

## 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

☎ 303-721-0111

📍 67 Inverness Drive East, Unit B  
Englewood, CO 80112



## Regaining Peace of Mind in Crazy Times

2020 has certainly shaped up to be a very different year than any of us anticipated. The COVID-19 pandemic and the related societal shutdowns rocked everyone's world. Social distancing and quarantines changed the way we live and interact. The protests and riots following the death of George Floyd caused more disruption. Calls to defund the police raised questions about the safety and security of our communities. The upcoming presidential election adds even more uncertainty.

It can seem like our world is spinning out of control. Do you long to regain the peace of mind that has been stripped away?

We deal with that everyday as the first promise in our C.A.R.E. pledge is to "Care for your personal safety and peace of mind." Everything we do revolves around enhancing your sense of safety and security. Therefore, we want to provide a few ideas that may help you regain or maintain your safety, security, and peace of mind during these crazy times.

**Review Your Current Alarm Protocols.** Do you arm your alarm system each day and/or night? Does your existing security system coverage meet your current needs? Is your notification call list up to date? Asking and answering these questions will either give you added reassurance that you have taken appropriate, wise precautions, or it may illuminate ways that you can improve your sense of security.

**Add Remote Control via a Smartphone App.** Feeling in control is an important ingredient to feeling calm. You can be in more control of the security at your home

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**C.A.R.E. ROYALTY**



At Security Central we are always striving to improve the level of C.A.R.E. we deliver to our clients. One of the operational challenges we face is making sure our field technicians have all the right parts in their vans and the right amount of time scheduled to fully serve the needs of each client.

Andrew Trembly and Cynthia Peltzer are part of our Inside Tech Support Team that coordinates the schedules of our field technicians. Andrew and Cynthia recently implemented and executed new procedures to analyze the appointments on each technician's schedule to better forecast the time and parts that may be needed to fully complete the appointments. That creates more accurate scheduling. Then by cross referencing our inventory system, they can identify parts that a technician may need but does not currently have in his van. Immediate electronic notification to our inventory manager allows the needed parts to be issued to the technician before he arrives at the appointment.

Andrew and Cynthia's efforts have already impacted numerous clients. Projects that would have otherwise required ordering additional parts and/or returning on a different day have instead been completed in one seamless appointment. The clients were delighted!

For their systematic efforts to improve the C.A.R.E. our technicians provide, Andrew and Cynthia were jointly awarded this quarter's I-C.A.R.E. crown. That makes them Security Central royalty. Of course we need to be conscious of the current COVID environment, so we present to you the socially-distanced and properly masked, King and Queen of C.A.R.E.! 

## Raking Leaves



Not a chore, it's exercise! Variety is not only the spice of life, it's close to inspirational when it comes to your exercise program. So here it is, the exercise you can get during only a week or two of the year: Raking leaves. Raking on a beautiful fall day gives you a chance to work out in nature's health club. No fancy gear needed. No trip to the court or the

health club, just put on an old shirt and jeans. According to Fitness, The Dynamic Gardening Way (Bonds of Nature Publishing), and author Jeffrey Rustuccio, just 30 minutes of rigorous raking burns up about 200 calories. Here's how to do it:  
\* Before starting, loosen up your arms, legs and back with some stretching exercises so you won't get sore muscles. \* Keep knees

slightly bent and use your arms and legs, not your back, for movement. \* Rake with a sweeping motion, breathing in as you extend the rake and out as you sweep it back toward yourself. \* Work in repetitious movements. Numbers don't matter, but pattern does. When you get tired, quit and save the rest for tomorrow. 

# Bologna or turkey? Apples or oranges? Understanding the cost in choice



In the thousands of little decisions we make every day, the costs are probably minimal. The difference in cost between taking to work a bologna sandwich or a turkey sandwich is trivial. But the difference between a bologna sandwich for lunch and a lunch at a pricey restaurant starts to get our attention. This is what economists call an opportunity cost. The bologna sandwich costs a little more than a buck. The lunch at Swells Restaurant costs \$40. That choice costs \$39, the opportunity cost. We could even think of the opportunity cost as much higher. If we buy a \$40 lunch every day during a 260-

day work year, we would spend \$10,140. If we brought a \$1 sandwich to work, we would spend about \$260. The opportunity cost is \$9,880. You could say we had the opportunity to do something else with that \$9,880 but, instead, we bought lunch at Swells. For some, buying lunch at Swells would be a low opportunity cost if they were negotiating million dollar contracts at lunch. For others, this would be a wildly inappropriate way to spend their money. That \$10K could be the difference between an emergency savings account or an investment in an IRA for retirement. But one thing is for sure: the money can't be

in two places at once. Opportunity costs can be dramatic when you look at big ticket items like cars and mortgages, or in savings and investment. Suppose we did take that bologna sandwich to work every day for a year and banked the \$39 per day. We'll round up our savings to \$10,000 for this example. Now we have a choice. We can keep our \$10K in a regular savings account at an interest rate of .01 percent. We won't make any money but we have the advantage of having the money handy for emergencies. On the other hand, we could invest the money in an IRA and expect a return of 5 percent or 10,500. 💎



*Help at the Press of a Button!*

Here's how it works...

**speaker**

With this powerful speaker, it's easy to hear the specialist answer your call.

**call button**

Just press one button to speak with a specialist and get help. It's that simple.

**circular light**

The light around the button lets you know when a call is in progress and when the pendant needs to be charged.



**microphone**

A powerful microphone allows you to speak with a kind, courteous specialist. They can send emergency help or contact a loved one to assist.

**24/7 ASSISTANCE WHEN YOU NEED IT.  
OUR PERSONAL ALERT DEVICES CAN HELP  
KEEP YOU CONNECTED IN AN AGE OF  
SOCIAL DISTANCING.**

**MORE INFORMATION AT  
[SECURITYCENTRALINC.COM/MEDICAL](http://SECURITYCENTRALINC.COM/MEDICAL)**



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Emergency



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**We C.A.R.E.**

**Honeywell**

Security Partner

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*(Continued from Front Cover)*

or business through your smartphone if you use the appropriate app to remotely manage and control your alarm system. Through the app, you can arm and disarm your alarm system from anywhere as well as add and delete codes, customize notification preferences, and more.

**Add WiFi Cameras.** Oftentimes anxiety stems from not knowing what is happening. Modern internet-based cameras allow you to see what is happening at your home or business at anytime, eliminating the anxiety of wondering if everything is okay. Seeing is believing... by simply pulling up the cameras on your smartphone, you will breathe easier. We can also integrate cameras with your alarm system so you and our operators will receive a video clip when your alarm is triggered. The video images can help verify if there is a crime occurring and facilitate priority police response.

**Give Your Loved One a Medical Alert Button.** During this COVID isolation, many people are worried about aging parents, grandparents, aunts and uncles who are more alone than ever. You can close that social-distancing gap by providing a Security Central Medical Alert for them. The cellular-based units provide two-way, hands-free communication with our helpful professionals anytime your loved one needs assistance. The alarm operator can contact you, other family members, or Emergency Medical Services, if needed. Both you and your loved one will appreciate the peace of mind that comes from knowing that help is only a button-push away!

**Call Security Central.** Our C.A.R.E. consultants are here to help you be safe and secure every year. Give us a call today to discuss how 2020 has impacted you. We can make professional suggestions to help you recapture your peace of mind as we head into 2021! 