

Regional Manager, Pinnacle Security

For Clint Cushing: Pinnacle Security July 18, 2007

Cushing called on July 17, concerned that the latest negative news broadcasts will affect his alarm selling business and wanted to tell me how Pinnacle's 2 way speakerphone alarm system works. He stated that he does not want to be in violation of any of our ordinances and was asking if the police will respond to this type of system. I left Clint a message on July 17 after speaking with Lt. Schmerse. Cushing called and left me a message on July 18; I returned his call to relay this info to him but left a message.

I checked with Lt. Schmerse and he advised me of the following info: (Schmerse's info in *italics*.)

Notes to relay to Clint

I remember speaking to you on May 1 of this year when your reps just started canvassing the city because we started receiving phone calls from citizens and the alderman's office back then, and I was given your reps name, Ty Peterson.

At this time there is nothing in the ordinance that regulates the types of systems installed, however, how the system is used is where the problem comes in. For example, ~~we had 2 alarms that came in from Pinnacle yesterday (7/17) that were called in as panic alarms which is a violation. This now subjects Pinnacle to receive citations for these all along~~ alarms, which will eventually jeopardize Pinnacle's alarm business license and the ability to continue working in the city. Even if they were called in as burglar alarms, they were not verified by a first responder service, which is also a violation, and subject to an additional citation. Citizens are calling and complaining and asking what they are paying for. I have to tell them that the police do not and did not respond to their alarm, that it is the alarm companies' responsibility to provide someone to check their alarm for them.

*27th
1st
not
verified
30-40
non-verified
Pinnacle
calls
per
month*

Also, regarding the 2 way speaker phone system, the *City Attorney's office will be reviewing our current Prohibited Alarm System ordinance and will be recommending that these types of alarms (2 way speaker phone system types) are made illegal, for this reason.* Things could change in the near future regarding 2 way speakerphone types of alarms.

As it stands right now, when these types of calls come in from the monitoring center, (from the 2 way speakerphone system), they will be handled on an individual basis, and if *the operator does not have specific information that there is a problem at a residence, the police will not respond.* So with these systems, there is no guarantee that a customer will get police response.

A sellers permit is required to go door-to-door and for more information regarding a sellers permit, the number to call is 286-2238.

*Clint Cushing, Milw Regional Mgr (Milwaukee Pinnacle office)
10590 W. FOUNTAIN #514
MIL WI 53214
801-865-7426*

① Virginia Kretlow 915-8052 her cell #
- Pinnacle Utah -
4400 N. 63 (STARK + Fairmount)

"I bought the system yesterday + will cancel it today"
They sold her a speakerphone system (AUDIO)
I advised her that this is a prohibited system in Milwaukee + we will not respond.

Ben Wayman
② work for an alarm co. - will police respond to a 2 way voice system - confirmed AUDIO - works on AUDIO - if someone won't come to the scene I told him no - needs to be verified + we do not respond to audio alarms

4/11/07
- Clint Cushing - Pinnacle Security
- 801-865-7426 - 2 way voice system
mon' ch. p/u phone - panel turns into a phr. phone
105950 10590 W. Fountain # 514

→ don't know name of verifying company but can find it. (??)

→ sells permit? City Hall
Is speaker phone system legal?

→

Per LT Schmale - There's nothing in ordinance that regulates the type of systems installed, however how it is used is where the ^(speaker phone) problem comes in.

The city attorney will be reviewing our current PROHIBITED MARM SYSTEM ordinance ^{recommending that it} ~~it may~~

change to include three types of alarms (speaker phone types) making them illegal - ^{Up in the} air right now - ^{Right now it is not illegal to} ~~install these types~~

The problem comes in when the customer uses the alarm as a 911 call - Per the Capt. of the alarm co (Pinnacle) ^{calls} ~~uses~~ the police w/ a disturbance at a residence (NOT an alarm) as a result

of their customer notifying them thru the speaker phone ^{alarm} system, the call will be handled as a 911 call + police will be sent only if the alarm operator has specific information that there is a problem at this residence. ^{for police to respond or pinnacle to be cited}

Now - Local Pinnacle office will receive citations if the system is misused + jeopardize their business license that allows them to work in MI, also the customer may be cited if the police are sent + there is nothing going on. (2 or more FA?)

Sellers permit info on web - 216-2238 ^{"Direct" seller}
7-18 These alarms are starting to be called in now they are not being verified, consid Pinnacle ARMS + we are not sending - CITIZENS paying for nothing.