

# NEWS & UPDATES

ISSUE 12 APRIL 2014

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# Who Was Our Company Named After?

I remember one time at an alarm association meeting when Briscoe was mentioned a guy sitting next to me said "Yea, I heard Bob Briscoe was given the company by his grandfather?" So I figure it's time to tell the real story again:

Joseph Bartholomew "Bert" Briscoe was my grandfather, who was my father figure and my best friend. He was a World Traveled Trainer and Corner man for Archie More and Sandy Sadler, both World Champion Fighters in their day.

Bert ended his career as a "matchmaker" for a new sport that was coming into prominence in the 60's called "Professional Wrestling". Boy was I disappointed when I found out those matches were "pre-arranged"!

He always told me that the most important thing that you "make in life" is "a difference in the lives of others" which is a philosophy I try to live by to this day. As a matter of fact our company motto is "People Helping People make a Difference" which I am proud to say we all do every day at Briscoe.

My grandfather also treated me to my first luxury, which unfortunately was the limousine ride to his funeral. I promised myself then, at 13, I would do something to honor his name one day. Never in my wildest dreams did I ever think that this street kid from Brooklyn would be a part of a company, the size of ours.

Bert has been gone for almost 50 years now but his "Fighting Spirit" still drives the company that bares his name, everyday!

Bob Williams Chief Co-worker



**Stephanie Delprete** 



**Projects** 

Jennifer Whitley



**Customer Service** 

Michelle Skidmore



**Marketing** 

**Chris Roertgen** 



Technician

**John Questel** 



**Technical Services** 

Jessie Pujols



**Technician** 

### Briscoe Offers a Warm Welcome to Our New Customers &

- FOUCUS RX PHARMACY
- MID BRONX PLAZA
- SMITHTOWN SPECIAL LIBRARY
- JIN HAN DYNASTY PROPERTIES
- HERBERT PAVILLON HDFC
- MESSLOOK II HAIR AND SPA, INC.
- MANHATTAN AVE HOTEL, LLC.
- THE PIOUS SOCIETY OF THE MISSIONARIES OF ST CHARLES BORROMEO
- FLYWHEEL SPORTS



### ..... And New Sites

- UNIQUE PEOPLE SERVICES
- EPISCOPAL SOCIAL SERVICES NY
- HASC CENTER
- HUMAN FIRST INC.
- CATHOLIC CHARITIES
- EVELYN DOUGLIN
- TIA'S PLACE



On April, 13 2013 the Hauppauge fire department was dispatched to a motor vehicle accident. Upon arrival, they found a van on top of another vehicle with a handicapped victim trapped inside. Briscoe's Tyler DeLuca, a volunteer with the fire department, proceeded to enter the van after it was stabilized and unbuckled the victim from his seat safely handing him over to be transported to the hospital with non-life threatening injuries.

Smithtown Chief's Council awarded Tyler a Unit Citation for his outstanding teamwork and ongoing dedication. Tyler DeLuca is Given a
Fire Dept.
Unit Citation Award!





## **SPOT LIGHT ON EMPLOYEES**



**Robin Caputo** 

Robin Caputo, Briscoe's Accounting Supervisor, has been an employee for over 9 years. Among Robin's many responsibilities are processing payroll, all accounts payable and account receivable transactions, 401K compliance monitoring, legal collections, and maintaining vehicle registration information.

She is a life long resident of Suffolk County with 2 grown sons. Robin likes to travel, including visiting her son in San Francisco. She enjoys music, and loves all animals and spending time with family and friends.



Ray Somwaru

Ray Somwaru, a Field Technician, has worked for Briscoe for 6 years. Ray is S-96, S-97& S-98 certified. He has extensive knowledge in piping, wiring and retrofits.

Ray, who attended ASA institute graduating with an Associate's Degree in Business Studies, grew up in Guyana, South America. He is currently planning his wedding which will be celebrated April 12, 2014. In his spare time Ray enjoys racing, cricket, paintballing, camping and fishing.

### **Recent Certifications**



## Congratulations to ...



Michael Petrone, Stephanie Delprete, Jennifer Whitley, John Questel, and Marisa Erickson on passing the S-95



Yohn Jurena on passing the S-98 exam.



Jennifer Sabatino who has been with Briscoe since April 2013 was recently promoted to Executive Assistant where she will support the company's executive management team. She had previously served as Senior Administrative Assistant and will continue to assist Bob Williams, President of Briscoe Protective Systems Inc. with various duties. She brings over 17 years of administrative and consulting experience to her role, having previously worked in marketing communications, training, and database development.

"I am proud to acknowledge the dedication, attention to detail and devotion that Ms. Sabatino brings to her role at Briscoe," Mr. Williams said.



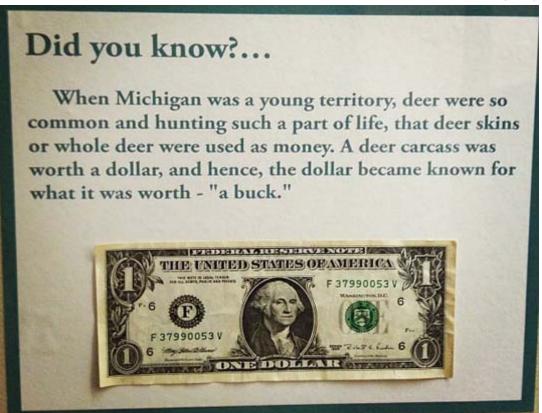
Financial Analyst

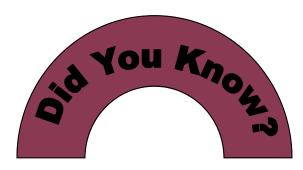
Ms. Denninger, a lifelong resident of Suffolk County, has served as Briscoe's Accounting Specialist for the past two years. During that time, she has elevated the technical expertise in the accounting department through her extensive knowledge of Microsoft products. She has played an instrumental role in Briscoe's recent software conversion project, involving 35 years of corporate and customer data, and has also helped train staff to effectively use the new software.



"Kaitlyn's expertise in data management and financial reporting is a tremendous asset to Briscoe," said Margaret Eckel, Assistant Vice President of Accounting and Compliance, Briscoe Protective Systems Inc. "I am confident that she will continue to be invaluable to this company."







By Jennifer Sabatino

Office of Unclaimed Funds, Search Today!



# Money Returned Since January 1, 2014



While researching for this article I searched for my friends and family. In total, my family members have received over \$5,000. Search for their names, if you find them, let them know!

#### **How to Claim Your Money**

Search the full database: Enter the Last Name and First Name or Company Name that you want to search for unclaimed funds. Review the search results for items that match your search criteria. See Claim Online: After you select the item you wish to claim from the search results, you will be asked to answer a few questions if the item is eligible to be claimed online. Based upon your answers and the information we have in our system about the item, you may be given the option to claim the item online. Step-by-step instructions are provided throughout the process. Visit: www.osc.state.ny.us/ouf/index.htm.



## Ever Wonder What is on Your Magnetic Key Card?

By Jennifer Sabatino

#### **Answer:**

- Customers Name
- Customers partial address
- Hotel room number
- Check-in and out dates
- Customers credit card number and expiration date

When you turn them in to the front desk your personal information is there for any employee to access by simply scanning the card in the hotel scanner. An employee can take a hand full of cards home and using a scanning device, access the information onto a laptop computer and go shopping at your expense.



Simply put, hotels do not erase the information on these cards until an employee re-

issues the card to the next hotel guest. At that time, the new guest's information is electronically 'overwritten' on the card and the previous guest's information is erased in the overwriting process.

But, until the card is rewritten for the next guest, it usually is kept in a drawer at the front desk with

YOUR INFORMATION ON IT!

The bottom line is: Keep the cards, take them home with you, or destroy them.

NEVER leave them behind in the room or room waste-

NEVER leave them behind in the room or room waste-basket, and NEVER turn them into the front desk when you check out of a room. They will not charge you for the card (it's illegal) and you'll be sure you are not leaving a lot of valuable personal information on it that could be easily lifted off with any simple scanning device card reader.

For the same reason, if you arrive at the airport and discover you still have the card key in your pocket, do not toss it in an airport trash

basket. Take it home and destroy it by cutting it up, especially through the electronic information strip! If you have a small mag-

net, pass it across the magnetic strip several times. Then try it in the door, it will not work. It erases everything on the card.

PLEASE FORWARD to friends and family.

# Why Check Your Credit Report?

By Jennifer Sabatino

Monitoring your credit reports regularly is an important part of being in control of your finances

You should check your credit report at least once a year to make sure there are no errors that could keep you from getting credit or best available terms on a loan. It is very important to check your credit report regularly to protect yourself from identity theft. You should also check your report before making a major purchase that would involve a loan, such as a house or a car. Be sure the information in the report is accurate and upto-date.

TIP: Be on the lookout for duplicates of the same debt appearing on your report. There should only be one listing of each debt you owe. The information in your credit report affects whether you can get a loan — and how much you will have to pay to borrow money.

Here's how to get your Free Annual Credit Report!

Federal Law requires each of the three nationwide consumer credit reporting companies like; **Equifax, Experian and Trans Union** to give you a free credit report every 12 months if you ask for it. However, the law does not require the **credit** reporting companies to give your credit score for free.

The official site authorized by the Federal Government for your free credit report is: <a href="https://www.AnnualCreditReport.com">https://www.AnnualCreditReport.com</a>.

Make sure you are on this site before ordering your report. Where online ordering is usually quicker, you may also request your free credit report by phone or mail, but it may take up to 15 days for you to get it:



To ask for your report by phone:

Call 1-877-322-8228

You will go through a simple verification process over the phone. To ask for your report by mail:

Print and complete the form. Mail the completed form to: Annual Credit Report Request Service P.O. Box 105281 Atlanta, GA 30348-5281

# NYFAA Members, Briscoe Protective Systems and Electronix Systems Donate Toys To The Stony Brook University Burn Center

Briscoe Protective Systems Inc. and Huntington based Electronix Systems are NYFAA (New York Fire Alarm Association) members. They represented the Association by bringing toys to the Stony Brook Burn Center where children currently in the Center and children who go back to the Center on an outpatient basis received the toys.

Briscoe's Diane Williams, Raymond Williams, Denise Rueda and Ron Petrarca from Electronix brought the toys to the Burn Center. Burn Center Staff Members Hanelle Kong RN, Chris Marshall RN, Mabel Wei RN and Elena Bergami Clerk were on hand to receive the toys. Ron collected many toy donations which also went to other Burn Centers in the metro area on behalf of the NYFAA. Since the association works in the Fire Alarm Service Industry, concern for burn victims is close to the heart of the membership and they reach out to Burn Units with monetary and toy donations.

Stony Brook University is the only designated burn center for more than 1.5 million Suffolk County residents. It coordinates burn care services throughout the county, and provides a resource for training and research in burn care.

The Suffolk County Volunteer Firefighters Burn Center Fund is a non profit organization, run by volunteers from the Firefighting, Public Safety, Medical and Research disciplines, dedicated to raising funds for the Burn Center and Living Skin Bank. For more information on how to donate to the fund please contact Denise Rueda at 631-864-8666 Ext 214.



Diane Williams, Ray Williams, Ron Petrarca and Denise Rueda deliver toys to the Burn Center at Stony Brook Hospital.

# TRADE SHOWS & EVENTS

LI Fire Mega Show



Briscoe's Nick Puleo speaks to attendees at the LI Fire Show at the Nassau Coliseum.

**ASIS Security Show** 



Briscoe's Nick Puleo and Felix Giannini of Lexco Security Systems at the ASIS Security Show.

**Buildings NY Show** 



**Briscoe Raffle Basket** 



Briscoe's Tyler DeLuca at the LI Fire Mega Show.



Bill Conroy at the NY Buildings Show.

# BRISCOE WARDS OFF ALIEN AT BUILDINGS NY TRADESHOW



The New EST Strobe/Horn display was a hit with show attendees as they stopped to read about what this new device had to do with Big Foot (the light scared him off) and how the device might have been created based on alien technology! It was a great conversation starter.

The New Product Showcase at the Buildings NY Show featured EST's Wall Model LED Strobe /Horn.



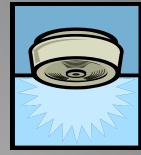
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# Briscoe Technicians In the Field









Above, Briscoe's Chris Roertgen checks a heat detector.

Above, Briscoe technician Yvon Cantave changes a battery.

Below, Briscoe techs Lex Chantis and Troy Fabunan working on a panel at Teacher's College.









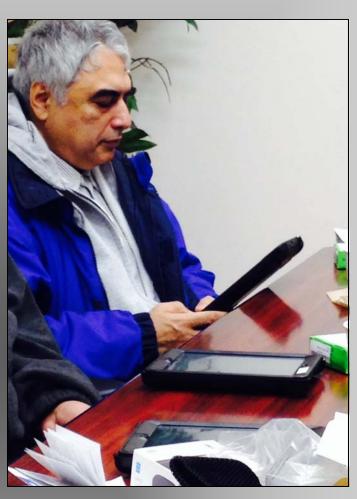
# Briscoe Technicians In the Field



New iPads were given to the technicians so the Field Service Unit can improve customer service and be more efficient by processing tickets faster.







Above, Briscoe's Alex Isakov looks over his new iPad!

Left, Briscoe technicians Arturo Plaza and James Santiago familiarize themselves with the new iPad.







# Briscoe Technicians In the Field





# From the Frontlines

By Lex Chanis, Chief of Field Services

The new iPads have been a huge success! The technicians are finding that they speed up the process of entering inspection and work related data. Briscoe paperwork is now completed on site so the customers receive it before the technicians leave and they really appreciate this service.

The new iPad also allows the tech to access emails and sign in and out for the day.

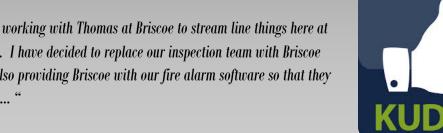
Moving forward everyone is looking forward to the upgrades available with the Sedona Field Service Unit which will eventually allow us to go totally paperless.



# **Kudos Corner**

Kudos to Tom Manning! Recently a landlord of a long-term customer recommended Briscoe based on their own experience working with our Service Center Manager. The client stated in an email,

"I have been working with Thomas at Briscoe to stream line things here at the residence. I have decided to replace our inspection team with Briscoe and we are also providing Briscoe with our fire alarm software so that they can update it... "







# Field Update

### Briscoe Techs Are Making It Work & Keeping It Working

iO Series Adds SIGA2 Support

EST has released new firmware and a new iO-CU revision to incorporate the SIGA2 Combination devices.



#### Firmware and Configuration Utility Enhancements

- Full Signature II support including CO Combination devices
- Single address support for both reporting conditions (Fire/Gas)

Make Sure You Are Running The Most Current Versions Of Our Programming Software!

> iO64 & iO500 – iO-CU Version 3.5 EST2 – 2-SDU Version 3.3 EST3 & EST3X – 3-SDU Version 5.2\*

#### \*ALLOWS USER TO CONFIGURE DATA DISPLAYED IN MAPPING.

If you have any questions or concerns regarding which version of software you have on your laptop, please call **J.R. McCotter at X 217.** 

### **Saving and Sending The Latest Site Programs**

Please remember to save the latest version of each program in the YY.MM.DD format with a brief description of the work performed at the site, your initials and the date. Then take the time to connect to the internet using your Wireless Hot Spot and email the program to programs@briscoeprotective.com and before you leave the site.

This process, and the few extra minutes it requires, will ensure that each of our technicians will have the most current program when they are sent to a site.

Should you have any questions regarding saving SDU files or how to use your Hot Spot, please do not hesitate to contact **J.R. McCotter at X 217.** 

### **EST Field Notes Bulletin**

#### Introduction

Systems with SIGA2 photo and photo-heat detectors do not exhibit the same restore operation as systems using comparable SIGA models. This bulletin details the issue, and shows you what actions to take until we resolve the issue.

#### Issue

Systems that include SIGA2 devices may exhibit the following symptoms after smoke testing or after an actual fire alarm.

- Non-latching SIGA2 devices may require a system reset to clear an alarm.
- Without a panel reset, non-latching SIGA2 devices may automatically restore, but there may be an unusually long delay.
- Latching SIGA2 devices may require multiple system resets to clear an alarm.
- A sounder base or other auxiliary device (LED or relay) may remain active for longer than expected.

#### Solution

For non-latching applications, you should continue to purchase and use SIGA detectors until we announce that the issue has been resolved. We will notify you of microcode updates in panel release notes, or in a follow-up bulletin regarding updates to the SIGA2 detector firmware.

For latching applications, you can use SIGA2 detectors when it is acceptable that an additional system reset may be required to restore alarm events. We will notify you of a resolution via panel release notes or a follow-up bulletin.

# IN THE NEWS BRISCOE'S PRESIDENT BOB WILLIAMS





**Bob Williams** 

## **Growth Goals for 2014**

as originally published in libn.com

The dawn of 2014 finds many of Long Island's small businesses in growth mode.

As the economy slowly improves, growth plans for small companies include the expansion of product and service lines, strategic acquisitions, new office openings and new hires.

#### **Briscoe Protective Systems Inc.**

Goal: Grow 20 percent through acquisitions

In the relatively recession-proof fire alarm and security industry, Centereach-based Briscoe Protective Systems Inc. has fared well.

"Even in a bad economy, no one takes their

fire alarm out of their wall, thankfully," said Briscoe President Bob Williams. But the company's growth has been stifled by the tight lending environment. "I like to grow by acquisitions – it's the fastest way to grow," Williams said. "A lot of fire alarm and security companies are owned by individuals, and with baby boomers approaching retirement, many are looking to sell.

"I want to capitalize on that," Williams added. "But unless you're a Fortune 500 company, banks have not been too willing to lend."

Over the past three months, however, Williams has noted a loosening of credit, and he's optimistic that Briscoe can grow sales by 20 percent in 2014 by integrating acquired companies into existing operations.

"This will allow us to enhance our position on Long Island," he said. But even with the improving environment, financing for acquisitions remains tricky. "It's like the chicken and the

chicken and the egg," Williams noted. "The company that's interested in being acquired wants to know you have financing in place, and banks want to know you have a solid deal in place."



### Briscoe Protective Systems Inc. Enters into Multimillion-Dollar Credit Facility and Banking Agreement with Suffolk County National Bank

CENTEREACH, NY — <u>Briscoe Protective</u> <u>Systems Inc.</u> has announced that the company has joined with Suffolk County National Bank in a multimillion-dollar credit facility and banking agreement. Briscoe will use its newly established line of credit to expand its business through acquisitions of other companies.

For the past 35 years, Briscoe has provided world-class solutions with top-of-the-line fire and security alarm products and services. The company provides alarm installation support from its NICET certified factory-trained technicians; 24-hour service and software support; and system engineering.

"We are very proud to join forces with a local bank such as Suffolk County National Bank," said Bob Williams, President, Briscoe Protective Systems Inc. "Thanks to this available credit, Briscoe can now grow throughout the Long Island and New York metropolitan areas by acquiring other smaller fire and security service providers."

"Because of Briscoe's long-term relationship with its prior loan officer and its successful track record, we were able to accommodate the company's request for a line of credit," said Mike Orsino, Executive Vice President/ Chief Lending Officer, Suffolk County National Bank. "We look forward to continuing our business relationship with Briscoe."

# BRISCOE IGNITES A NEW BUSINESS STANDARD FOR CORPORATE RESPONSIBILITY WITHIN THE NON-PROFIT COMMUNITY

as originally published in the New York Real Estate Journal

Centereach, NY – December 12, 2013 Briscoe Protective Systems Inc., a leader in world-class fire, security, video and access control products, announced the Company is increasing their commitment to the non-profit community, by offering unique cost effective products and services.

Briscoe differentiates itself from industry competitors by providing cost saving programs to non-profits that include a one-of-a-kind, extended 5-year equipment warranty on all completed new systems, an unlimited replacement warranty on smoke detector parts included with full-term inspection agreements, and a secondary, 7 million dollar liability insurance policy. These comprehensive offerings are a tremendous asset to non- profit agencies that have been forced to do more with less under the constraints of strict budgets.

In addition Briscoe raises the bar of Corporate Responsibility by offering free fire safety, training classes and code change alerts to non-profits even if they are not customers. The Company provides donations and fundraising activities along with presenting The Bert Briscoe Award annually, to honor the memory of Bert Briscoe and recognize the dedication and hard work of select non-profit employees.

"Briscoe's family oriented philosophy has been passed down from my grandfather, Bert Briscoe, and is at the core of everything we do," states Briscoe's President, Bob Williams. "Bert believed in helping people through a corporate responsibility to the community. We are committed to carrying out his vision in our work with the non-profit community."

#### SDM 2014 State of the Market: Alarm Systems



#### Insider News Business

# **Briscoe Protective Systems Signs Multi-Million Financial Agreement**

Briscoe Protective Systems Inc. (BPS) of build its business through acquisitions Centereach, N.Y., signed a multi-million dollar financial agreement with Suffolk County National Bank, the second largest independent commercial bank headquartered on Long Island, N.Y. The security company, which is No. 94 on the 2013 SDM 100 Report, will use the money to



of smaller fire and security companies, according to Bob Williams, CEO of Briscoe Protective Systems.

Williams told SDM that BPS was involved in active negotiations with three companies in the New York/Long Island and eastern Connecticut areas. "One of our challenges is that we are only looking for alarm companies that specialize in the commercial, industrial or institutional market," Williams said.

In addition, BPS is planning to partner with a national company on a future deal in the residential market, and possibly partner with a central services company to provide managed access and video storage to its customers, according to Williams. - By Maggie McFadden Shein, SDM Contributing Writer

# New York Nonprofit Press

### Free Fire Safety Training Helps to Avoid Fire Department Fines

facilities Many buildings owned and/or operated by nonprofit human service providers - office buildings, housing programs, shelters, schools, etc. - are required to have fire alarm systems for the protection of occupants. And, key facility staff members often are required to have Fire Department certifications demonstrating that they are knowledgeable and competent in the operation of these systems. In New York City, for example, at least one staff member in each location-- and often more than one - are

required to obtain a FDNY Certificate of Fitness for the fire alarm system at their facility. Failure to have appropriately certified staff on site opens up nonprofits to the risk of hefty fines and other pen-



Briscoe Protective Systems' Denise Rueda (c.) with James Perez, The Bowery Mission's Director of Operations, and other staff, during a recent Briscoe Fire Safety Training Class.

ing Classes for nonprofits and their staff to prepare them for the FDNY S-95 Exam.

'In the past three years, Briscoe has given fire training classes to approximately 756 staff members of nonprofit agencies," says

and others do not. And, we talk about how to avoid getting false alarms. These are all things covered in the test. We provide the manuals and information on how to apply for the test."

Recently, Briscoe provided



The Leader in Fire and Security Systems



#### We Specialize in:

- Fire Alarm Systems
- Inspections
- Design & EngineeringCentral Station Services Security Solutions
- Intrusion Panels
- Remote Access
   and Much More!

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Fire, Rescue & EMS MEGA Show at Booth #718!

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ONE LIFE PULL Visit Briscoe at the Long Island Fire, Rescue & EMS MEGA Show at Booth #718

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The Holiday Food Drive was a success, 2 large boxes were filled and donated to Our Savior Food Pantry!



Coats, scarves, blankets, hats and gloves were collected at the Coat Drive. Items were donated to the Lighthouse Mission to be distributed to the needy.



# **Briscoe Family News!**





**Nick and Jill Puleo** 

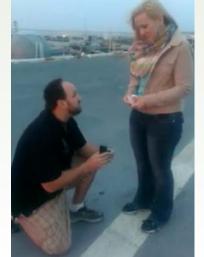
Michael and Kim Petrone Due Sept 2014











Joe and Katherina Fostano

She said, "Yes"!
John Questel, on a trip to Virginia, and his girlfriend Marcia became engaged on the flight deck of the USS
Theodore Roosevelt cvn-71.
A July 2014 wedding is planned.



### SAVE THE DATE...

The Annual Briscoe Fishing Trip is planned for June 22, 2014, "Invitation & Details" coming soon!

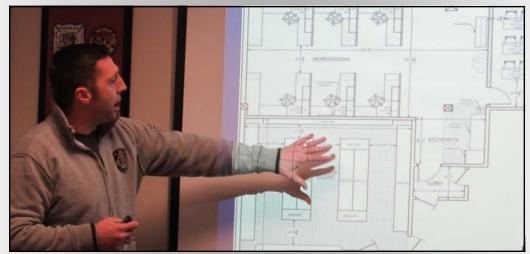




### **BRISCOE OFFICE REMODEL**

Starting April 2014 Briscoe will begin renovations to expand it's Centereach office.





Mike Petrone goes over the new floor plans for Briscoe's upcoming remodel.



COMING SOON.....
A BRAND NEW BRISCOE
WEBSITE!