

THE SIREN

Newsletter Date: July 2008

BURGARELLO ALARM

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Message from the Owner

Happy belated 4th of July everyone!

We're ½ way through the year (how time flies!) and enjoying our 36th year in business! We started off a bit slow during the first two months of the year which was a carryover from the 4th quarter of 2007 as we started to feel the economic pressures facing the Nation.

We've since picked up momentum and are back on track and running on all cylinders. Our backlogs are healthy (almost too healthy!) and our new advertising campaigns kicked off July 1st and will help sustain our business growth throughout the year.

Kudos to the Incline Village Office for meeting and exceeding their revenue goals every month this year despite the difficult times...great job to the entire crew!

I've noticed the Hall of Fame board being updated monthly. Congratulations to all the multiple "Star of the Month" and "Employee of the Month" winners. Your work excellence is truly appreciated and we'll formally recognize those achievements again at the end of the year Christmas Party!

Let's keep our momentum moving forward for the rest of the year. We should be well positioned to take advantage of the marketplace as the economy starts to rebound and the housing and business sectors strengthen.

Have a wonderful time at the Company Picnic and enjoy yourselves!

I want to wish you all a very happy 4th of July to you and your families.

HAPPY HOLIDAY – *Louie*

Message from the General Manager

Dear Colleagues,

This is the 4th issue of our company newsletter and I think we've settled into a semi-annual publishing routine which seems to be just about right for our business news updates. We'll continue to have communications via our monthly Employee Meetings for more current events.

I would like to welcome our new additions to the Burgarello family since our last newsletter as well as welcome back some former employees that we're fortunate enough to receive back in the fold. **George Brewer** came from Nu Systems and has a wealth of information and experience that will greatly help our service Dept in Incline. **Rick Nichols** is our new Sales addition out of Gardnerville and has been around the block a few times and knowledgeable in our Industry and should help make a good-sized dent in an area we haven't fully explored in the past. **Rick Martinez** and **Jake Girard** came to us from Mustang Alarm. Jake is rapidly moving up the Installation Dept's ladder as a valuable and savvy technician and Rick has decades in the business and definitely helping us maintain our fire-testing schedules up to date at over a 2-to-1 clip improvement over his predecessor. **Tish Crouch** came to us as a recommendation from Cindy and has been a great asset to the company in Dispatch (did you know she has her own travel agency too??? See her for your next vacation!). Welcome back to our former employees **Brett Dietrich**, **Justin Pugh** and **Dale Davis**. All are fine employees and definitely make our company stronger and more customer service oriented! Read on for more company news!!!

Take care and let's have a great 2nd half! See ya! *Paul*



Departmental News

Incline – As mentioned earlier, the Team in Incline is doing an outstanding job! They've met or exceeded their goals every month this year which is a fantastic feat considering our extremely slow start this year. With Bob's strong sales efforts and large multi jobs being landed continuously, the Incline group has their opportunities laid out for them. As an organization, the team runs very efficiently and receives accolades on a monthly basis from our customer base, general contractors and the Fire Marshalls. Kudos to everyone on that team for exceeding the standards we set for ourselves as a company!

- Eric completed his NICET I & II certification and is now doing the fire plans design and review for the Lake. Congratulations Eric on your achievement!
- Eric has also volunteered to come to the Sparks location and give his support to the Installation Department starting in July. While Eric is helping out, George and Larry will be taking over fire-testing and Service on a full-time basis and we're very confident in their ability to do a great job! Brian Kelbus will be moving into the Incline Installation Department to help support Rick and Brad keeping the jobs turning.
- The group is also becoming very efficient in forecasting and scheduling their department's workload and we appreciate Elizabeth's extra efforts in making this happen as well as picking up additional duties with service billing.
- I'd like to personally thank Larry for picking up additional area coverage for fire-testing to help balance the workload between both locations. With this additional help we continue to remain current in fire-testing and at times getting close to our goal of one month ahead. This is such a difference from where we were a short time ago! Great job to the entire fire-testing crew including Alan's support behind the scenes keeping everyone going. Keep up the good work team!

Install/Service/Fire – Our biggest move this year has been the recent re-organization with Tim moving into a more direct role supporting Installation while Brian Malone has stepped up and taken on the task of running the Service department. With the Install Foreman position being vacated we will take our time and evaluate our personnel to see if we can fill the position internally before having to look outside the organization. Because of this gap, Eric will be supporting Tim out in the field. Thanks for stepping up Eric!

- For the longest time we've seemed to have a black hole regarding customer calls going to the back. We've had multiple customer complaints as well as a few cancellations due to this customer service issue and no one had a good answer as to how these calls were not being attended to in a timely manner. With the help of the entire Central Station staff as well as support from the front desk personnel, everyone is logging their calls each shift and turning the tracking sheets in to be reconciled daily. Since implementation a few months ago, I am pleased to announce we have not received one customer complaint so it looks to be working! Even though I hate to ask to continue with this additional task, it definitely has improved our customer service which is one of the ways we want to differentiate ourselves from the competition. I appreciate everyone's help and support—your efforts are definitely paying off!
- During our peak season we've picked up additional job support from Rob Farhney as an outside contractor helping us complete jobs. With his experience, he adds about 1.5 times the help we would normally receive on each job and his expertise in Audio / Video adds another dimension to our technical abilities to help p/u additional business we would normally have to otherwise turn away.
- A big thanks to James for helping put together our Installation Manual which adds another dimension to our job training that needed improvement across the operation. We appreciate his perseverance in seeing this project to completion.
- Lastly, a big thank you to Alan, Paul Jr and Ricky for taking multiple months in putting our Fire-Testing Agreement data together for over 1,100 customers so we could analyze the information and make the necessary changes to enhance this core activity. Our baseline started out at a \$150k / year loss. By the time we finish adjusting the necessary accounts and negotiating the rates that are currently upside down, we will have rectified this major company deficiency. This project will take upwards of 10 months from start to finish (we're currently ½ way done) and the help we received in making this huge task even remotely possible cannot be acknowledged enough. Excellent, excellent work to these three individuals for turning this major negative into a huge positive for the company!

Central Station – Well, the Team finally made it and can now be counted as part of an elite group in the Security Industry that has achieved CSAA 5-Diamond Certification and is the only one of its kind in Northern Nevada. Congratulations to everyone on the Team! You all had to study and pass the testing requirements as an entire group to make this achievement possible and each one of you did a fantastic job!

- Great job to Jeremy for helping put the Central Station Manual together for future training and employee reference. I appreciate his consolidation efforts and additional information to round out our much needed formal training manual—excellent work!





- A big thank you to Les for not only coordinating the ATB information efforts for the Sparks alarm ordinance but also for the recently enacted Reno alarm ordinance. A lot of time and effort was put into getting our information submitted in a timely fashion, especially since we're one of the bigger alarm companies in the area. Les did all this additional work while continuing to run the department. Great job Les!
- The department also came together to solve a multi-year issue of having continuous overtime basically every payroll period. Due to the fact that the Central Station is manned 24/7 with multiple personnel, any unexpected call-off or time off that could not be absorbed by the current staff on duty had to be covered by bringing in additional support personnel. In order to combat this we had to ask for a volunteer that would become our "float" person covering any shift at any time. Lori Kelbus stepped up to volunteer and the impact made in this new position was immediate from a customer support level as well as having financial savings for the company. Great job Lori in going above and beyond—we truly appreciate your dedication!

Admin / Accounting – Everyone in this department continues to outperform the competition and I couldn't be more pleased by this team's consistent performance and excellent customer service!

- A big thank you to Steven Saari for helping create our Company's Orientation Handbook. This was a long time in coming and will help to present us as a more professional and complete company to new employees joining our ranks as well as indoctrinating them quickly into the organization.
- Great job to Shirley, Darlene, Cynthia and James for helping save 43 customers y-t-d that would have otherwise left our family. For a myriad of reasons ranging from the new alarm ordinances in effect, to fixed income issues, to moving to other locations, customers were requesting to be disconnected. With our Staff's good customer service skills and negotiating tactics we were able to retain these accounts as long-term customers. This is the life-blood of our company and our associates do a great job of retention!
- Excellent work by Steven and Steve helping to break our long-term Cintas uniform contract and acquiring another vendor with better quality uniforms with no long-range commitment. This deal netted the Company close to \$10k in overall savings. Great work guys!
- Crystal, Patricia and Danielle have been working diligently on our long-term scanning project to help make us a more paperless company. The project will take approx. 1.5 years to complete and we're about 35% of the way there. Keep up the good work—you eat the elephant one bite at a time - we'll eventually get there!



Sales – The entire Sales Staff has done a great job through a difficult economic period during the first half of 2008 and our backlogs are as healthy as ever. Thank you all for your efforts and keep up the good work!

- Everyone has landed some major jobs so far this year. Rob picked up Ormat, Jim landed Michelin, Bob secured a major builder with multiple large jobs and Russ landed the whale (Lakemill Lodge). Great work everyone! We also need to keep our eye on the long-term goal of continuing RMR improvement as that will continue to sustain us in the future.
- The recent development and use of the FTA calculation sheets will help maximize our fire-testing base for new business so we remain profitable in the future.
- We also appreciate the Salesmen's support in securing the final FTA reconciliations with our customers being the most upside down. Their help in retaining these customers while negotiating a more competitive rate is very much appreciated.
- Bid sheet separation by head-end equipment is finally completed after multiple drafts and everyone's input in making this a reality makes our business that much easier to complete.

Warehouse – Steve's been very busy as usual keeping our Ops Team supported and having the facility up to standards. Steve's always looking to help improve our Company, from negotiating better rates with vendors to ensuring our inventory is accurate and accounted for. We appreciate his efforts every day!

- Panel downloads have finally been completed and Steve is able to help us save time in the field by setting them up beforehand with generic information needed for each work site.
- We're ready to transfer our inventory to a computer-based system and a big thank you to John, Steve and Amanda for all their time and effort in getting this project finally off the ground!

IT – John's been busy with multiple projects on his plate. John also completed his NICET I & II certification and is designing the Sparks fire plans for us and doing an excellent job! Congratulations John on your accomplishment!

- Sean Peraldo has recently joined the team to help John as needed and will be a big help to us in the future.
- John completed a fire training class conducted by Dave Mills. Not only did John ace the course but he's built good repore with Dave which is important to our on-going business regarding fire plans.
- John's next project will be to help expand our telemetry system throughout the area and placing redundant radio systems in key locations to strengthen our network. John has much more to accomplish before the year is out and we appreciate all of his help and support!



Birthdays & Company Anniversaries

July Birthdays

Rick Conine

Lori Kelbus

Brad Vandelinder

Jim Hunter

August Birthdays

Les Adair

Louie Burgarello

Janice Burgarello

Tonya Matya

Amanda Castillo – Steve Luque

Jeremy Corless – Brian Malone

September Birthdays

Danielle Curtis

Ryan Robison

Steven Saari

Tim Stewart

Anniversaries in July / Aug / Sep

1 - 4 Year Anniversaries

(1 year) – Paul Bryant Jr

(1 year) – Richard Bryant

(1 year) – Danielle DuBois

(1 year) – Jake Girard

(2 years) – Paul Bryant

(2 years) – Tracy Haak

(2 years) – Lori Kelbus

(2 years) John Macomber

(2 years) – Patricia Mark

(2 years) – Kyle McCrary

10+ Year Anniversaries

(10 years) – Les Adair

(11 years) – Steve Luque

(12 years) – Darlene Keller

(12 years) – Rob Sterett

JULY 2008

S	M	T	W	T	F	S
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

AUGUST 2008

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SEPTEMBER 2008

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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Upcoming Events

Independence Day Holiday	Jul 04
Sales Meeting	Jul 15
Employee Meeting	Jul 18
Incline Monthly Review	Jul 22
Employee Picnic	Jul 26
Incline Monthly Review	Aug 08
Sales Meeting	Aug 12
Employee Meeting	Aug 15
Labor Day Holiday	Sep 02
Incline Monthly Review	Sep 06
Sales Meeting	Sep 10
Employee Meeting	Sep 13

