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## “35 Years of Growth and...Change”

### YESTERDAY

It all started in 1978 by two street kids from Brooklyn in their late twenties with a few borrowed dollars and a lot of dreams.

Back in 1978, gas was \$0.67 per gallon, we rode in used NY Bell Telephone trucks, and every tech came "To the Office" every day to get work, and would fill up at the one gas station we had an account with.



We shared our first radio system with a Plumbing Contractor and a Delivery Service on the same frequency; and getting "stepped on" meant the guy had a bigger power transmitter to call the office than you did. As a result, when some guys went to a new account, they weren't sure if we were fixing an alarm, a sink or delivering a package.

All our accounts were on 5 x 7 index cards and photocopies were made on treated roll paper, immersed in a chemical bath. Forms like contracts, were typed on a master stencil and run off on an AB Dick Machine you had to hand crank. Multi Line phones had a 25 wire cable to each one. Window glass was protected by foil strips you had to apply and varnish by hand. An "F" Spring wasn't a curse gesture but a type of window contact.

Our first Fax Machine was a major investment at \$1800.00 and Beepers were the Cell Phones of the day. Our first computer was an IBM clone, a Radio Shack Tandy 100 that had an A and B drive with a 5 1/2 inch Floppy Disk for programs and data.

You could tell how big a company was by the amount of 1 1/2 volt battery cases that were stacked in front of the office. No power supplies then.

The "good old days" weren't that good, when you think of all the advantages we have today. Briscoe however, has stood the test of time and has changed and adapted because of its Co-workers.

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## TODAY

We continue to adapt and grow. This year we have accelerated our push into the Security, Access Control and Video Markets, and have made strategic alliances with certain suppliers, which afford us the ability to offer our customers "Integrated Systems" that can be managed remotely from a smart phone, computer terminal or by our office.



We are exploring the use of Cloud Computing for Storage of Customer Video and Office Operational Data. We are completely updating and modernizing our Computer Business Software from Unix to a Windows based platform, using remote Field Access terminals for the Service Operations.

We are constantly updating and modernizing our web site and are expanding our use of Social Media thru Facebook, Linked In and Twitter. We're also very active in the Trade Show market in both NYC and Long Island.

We've hired an advertising and public relations firm and have what I feel is the most pro-active marketing program of any alarm company in our region; with our various scholarship and award programs, as well as our "Corporate Responsibility" projects, with the Burn Center and Breast Cancer Awareness Programs.

We are concentrating on improving the availability of educational training and advancement for our co-workers, by giving in-house classes and web-based or remote site training. We are also re-instituting the Kudo, for Techs who program a newly installed system that receives an FDNY or Fire Marshal approval on the first inspection. We're also instituting a Certification Program for Office and Sales personnel.

Additionally, we are looking to grow Briscoe thru acquisitions in our marketing area. All this is geared to "*Building a Better Briscoe*" for the benefit of ALL OF US!

None of this growth could have advanced or would not have been accomplished, if not for the dedication and devotion of EACH ONE OF YOU!!!

**\*\*\*\*\* Teamwork MAKES Briscoe Work \*\*\*\*\***

Bob Williams  
Chief Co-Worker



# Let's Roll Out the Red Carpet and Welcome Our Newest Staff Members!



Joseph Fostano



Technician

Derrick Alford



Technician

Azel Hamilton



Technician

Robert Savino



IT Administrator

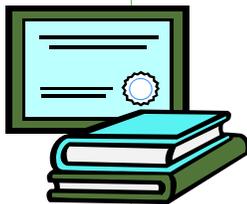
Fernando Gonzalez



Technician

## Recent Certifications

***Congratulations to the Following Co-Workers for Taking the Tests at FDNY 9 Metro Tech and Receiving their Certifications:***



- Mary Ann Milano - S-95
- MaryAnn Becker - S-95
- Robin Caputo - S-95
- Pecken Tran - S-95
- Thomas Manning - S-98
- Alexis Chanis - S-98



***And to Bob and J.R. for receiving their S-98 Certifications.***

# Sales Contest!



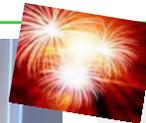
And the Winner is, (drum roll please)...

**A BIG Congratulations to**  
**John Jurena, Bill Conroy and Ed Lafferty**  
**for Winning this quarters Sales Contest!!**

Cool a GPS!  
I can now  
find my way  
home!



**Briscoe Congratulates JJ on  
selling a 600k Plus job, the  
largest in Briscoe's History!!**



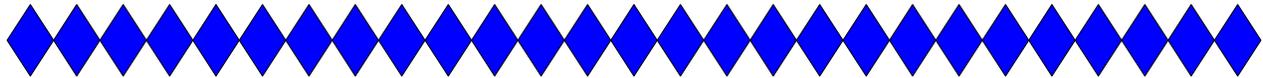
To celebrate his  
great news, JJ treated  
the office to some  
delicious donuts!!  
Thank you, John!



## AHRC Thurman Munson Sports Awards Dinner

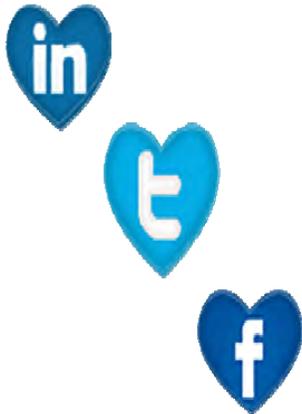
On Tuesday Feb 5, 2013 AHRC held its 33rd Annual Thurman Munson Sports Awards Dinner at the Grand Hyatt NY. Among those honored that evening were

CC Sabathia, NY Yankees and Ike Davis, NY Mets.



**Congratulations Bob, on your Linked-In Account reaching the Top 10% Most Viewed LinkedIn profiles for 2012!!**

**Briscoe Recently Launched a Company LinkedIn Page. Come Check it Out, Just Click on the Button Below.**



Briscoe would like to Thank everyone for taking the time to check out all of our **Social Networking sites!**

Keep coming back to **Facebook, Twitter and LinkedIn** to get Briscoe's latest news!

To get to Briscoe's Facebook and Twitter pages, just click on buttons below.





**Briscoe's Educational Team  
Presented S-95 Classes to  
Cardinal McCloskey Services,  
NAICA and SUS!**



We are proud to announce, the official number of people Briscoe has given the S-95 educational class to...it is now

**OVER 770!**



## Customer Welcome Corner

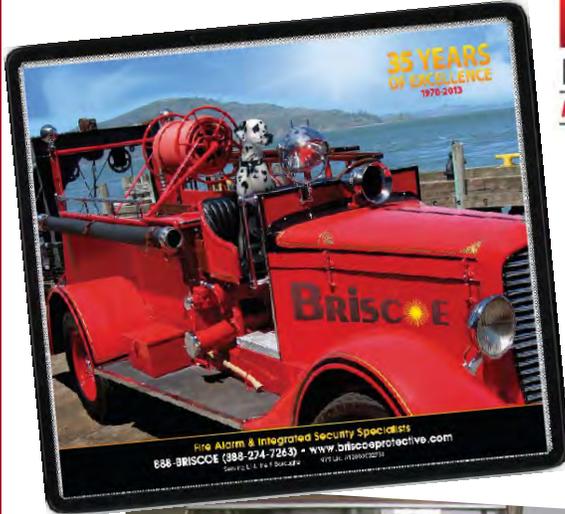
**Briscoe Gives a Warm Welcome to New Customers Who Have Recently Joined The Briscoe Family!**

- LIRA APARTMENTS LP
- DJM FILMS INC.
- CELTIC CROSSING TAVERN
- TRANSIT AUTHORITY
- MANHATTAN FIAT
- MERCY HOME FOR CHILDREN (13 NEW SITES)
- HUDSON NEWS GRAND CENTRAL TERMINAL
- PANERA BREAD (2 NEW SITES)
- COLUMBIA UNIVERSITY (7 NEW SITES)
- HOFSTRA UNIVERSITY (3 NEW SITES)
- TEACHERS COLLEGE (11 NEW SITES)
- CENTEREACH FIRE DEPARTMENT
- ICE CREAM FACTORY
- METROPOLITAN TIMES SQUARE
- CLK/HP (9 NEW SITES)
- 1407 BROADWAY
- ST. EPHREM SCHOOL
- GOOD SHEPHERD SERVICES
- SOULCYCLE
- SAYVILLE FIRE DEPARTMENT
- AHRC (2 NEW SITES)
- VETERANS OF FOREIGN WARS



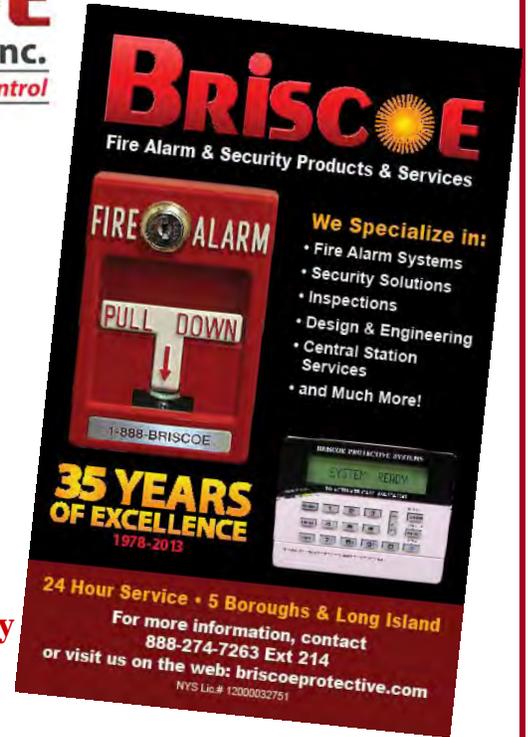
Samples of Some Marketing Projects in the Works!

Mouse Pad Promotional Product



New Look Used for Several Recent Ads!

**Briscoe's New Branding!**  
A brand new Briscoe logo designed, now including Security



35th Anniversary Banner



**Mobile Phone Users Website**  
developed specifically for an easier more user-friendly experience, accessing the Briscoe Website with a Cell Phone.



New Look for Briscoe e-Blasts

**Briscoe is excited to celebrate its  
35<sup>th</sup> Anniversary this year!**



**A Huge Thank You to All our Co-workers!**  
**It's because of their teamwork, that Briscoe is able to  
Celebrate an Amazing 35 Years!**

**For this very special milestone, there are plans in  
the works for the company to celebrate with a  
“Cruise around Manhattan”.**

**Once plans are finalized a notice will be going out to  
our Co-Workers with all the details!**



# Technicians in the News

## Briscoe Tech's hard at work!



before



after

**Alexis Chanis works his magic on a Retro Fit.  
Nice job Lex!**



**Ray Somwaru performing Maintenance on a Fire Panel.  
You go Ray!**

**Briscoe Technicians at a recent meeting, checking out their brand new cell phones!**



Alberto Recinto and Rannel Punay



Fernando Gonzalez and Azel Hamilton



Fernando Gonzalez Rannel Punay and Ricardo Cusatti



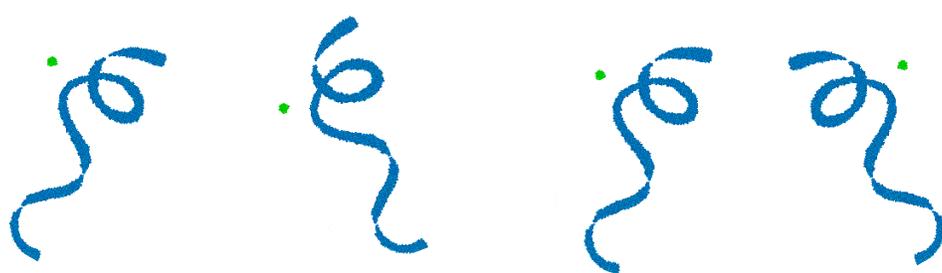


# Briscoe Co-Worker Anniversary



We're excited to Congratulate Troy Fabunan as he Celebrates his 20 Year Anniversary with Briscoe. Thank you Troy, for your many contributions, dedication and commitment!

Below is a collage put together to commemorate this very big milestone in Troy's career, with photo memories taken "Throughout the Years"!



# Field Update

**Briscoe Techs - “Making it work and Keeping it working”**

## EST Field Notes Bulletin

### iO: SA-DACT and Digital Phone Lines

#### Issue

When using the SA-DACT on digital phone lines, the dialer may not be able to reach the supervising station receiver, or it may not reach the receiver consistently. If the dialer cannot successfully communicate with the Central Station receiver and verify the signals were received by the receiver with a “handshake,” the dialer will post “Dialer Delivery Fail” on the panel’s LCD. This can occur even when a dial tone is present and a phone call can be made to the receiver using a telephone handset.

#### Some symptoms reported include:

- The dialer will not attempt to dial.
- The dialer will dial over the dial tone and the dial tone never breaks.
- The dialer will dial and break the dial tone, but the operator comes on the line to report that the phone number dialed was incorrect.
- The dialer will dial and break the dial tone, the receiver answers the call and no data is transferred, and then the receiver hangs up.
- The dialer will dial and break the dial tone, the receiver answers the call and data is transferred, and then the receiver hangs up, but a Dialer Delivery Fail is still posted on the panel.

#### Solution

1. Verify the voltage polarity of the phone line on the RJ31X/CA31X jack. If polarity is reversed, swap tip and ring.
2. Add two pauses before the phone number is dialed. Add a pause by using the “,” (comma) key from the panel’s keypad or in the Configuration Utility software.
3. If communications have not restored after trying the solutions above, change the Line 1 (2) Dialing option from tone to pulse.
4. If communications are still not restored and you have the Configuration utility software, adjust the Telco Dialer Advance Configuration settings. Set Advanced Configuration to Yes, DTMF High Tone Level to 10, and the DTMF Twist Ratio to 10.



Telephone Handset



## New FDNY Certificate of Fitness Areas

The FDNY has developed the S-98 Certificate of Fitness for Fire Alarm Systems Testing, Inspection and Service Technicians. This Certificate of Fitness satisfies the 2008 NYC Building Code requirement that all Technicians who Service and Test Fire Alarm Systems are certified and have reasonable knowledge of the Fire Alarm System being serviced.

The FDNY has also revised the old W-26 (Maintenance & Testing of Smoke Detectors) and named it the S-78 (Inspection, Cleaning, & Testing of Smoke Detectors).

All technicians will be scheduled to receive formal training in the coming months, for either one of the exams, prior to being scheduled for an exam at Metrotech. If you have any questions or concerns regarding the new S-98 Certificate of Fitness, please do not hesitate to contact **J.R. at X 217**.

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

**iO64 & iO500 – iO-CU Version 3.3 I**

**EST2 – 2-SDU Version 3.3**

**EST3 & EST3X – 3-SDU Version 5.1**

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 [jamesm@briscoeprotective.com](mailto:jamesm@briscoeprotective.com) and [maryannr@briscoeprotective.com](mailto:maryannr@briscoeprotective.com) 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**.

## Briscoe Rolls Out CCTV, Access and Burg Options



Briscoe has been working with EverFocus, Napco, and Continental to improve our ability to help our customers with their CCTV, Access and Burg System needs. With the ability to remotely manage and monitor our customers' systems, Briscoe is providing customers with the very best service that they have come to expect from us. Should you have any questions or concerns regarding some of the services we will be providing, please contact **J.R. at X 217**.



**Upcoming Event**

**Mark Your Calendars!**

**Briscoe's  
Annual Fishing Trip  
will be held on**

**Sunday June 30th**

**Details Coming Soon!**

**Get your sea legs ready!!**