

Update

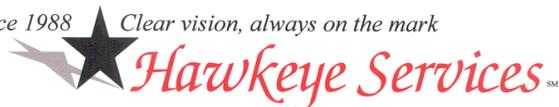
Newsletter

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For clients and selected others...

March – April issue, 2005

Since 1988 Clear vision, always on the mark



Booklet – brochure garners national award for client

National “**Securing America**” Award

Voted by readers and awarded by

Security Distributing & Marketing Magazine

the leading magazine of the security industry

The *Subscribers’ Guide to Alarm Monitoring* is a winning entry in the category of “Most effective false alarm reduction action or program that supports dealers and integrators.” Produced by Jim Osborne, CEO of American Response Center, a national, U.L. central station, **Don Calderwood** and **Hawkeye Services** provided writing and editing assistance, including design, layout, basic illustration, type, and print preparation.

**A winner:
Subscribers’ Guide to
Alarm Monitoring**



Published by the American Response Center, a **Hawkeye Service’s** client, CEO Jim Osborne came up with the concept – give residential and commercial alarm owners a non-technical guide to exactly how alarm systems function and how their alarms are responded to. *Continued next page*

Website expectations? What?

Seriously searching the web, you discover a website that may have what you’re seeking. What do you expect from this website?

The W.W.Web has brought many benefits - no question. You can find things that you never would have found without it. Whether it’s a new supplier or pricing or something you’ve never been able to easily locate before, finding a website that offers you exactly what you want, a solution, can be a flat out joy. Discover a great new restaurant, a hobby item, a local resource long overlooked. I saved almost \$ 300., for example, on purchasing new office furniture compared to retailers – well worth the 5 day delivery wait. But websites can deliver frustrations, too, because one of the most precious things that you have is your time, precious time - when it’s gone, it’s gone. And do you need more frustration and aggravation in your life? Eh? So, what is that you’d want to see on a website you discover where your problem might be solved? *Continued next page*



Hawkeye Services

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In this issue...

- ▶ **Website expectations? Really?**
- ▶ **7th National Award, Hawkeye**
- ▶ **Firefox? Yes!**
- ▶ **Announcements, New...**



Points

- **Dead Email?** – Many Internet Service Providers (ISPs) are setting spam filters for outgoing email to reduce the sending of spam. If suddenly you can’t send out any email, check first with your ISP – SBC, for example. If you use a third party server for email, like your website SMTP for outgoing email, you must “opt out” of their spam filters for outgoing mail. Contact your ISP.
- **Email SPAM Survey** – How many spam emails do you receive per day? I average 100 per day. You? My filters divert these but I still get the numbers. How do you compare? Use spam filter software? Which one? Let me know – I’ll print “group” results/averages - next *Update*. Send me an email. Thanks.
- **Award Note** – The award (article at left) is the 7th national award for work with clients or client materials that Hawkeye Services has either contributed to or won independently.

Excellence!



Firefox browser – it's a YES!

A better way to browse - confirmed Internet Explorer user, converted

Using the standard MS Internet Explorer or Netscape Navigator? I urge you to take a trial run with Firefox as I did. Why am I sold on this? You can still run your existing browser. Download Firefox, FREE. It imports (copies) all your settings, favorites, etc. It's faster, more secure. with effective pop-up blocking, and you can open multiple websites all at once in one browser window - just tab through your favorite sites - fast, neat, slick, easy - for MACs, too. **And thanks to Denny Huffman of OSSC** who put me over the edge to decide to try it and then switch after his solid recommendation. Firefox is free from Mozilla, a major non-profit "player" if you are not familiar, but check it out - link on www.hawkeyeservices.com and try it. ■

Website expectations? What? *continued*

You know that a website can be updated quickly, easily, anytime - you would expect and hope that it is current. **Most critical, you want the answer to this question:** "Is the information that I'm viewing current and accurate and reliable?" Consciously or not, you're looking to answer this, looking for clues or signs. If you find some evidence that it's out of date, you might exit right then. Many people do just that. I do - how about you?

Here's how you find out it isn't current and accurate, the hard way: You contact the organization to purchase something and you find out that the price listed was "old" and it costs more. You find the product or service you've been seeking, but the model or the specs that you studied in earnest on their website has been discontinued. "Oh, we dropped that manufacturer a while ago (part, supplier, model, etc.)," or "We no longer provide that service." And when you point out that the date that appears on their website shows today's date, they tell you, "Oh, that's an automatic date - it shows the current date every day." Well, are you happy to get this clarification? Or you take off with friends on a jaunt to go eat at this nifty little restaurant that you found, but the restaurant neglected to change their listing on their website for the day and times they were CLOSED. Hungry, disappointed, this is something that you don't forget. For these website owners, sales lost!

What would prevent these negatives for visitors and website owners? Very simply, real and actual dates plainly and clearly displayed on the website - no phony dates. Real dates combined with a regular website review and monthly (at minimum) maintenance, with plans and a process to keep material current and accurate, these deliver value and productivity. Have a website? Review for dated material, dates - plan and take action.

Hawkeye Services is absolutely committed to design and maintenance of current, accurate, up to date websites with regular, planned services. ■

...national award for client *continued*

Benefits should spread across multiple groups: the alarm user, the central station, the alarm dealer, public safety forces (police and fire) and, ultimately, the public - fewer false alarms (American Response Center is a wholesaler of central station services that serves independent alarm dealers). And the guide works. False alarm reduction is a major benefit, alarm dealers save training time, and alarm users are more comfortable with their alarm systems. The guide is free to ARC dealers, and free to their alarm users. The multi-page booklet is printed in an easy-to-read 8 1/2" x 11" format.



Congratulations

The Award will be publicly presented to Jim Osborne at the I.S.C. (International Security Conference) show held in Las Vegas on April 6, 2005. Congratulations to Jim Osborne and American Response Center. ■

BULLET Points

continued...

- **What is the very first wildflower of Spring?** Do you know? It appears in all its glory - go to the entry page to my main website: www.HawkeyeServices.com - scroll down and see - it's worth it. And while you're there, see new information under Web Services and Newsletters, plus others.
- **Cleveland ASIS taps Hawkeye Services for communications** - and good it is to be working with these professionals in the Ohio security community. Hawkeye Services now produces and edits *The North Coast Network Newsletter*, in its 21st year of publication. Redesigned, it is now delivered for print in PDF format to the desktops of approximately 230 members. Other services are planned.
- **Our move is "completado"** - completed - happy it's over! **Reminder:** 440-352-0393
9759 Johnnycake Ridge Road
Concord, Ohio 44060
- **Promotional questions? We get asked,** "So, how does Hawkeye Services promote themselves?" We practice what we preach. We use websites, web listings, yellow pages, directories, direct mail, brochures, newsletters, sales letters, post cards, press releases, articles, ads for specific campaigns and particular services, among others, and, of course, word of mouth. And referrals are welcome.

Coming soon!

*Are you in the security industry?
Maybe you have an interest. Please inquire about...*

- ▶ 1. Stock newsletter, customizable, for security equipment installing cos.
- ▶ 2. New security website...see preview at SecurityIndustryRegister.com
... and that's all folks!