

THE ONTARIO REPORT

An official publication of CANASA's Ontario Chapter

FALSE ALARM CHANGES IN DURHAM

The Regional Municipality of Durham is changing the process in which its police services deal with false alarms. Essentially, they want those who are causing false alarms to be the ones to pay for the abuse of police services — and not the ones who don't.

The fundamental reason for change is cost of services, says Paul Georges, vice-president of CANASA's Ontario chapter.

In order to curb the mounting losses Durham Region experiences due to the ever-growing false alarm problem, its powers that be have developed a new bylaw stating that if a premise requests a call for service and police are dispatched, a fine of \$125 will be issued if the responding police officer deems the service call to be a false alarm.

This will be determined when he or she cannot determine any signs of criminal evidence or where the responding officers have marked himself or herself en route to respond to the call before the premise in question is able to cancel the call.

If the premise is attempting to cancel a call of service before the police service arrives, it may incur a reduced fine of \$50. This consideration is at the discretion of Durham Police Services. The fees will be non-negotiable whenever a premise places or



calls a service in relation to a verified or non-verified alarm and the call is ultimately deemed to be a false alarm.

Once a false alarm call has been reported, a charge to the premise will be issued.

Property owners will have the right to challenge the decision to dispute the classification of the call for service as a false alarm; to do so, the premise in question must write to the

Durham Police Services' Alarms Management Program representative seeking a reconsideration of its decision to levy the fee against it.

"You're not being penalized," Georges stresses. "All you are doing is paying for your services."

Currently, in Durham, premises that have not had any false alarms are forced to pay for false alarms caused by others through public coffers, explains Georges.

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With the upcoming changes, it's vital for alarm companies conducting work in Durham Region to train users on the proper operation of their alarm systems. It is also advised that alarm companies install equipment listed and labeled by Underwriter Laboratories of Canada.

Furthermore, alarm companies should stress to both homeowners and commercial properties the importance of properly training all users (e.g., future employees) on the alarm system deployed at their respective premise. Not to mention the need to conduct thorough background checks on all potential staff.

As well, advise customers that if any changes (e.g., renovations) are being made to their home, facility, etc., they should let their alarm company know well in advance.

Ultimately, if the amount of false alarms can be reduced this will free up police services. "Twenty per cent of alarm users in the Durham region account for 80 per cent of response," says Georges.

The Costs of Workplace Safety

According to statistics from Ontario's Workplace Safety and Insurance Board (WSIB), the job fatality rates of small businesses in the province are 6.7 times higher than those for larger businesses, while lost-time injury rates are 10 per cent higher.

And when one considers that Ontario firms with fewer than 50 employees account for more than 90 per cent of all firms in the province and half of all jobs in Ontario are located in small businesses, these statistics become even that more startling.

In Ontario, when a worker is injured on the job, the WSIB pays for costs associated with the injury claim, including health, rehabilitation and disability costs. However, injuries cost small businesses in many other areas not covered by WSIB insurance, including:

- **Incident Costs** – time to provide first aid; time for transportation to hospital/clinic/home; lost productivity of all affected workers; time to make area safe; cost of first-aid supplies and equipment used; cost of ambulance or taxi;
- **Investigation Costs** – time to investigate the accident; time spent to complete an accident investigation report; time to complete related paperwork for your company; time taken to report the incident to the



WSIB and meet with WSIB officers; follow-up meetings to discuss the accident;

- **Damage Costs** – time to assess the damage; time to repair or replace equipment; time to coordinate repair work; clean-up time; cost of outside contractors and materials for clean up; cost to dispose of damaged equipment; cost of replacement parts, equipment or lost product;
- **Replacement Costs** – time to hire or relocate replacement worker; relocation or rescheduling of another worker; trainer and trainee time for new or relocated worker; cost to hire a replacement worker; and
- **Productivity Costs** – lost productivity due to disruption; time spent managing the injury claim; reduced productivity of injured worker after they return to work.

To help Ontario small businesses, the Industrial Accident Prevention Association (IAPA) recently introduced the Small Business Safety Calculator, a tool that enables users to estimate the real “out of pocket” costs of a workplace injury.

“Many small business employers may be unaware of their legal obligations and the potential benefits of a health and safety program to overall business improvement,” says Michael Abromeit, vice-president of operations of the IAPA. “Health and safety is not simply a legal obligation. It’s an opportunity to strengthen one’s business by reducing injuries, increasing productivity, and improving their health and safety performance.

“The Small Business Safety Calculator,” he adds, “is in no way attempts to quantify the pain and suffering experienced by an injured worker, their family, their friends, and their co-workers. Its aim is to promote greater awareness of occupational health and safety issues, as well as the health and safety training and education resources that are available.”

The IAPA is a not-for-profit organization that represents more than 50,000 member firms in Ontario and in excess of 1.5 million workers in the province. Its focus is on providing training, consulting, educational products and informational services.

The Small Business Safety Calculator is available, for free, at www.iapa.ca/sbc.

ONTARIO EXECUTIVE REPORT

Over the past year the volunteers on your CANASA Ontario Chapter Board of Directors have worked diligently on a great number of issues and opportunities that have presented themselves to our membership, the association and the security industry.

Issues such as: professionalism in the industry, an Ontario newsletter, self-regulation, police response policies, discontinuation of the AMPS network and VoIP phone services, just to name a few. We have expanded on the preferred services available to CANASA members and are working effortlessly to bring other opportunities that will benefit our members.

With the recent appointment of Ken Mitchell as executive director of CANASA, we are well on our way to becoming the professionally recognized voice of the Canadian security industry.

Our Ontario newsletter is now reaching every Ontario member of CANASA, and has been

widely accepted by as an important tool in communicating what is transpiring and relevant in our industry.

Self-regulation has been an ongoing item on the agenda and tremendous progress has been made in this area; stay tuned for more on this important item.

We have also developed and expanded relationships with many police services across the province and we will continue to provide input towards their ongoing dealings and decisions as it relates alarm to bylaws and policies.

Members Meetings continue to be a very successful benefit to Ontario CANASA members and we will be expanding the content and frequency over the next 12 months.

The Ontario membership of CANASA continues to grow and your Ontario Board of Directors will endeavour to carry on with the drive towards professionalism by being the voice of the

security industry in Ontario.

Your Ontario Board is here to serve you, the membership, and as a valued member your input and ideas are not only relevant, but critical to the direction and decisions of this association.

Your Ontario Board of Directors meets many times a year and provides Members Meetings on important topics. If you have an idea for a Members Meeting, an industry issue that needs to be addressed or an opportunity that you feel would benefit the rest of the membership, please feel free to contact us to express it.

I would like to thank the rest of your Ontario Chapter Board of Directors for their time and dedication to CANASA and to you, its members.

Your Ontario Chapter Board of Directors is looking forward to serving you in the future.

Paul Georges

CANASA, Ontario Chapter Vice-President

COMMITTEE UPDATE

EDUCATION

As the alarm and security industry becomes more advanced and integration becomes prevalent, the need for advanced skilled technicians has never been so pronounced. One of the challenges our industry faces is a shortage of people entering the industry and a shortage of advanced skilled technicians.

To address these needs, CANASA has partnered with the Pre-Apprenticeship Training Institute (P.A.T.I.), a recognized leader in training standards of excellence with many skilled trades: plumbing, electrical and HVAC, just to name a few. P.A.T.I pre-screens prospective students and trains them with CANASA's ATC-1 and ATC-2 courses.

The first P.A.T.I. alarm technician class has now graduated, with impressive results. CANASA-Ontario is excited to see this innovative approach to attracting people into our industry. We are pleased to welcome P.A.T.I and its graduates into the CANASA family.

CANASA-Ontario needs your help in the development of new training courses. We want your opinions on type and scope of new training courses we should develop.

Neil Jones, CANASA Ontario Board — Chair of Education

DID YOU KNOW?

Earlier this year, the Office of the Privacy Commissioner of Canada released the findings of a 2007 poll that surveyed Canadian businesses on a number of issues relating to privacy and the implementation of the Personal Information Protection and Electronic Documents Act (PIPEDA).

Some of the key findings of the poll, include:

- 86 per cent recognize taking privacy seriously today is just good business;
- 55 per cent believe their customers are more concerned about privacy related issues today than in the past;
- One in two businesses report they have a high awareness of their responsibilities under Canada's privacy laws; findings suggest there

is a clear need to raise awareness of responsibilities under Canada's privacy laws;

- 1/3 of all businesses report having trained staff about the practices and responsibilities under Canada's privacy laws; and
 - Personal information is being stored almost as frequently on paper (74 per cent) as it is being stored electronically (79 per cent).
- For Canadian security companies, keeping up to date on Canada's privacy laws should be an important part of their business. Proper storage and maintenance of customer information is mandatory, and when it comes to video surveillance, how and where images are recorded and stored is something companies must consider when implementing any size CCTV system.

CALENDAR OF EVENTS

November 13, 2007

Ontario Chapter Board Meeting

November 13, 2007

Ontario Chapter Members Meeting

April 2-4, 2008

ISC West
Las Vegas, Nev.

April 22-23, 2008

Security Canada East
Laval, Que.

June 11, 2008

Security Canada West
Richmond, B.C.

September 3-7, 2008

CEDIA Expo
Denver, Co.

September 11, 2008

Security Canada Atlantic
Moncton, N.B.

September 15-18, 2008

ASIS Seminar
Atlanta, Ga.

October 22-23, 2008

Security Canada Central
Toronto, Ont.

October 29-30, 2008

ISC East
New York, N.Y.

WE WANT TO HEAR FROM YOU!



The Ontario Report is your newsletter so if you have any article ideas, suggestions or opinions you want to share with us, please contact CANASA's national office at staff@canasa.org

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 Social: **Frank Filice**

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INTERNET MARKETING



Before any business turns to the Internet for improving and expanding its business, it has to have a goal.

That goal could be: getting as much traffic to its website as possible; making direct sales; achieving high rankings by search engines; or reinforcing its corporate brand.

When it comes to Internet marketing, here are three common objectives for any business looking to launch or improve an already existing website:

SAVE MONEY

This really involves providing effective online resources to improve customer service. More specifically, it provides easy access to information and resources for your customers, thus freeing up customer service and sales staff's time and resources.

A website should also provide general information for clients who are interested in your company, particularly earlier on in the buying process. This can save you money in that a website is often far less expensive than printing and distributing marketing material, and it can be updated anytime you desire.

CREATE LEADS

A good website should build and maintain relationships with potential clients who are not yet ready to purchase your company's products and/or services. Similar to placing an advertisement in a magazine or newspaper, it often takes multiple visits to a website before someone decides to buy or contact you. To help visitors learn more about your products and services, try including the following items on your website:

- E-mail newsletters;

- White papers;
- Blogs;
- On-line chat and forums;
- Instant messaging programming;
- Flash, video or other animation to 'entertain' your visitors; and
- News and information relevant to your business, its industry and to both your current and potential customers.

SELL ON-LINE

The Internet has allowed companies throughout the world to expand their sales territory. Depending on the product or service you sell, companies can use their websites to cast their sales net far and wide to catch as many clients as they possibly can.

E-commerce or e-marketing is not a cheap proposition as it requires a great deal of web development, constant monitoring and a level of security that provides potential customers with the trust to use whatever online payment method you select.

For companies interested in e-commerce, there are, essentially, two options: 1) real-time processing — when a credit card or other form of payment is processed and the order is closed immediately using automated e-commerce software; and 2) delayed purchasing, in which a customer provides payment information and the order is manually processed by a business upon retrieving this information from a secure Web server. The second option is typically more cost-effective for smaller businesses.

All in all, every business should have some type of web presence. Today's consumers expect businesses to have a website, and if they don't, they will wonder why.