



**SECURITY
CENTRAL**

We C.A.R.E.

Spring 2019

NEWSLETTER

We C.A.R.E.
Our pledge to:



Care for your personal safety and peace of mind.



Answer your calls and alarms quickly.



Reflect Godly character in all we do.



Earn a fair profit to fuel our positive impact on people's lives.

✉ care@securitycentralinc.com

📍 7100 South Clinton Street #200
Centennial, CO 80112

☎ 303-721-0111



Customer C.A.R.E. Day and 50th Anniversary Party

Sat. May 4, 2019 • 9:00 a.m. – Noon

Our annual Customer C.A.R.E. Day is always one of our favorite days of the year. However, this year's annual tradition is going to be extra special as we celebrate our 50th anniversary!

Our 2019 event will still include the ingredients you have grown to love and expect: personal document shredding, electronic recycling, and a canned food drive to benefit the Denver Rescue Mission. To celebrate our anniversary, we will add to the annual fun a 1969-themed birthday party complete with cake, ice cream, presents, and more!

Security Central president, Jordan Jackson, shared, "We are so thankful for the loyal clients who have made us successful for 50 years; we want to celebrate THEM at our party. Therefore, we will have special gifts and prizes for our most faithful clients. We will also announce the winner of our 'Longest Client' contest and award the grand prize."

Security Central's founder, Jon Green, commented, "When I started Security Central in 1969, I had no idea that it would look like this 50 years later. Times sure have changed and, of course, alarm technology has changed dramatically, but one thing remains the same... people still want to feel safe and secure."

We also know that people still want to have fun at a party, so we will have food, games, and prizes for all ages. Bring your family members and plan to linger as we celebrate the relationships built over the past 50 years. Jon Green and the second-generation owners of Security Central, Jordan and Holli Jackson, will be here to thank you personally for your support and friendship through the decades.

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(Continued on Back Cover)



SECURITY CENTRAL BEGINNINGS

Jon was introduced to the idea of protecting people through electronic alarm systems.

Jon researched electronic alarm technology available at the time and found a manufacturer called Ademco (short for Alarm Device Manufacturing Company). Although their devices were used primarily in commercial businesses at the time, Jon saw that the technology could be applied to homes as well. He decided to open his own business selling and installing Ademco security control equipment. Thus, Security Controls, Inc. was born!

That's right... the original name of the company was not Security Central. For the first decade, the alarm systems Jon sold were simply "local" alarms that sounded a siren. Remote monitoring service technology was not yet readily available. That changed in the late 1970's.

As alarm monitoring services became an important part of Jon's business, he recognized the name Security Controls no longer represented all that he offered. Therefore, he modified the name to Security Central to better communicate the breadth of security products and services that his company delivered.

Fifty years after Jon's entrepreneurial start-up, Security Central employs approximately 50 team members, protects tens of thousands of people, and strives every day to positively impact lives.

Well done, Jon!

As part of our 50th anniversary celebration, we thought you should know a little bit about how Security Central started back in 1969.

Jon Green, Security Central's founder, was a life insurance salesman. He helped protect people financially through insurance products. During a meeting with an insurance client who was developing a new electronic alarm device,

30 YEARS

Been a client for more than 30 years? Then we need to hear from you! If you have not already completed an entry form for our "Longest-Client" contest, please go online to the following web page to register:

<http://securitycentralinc.coffeecup.com/forms/SCI50th/>





Cynthia Peltzer was one of our top Quick-C.A.R.E. Responders the past three years. She even won an I-C.A.R.E. award for her work in our Quick-C.A.R.E. Center. However, she wanted to serve clients face-to-face, so she asked to be trained as a field technician. Within a few short months, she quickly became one of our most loved and successful technicians.

Her recent I-C.A.R.E. award recognized the incredible C.A.R.E. she delivered as a field technician to a new medical services client with multiple facilities.

The new client needed to install updated alarm systems in ten locations before the end of the 2018 calendar year. Cynthia was given the project in mid-December and got all of the systems installed, tested, and activated on time and on budget.

It was not just her technical skills and hard work that earned her the award, however; it was the way she used her expertise from her Quick-C.A.R.E. Center experience to set up the client for future management of their sites. Through the thousands of calls Cynthia handled in our Quick-C.A.R.E. Center, she learned that managing different systems at multiple sites can be confusing and challenging for clients. So when she finished the installations at the ten medical sites, she created an electronic management tool to help the client's facilities director manage the alarm systems and users in the future.

The client had worked with another alarm company for years. After seeing Cynthia's level of C.A.R.E., the client raved, "I have never seen a technician that showed that much attention to detail and cared that much for how we manage our systems. Cynthia is the best!"

We couldn't agree more. Cynthia is awesome and definitely deserving of this quarter's I-C.A.R.E. award!

Customer Spotlight

Martinelli Family – Four Generations of Security Central Safety and Security

The best fuel for growth in any business is repeat customers and enthusiastic recommendations by happy clients. That has certainly been the case for Security Central.

One great example is the Martinelli family. Don and Jo Martinelli first chose Jon Green and Security Central to secure their Lakewood home in 1987. They have been continuous clients in that home ever since. But that was just the beginning.

The Martinellis own a successful printing business called American Tape and Label. They needed to secure their commercial buildings, so they again called Security Central. The Martinellis slept better knowing their home and business assets were safe and secure.

When the Martinelli kids grew up, got married, and bought houses of their own, again they called Security Central to keep their expanding family safe. Mom, Dad, business, and grown kids... all protected by Security Central.

We are now into the third and fourth generations. Martinelli grandkids now have homes of their own. And, of course, those homes and the great-grandbabies in them are protected by Security Central. The Martinellis wouldn't have it any other way.

Thank you, Martinellis, for making Security Central a part of your extended family for over 30 years!



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We C.A.R.E.

Honeywell

Authorized Security and Fire Dealer

Customer C.A.R.E. Day

(Continued from Front Cover)

We hope you will join us on Saturday May 4, 2019 from 9:00 a.m. – noon! We encourage all of you to break out your bell bottoms and dress in your best hippie outfits as we fondly recall 1969. Plan to linger and enjoy the celebration.

Please remember there are some rules for the document shredding and recycling to keep the event safe, smooth, and successful for everyone:

ACCEPTABLE ITEMS:

- Paper Documents
- Most Consumer Electronics
- Computers, Printers, Faxes, etc.
- TV's/Monitors (up to 31")
- \$10 Donation Req'd**
- TV's/Monitors (32" +)
- \$25 Donation Req'd.**

NON-ACCEPTABLE ITEMS:

- Liquids (Paint, Thinners, etc.)
- Radioactive or BioHazard Materials
- Large Appliances (Refrigerators, Washers/Dryers)
- Furniture or Mattresses

