

MEMORANDUM

TO: All Members of the Milwaukee Common Council

FROM: Pinnacle Security, LLC
John R. Barlow, General Counsel
1290 Sandhill Road
Orem, Utah 84038
(801) 437-9058

DATE: January 10, 2008

**Re: Renewal Application of Steven P. Zolman, as Agent for a
Private Alarm System Business renewal application for
Pinnacle Security, LLC ("Pinnacle")**

The members of the Milwaukee Common Council have asked Pinnacle to address the concerns outlined by the City's Public Safety Committee (the "Committee") in its memorandum to the Council dated January 3, 2008 (the "Report"). Council members have also requested that Pinnacle offer a Corrective Plan of Action that will resolve these concerns. This memorandum seeks to offer a positive, productive response to the Council's concerns, and desires that the Committee renew Pinnacle's application. Please note that this Memorandum addresses these issues as follows:

I. Background

II. Corrective Plan of Action

- a. Unverified Alarm Calls*
- b. Compensation to 98 Customers*
- c. Panic Alarms*
- d. Department of Agriculture Trade and Consumer
Protection Division Warnings*
- e. Lines of Communication*

III. Conclusion

I. Background.

Pinnacle is a nationwide reseller of alarm services and equipment. Pinnacle commenced operations in 2002 and is based in Orem, Utah. Pinnacle has served tens of thousands of satisfied customers across the country. Sometimes Pinnacle retains ownership of its customer contracts and sometimes such contracts are sold to monitoring companies, such as ADT or SAI (as defined below) as permitted in the customer contract. Pinnacle contracts with Security Associates International, Inc., a Delaware corporation ("SAI") located at 2101 South Arlington Heights Road, Arlington Heights, Illinois 60005, to provide monitoring services to Pinnacle's customers. SAI is a nationally recognized provider of monitoring services and commenced operations in 1986. Additionally, in Milwaukee, SAI causes first-response patrol services to contact Pinnacle's customers as required by law ("Patrol").

When Pinnacle's alarm equipment is activated, an SAI dispatcher immediately responds by calling the location and verifying whether an actual or attempted crime is taking place. If the SAI dispatcher cannot verify that an actual or attempted crime is taking place, then the dispatcher notifies Patrol. Then, Patrol physically visits the location to verify that an actual or attempted crime is taking place. Upon verification, if any, Patrol will alert the City's Police Department. However, in the event that SAI verifies that an actual or attempted crime is taking place upon the initial communication to SAI, then SAI may contact the City's Police Department regarding such communication as verified. Lastly, in cases of fire, the SAI dispatcher will immediately alert the City's Fire Department without Patrol's participation in the process.

Pinnacle has approximately 954 customers in the City of Milwaukee. From June 8, 2007, to January 5, 2008, SAI dispatched Patrol personnel approximately 639 times to respond to incidents at Milwaukee locations. During these instances, Patrol personnel physically visited the location and verified that further assistance from the City's Police Department was unnecessary. Pinnacle and SAI have worked closely to bring a high level of service to Pinnacle's Milwaukee customers.

II. Corrective Plan of Action.

a. Unverified Alarm Calls.

i. Issue: As the Committee described in Section 5(B) of the Report's Findings of Facts, Pinnacle received fifteen citations between May 2, 2007, and August 9, 2007, for unverified alarm calls to the City's Police Department. Copies of such citations and evidence of full payment by Pinnacle of such citations are attached hereto as Tab 1. Section 5(C) of the Report's Findings of Facts also accurately describes that 125 unverified calls were made from Pinnacle's equipment between May 2, 2007, and December 22, 2007, however certain of these were from the same residence. Unfortunately, after reviewing customer records, Pinnacle has discovered that its database incorrectly listed the Police Department as the first-response phone number for ninety-eight of its customers the (the "98 Customers"). The 140 unverified alarm calls

originated from these 98 Customers. Pinnacle believes that these calls were the result of human error.

ii. Response: Pinnacle endeavors to provide the best possible service to its customers and understands that this requires non-wasteful communications and coordination with the City's Police Department. The number of these unverified alarm calls is unacceptable to Pinnacle. Unfortunately, Pinnacle believes that miscommunication and confusion caused these calls.

Pinnacle's service database includes a first-response phone number for each of Pinnacle's customers. Once Patrol verifies that an actual or attempted crime has taken place at the location, Patrol should alert the City's Police Department. The Police Department should therefore be listed as the second-response phone number for each of Pinnacle's Milwaukee customers.

In early 2007, Pinnacle terminated its initial monitoring relationship with ADT Security Systems, Inc., a Delaware corporation ("ADT"), and began working with SAI. During Pinnacle's relationship with ADT, ADT took responsibility for entering in the first- and second-response phone numbers in our service database. When Pinnacle began working with SAI, however, Pinnacle and SAI jointly took on this responsibility. This transition and change in operating procedures caused some confusion and miscommunication among Pinnacle's staff members. As a result of this confusion, Pinnacle's service database incorrectly listed the City's Police Department as the first-response phone number for ninety-eight of its customers. These mistakes resulted in a high number of wasteful calls to the Police Department.

iii. Plan: After discovering the cause of the problem, Pinnacle has corrected these incorrect entries in its service database and properly listed SAI and its Patrol as the first-response phone number for Pinnacle's Milwaukee customers. Pinnacle's staff members have received additional training with respect to this issue and have received a memorandum describing the proper database entry procedures for Pinnacle's Milwaukee customers. A copy of this memorandum is attached hereto as Tab 2.

Importantly, Pinnacle and SAI have implemented weekly audit procedures whereby each of Pinnacle and SAI will independently review and audit Pinnacle's service database to ensure that the City's Police Department is properly listed as the second-response phone number for each of Pinnacle's Milwaukee customers. Pinnacle believes that this weekly audit by each of Pinnacle and SAI should help significantly in preventing the recurrence of this type of human error.

b. Compensation to 98 Customers

In order to compensate the 98 Customers who were affected by these unverified alarm calls and thus received poor service, Pinnacle will offer each of these customers a one-month credit (usually \$39.99) for each month during which an unverified alarm call

originated from such customer's location. Pinnacle believes that this solution reflects Pinnacle's commitment to providing the highest quality service to its customers. Such compensation will be offered prior to February 1, 2008.

Finally, Pinnacle has paid the fifteen citations, and according to Officer Ann McCarthy ("McCarthy") of the City's Police Department, Pinnacle has no unpaid outstanding citations as of January 8, 2008.

c. Panic Alarms.

i. Issue: Section 5(E) of the Report's Findings of Facts accurately states that Pinnacle has installed "panic alarms" in some of our customer's homes. These panic alarms are illegal in the City of Milwaukee.

ii. Response: Because Pinnacle is a nationwide company, it is sometimes difficult for Pinnacle to keep apprised of each statute and regulation enacted by the many states and municipalities Pinnacle serves. Unfortunately, Pinnacle was unaware of the City's prohibition against panic alarms when it sold and installed such alarms. Neither Pinnacle nor its sales representatives knowingly violated this prohibition.

iii. Plan: Pinnacle has rerouted these panic alarms to alert SAI, who will then contact Patrol if necessary. Because of these changes, none of the panic alarms presently installed in Pinnacle's Milwaukee customers' locations will directly alert the City's Police Department when activated. In cases of fire, the panic alarms will notify SAI, who will then alert the City's Fire Department.

Additionally, Pinnacle has instructed its Milwaukee-based sales representatives to inform customers that these panic alarms will not directly alert the Police Department. Sales representatives should instead advise customers that the activation of these panic alarms will commence Pinnacle's normal response procedures.

d. Department of Agriculture Trade and Consumer Protection Division Warnings.

i. Issue: Section 5(E) of the Report's Findings of Facts accurately describes three warnings Pinnacle received from the Wisconsin Department of Agriculture in connection with alleged deceptive marketing and advertising practices. Section 5(C) also describes certain inaccurate and aggressive marketing tactics allegedly employed by Pinnacle's sales representatives.

ii. Response: Pinnacle resolved each of the three complaints to the customer's satisfaction. Importantly, Pinnacle resolved these complaints **prior** to receiving the Division's warnings, which is consistent with Pinnacle's commitment to excellent service and fair business dealings. None of these three complaints are currently open or active to Pinnacle's knowledge; there is no current or pending litigation concerning such three complaints to Pinnacle's knowledge.

1. Nicole Mueller: After the installation of alarm equipment, Pinnacle offers its customers the option of a one or two-week "test period" during which the equipment will not be operational. Pinnacle has discovered that some of its customers prefer this test period option, as some customers will inadvertently activate the alarm equipment several times as they become acquainted with the equipment. Ms. Mueller selected this test period option. Unfortunately, an actual burglary took place at Ms. Mueller's home during this test period. Because the equipment was not operational during the test period, the equipment did not alert authorities with respect to the burglary.

Ms. Mueller was upset about this turn of events. Although Pinnacle believes it notified Ms. Mueller and she accepted such test option, in order to resolve this situation, Pinnacle offered a three-part solution in September 2007: (i) Pinnacle compensated Ms. Mueller for the personal property that was stolen during the burglary (approximately \$675.00); (ii) Pinnacle allowed Ms. Mueller to terminate her three-year service contract with Pinnacle; and (iii) Pinnacle permitted Ms. Mueller to keep the alarm equipment installed by Pinnacle free of charge.

2. Constance Janikowski: Ms. Janikowski was dissatisfied with Pinnacle's service because she preferred to be billed on a quarterly basis rather than on a monthly basis. She was also dissatisfied with Pinnacle's first-responder service to verify alarms. To resolve Ms. Janikowski's concerns, in October 2007 Pinnacle refunded to her the approximate amount of \$123.00. Pinnacle also allowed Ms. Janikowski to terminate her three-year service contract with Pinnacle and permitted her to keep the alarm equipment installed by Pinnacle free of charge.

3. Andrew Pendleton: Mr. Pendleton was dissatisfied with Pinnacle's service. To resolve Mr. Pendleton's concerns, in April 2007 Pinnacle allowed him to terminate his three-year service contract with Pinnacle.

iii. Plan: Pinnacle provides extensive training to its sales representatives about proper and improper sales tactics. Specifically, Pinnacle has trained its Milwaukee sales representatives that they should not represent that the City's Police Department will immediately respond to an alarm call. Instead, Pinnacle's sales representatives must represent that SAI and Patrol will respond first to verify that an actual or attempted crime has taken place. Pinnacle has distributed a memorandum outlining these policies to its Milwaukee-based sales representative, a copy of which is attached hereto as Tab 3.

Pinnacle also employs a strict punishment system for violations of its policies. If Pinnacle learns that one of its sales representatives has committed a conduct violation, Pinnacle may levy a fine of \$500.00 or \$1,000.00. In serious cases, sales representatives are terminated.

Finally, if a Pinnacle customer complains of being subjected to improper sales tactics, Pinnacle strives to satisfactorily resolve that customer's concerns as Pinnacle did in the three cases described above.

e. Lines of Communication.

i. Issue: The Council has informed Pinnacle McCarthy has been dissatisfied in trying to communicate with both Pinnacle and SAI and trying to resolve her concerns.

ii. Response: Pinnacle seeks to maintain positive communication and coordination with the police in each of the areas that Pinnacle serves. This breakdown in communication is unacceptable to Pinnacle.

iii. Plan: Pinnacle suggests that rather than contacting SAI, McCarthy contact Pinnacle's General Counsel, John R. Barlow, directly to resolve issues arising from unverified alarm calls and related incidents. Mr. Barlow will seek to resolve McCarthy's concerns in an expeditious and positive manner. Mr. Barlow can be reached directly at:

1290 Sandhill Road
Orem, Utah 84058
(801) 437-9058
jbarlow@pinnaclesecurity.com

In addition, Clint Cushing, Pinnacle's local regional manager in Milwaukee will regularly contact McCarthy, especially during the summer months, to confirm that any outstanding issues concerning Pinnacle have been resolved to McCarthy's satisfaction.

III. Conclusion.

Pinnacle is committed to providing its customers with excellent service. Pinnacle has diligently and sincerely sought to respond to the concerns of the Council and Pinnacle's Milwaukee customers. Pinnacle looks forward to implementing the Corrective Plan of Action outlined in this memorandum. Pinnacle appreciates the Council's consideration of Pinnacle's license renewal application and respectfully requests that this application be granted.

TAB 1

CITATIONS



CITY OF MILWAUKEE MUNICIPAL COURT

CASE INFORMATION SYSTEM

Home

Case Search

By Case Number

By Citation Number

By Name

By Location

Common

Case/Citation Search Results

Data is current as of: 11/29/07

Key: ☒ All Cases for Defendant ☒ All Scheduled Appearances for Defendant ☐ Case Details

	Case Number	Individual/Business Name & Last Known Address	Month of Birth	Citation Number	Amount Due	Date Due
☒ ☒ ☒	07059797	PINNACLE HOME SECURITY, 10300 W FOUNTAIN AVE, MILWAUKEE, WI 53224		59766173	\$0.00	07/03/2007

NUMERO DE CITACION 5976617 3		CBP-200 REV. 11/00 CITACION MUNICIPAL DE MILWAUKEE		TOTAL DE DEPOSITO: \$160.00	
Ciudad de Milwaukee, Estado de Wisconsin El abajo firmado a nombre de la municipalidad nombrada afirma que basado en conocimiento personal (o a causa de información y creencia) el debido acusado hizo:					
CIUDAD DE MILWAUKEE VS		en 5-5 20 07 a las 10:29 ^{AM} PM. violo Ordenanza No. 105-75-14(9)		TIPO DE VIOLACION: FAILURE TO MEET AUTUM BUSINESS REQUIREMENTS	
DOMICILIO 10300 W. Fountain Av, Milwaukee, WI 53224		PRIMER NOMBRE Pinnacle Home Security		DESCRIBA LA VIOLACION: Pinnacle Home Security called in a Burglar Alarm to the City of Milwaukee w/ Police Dept. without first obtaining verification that an attempted or actual crime occurred at 6082 N. 2353 N 49th St 60th St.	
FECHA DE NACIMIENTO		SEXO RAZA OJOS PELO PESO ALTURA		TELEFONO 865-7426	
DL# LOCAL DISTRICT AGENT: CLINT CUSHING		SS# OREM. UTAH AGENT: MICHELLE THOMAS			
PRESENTARSE EN LA CORTE MUNICIPAL DE MILWAUKEE					
LOCALIZADA: 951 NORTE JAMES LOVELL ST, MILWAUKEE, WISCONSIN					
FECHA DE COMPARECIÓN 7-3 20 07 A LAS 11 A.M. ^{PM}		LOCALIDAD: 2353 N 49th St 60th St		EN MILWAUKEE	
FIRMA DE POLICIA POD Linn McCarty		NOMINA DE PAGO # 06762		APPROVADO POR EL FISCAL DE LA CIUDAD FECHADO:	
		DIST. AS		DEPT. INTD	
		GRUPO SS			

Pinnacle Security, LLC

IT05

City of Milwaukee

Payment Number

00000000000198212

Check Date

09/05/2007

Check Number

049888

Voucher Number

Invoice Number

Invoice Date

Outstanding Amt

Net Paid Amt

Discount Taken

Write Off

Net Check Amt

00000000000134170 59766173 FALSE ALARM 09/04/2007

\$160.00

\$160.00

\$0.00

\$0.00

\$160.00



CITY OF MILWAUKEE MUNICIPAL COURT

CASE INFORMATION SYSTEM

Home

Case Search

By Case Number

By Citation Number

By Name

By Location

Case/Citation Search Results

Data is current as of: 11/29/07

Key: ☒ All Cases for Defendant ☒ All Scheduled Appearances for Defendant ☐ Case Details

	Case Number	Individual/Business Name & Last Known Address	Month of Birth	Citation Number	Amount Due	Date Due
☒ ☐ ☐	07059800	PINNACLE HOME SECURITY, 10300 W FOUNTAIN AVE, MILWAUKEE, WI 53224		59766206	\$0.00	07/03/2007

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NUMERO DE CITACION 5976620 6		CBP-200 REV 11/00 CITACION MUNICIPAL DE MILWAUKEE		TOTAL DE DEPOSITO: \$160.00	
Ciudad de Milwaukee, Estado de Wisconsin El abajo firmado a nombre de la municipalidad nombrada afirma que basado en conocimiento personal (o a causa de información y creencia) el debido acusado hizo:					
CIUDAD DE MILWAUKEE VS		en 5-10 20 07 a las 7:02 AM		PM. viola Ordenanza No. 105-75-14(9)	
DOMICILIO 10300 W Fountain Ave, Milwaukee, WI 53224		PRIMER NOMBRE Pinnacle Home Security		TIPO DE VIOLACION: FAILURE TO MEET ALARM BUSINESS REQUIREMENT	
FECHA DE NACIMIENTO		ESTADO WI		DESCRIBA LA VIOLACION: Pinnacle Home Security called in a Burglar Alarm to the City of Milwaukee, WI Police Dept. without first obtaining verification that an attempted or actual crime occurred at 10153 W. Kiehna Av.	
SEXO		RAZA		OJOS	
PELO		PESO		ALTURA	
DIA LOCAL AGENT: MIKE CLINT CUSHING		TELEFONO: 865-7426			
SSN: OREM, UTAH AGENT: Michelle Thomas					
PRESENTARSE EN LA CORTE MUNICIPAL DE MILWAUKEE					
LOCALIZADA: 951 NORTE JAMES LOVELL ST, MILWAUKEE, WISCONSIN					
FECHA DE COMPARECION: 7-3 20 07		A LAS: 1:15 A.M. (PM)		LOCALIDAD: 2333 N. 49th St. EN MILWAUKEE	
FIRMA DE POLICIA: PAD Ann McCarthy		NOMINA DE PAGO #: 007102		APPROVADO POR EL FISCAL DE LA CIUDAD	
DIST: 95		DEPT: MPD		GRUPO: S/S	
				FECHADO:	

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Pinnacle Security, LLC

1290 Sandhill Rd.
Orem, UT 84058-7306

Zions First Nat'l Bank

1220 South 800 East
Orem, UT 84097

049889

31-5/1240

Pay **One Hundred Sixty Dollars and 00 Cents**

DATE: Sep 5, 2007

AMOUNT: \$160.00

to the Order of:

City of Milwaukee
Municipal Court
951 N. James Lovell St.
Milwaukee, WI 53233



CITY OF MILWAUKEE MUNICIPAL COURT

CASE INFORMATION SYSTEM

Home

Case Search

By Case Number

By Citation Number

By Name

By Location

Common

Case/Citation Search Results

Data is current as of: 11/29/07

Key: ☒ All Cases for Defendant ☒ All Scheduled Appearances for Defendant ☐ Case Details

	Case Number	Individual/Business Name & Last Known Address	Month of Birth	Citation Number	Amount Due	Date Due
☒ ☒ ☐	07059799	PINNACLE HOME SECURITY, 10300 W FOUNTAIN AVE, MILWAUKEE, WI 53224		59766195	\$0.00	07/03/2007

NUMERO DE CITACION 5976619 5		CRP-200 REV. 11/00		CITACION MUNICIPAL DE MILWAUKEE		TOTAL DE DEPOSITO: \$160.00
Ciudad de Milwaukee, Estado de Wisconsin El abajo firmado a nombre de la municipalidad nombrada afirma que basado en conocimiento personal (o a causa de información y creencia) el debido acusado hizo:						
CIUDAD DE MILWAUKEE VS		en 5-9 20 07 a las 7 14 ^{AM}		PM. violo Ordenanza No. 105 75 14 (9)		
Primer Nombre Pinnacle Home Security		Apellido		TIPO DE VIOLACION: FAILURE TO MEET ALARM BUSINESS REQUIREMENTS		
DOMICILIO 10300 W. Fountain Av. Milwaukee, WI 53224		NO. POSTAL 53224		ESTADO WI		ZONA POSTAL
Fecha de Nacimiento		SEXO		RAZA		OJOS
DE# LOCAL AGENT, MGR: CLINT CUSHING		TELEFONO: 01-365-7426		PESO		ALTURA
SS# ORFM, UTAH AGENT: Michelle Thomas						
DESCRIBA LA VIOLACION: Pinnacle Home Security CALLED in a Burglar Alarm to the City of Milwaukee, WI Police Dept. without first obtaining verification that an attempted or actual crime occurred at 8230 W. Luscher Av.						
LOCALIDAD: 2333 N 49th St. EN MILWAUKEE						
PRESENTARSE EN LA CORTE MUNICIPAL DE MILWAUKEE						
LOCALIZADA: 951 NORTE JAMES LOVELL ST, MILWAUKEE, WISCONSIN						
FECHA DE COMPARECIÓN 7-3 20 07 A LAS 1:15 A.M. ^{PM}						
FIRMA DE POLICIA PAD Ann McCarty		NOMINA DE PAGO # 007102		DIST. 95		DEPT. MPD
				GRUPO S/S		APPROVADO POR EL FISCAL DE LA CIUDAD
FECHADO:						

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Pinnacle Security, LLC

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Orem, UT 84058-7306

Zions First Nat'l Bank

1220 South 800 East
Orem, UT 84097

049890

31-571240

Pay **One Hundred Sixty Dollars and 00 Cents**

DATE **Sep 5, 2007**

AMOUNT **\$160.00**

to the Order of:

City of Milwaukee
Municipal Court
951 N. James Lovell St.
Milwaukee, WI 53233



CITY OF MILWAUKEE MUNICIPAL COURT

CASE INFORMATION SYSTEM

Case/Citation Search Results

Data is current as of: 11/29/07

Home

Case Search

By Case Number

By Citation Number

By Name

By Location

Key: ☒ All Cases for Defendant ☒ All Scheduled Appearances for Defendant ☐ Case Details

	Case Number	Individual/Business Name & Last Known Address	Month of Birth	Citation Number	Amount Due	Date Due
☒ ☒ ☐	07059798	PINNACLE HOME SECURITY, 10300 W FOUNTAIN AVE, MILWAUKEE, WI 53224		59766184	\$0.00	07/03/2007

NUMERO DE CITACION 59766184		CBP-200 REV. 11/00		CITACION MUNICIPAL DE MILWAUKEE		TOTAL DE DEPOSITO: \$160.00
Ciudad de Milwaukee, Estado de Wisconsin						
El abajo firmado a nombre de la municipalidad nombrada afirma que basado en conocimiento personal (o a causa de información y creencia) el debido acusado hizo:						
CIUDAD DE MILWAUKEE VS		en 5-8 20 07		a las 9:47 AM.		PM. viola Ordenanza No. 105-75-14(9)
PRIMER NOMBRE Pinnacle Home Security		APELLIDO		TIPO DE VIOLACION: FAILURE TO MEET ALARM BUSINESS REQUIREMENTS		
DOMICILIO 40300 W. FOUNTAIN AV, MILWAUKEE, WI 53224		NO. POSTAL		ESTADO		ZONA POSTAL
FECHA DE NACIMIENTO		SEXO		RAZA		OJOS
DE# LOCAL AGENT: CLINT CUSHING		PELO		PESO		ALTURA
SS# OREM, UTAH AGENT MICHELLE THOMAS		TELEFONO		UI- 865-7426		
DESCRIBA LA VIOLACION: Pinnacle Home Security called in a Burglar Alarm to the City of Milwaukee WI Police Dept. without first obtaining verification that an attempted or actual crime occurred at 5164 N. 71st St.						
LOCALIDAD: 2333 N. 49th St						
EN MILWAUKEE						
FIRMA DE POLICIA PAO Ann McCarthy		NOMINA DE PAGO # 007102		DIST. 95		DEPT. MPD
				ORUPO S/S		APPROVADO POR EL FISCAL DE LA CIUDAD
FECHADO:						

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Pinnacle Security, LLC

1290 Sandhill Rd.
Orem, UT 84058-7306

Zions First Nat'l Bank

1220 South 800 East
Orem, UT 84097

049891

31-5/1240

Pay: **One Hundred Sixty Dollars and 00 Cents**

DATE: **Sep 5, 2007**

AMOUNT: **\$160.00**

to the Order of:

City of Milwaukee
Municipal Court
951 N. James Lovell St.
Milwaukee, WI 53233



CITY OF MILWAUKEE MUNICIPAL COURT

CASE INFORMATION SYSTEM

Case/Citation Search Results

Data is current as of: 11/29/07

Home

Case Search

By Case Number

By Citation Number

By Name

By Location

Key: ☒ All Cases for Defendant ☒ All Scheduled Appearances for Defendant ☐ Case Details

	Case Number	Individual/Business Name & Last Known Address	Month of Birth	Citation Number	Amount Due	Date Due
☒ ☒	07059796	PINNACLE HOME SECURITY, 10300 W FOUNTAIN AVE, MILWAUKEE, WI 53224		59766162	\$0.00	07/12/2007

NUMERO DE CITACION 5976616 2		CBP-200 REV. 11/06		CITACION MUNICIPAL DE MILWAUKEE		TOTAL DE DEPOSITO: \$160.00
Ciudad de Milwaukee, Estado de Wisconsin El abajo firmado a nombre de la municipalidad nombrada afirma que basado en conocimiento personal [o a causa de información y creencia] el debido acusado hizo:						
CIUDAD DE MILWAUKEE VS		en 5-7 20 09		a las 9:05 AM		PM. violo Ordenanza No. 105-75-1469
PRIMER NOMBRE		APELLIDO		TIPO DE VIOLACION: FAILURE TO MEET ALARM BUSINESS REQUIREMENTS		
DOMICILIO		NO. POSTAL		ESTADO		DESCRIBA LA VIOLACION:
10300 W FOUNTAIN AV.		MILWAUKEE, WI		53224		PINNACLE HOME SECURITY CALLED IN A BURGLAR ALARM TO THE CITY OF MILWAUKEE, WI POLICE DEPT. WITHOUT FIRST OBTAINING VERIFICATION THAT AN ATTEMPTED OR ACTUAL CRIME OCCURRED AT 5709 N 93RD ST.
FECHA DE NACIMIENTO		SEXO		RAZA		LOCALIDAD: 2333 N 49TH ST EN MILWAUKEE
DE LOCAL DIST. MANAGER: CLINT CUSHING		PELO		PESO		
SSN OREM, UTAH AGENT: MICHELLE THOMAS		ALTURA		TELEFONO: 865-7426		
PRESENTARSE EN LA CORTE MUNICIPAL DE MILWAUKEE						
LOCALIZADA: 951 NORTE JAMES LOVELL ST, MILWAUKEE, WISCONSIN						
FECHA DE COMPARECION		7-3		20 07		A LAS 1:15 AM PM
FIRMA DE POLICIA PO Ann McCarthy		NOMINA DE PAGO # 007102		DIST. 95		APPROVADO POR EL FISCAL DE LA CIUDAD
				DEPT. MPD		FECHADO:
				GRUPO S/S		

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Pinnacle Security, LLC

1290 Sandhill Rd.
Orem, UT 84058-7306

Zions First Nat'l Bank

1220 South 800 East
Orem, UT 84097

049892

31-5/1240

Pay **One Hundred Sixty Dollars and 00 Cents**

DATE: Sep 5, 2007

AMOUNT: \$160.00

to the Order of:

City of Milwaukee
Municipal Court
951 N. James Lovell St.
Milwaukee, WI 53233



CITY OF MILWAUKEE MUNICIPAL COURT

CASE INFORMATION SYSTEM

Home

Case Search

By Case Number

By Citation Number

By Name

By Location

Common

Case/Citation Search Results

Data is current as of: 11/20/07

Key: ☒ All Cases for Defendant ☒ All Scheduled Appearances for Defendant ☐ Case Details

	Case Number	Individual/Business Name & Last Known Address	Month of Birth	Citation Number	Amount Due	Date Due
☒ ☒ ☐	07098982	PINNACLE SECURITY, 10590 W FOUNTAIN AVE, Apt 514, MILWAUKEE, WI 53214		59881570	\$0.00	10/10/2007

NUMERO DE CITACION 5988157 0		CBP-200 REV. 11/00		CITACION MUNICIPAL DE MILWAUKEE		TOTAL DE DEPOSITO: \$160.00
Ciudad de Milwaukee, Estado de Wisconsin El abajo firmado a nombre de la municipalidad nombrada afirma que basado en conocimiento personal (o a causa de información y creencia) el debido acusado hizo:						
CIUDAD DE MILWAUKEE VS.		en <u>5-1</u> 20 <u>07</u>		a las <u>8:17</u> ^{AM} PM. violo Ordenanza No. <u>105-75-14(3)</u>		
Primer Nombre <u>Pinnacle Security</u>		Apellido		TIPO DE VIOLACION: <u>Failure to meet alarm business requirements</u>		
DOMICILIO <u>10590 W FOUNTAIN AV #514 Milwaukee, WI 53214</u>		ESTADO <u>WI</u>		ZONA POSTAL		DESCRIBA LA VIOLACION: <u>Pinnacle Security called in a burglar alarm to the City of Milwaukee Police Dept without verification that an attempted or actual crime occurred at the 5534 N 32nd St location.</u>
Fecha de Nacimiento		SEXO		RAZA		ALTURA
DL# <u>402TH CLINT CUSHING</u>		SS#		TELEFONO <u>565-7476</u>		
PRESENTARSE EN LA CORTE MUNICIPAL DE MILWAUKEE						
LOCALIZADA: <u>951 NORTE JAMES LOVELL ST, MILWAUKEE, WISCONSIN</u>						
FECHA DE COMPARECIÓN		<u>10-10</u> 20 <u>07</u>		A LAS <u>1:15</u> A.M. <u>PM</u>		LOCALIDAD EN MILWAUKEE <u>5534 N 32nd St</u> <u>5533 N 49th St</u>
FIRMA DE POLICIA <u>PA Ann McCarty</u>		NÓMINA DE PAGO # <u>007102</u>		DIST. <u>40</u>		DEPT. GRUPO <u>977PD 515</u>
APPROVADO POR EL FISCAL DE LA CIUDAD FECHADO:						

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By Name

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☒ ☒ ☐	07098983	PINNACLE SECURITY, 10590 W FOUNTAIN AVE, Apt 514, MILWAUKEE, WI 53214		59881581	\$0.00	10/10/2007

NUMERO DE CITACION 5988158 1		CBP-200 REV 11/00 CITACION MUNICIPAL DE MILWAUKEE		TOTAL DE DEPOSITO: \$160.00	
Ciudad de Milwaukee, Estado de Wisconsin El abajo firmado a nombre de la municipalidad nombrada afirma que basado en conocimiento personal (o a causa de información y creencia) el debido acusado hizo:					
CIUDAD DE MILWAUKEE VS		en 8-13 20 07 a las 10 10 ^{AM} PM violo Ordenanza No. 105-75-14(2)		TIPO DE VIOLACION: Failure to meet alarm business requirements	
DOMICILIO 10590 W Fountain Ave. #514 Milwaukee, WI 53214		NO. POSTAL 53214		DESCRIBA LA VIOLACION: Pinnacle Security called in a burglar alarm to the City of Milwaukee Police Dept. without verification that an attempted or actual crime occurred at 5340 N Booth St.	
Fecha de Nacimiento		SEXO RAZA OJOS PELO PESO ALTURA		LOCALIDAD: 333 N. 44th ST.	
DL# AGENT CLINT CUSHING		TELEFONO# WI-465-7424		EN MILWAUKEE	
PRESENTARSE EN LA CORTE MUNICIPAL DE MILWAUKEE					
LOCALIZADA: 951 NORTE JAMES LOVELL ST, MILWAUKEE, WISCONSIN					
FECHA DE COMPARECIÓN 10-10 20 07 A LAS 115 A.M. P.M.					
FIRMA DE POLICIA PACMAN, M. C. Conley		NÓMINA DE PAO # 007102		APPROVADO POR EL FISCAL DE LA CIUDAD FECHADO:	
DIST. 40		DEPT. MPD		GRUPO S/S	

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[By Citation Number](#)
[By Name](#)
[By Location](#)
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	Case Number	Individual/Business Name & Last Known Address	Month of Birth	Citation Number	Amount Due	Date Due
☒ ☒ ☐	07098984	PINNACLE SECURITY, 10590 W FOUNTAIN AVE, Apt 514, MILWAUKEE, WI 53214		59881592	\$0.00	10/10/2007

Page 1 of 1

[First](#) [Previous](#) [Next](#) [Last](#)
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[Common Questions](#)
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[Court Location](#)
[Site Guide](#)
[Case Information System Home](#)
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Page format last revised: 08/31/2006 4:31 PM

NUMERO DE CITACION 5988159 2		CBP-200 REV.11/00		TOTAL DE DEPOSITO: \$160.00	
CITACION MUNICIPAL DE MILWAUKEE					
Ciudad de Milwaukee, Estado de Wisconsin El abajo firmado a nombre de la municipalidad nombrada afirma que basado en conocimiento personal (o a causa de información y creencia) el debido acusado hizo:					
CIUDAD DE MILWAUKEE VS		en 8-9 20 07		AM. 7:29 PM. violo Ordenanza No. 105.75-4(9)	
DOMICILIO		NO. POSTAL		TIPO DE VIOLACION: FAILURE TO FILE A BURGALAR ALARM BUSINESS REQUIREMENTS	
10590 W Fountain Av #514 Milwaukee, WI 53214		53214		DESCRIBA LA VIOLACION: Pinnacle Security called in a Burglar Alarm to the City of Milwaukee Police Dept without verification that an attempted or actual crime occurred at 5521 N 33rd St.	
Fecha de Nacimiento		SEXO RAZA OJOS PELO PESO ALTURA		LOCALIDAD: 3333 N 49 ST	
DL# AGENT CLINT CUSHING REG MGR.		TELEFONO: 865-7426		EN MILWAUKEE	
PRESENTARSE EN LA CORTE MUNICIPAL DE MILWAUKEE					
LOCALIZADA: 951 NORTE JAMES LOVELL ST, MILWAUKEE, WISCONSIN					
FECHA DE COMPARECIÓN		A LAS		A.M. (PM)	
10-10 20 07		1:15		PM	
FIRMA DE POLICIA		NOMINA DE PAGO #		APPROVADO POR EL FISCAL DE LA CIUDAD	
John McCarty		007102		FECHADO:	
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By Case Number

By Citation Number

By Name

By Location

Case/Citation Search Results

Data is current as of: 11/29/07

Key: ☒ All Cases for Defendant ☒ All Scheduled Appearances for Defendant ☐ Case Details

	Case Number	Individual/Business Name & Last Known Address	Month of Birth	Citation Number	Amount Due	Date Due
☒ ☐ ☐	07068439	PINNACLE HOME SECURITY, 10300 W FOUNTAIN AVE, MILWAUKEE, WI 53224		59811043	\$0.00	07/25/2007

NUMERO DE CITACION 5981104 3		CBP-200 REV. 11/00 CITACION MUNICIPAL DE MILWAUKEE		TOTAL DE DEPOSITO: \$160.00	
Ciudad de Milwaukee, Estado de Wisconsin El abajo firmado a nombre de la municipalidad nombrada afirma que basado en conocimiento personal (o a causa de información y creencia) el debido acusado hizo:					
CIUDAD DE MILWAUKEE VS		en 5-13 20 07 a 11:23 ^{AM} PM. violo Ordenanza No. 105-75-14 (9)		TIPO DE VIOLACION: FAILURE TO INST. HOME BUSINESS PERMITS	
DOMICILIO		NO. POSTAL		ESTADO	
10300 W FOUNTAIN AV, MILWAUKEE		WI		53224	
FECHA DE NACIMIENTO		SEXO		RAZA	
AGENT: MICHELE THOMAS		OREM, UTAH		CLINT	
SSN		437-1020		TELEFONO: 437-1020	
DESCRIBA LA VIOLACION: PINNACLE HOME SECURITY CALLED IN A BURGLAR ALARM TO THE CITY OF MILWAUKEE, WI POLICE DEPT WITHOUT VERIFICATION THAT AN ATTEMPTED OR ACTUAL CRIME OCCURRED AT 5709 N 93RD ST					
LOCALIZADA: 951 NORTE JAMES LOVELL ST MILWAUKEE, WISCONSIN					
FECHA DE COMPARECION 7-25 20 07 A LAS 1:15 ^{AM} ^{PM}					
LOCALIDAD: 2323 N 49TH ST. EN MILWAUKEE					
FIRMA DE POLICIA Proctor MacCormick		NOMINA DE PAGO W 00702		GRUPO 45	
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Case Search

Case/Citation Search Results

Data is current as of: 11/29/07

By Case Number

Key: ☒ All Cases for Defendant ☒ All Scheduled Appearances for Defendant ☐ Case

Details

By Citation Number

By Name

By Location

	Case Number	Individual/Business Name & Last Known Address	Month of Birth	Citation Number	Amount Due	Date Due
☒ ☒ ☒	07068442	PINNACLE HOME SECURITY, 10300 W FOUNTAIN AVE, MILWAUKEE, WI 53224		59811076	\$0.00	07/25/2007

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NUMERO DE CITACION 5981107 6		CBP-200 REV.11/00 CITACION MUNICIPAL DE MILWAUKEE		13020219 TOTAL DE DEPOSITO: \$160.00	
Ciudad de Milwaukee, Estado de Wisconsin El abajo firmado a nombre de la municipalidad nombrada afirma que basado en conocimiento personal (o a causa de información y creencia) el debido acusado hizo:					
CIUDAD DE MILWAUKEE VS		en 5-12 20 07 a 1:32 PM		VIOLACIÓN ORDINANZA No. 105-75-14(g)	
DOMICILIO 10300 W FOUNTAIN AV, Milwaukee, WI 53224		PRIMER NOMBRE Pinnacle Home Security		TIPO DE VIOLACION: FAILURE TO MEET ALARM BUSINESS REQUIREMENTS	
FECHA DE NACIMIENTO		NO. POSTAL 53224		DESCRIBA LA VIOLACION: Pinnacle Home Security Co. called in a Burglar Alarm to the City of Milwaukee, WI Police Dept. without verification that a crime or attempted crime occurred at 9333 W. BRENTWOOD CT.	
SEXO AG		RAZA WHITE		OJOS BLUE	
DE# AGENT MICHELLE THOMAS - CHAIR		PELO BLOND		PESO 150	
SSN OREM UT		CUSHING, AGENT		TELEFONO UT 437-1020	
PRESENTARSE EN LA CORTE MUNICIPAL DE MILWAUKEE					
LOCALIZADA: 951 NORTE JAMES LOVELL ST, MILWAUKEE, WISCONSIN					
FECHA DE COMPARECIÓN 7-25 20 07		A LAS 1:15		A.M. PM	
FIRMA DE POLICIA PO Ann McCann		NÓMINA DE PAGO # 007102		DIST. 25	
		DEPT. 100		GRUPO 15	
APPROVADO POR EL FISCAL DE LA CIUDAD FECHADO:					

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Case/Citation Search Results

Data is current as of: 11/29/07

Home

Case Search

By Case Number

By Citation Number

By Name

By Location

Common

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☒	07068438	PINNACLE HOME SECURITY, 10300 W FOUNTAIN AVE, MILWAUKEE, WI 53224		59811080	\$0.00	07/25/2007

NUMERO DE CITACION 5981108 0		CBP-200 REV. 11/00		11270094		TOTAL DE DEPOSITO: \$160.00
CITACION MUNICIPAL DE MILWAUKEE						
Ciudad de Milwaukee, Estado de Wisconsin						
El abajo firmado a nombre de la municipalidad nombrada afirma que basado en conocimiento personal (o a causa de información y creencia) el doblado acusado hizo:						
CIUDAD DE MILWAUKEE VS		2-11 20 07		117		AM. violo Ordenanza No. 105-75 (4)(g)
DOMICILIO		NO. POSTAL		ESTADO		ZONA POSTAL
10300 W FOUNTAIN AV, MILWAUKEE, WI 53224						
SEXO		RAZA		OJOS		PELO
LOCAL AGENT		MILWAUKEE		UTAH		437-1020
DESCRIBA LA VIOLACION: Pinnacle Home Security Co. called in a Burglar Alarm to the City of Milwaukee, WI Police Dept with verification that a crime or attempted crime occurred at 5760 N RUTH ST.						
PRESENTARSE EN LA CORTE MUNICIPAL DE MILWAUKEE						
LOCALIZADA: 951 NORTE JAMES LOVELL ST, MILWAUKEE, WISCONSIN						
FECHA DE COMPARECIÓN 7-25 20 07 A LAS 1:15 A.M. (PM)						
FIRMA DE POLICIA		NOMINA DE PAGO #		DIST		DEPT
P.O. [Signature]		067102		415		MPD
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Case/Citation Search Results

Data is current as of: 11/29/07

Key: ☒ All Cases for Defendant ☒ All Scheduled Appearances for Defendant ☐ Case Details

	Case Number	Individual/Business Name & Last Known Address	Month of Birth	Citation Number	Amount Due	Date Due
☒ ☒ ☒	07059795	PINNACLE HOME SECURITY, 10300 W FOUNTAIN AVE, MILWAUKEE, WI 53224		59766151	\$0.00	07/12/2007

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NUMERO DE CITACION 5976615 1		CBP-200 REV. 11/00 CITACION MUNICIPAL DE MILWAUKEE		TOTAL DE DEPOSITO: \$160.00	
Ciudad de Milwaukee, Estado de Wisconsin El abajo firmado a nombre de la municipalidad nombrada afirma que basado en conocimiento personal (o a causa de información y creencia) el debido acusado hizo:					
CIUDAD DE MILWAUKEE VS		en 5-2 20 07 a 12:01 PM. violo Ordenanza No. 105-75-14(g)		TIPO DE VIOLACION: FAILURE TO MEET ALARM BUSINESS REQUIREMENTS	
DOMICILIO 10300 FOUNTAIN AV. MILWAUKEE WI 53224		PRIMER NOMBRE PINNACLE HOME SECURITY		DESCRIBA LA VIOLACION: PINNACLE HOME SECURITY SYSTEMS CALLED IN A BURGLAR ALARM TO THE CITY OF MILWAUKEE, WISCONSIN POLICE DEPT. WITHOUT VERIFICATION THAT AN ATTEMPTED OR ACTUAL CRIME OCCURRED AT 5709 N 93RD	
FECHA DE NACIMIENTO		SEXO RAZA OJOS PELO PESO ALTURA		TELEFONO	
AGENTE MICHELLE THOMAS, OREM, UTAH		SSN		REGIONAL LOCAL DIST MGR: CLINT CUSHING	
PRESENTARSE EN LA CORTE MUNICIPAL DE MILWAUKEE					
LOCALIZADA: 951 NORTE JAMES LOVELL ST, MILWAUKEE, WISCONSIN					
FECHA DE COMPARECIÓN		A LAS		LOCALIDAD	
7-3 20 07		1:15 A.M. (E.M.)		2333 N. 49TH ST	
FIRMA DE POLICIA PRO Ann Marie Carney		NOMINA DE PAGO # 007102		DIST. DEPT. GRUPO	
		95 MID 95		APPROVADO POR EL FISCAL DE LA CIUDAD	
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Home

Case Search

By Case Number

By Citation Number

By Name

By Location

Case/Citation Search Results

Data is current as of: 11/29/07

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	Case Number	Individual/Business Name & Last Known Address	Month of Birth	Citation Number	Amount Due	Date Due
☒ ☒ ☐	07068440	PINNACLE HOME SECURITY, 10300 W FOUNTAIN AVE, MILWAUKEE, WI 53224		59811054	\$0.00	07/25/2007

NUMERO DE CITACION 5981105 4		CBP-200 REV. 11/00		TOTAL DE DEPOSITO: \$160.00	
CITACION MUNICIPAL DE MILWAUKEE					
Ciudad de Milwaukee, Estado de Wisconsin					
El abajo firmado a nombre de la municipalidad nombrada afirma que basado en conocimiento personal (o e causa de información y creencia) el debido acusado hizo:					
CIUDAD DE MILWAUKEE VS		on 5-12 20 07 at 3:29 ^{AM} ☒ _{PM}		violo Ordenanza No. 105-75-14 (8)	
DOMICILIO		NO. POSTAL		ESTADO	
10300 W FOUNTAIN AVE, Milwaukee, WI 53224				WI	
FECHA DE NACIMIENTO		SEXO		RAZA	
DL#		OJOS		PELO	
A GENT		MICHELLE THOMAS		LOCAL AGENT	
SSN		OREM, UTAH		CLINT CUSINE	
TELEFONO		437-1020			
DESCRIBA LA VIOLACION: Pinnacle Home Security Co. called in a Burglar Alarm to the City of Milwaukee, WI Police Dept. without verification that an attempted or actual crime occurred at 4345 N. 47th St.					
PRESENTARSE EN LA CORTE MUNICIPAL DE MILWAUKEE					
LOCALIZADA: 951 NORTE JAMES LOVELL ST, MILWAUKEE, WISCONSIN					
FECHA DE COMPARECIÓN 7-25 20 07 A LAS 1:15 A.M. ☒ P.M.					
FIRMA DE POLICIA		NOMINA DE PAGO #		GRUPO	
M.D. Ann McCauley		007102		S/S	
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CASE INFORMATION SYSTEM

Case/Citation Search Results

Data is current as of: 11/29/07

Home

Case Search

By Case Number

By Citation Number

By Name

By Location

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NUMERO DE CITACION 5981106 5		CBP-200 REV. 11/00 CITACION MUNICIPAL DE MILWAUKEE		TOTAL DE DEPOSITO: \$160.00	
Ciudad de Milwaukee, Estado de Wisconsin El abajo firmado a nombre de la municipalidad nombrada afirma que basado en conocimiento personal (o a causa de información y creencia) el debido acusado hizo:					
CIUDAD DE MILWAUKEE VS		en 5-12-2007 a 3:07 PM		Violo Ordenanza No. 105-75-14 (4)	
Primer Nombre Pinnacle Home Security		Apellido		TIPO DE VIOLACION: FAMILY DISTURBANCE ALARM BUSINESS REQUIREMENT	
DOMICILIO 10300 W. FOUNTAIN AV, MILWAUKEE, WI 53224		NO. POSTAL 53224		DESCRIBA LA VIOLACION: Pinnacle Home Security Co. called in a burglar alarm to the City of Milwaukee, WI Police Dept without verification that a crime or change of crime occurred at 6634 W MELVINA ST.	
Fecha de Nacimiento		SEXO RAZA OJOS PELO PESO ALTURA		LOCALIDAD: 2333 N 49th St EN MILWAUKEE	
DL# AGENT: MICHELLE THOMAS / CHINA CUSHING / LOCAL AGENT		SS# OREM, UT		TELEFONO 437-1020	
PRESENTARSE EN LA CORTE MUNICIPAL DE MILWAUKEE					
LOCALIZADA: 951 NORTE JAMES LOVELL ST, MILWAUKEE, WISCONSIN					
FECHA DE COMPARECIÓN 7-25-2007		A LAS 1:15 A.M.		PM	
FIRMA DE POLICIA PRO. Ann McCarty		NÓMINA DE PAGO # 007102		APPROVADO POR EL FISCAL DE LA CIUDAD FECHADO:	
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Case/Citation Search Results

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	Case Number	Individual/Business Name & Last Known Address	Month of Birth	Citation Number	Amount Due	Date Due
☒ ☒ ☐	07098981	PINNACLE SECURITY, 10590 W FOUNTAIN AVE, Apt 514, MILWAUKEE, WI 53214		59881566	\$0.00	10/10/2007

NUMERO DE CITACION 5988156 6		CBP-200 REV. 11/00 CITACION MUNICIPAL DE MILWAUKEE		TOTAL DE DEPOSITO: \$160.00	
Ciudad de Milwaukee, Estado de Wisconsin El abajo firmado a nombre de la municipalidad nombrada afirma que basado en conocimiento personal (o a causa de información y creencia) el debido acusado hizo:					
CIUDAD DE MILWAUKEE VS		en 75 20 07 a 4:25 ^{AM.} PM. Violo Ordenanza No. 105-75-14 (G)		TIPO DE VIOLACION: FAILURE TO MEET ALARM BUSINESS REQUIREMENTS	
DOMICILIO 10590 W FOUNTAIN AV, Milwaukee, WI 53214		NO. POSTAL 53214		DESCRIBA LA VIOLACION: Pinnacle Security called in a burglar alarm to the City of Milwaukee Police Dept. without verification that an attempted or actual crime occurred at 6851 N. 40th. Pinnacle operator called this in as a multiple trip alarm. Never if	
Fecha de Nacimiento		SEXO RAZA OJOS PELO PESO ALTURA		LOCALIDAD: 333 N. 44th St. 140 EN MILWAUKEE	
DL# AGENT CLINT CUSHING		TELEFONO# 3605-7426			
PRESENTARSE EN LA CORTE MUNICIPAL DE MILWAUKEE					
LOCALIZADA: 951 NORTE JAMES LOVELL ST, MILWAUKEE, WISCONSIN					
FECHA DE COMPARECIÓN 10-10 20 07		A LAS 1:15 A.M. PM.			
FIRMA DE POLICIA Adam McCarthy		NOMINA DE PAGO # 10102		APPROVADO POR EL FISCAL DE LA CIUDAD FECHADO:	
DIST. 95		DEPT. 1400		GRUPO 515	

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TAB 2

DATA ENTRY MEMORANDUM



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SECURITY

MEMORANDUM

To: Data Entry Personnel
From: Debbie Orr VP Account Administration
Date: January 02, 2008

Re: Reminder Account Creation Milwaukee

Milwaukee WI Guard Dispatch Data Entry "How to":

Zones and Codes:

NO KEYFOB PANICS EVER!

Two Way:

Code 1770 -Alarm: Burg: Two- way, Guard Response, EC 1

- Door
- Window
- Motion
- Glass Break
- Misc. Perimeter (Burglar Alarm) equipment

Code 2449- Alarm: Fire: Two-way, Fire Department, EC 1

- Fire-Smoke Detector
- Carbon Monoxide

Code 2452- Alarm: Medical: Two-way, Fire Department, EC 1

- Medical Pendant
- Medical Panic

Cell Primary:

Code 1806-Alarm: Burg: Cell Primary, Guard Response, EC 1

- Doors
- Windows
- Motion
- Glass Break
- Misc Intrusion equipment

Code 2376-Alarm: Fire: Primary, Fire Department, EC 1

- Fire-Smoke Detector
- Carbon Monoxide

Code 2384-Alarm: Medical: Cell Primary, Fire Department, EC 1

- Medical Pendant
- Medical Panic

TAB 3

SALES TACTICS MEMORANDUM



pinnacle
SECURITY

MEMORANDUM

TO: All Milwaukee-Area Sales Representatives

FROM: Clint Cushing, Regional Manager, Pinnacle Security, LLC ("Pinnacle")

DATE: January 10, 2008

Re: Sales Tactics

This memorandum serves as a reminder of Pinnacle's policies. Pinnacle has recently been informed by Milwaukee authorities that several of Pinnacle's sales representatives have engaged in misleading and deceptive sales practices with area residents. This is unacceptable to Pinnacle.

I. Fair and Honest Sales Practices.

As more fully set forth in the Employee Handbook you have received, and as I and other Pinnacle representatives have explained in previous training sessions, Pinnacle requires that each of its sales representatives engage in fair and honest sales practices. Sales representatives should never mislead consumers, misrepresent Pinnacle's products or services, or engage in aggressive or intimidating sales practices. Pinnacle is committed to providing its customers with the highest level of service. The service provided by sales representatives should reflect this commitment.

II. Products and Services.

When presenting Pinnacle's products and services to consumers, sales representatives should be careful not to make misleading or deceptive representations. It is important that sales representatives accurately describe how Pinnacle's equipment helps to protect customers. When Pinnacle's alarm equipment is activated, an SAI dispatcher immediately responds by calling the location and verifying whether an actual or attempted crime is taking place. If the SAI dispatcher cannot verify that an actual or attempted crime is taking place, then the dispatcher notifies Patrol. Then, Patrol physically visits the location to verify that an actual or attempted crime is taking place. Upon verification, if any, Patrol will alert the City's Police Department. However, in the event that SAI verifies that an actual or attempted crime is taking place upon the initial communication to SAI, then SAI may contact the City's Police Department regarding such communication as verified. Lastly, in cases of fire, the SAI dispatcher will immediately alert the City's Fire Department without Patrol's participation in the process.

Sales representatives should not represent that Pinnacle's alarm equipment will immediately alert police or fire authorities. Instead, police and fire authorities will be

alerted after a verification process has been completed. Sales representatives should make no representations to the contrary.

III. **Panic Alarms.**

Pinnacle offers several "panic alarm" options to its customers at no extra cost. Milwaukee has prohibited the sale and use of panic alarms that directly alert police and fire authorities. As a result, the panic alarm options sold in Milwaukee will not offer this function. Instead, when customers activate the panic alarm, the verification and response process described above will commence. Sales representatives should inform customers of this fact and should not make any misrepresentations about the features of the panic alarms.

IV. **Consequences.**

Pinnacle employs a strict punishment system for policy violations. As described to you previously, if Pinnacle learns that a sales representative has committed a conduct violation, then Pinnacle reserves the right to terminate you and/or levy a fine of \$500.00, \$1,000.00, or greater. Pinnacle is committed to serving its customers fairly and honestly, and will not tolerate sales practices that violate this commitment.

V. **Conclusion.**

You will continue to receive regular training on Pinnacle's policies from me and other Pinnacle representatives. Please contact me if you have any questions or concerns about Pinnacle's policies.