



Service and Response  
you can Trust  
Spring 2014

# Advanced Notice

INSIDE THIS ISSUE:

<i>Community</i>	1
<i>Employee Spotlight</i>	1
<i>Phone Service</i>	1
<i>Saved by the Alarm</i>	2
<i>Fire Safety</i>	2
<i>Intelligent Products</i>	2

## EASYCALL

**“Peace of mind at the touch of a button.”**

Keep your independence, lifestyle, and confidence intact with **EasyCall**. You and your loved ones can now rest assured 24/7 with a reliable trustworthy emergency response system at your side to provide immediate support the way you need and prefer. **EasyCall** is a waterproof pendant, comfortable to wear and easy to use. Should you need assistance, all you do is simply press a button. **EasyCall** is

(707) 445-9911  
 Www.geteasycall.com



## COMMUNITY...

### REDWOOD EMPIRE FOOD BANK

Recently a very special 9 year old boy by the name of Memphis caught the attention of everyone at **Advanced Security Systems**. This energetic innovator and motivator has been hosting a food drive for the Redwood Empire Food Bank for the past 4 years during his birthday. Memphis puts in about 50 hours of volunteer work, standing in front of supermarkets and canvassing neighborhoods to help achieve his goals. He also asks people to donate canned goods or to make a donation to the food bank instead of buying him birthday gifts. The first year, his 5th birthday, Memphis set a goal of raising enough money to cover 700 meals. After accomplishing his goal he read a newspaper article about a Toyota dealership raising 1,700 meals. He decided to beat them! Each year he has set new records and continues to impress people in the community. Billy Bartz with the REFB says “Memphis has set the bar incredibly high for what a Food and Fund Drive can look like.” Memphis has made a huge impact on fighting hunger in Sonoma County, raising enough over the last few years to feed 29,000 people. Memphis says, “That’s a lot, and I would like to continue doing this. It makes me feel good to help people and to hear I’ve inspired people. I’m doing a presentation in my classroom and I hope I can inspire some of my friends. If I could reach more people maybe they would want to do Birthday Fundraising too.” Memphis inspired **Advanced Security Systems** to make a \$300.00 donation towards his cause. **Jim Summers**, manager of **Advanced Security Systems** Santa Rosa office, met with Memphis and presented him with a check. We are honored to help Memphis’s birthday wish come true. Find out how you can help by visiting Memphis’s website <http://www.memphisfooddrive.com>



## EMPLOYEE SPOTLIGHT...

### DAN TOEWS

Dan Toews, General Manager of our Crescent City office, originally came to work for **Advanced Security Systems** in 1986 as a technician in Eureka. He worked for the company for 5 years before moving his family, wife Joni and their two young children, Matthew and Jessica, to Texas. In 2008 Dan moved back to the west coast to be close to his new granddaughters and family. In 2011 Dan was invited to rejoin the company and to oversee the Crescent City office



which serves Del Norte and southern Oregon. Dan and his wife of 33 years, Joni make their home in the Brookings Harbor community where they can watch the ocean and enjoy the beach. The pair also serve their church, Brookings Church of the Nazarene, by being a part of the music ministry. In his free time Dan can be found in his garage building furniture. “It is something that I really enjoy doing,” says Dan. As for work, Dan says “It is truly a pleasure to be back with the **Advanced Security** family.” We are just as happy to have Dan and his family back with us.

## Advanced Security Systems

TOLL FREE  
(877) 443-6366  
CENTRAL STATION  
(800) 580-0881  
On-Call Tech Support  
24 Hrs/Day  
365 Days/Year

[www.advancedsecurity.us](http://www.advancedsecurity.us)



*Service and Response  
you can Trust*

### INTELLIGENT SECURITY PRODUCTS

Protect your home and family from burglary and unwanted intruders with video surveillance, wireless home security systems, hardwired security systems and sensors, security cameras, keyless entry, security system keypads, remote environmental sensors, remote video monitoring, access control systems, proximity and keypad systems, telephone and video entry, door phones, and door communication systems.

**Our home audio and video intercom and monitoring systems** provide you and your family with a complete sense of security and peace of mind with video surveillance, baby monitoring, remote door control, room-to-room internal communications, keyless entry, complete building and grounds surveillance, hands-free operation, announcement and paging systems, remote lighting control, remote garage door control, and remote alarm systems control.

## SAVED BY THE ALARM...

### HEALTHSPORT

Humboldt Bay Fire responded to an early morning call that could have been significant. Because the business was equipped with an Advanced Security Fire Protection System which provided early notification, no damage resulted. On a weekend night in February, one engine responded to a fire alarm activation at Healthsport. On arrival the crew found significant heat in the building from a malfunctioning heater in the sauna. The heater was stuck in the "on" position which caused it to run continuously which eventually activated the fire alarm. The crew shut off the heater and aired out the building. The fire alarm provided early notification of the problem when the building was unoccupied late at night. Had the building not been equipped with a fire alarm the result would most likely have been a fire causing activation of the fire sprinkler system to extinguish the fire.



## FIRE SAFETY...

### 7 PEOPLE DIE EACH DAY IN HOME FIRES

The National Fire Protection Association's new report on home fires shows that U.S. fire departments responded to an estimated annual average of 366,600 home structure fires from 2007-2011. Seven people died each day in U.S. home fires, on average, and older adults were the age group most likely to die in a home fire. Cooking equipment remains the leading cause of home structure fires and home fire injuries; however, smoking materials persist as the leading cause of home fire deaths, according to the report.

One-quarter (25 percent) of the home fire deaths resulted from fires that originated in the bedroom, another quarter (24 percent) from fires in the family room, living room, or den, and 16 percent from fires starting in the kitchen. Half of home fire deaths were caused by incidents reported between the hours of 11:00 p.m. and 7:00 a.m..

Home fire deaths from fires in which no smoke alarms were present, or in which smoke alarms were present but did not operate, accounted for 60 percent of all home fire deaths. Smoke alarms were lacking in 37 percent of home fire deaths, and at least one alarm was present but non-operational in 23 percent. Three out of five home fire deaths occurred in homes without working smoke alarms, which emphasizes the importance of taking personal responsibility when it comes to protecting yourself and your family from fire," says Lorraine Carli, vice president of communications for NFPA.

"Installing and maintaining these alarms could save a majority of the lives lost in home fires, especially if they work in conjunction with home sprinklers."

**Call Advanced Security today to add a fire alarm to your current system or to test the one that you have!**