

EWS & UPDATES

ISSUE II

NOVEMBER 2013

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...and let us give Thanks

It was cold and rainy on the day before Thanksgiving in November, 1978.

I had just traded in my Wall Street banking job, which included hot meals in the corporate dining room, to start a new career installing burglar alarms. That day started with an apartment alarm installation in Brooklyn, and ended in the back of an old red telephone truck, eating a meatball hero with my partner and boyhood friend, Joe Del Pizzo. Joe had previously worked as a chief technician at DGA. Our 1978 sales totaled a whopping \$5,600.00.

A lot of things have changed since then...

Briscoe is almost 50 employees strong now, sales are in the millions, several acquisitions are pending, and over 100 people celebrated our 35th anniversary with a boat cruise around Manhattan.

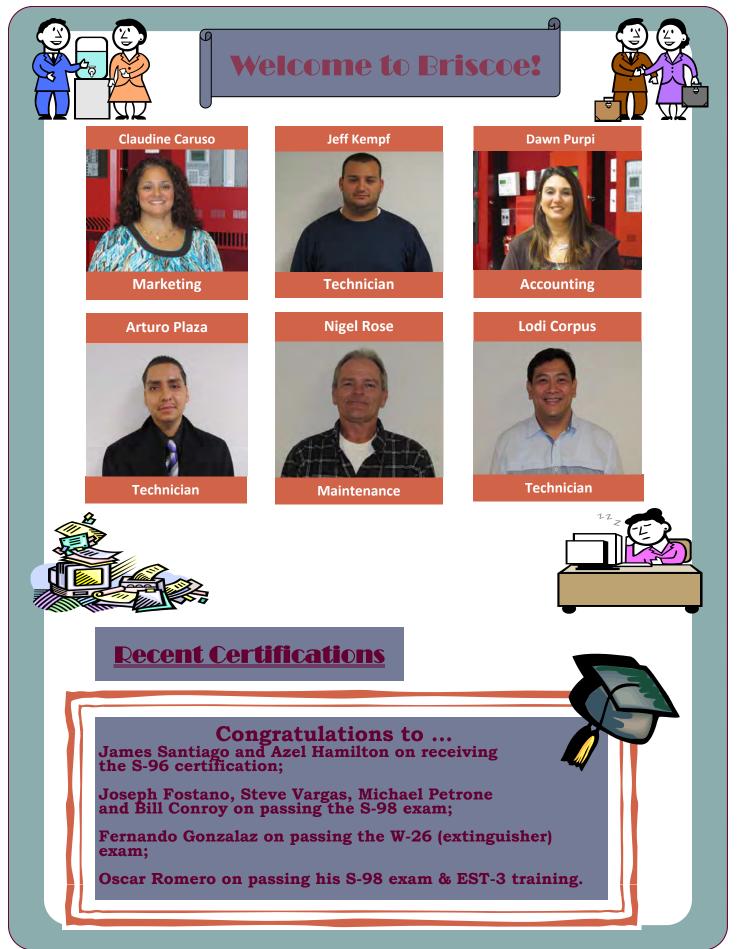
This has all been accomplished through the great teamwork of our coworkers and their dedication to our customers who provide our paychecks, our benefits and an acknowledgement of a job well done.

I humbly thank all of you for helping to make Briscoe what it is today. I am committed to making your experience at Briscoe a rewarding one for you, and as a result, for your families. I know that if my grandfather, Bert Briscoe, were alive today, he would be as proud as I and my family are, of what you accomplish every day in his name.

In thankful celebration of 35 great years, I am proud to announce that we will be distributing our second bonus this year... a Holiday Bonus. This will be from a pool of funds allocated to Dave, Maggie and Chief Lex, for the field. Those who have been here less than one year will receive a prorated share.

Wishing you and your families a Happy and Healthy holiday season!

Regards, Bob Williams





Briscoe Offers a Warm Welcome to Our New Customers & New Sites!



QSAC FOODTOWN AHRC (6 new sites) THE CENTER FOR FAMILY SUPPORT (3 new sites) EVELYN DOUGLIN CENTER SISTERS OF SAINT JOSEPH EPISCOPAL SOCIAL SERVICES NY SAINT VINCENT'S SERVICES

NYIT (14 sites) HEARTSHARE (2 new sites) QPRC (2 new sites) SOULCYCLE WATER MILL LLC SERVICES FOR THE UNDER-SERVED 350 EAST 55TH STREET LLC THE WAY BACK (9 sites) SINERGIA (4 new sites) CCNS

Briscoe Announces Strategic Partnership!

Briscoe Protective Systems Inc., a premier supplier of fire alarm, security, video and access control products, announces a strategic partnership with Digital Monitoring Products (DMP).

Founded in 1975, DMP has grown to become a recognized leader in network solutions for fast, cost-effective, centralized security monitoring in applications of all sizes.

This new partnership allows Briscoe to offer customers world-class, reliable security products. The new line will include dual function keypads that provide codeless alarming and access control, intrusion panels and touch screen keypads.



From left, Briscoe Vice President of Operations, Dave Miranda & Chief of Technical Services, J.R. McCotter proudly display Briscoe's Partnership with DMP.



Margaret Eckel has been with Briscoe since 2010 and was recently promoted to Assistant Vice President of Accounting and Compliance, where she is responsible for a growing number of Briscoe employees.

"Maggie has proven herself to be a valued and dedicated employee," said Bob Williams, president of Briscoe. "We are proud of the work she has done since joining the company and wish her the best of luck in her new position."



Assistant Service Supervisor

Marisa Erickson has served as Briscoe's Service Coordinator for six years and during that time, she has been instrumental in increasing efficiency within the service department and facilitating positive relationships with clients and technicians.

"I am confident in Marisa continuing to play a key role in the growth of the Service Department," said David Miranda, Briscoe's Vice President of Operations. "She will bring Briscoe's customer service to an even higher level."









On October 5, 2013, Bob Williams, with members of his family, select customers, vendors, and Briscoe co-workers, boarded the Skyline Princess to cruise around Manhattan in celebration of Briscoe's 35th anniversary.

A special slideshow of memories from the evening will be available soon...stay tuned!







Centereach Fire Department Launches Unique Initiative to Protect Local Families from Carbon Monoxide and Fire Danger

Briscoe Protective Systems Inc. Teams Up with Fire Department to Provide Devices to Suffolk County Residents

Just One Life, a community service initiative designed to protect residents from carbon monoxide (CO) and fire danger, was recently launched with an inaugural event at Centereach Fire Department. The Board of Fire Commissioners, along with the Chiefs of the Centereach Fire Department, were joined by representatives of Briscoe Protective Systems Inc., a premier supplier of fire alarm, security, video and access control products, on October 29th to welcome local families as the first beneficiaries of the Just One Life program. During the event, each family was given a smoke/CO detector.





Pictured above, Centereach fire officials and board members join Briscoe staff to greet members of the community that were chosen to receive life safety devices.

Pictured to the left & right, Briscoe representative Nick Puleo meets with families to install life safety devices in their homes.

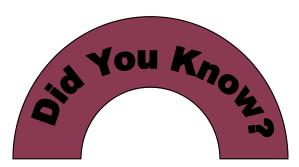






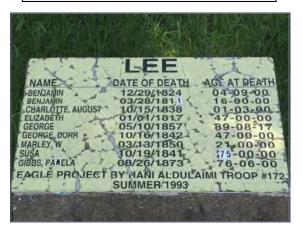
Briscoe's Denise & Nick Recently Held an S-95 class for our customers at The Mission Bowery in NYC.





By Jennifer Sabatino

The Lee Family Burial Plot



Thanks to Barbara Russell, historian for the Town of Brookhaven, we now know that the plot located behind Briscoe Plaza in Centereach, NY is known as the Lee cemetery. There are ten known burials there, the oldest being Benjamin Lee, who was born in Haverstraw, NY. He died on March 28, 1814 at 16 years of age, from an accidental drowning.

According to Lee family genealogy, the plot is on a parcel of former farm land that belonged to George Lee and Elizabeth Bennett Lee, prominent members of the Setauket Presbyterian Church.

The original grave markers were in very poor condition, so in 1993, a local Boy Scout from Troop #172 completed his Eagle project by placing the present marker and making the names more visible.



By Bob Williams

A few tips to use to keep your real bosses satisfied:

Keep in touch by sending a company newsletter, making a phone call, sending a personal thank you note or even a birthday card.

When customers are late with payment, don't make the billing process confrontational. Remember that you have competition.

Customer relations start with **ME.** My co-workers and I treat our customers like we would like to be treated. The example I provide sets the tone for my co-workers.

Who is the Real Boss of Your Company?

Your CUSTOMERS!

I often put a statement in coworkers paychecks that reminds them, "All paychecks and benefits are provided by our customers. Thank them every chance you get!"

- Give customers a month's credit on their contract anniversary, especially if they are in the renewal phase.
- Offer a credit for referring a potential customer, whether or not you win the job.
- Identify an area of the bill to send a monthly message. Fill it with an inspirational quote, thank them for their business or let them know that, "Our company is where it is today because of customers like you!"

- Offer an incentive that creates customer interaction – provide a prize or gift certificate to the first customer that correctly answers a question on their bill, for example, "Where did Halloween originate?"
- Take responsibility and apologize to the customer for being late or missing an appointment and offer them a partial credit.
- Become an "Undercover Boss" with your customer. Go incognito on a call with a tech or salesperson. Ask the customer questions to gauge their needs, wants and satisfaction level. Bring the feedback to your staff and make it a learning experience for all.

I hope my tips are helpful and that you are already doing most of these things for your bosses. If not, they may soon be saying, "You're fired!"

History of the Dalmatian

By Heather Schmalz

Dalmatians are best known as mascots at local firehouses, but how much do you know about how they became associated with firefighters and fire departments?

Dalmatians became associated with firehouses when fire departments relied on horse-drawn fire apparatus and this breed of dog was known to have a calming effect on horses. When firefighters responded to a call, the Dalmatian would run alongside the horses for protection. When they arrived at the scene, the dogs would also stand guard to make sure nothing was stolen from the apparatus.

Over the years, the Dalmatian has become the epitome of loyalty to firefighters and the symbol of today's fire service. Even as the horse-drawn fire engines gave way to more modernized, engine-operated fire trucks, the Dalmatian can still be seen at many of the big-city firehouses. Today, Dalmatians are still found in many firehouses in England, Canada and the United States.



Briscoe's Dalmatian mascot, Bella, strikes a pose in a fire hat.



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Briscoe's Heather Schmalz with mascot, Bella, attended her first trade show—NYARM in New York City.



Briscoe's Denise Rueda and Heather with Robert Lappetito, DiRusso Electrical Contracting the gift basket raffle winner from NYARM.

Briscoe's Ed Lafferty & Jim Carroll during the Build EXPO at Javits In October









Briscoe's Bill Conroy at Fire Safety Directors Association







Briscoe co-workers are entitled to a 17% discount from Verizon Wireless! Follow the link below, to start saving!

http://www.verizonwireless.com/b2c/ employee/emaildomainauthentication.jsp



Congratulations !







Maggie Eckel, Briscoe Protective Systems' newly promoted Assistant Vice President of Accounting and Compliance, was recently named among 50 of Long Island's most influential women in business by Long Island Business News.

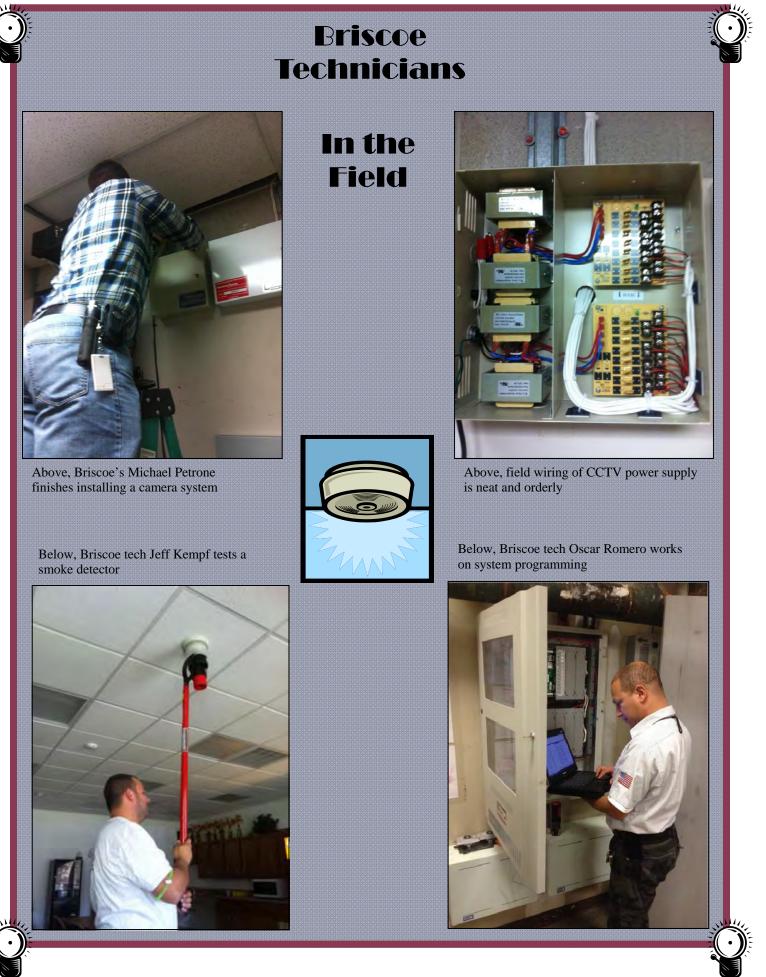




J.R. McCotter, chief of Technical Services at Briscoe, was recognized recently for his service on the Board of Directors for the Long Island Alarm Association and for his contributions to the association's Fire Marshal Liaison Committee.

GREAT WORK!







Above, Briscoe tech James Santiago is trouble-shooting an issue on a panel



Above, Briscoe tech Lodi Corpus conducting a system inspection



Below, Briscoe tech Steve Vargas adds fire alarm devices to a system



Below, Briscoe tech Fernando Gonzalez is busy running new fire wire





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)
- Programmable split reporting of fire (photo) and gas (CO) conditions
- Temporal Three and Temporal Four signal coding
- Gas accelerate testing mode for CO device testing
- Enhanced system reports



iO64 & iO500 – iO-CU Version 3.4 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 jamesm@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

Signature Series: SIGA2 Restore Operation Issues

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.

<u>Solution</u>

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.





The address of Briscoe's New York City office has changed. Please make a note of it!

Briscoe NYC 116 West 23rd Street Suite 500 New York, NY 10011 Briscoe's scholarship program is named in honor of Bert Briscoe, the grandfather of Briscoe President, Bob Williams. Briscoe offers the scholarship through various associations and this year, the award was extended to the Suffolk County Fire District Managers Association.

On July 24, 2013, Daniel Scura, became the third recipient of the Bert Briscoe Memorial Scholarship. Daniel was invited to Briscoe's headquarters to tour the building, receive his award and enjoy a lunch in his honor.

Daniel was chosen to receive the scholarship based on his exemplary community service efforts. He completed an Eagle Scout project collecting supplies for U.S. troops overseas and volunteered his time at local hospitals and the New York Blood Center.

We Moved!











and independently fly a small plane. This year, Bob Williams extended a Flight Challenge certificate to Briscoe's honorary co-worker, Master Sgt. Matt Morgan, 106th Rescue Wing, NYANG





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A very special scoreboard message celebrated the recent engagement of Jennifer Williams and Chris Roertgen during Briscoe's summer outing at the Ducks game.



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Briscoe technician, Ray Somwaru and his fiancée Natasha Khamov will officially become husband & wife on April 12, 2014. BEST WISHES!

Systems in

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Welcome to the World, Little One!

On Sunday, November 17th, Briscoe technician, Fernando Gonzalez and his wife Liz, welcomed their first child, Luciano Elias Lenis. The baby boy arrived weighing 8 lbs. 2 oz. at 20 inches long.

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Veteran's Day 2013



J.R. McCotter



Jim Carroll



James Santiago

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Briscoe Protective Honors All Who Have, and Continue to Serve in our Military. We Salute Our Own Employees, Whom are Also Veterans:

J.R., Jim, James, Matt and Bob.

BRISCOE PROTECTIVE HONORS ALL WHO HAVE, AND CONTINUE TO SERVE IN OUR MILITARY. WE ALSO SALUTE OUR OWN J.R., JIM, JAMES, MATT & BOB



Bob Williams



Matt Morgan



"Gratitude unlocks the fullness of life. It turns what we have into enough, and more... it can turn a meal into a feast, a house into a home, a stranger into a friend. Gratitude makes sense of our past, brings peace for today, and creates a vision for tomorrow." - Melody Beattie

> Wishing you & yours a very Happy Thanksgiving... from your friends at Briscoe Protective Systems Inc.

, MML,

Briscoe office staff will celebrate the holidays with a special luncheon on December 19, 2013.









