



SMS Security Systems
295 Bloomfield Ave.
Caldwell, NJ 07006

**WIN A \$100
AMERICAN
EXPRESS
GIFT CARD**



**SMS
GOINGREEN
GIVEAWAY**

Peace of Mind When You feel Secure, We've Done Our Job



**WIN a \$100
Amex Gift Card
SMS GOINGREEN
GIVEAWAY!**

Scott Stellfox, here, and I've got to say that I'm getting quite magnanimous in my old age! I've decided to reward **FIVE SMS customers with a \$100 Amex Gift Card** to spend wherever, on whatever your little heart desires!

Now I want you to win - I really do and **entering the contest is ridiculously simple that a ten year old could do it.** I'm not kidding. All you need to do is...

...Open the newsletter and I'll tell you how to enter...

Product Showcase

Continued from front cover...



The technology has come such a long way since the days of that old TV commercial, but you sure don't need to know anything *techy* to have it work for you. Whether it's a wrist band, pendant, or clip on, the transmitter is so simple to use and there for you, 24/7. You know, we named this newsletter **Peace of Mind** for good reason, and this product is a tribute to that name.

What's really great is that highly trained EMT operators will be on call if ever a situation arises, and with that kind of instant response, there's no need to live in fear any longer. Plus, the service is nationwide, so you could get it for parents or grandparents wherever they live in the U.S. *What an amazing gift for people you love and care about.*

I also felt it was important to make it affordable so virtually anyone could take advantage of this life-saving product. Please go to the website, check it out, and give us a call. We'd be so glad to help you attain the peace of mind that you and your family deserves.

**my
SeniorWatch™**
Life Safety Monitoring Systems
www.myseniorwatch.com



Peace of Mind

When You Feel Secure, We've Done Our Job



Candid Thoughts From SMS Owner,
Scott Stellfox

A Piece of My Mind...

I cannot believe that SMS is approaching 25 years... Wow.

I always wanted to have my own business, but I started thinking, what the heck made me want to go into *THIS* business? I mean this is serious stuff. This is the Life Safety Business and it's all about protecting people and property. My mother said I was way too nice to be a cop, and that I'd probably let Charles Manson off with a warning.

"I hope this doesn't sound cliché, but I just think we flat-out care one hell of a lot"

I've always had a love for electronics — okay, okay, a *tech geek*, if you will. As a 17 year volunteer for the Verona Rescue Squad, I've always had a compassion to help people. And lastly I'll admit, I'm a total perfectionist, and as much as people bust me for it, that trait goes a long way in running my company. Sure I drive my employees crazy, but livelihoods depend on us and things have to be done with precision every time.

You know, the more I think about it, you've got to offer a lot more than just being good at what you do to make it as long as SMS has. I mean there are plenty of guys out there who are in this line of business, so why do people keep choosing me and my company?

I started thinking about what makes me/us different and why that is good for you, our loyal customers. I hope this doesn't sound cliché, but I just think we flat-out care one hell of a lot, and people know it — they feel it, and the level of trust that we've earned is something I'm incredibly proud of.

I'm also really proud of my employees. This is a very demanding business and people here have to constantly take classes getting certified and re-certified for various job functions. I'm very diligent in hiring top-notch professionals and it's just another reason we've earned such a high-level of trust.

All right, I've rambled a bit, but I'm damned proud to say I've made it for a quarter of a century! I invite you to read the rest of this newsletter, promising that you'll find it interesting, helpful, and you'll even learn a thing or two. Plus, I'll feature some of my favorite, hand-picked trivia in each issue if things need to lighten up around here. And if you think you've got some great trivial facts, email it to me. If it gets printed in the next issue, a nice little gift will be coming your way!

Thanks a ton for listening, and thank you even more for your business. I'd really appreciate your comments or feedback, so please feel free to send me an email. It would be great to hear from you.

Read on and thanks,

Scott
scott@smsalarms.com

Autumn 2009 • ISSUE ONE

In This Issue...

- **WIN A \$100 AMEX GIFT CARD** In the Going Green Giveaway!
- Cool Tech that would make George Jetson jealous
- Facts you **NEED TO KNOW:** No room for complacency!

Product Showcase



My Senior Watch Peace of Mind at the Highest Level

For years, people made fun of that famous television commercial where the elderly woman is lying face down and blurts out, "I've fallen and I can't get up." Now I've got a sense of humor as good as the next guy, but being an EMT for seventeen years, that situation is truly a frightening one, especially if it were to happen to someone you know and love.

I'm so proud to announce **My Senior Watch**, our newest venture here at SMS, and a product that I feel compliments our offering of outstanding life safety technology. It puts you or your loved ones in direct touch with emergency responders in case the need for help was ever to arise.

...Continued on the back page >

WIN A \$100 AMERICAN EXPRESS GIFT CARD SMS GOINGGREEN GIVEAWAY



OFFICIAL CONTEST RULES

SMS must have your proper current email address by 12/31/2009 • All winners must be an active customer of SMS Security Systems by 12/31/09 in order to be eligible for a prize • Random drawing will take place in early January, 2010 by an independent party • Winners will be notified by SMS via phone, then sent their prize • If winners can not be reached or fail to contact us back within 30 days of our first attempt of contact, that prize will be forfeited and awarded to another entrant.

Everyone is getting rid of paper clutter and saving those rain forests, so I figured we'd better do our part. You can help by doing one simple thing...

All we need is your email address!

IT'S EASY! Just visit www.smsalarms.com, click the **GoinGreen Giveaway** link on the home page, and enter your email address! You will automatically be placed in our random drawing, and have a real shot at winning a **\$100 Amex Express Gift Card**, courtesy of *yours truly!*

In order to make sure you qualify and YOU are the one who receives the gift upon winning, we just need you to give us your:

- Current, correct email address
- Name
- Mailing address

Five people will win the **Grand Prize Amex Gift Card**, and five, second place winners will get an authentic, stitched SMS baseball cap! Wow, ten winners in all and YOU really could be one of them!

Listen, we need your email address for several important reasons...

1. Reaching you via email can be easier and more convenient than a phone message.
2. There will be times we have important announcements that we feel you need to know, and email is the quickest and most efficient way.
3. We really do need to start eliminating paper work and mailing costs — and eventually we hope to do all our billing electronically.
4. And lastly... **WE NEED TO ENTER YOU IN THE CONTEST!**

And you have our solemn promise that your email address is safe with us. We will **NEVER** give it to an outside third party or bomb you with spam.

Enter your email address to play...

Visit www.smsalarms.com and you could be one of our 10 lucky winners (*and help us save a few trees while you're at it!*)

Facts You NEED To Know

Complacency and Security Don't Mix!

I know that telling you not to be complacent may sound so mundane, but time and time again we've seen people spend their hard earned money on the finest in security systems that we have to offer — then they let their guard down, and THAT's when we'll get the call.

A burglary takes place and the first question we ask is: "Was your security system turned on?" Much to our surprise we'll often get an answer like, "I was just running out to the store for 15 minutes..."

We care so much about our customers and we hate nothing more than to hear that something unfortunate has happened, but so many times danger can be averted by just using the systems we provide the way they were intended. Turn them on and keep them turned on — *You have it for a reason!*



I know that sounds sordidly simple, yet over the past 25 years, I could tell you stories that you just wouldn't believe.

And make sure you have your system serviced at least once a year!

Every year you have your car serviced, your furnace cleaned, and even your lawnmower gets tuned up. Well, the same HAS TO go for your security system.

Whether it's for your home or your business, you want it running efficiently and ready when you need it at all times. A simple maintenance call is all you need to make sure that it'll be there for you in case of an emergency. But please, do us all here a big favor... make sure you turn the darned thing on! Thanks, we'll all feel a lot better about that in the morning.

Employee Spotlight



Carla Berra Customer Service Manager & Accounting

In a business like this one, you have to wear a lot of different hats, and Carla Berra wears them all well. For ten years she has been an integral part of the success we have enjoyed here at SMS.

"I really do have a lot of experience in this field and a great understanding of our customers' needs," says Carla. Years of serving on the Verona, New Jersey Rescue Squad has given her a hands-on understanding of what is most important in this business.

Carla might just be one of the voices who answers your call to SMS, since she's there to help with your questions, problems and concerns. While she also sometimes has the difficult task of asking people for money, she is always the total professional, treating customers with the respect that they deserve.

She's a native of Montclair, NJ, has raised four great kids and loves her precious dogs. And just recently she found an interest the sport of bass fishing, which she finds both exciting and relaxing.

With her outgoing personality and genuine caring for our customers, Carla continues to make a valuable contribution to our growth, and she's ready for your call anytime...

Contact Carla @ Ext 112

COOL TECH SPACELY SPROCKETS GOES WIRELESS

The theme song asked us to meet George Jetson, Jane his wife, yada, yada, yada. *The Jetsons* was a glimpse into the future with all those wacky robots and amazing gadgetry. Well, guess what? The future is here and I think even George would be impressed! Hey, I get excited when new technology hits the market — especially when it has a great effect on my business. And that's why this **COOL TECH** column exists. Once again, you don't have to be a tech-geek to appreciate the new, mind-blowing technology that runs the products

Got a Blackberry or iphone type of mobile device? Check this out...



we offer. Some of this stuff is right out of the *Jetsons* and even I, a techno-nerd from way back, can't believe the amazing stuff that's here!

It almost seems that having them to actually make phone calls is the last thing we're all using them for. And now there's an application that you can easily download that can operate and monitor your entire security system - anytime, wherever, whenever — right from the palm of your very own hand!

I'm proud to announce that SMS is in partnership with Alarm.com, a forward-thinking company that supplies a new

wireless technology changing the security business forever. Whether you're using a PC, laptop, or a handheld PDA, having control of your security system, wherever you are, 24/7, is not only possible, but it's simple to use and affordable to all! Protecting and monitoring your loved ones and your property via remote access allows you to check your current system, arming and disarming it from *anywhere*. Plus you get 'real-time' text message and email alerts whenever there's system activity. Plus many more great features.

I'm telling you guys that this is amazing and the ultimate back-up to your system. If in the event your phone is down or wires have been tampered with, our new wireless remote is the only real way to assure that you, your loved ones and your property is safe and protected.

Go to our website and see the amazing things this can do. Then give us a call we'll tell you how we can help!

<https://www.alarm.com/us/SMS-NJ>

SCOTT'S MIND BOGGLING TRIVIA

- Astronauts are not allowed to eat beans before they go into space because passing wind in a spacesuit will damage it. (*Wouldn't you think it would help them float better?!*)
- It is impossible to lick your elbow or stick your elbow in your ear or in your... (*hey, let's keep it clean, this is a family newsletter.*)
- Al Capone's business card said he was a used furniture dealer. (*Funny, that's what mine says, too.*)
- The citrus soda 7-UP was created in 1929; "7" was selected because the original containers were 7 ounces. "UP" indicated the direction of the bubbles. The 'spot' on 7-UP logo comes from its inventor who had red eyes. He was an albino.
- The term "dodger" (from the Brooklyn Dodgers, now known as the Los Angeles Dodgers) was a shortened form of "trolley dodgers," which described Brooklynites for their ability to avoid being hit by trolley cars.

Everyone who reads this newsletter will end up trying to lick their elbow. :)

GOT ANY MIND BOGGLING TRIVIA TO SHARE?

Email me your best stuff, and if it's printed in the next issue, I'll send you a beautiful SMS baseball cap and shirt from my personal stash! *So let's see what you've got!*

Email me: scott@smsalarms.com



SMS CONTACT INFORMATION

Mail: PO Box 191
Caldwell, NJ 07006
Toll Free: 1 (800) 772-4767
Local: 1 (973) 226-7711
Fax # 1 (973) 226-2745
Email: info@smsalarms.com

Customer Service: Press 3
Sales: Press 2
Service: Press 1
Central Station: Press 4
Billing Dept: Press 5