. Be sure to check out their new "Program 365".

Watch Out for Dishonest Summer Salespeople!

It is our responsibility as a security provider to pass along information regarding a disturbing new trend occurring in Southern California. Disreputable security alarm companies are hiring summer salespeople to aggressively canvass neighborhoods selling security systems. These salespeople use unethical and dishonest sales tactics to mislead and confuse homeowners, while attempting to scam homeowners into switching to their out-of-state company or to sell them new bogus security systems.

They target unsuspecting senior citizens by playing up their fear of living alone, as well as homeowners already under contract with other alarm companies (a violation of Consumer Affairs law).

Here are some of their tactics:

They claim...

- They are the community “director of security”
- They work for a security system manufacturer, such as Ademco, GE, Honeywell, etc., and may even wear hats or shirts with company logos. Reputable security manufacturers don’t sell directly to the public.
- They work for your alarm provider (they get the name from the yard/window signs posted at your home).
- Your alarm company has changed names and they must convert your paperwork to the “new company name”.
- They need to “upgrade” your existing system to the “latest” technology, often installing inferior equipment using sub-par installation methods.
- They offer a certain number of “free” systems in your neighborhood.
- They are “advertising directors” and offer you a special deal because they like the look and location of your house.
- Your alarm company is “going out of business”.

These tips will help to ensure you are dealing with a reputable alarm professional:

- Boyd & Associates sales consultants and technicians will call ahead of time to schedule an appointment. We do not show up on your doorstep.
- Ask to see their ID badge, business card, or literature with the company name.
- Ask to see proof of their State of California Alarm License (badge or number).
- Verify the license by contacting the Department of Consumer Affairs, Bureau of Security and Investigative Services at (800) 952-5210 or log onto their website at www.bsis.ca.gov/online_services/verify_license.shtml.
- Ask who will be monitoring your account, and whether that specific monitoring service is “guaranteed” over the length of the contract.
- Clarify who will be doing any work within your home: a licensed professional employee or an unlicensed, unregulated subcontractor?

It is important that you report these unethical salespeople in order to get them off the streets and out of your community. If you have been approached by one of these scam artists, please complete a Department of Consumer Affairs Complaint Form online at www.dca.ca.gov/online_services/complaints/complfrm.shtml, or you can mail the completed form to the Department of Consumer Affairs at P.O. Box 942507, Sacramento, CA 94258, or fax it to (916) 574-8676.

Be sure to warn your family and friends about these scam artists. If you have any questions about the security of your home, don’t hesitate to call **Boyd & Associates at 1-800-381-BOYD**. *Let us help protect your home, your family, your precious belongings!*



@ Your Library

Summer Reading Programs 2009

Summer reading programs are a great way to encourage kids to maintain their reading skills over the summer. Kids can read anything they want for the program, so that they can develop their own interests and a love of reading. Studies have found that children who select books for themselves, and participate in reading as a leisure activity, improve their reading comprehension, vocabulary, spelling, and writing skills.

The California Library Association (CLA) is sponsoring the Summer Reading 2009 program which celebrates music and the arts with the themes “Be Creative @ Your Library” for children, and “Express Yourself @ Your Library” for teens. The CLA also has ideas for Adult Summer Reading!

Here are some tips for parents:

- Start sharing books with your child at a young age and read with them into their teen years.
- Allow your child to select books to read and be aware of your child’s reading interests.
- Make a time and place for reading in your home and encourage talking about reading in your family.
- Take advantage of down time to read... in the waiting room at the doctor/dentist office, in line at the grocery store, waiting for the bus, etc.
- Register your child for a library card.
- When preparing for family road trips, stock up on audio books from your library. Let your children choose some stories to listen to in the car.
- Give books as presents.
- Set a good example... read on your own.



For more information about summer reading programs, consult your local library!

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