

T.S. NEWS

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TRUE STEEL SECURITY

 **Security Pro**

**DEALER OF THE YEAR
2 TIME WINNER 2003 & 2004**

Security Is A Family Matter™

True Steel Sweeps North American Awards Gala

True Steel Security recently received three of the six GE Security Pro awards handed out at the annual conference in Cancun, Mexico. To have been awarded ½ of the awards available is truly astounding considering there are 260 Security Pro dealers across North America. John Whitehead, General Manager, accepted the awards for Best Integrated Marketing Approach, Security Is A Family Matter and the Security Pro Hall of Fame. We also received an Honourable Mention for the Most Innovative Use of GE Wireless Security Technology.

True Steel Security is only the 3rd of the 260 Security Pro Dealers across North America to be inducted into the Hall of Fame. Jeff Johnson (Executive Director GE Security Pro)

had the following words to say about True Steel winning this award.

"To be considered for the Hall of Fame, you have to be one of the best, and this dealer is truly that. Over their tenure in the program, they have exemplified the program's values and served their communities' security needs with a level of distinction that is second to none. They have taken to heart the "Security is a Family Matter" philosophy in everything they do.

This organization has become the largest alarm company in Northern Ontario.

As one of their clients stated, "How refreshing to find that courtesy, respect, and professionalism still exist."



Mark Barry (left) - President, GE Security Americas and on Bob Haskins (right) - General Manager, GE Security Sales present John Whitehead (center) with one of the awards won by True Steel at the GE Security Pro conference.

Savvy Burglars Thwarted by True Steel Security Alarms

In early June burglars attempted to defeat two of our alarm systems. We're glad to say that they were not successful in their attempts. The burglars in question obviously have some basic knowledge about alarm systems and therefore felt that by cutting the phone line, the alarm signals would not reach our monitoring station. Luckily the business owners who were targeted had chosen to select higher levels of protection that allow the alarm to communicate even if the telephone line is cut. As a result the alarm systems were still able to communicate to us and we were able to act accordingly.

Alarm systems do not prevent break and enters. They do however, deter, detect and report them. Premises with alarm systems are much less likely to be broken into and when they are, the losses suffered are much lower. As burglars become more sophisticated, it becomes increasingly important to consider adding equipment to your existing alarm that will provide you with a more secure communication with the monitoring station. Call us today if you wish to discuss the available options.

**SUDBURY 674-0116 • NORTH BAY 476-7612 • TIMMINS 268-0053
TOLL FREE (800) 667-5919 www.truesteel.com**

Know What's Happening in Your Home or Business 24/7 With



True Steel Security is the first alarm company in Canada to be able to offer a new and exciting service to its clients. **TRUE STEEL NOW!** is a service that increases the level of security provided by your alarm and also allows you to control your alarm and access its history of events online. Ever go somewhere and realize you forgot to arm your system? Now you can do it through your PDA or any internet connection.

This new service can also notify you immediately by way of text message, e-mails or pages when certain events occur. Maybe you want to be alerted any time the liquor, medicine or gun cabinets are opened or when the front door is opened so that you know your child has safely arrived home. Your system doesn't even have to be armed or disarmed in order for it to report this information to you.

A business owner may want to know when a restricted area is accessed or when the alarm system is not armed by 11:00 p.m. Retail clients can even use **TRUE STEEL NOW!** to monitor traffic in certain areas of their store. This can allow them to evaluate the effectiveness of specials they are running as well as to determine most effective store layouts.

The array of possible uses for the new **TRUE STEEL NOW!** service seems endless. If you want to be the first in your city and one of the first in the country to be able to access information about your alarm **NOW**, give us a call.

\$100 Gift Certificate For Your Favourite Restaurant and \$100 Donated To Your Favourite Charity

True Steel Security has been protecting homes and businesses for over forty years! Help us protect another and your name will be entered into this fun and worthwhile draw. For every person you pass along that installs a monitored alarm system, we will put your name into the ballot box. Enter as many times as you like. Refer yourself if you want an alarm! You can send referrals to our website at www.info@truesteel.com or simply print your name and contact information on a copy of this newsletter and have your referral pass it on to us when we meet with them. The draw will be held on July 31, 2008. In addition to the above, you still get our standard referral bonus; a 3 month credit of your basic monitoring rate.

True Steel Security Receives Bell Business Excellence Award

The Bell Business Excellence Awards recognize businesses and entrepreneurs whose achievements and contributions to the community separate them from their peers. This was the 11th Bell Business Excellence Awards, which are held annually by the Greater Sudbury Chamber of Commerce. "These awards provide us with an opportunity to celebrate excellence and to give recognition to those who contribute to the economic wellbeing of our community," noted Cynthia MacKenzie, Chair of the Greater Sudbury Chamber of Commerce.

The final, and most prestigious award of the evening, the Chair's Award was presented to Northern Communications and True Steel Security. The Chair's Award is presented to an individual, company or organization which, through involvement in business, professional associations and community service, has had a significant impact on our area. We were chosen in part due to the services we provide to thousands of clients, our support of charitable organizations and for introducing the Link To Life Medical Information File to the Greater Sudbury area.

The owners of the company, John Whitehead and Mike Shantz were quick to point out that this award was won as a result of the huge hearts and the effort put forth daily by their entire team. We are very proud and grateful to have been recognized with this distinguished award.



Guy Lebine (left), Chair of the Greater Sudbury Development Corporation presents the Chair's Award to Mike Shantz (Centre) and John Whitehead (right).

Care Link

24 HOUR MEDICAL ALARM RESPONSE

Peace of Mind,
Theirs & Yours.



Action Required

We have almost completed the transition to convert all clients from our existing billing system of printed and mailed invoices, to electronic invoices direct to your e-mail address. If we have not yet contacted you to make this change, please send an e-mail to mborton@northerncom.com with your billing name, address and/or account number. If you prefer call us at (705) 673-6888 in Sudbury and area or toll free at (800) 461-3317. By doing so, you help us to reduce our environmental footprint. Thank you.