

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

Customer C.A.R.E. Day 2022



Do you need to dispose of personal documents with your identifying information on them? Do you have old computers, TV's, phones, or other electronics collecting dust in your basement? Are you looking for opportunities to make a positive impact in our community? Or would you just like to say "Hi" to your friends at Security Central?

If you answered "yes" to any of these questions, then you need to mark your calendar for our 2022 Customer C.A.R.E. Day celebration. **The event will take place on Saturday September 24th from 9:00 am to noon.**

Jordan Jackson, president of Security Central, shared, "In 2020, we had to cancel our annual event completely due to COVID. In 2021, we were able to offer our shreddathon and recycling services, but we had to limit personal interactions since COVID was surging again. We are hopeful that this year we will be able to offer a full, fun event without COVID restrictions. Of course, we will keep it safe and healthy, but we look forward to being able to interact with clients once again."

For those clients who did not attend last year's event, please note the address of Security Central's new location is **67 Inverness Drive East, Englewood, CO 80112**. It is approximately one mile southeast from the previous Security Central building.

Brandy Pontious, Security Central vice president and general manager, explained, "Even though we couldn't have much personal contact last year, we were really pleased with how our new building and parking lot facilitated a smoother process and experience for our clients who came. We heard lots of great feedback about how much they appreciated the efficiency of the drive-through format. We plan to capitalize on that convenience again this year while adding more opportunities for clients to linger if they choose."

Jordan added, "The best part of last year was the generosity of our clients who donated to the Denver Rescue Mission while they were here. DRM collected over \$10,000 at the event! That will provide a lot of meals to the local homeless population that depends on the services of the Rescue Mission. I hope that we can do even more this year!" Financial donations to DRM will be collected via cash, check, or credit card.

(Continued on Back Cover)

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KING & QUEEN OF C.A.R.E.



Two Security Central team members were recently recognized by their peers for going above and beyond to C.A.R.E. for our clients. Project Manager Curtis Cheatwood and Lead Scheduler Cynthia Peltzer both showed how they C.A.R.E. on the same day as they personally responded to a sudden gap in our installation schedule.

Two of our installation technicians called in sick on the same day. That put a real pinch on our job schedule that was

already overly full and backlogged well beyond our standard response time. To make matters worse, one of the sick technicians was scheduled to install a new system at a large liquor store that had been broken into. The owner of the liquor store was literally sleeping at the store to protect it until the new alarm system could be installed.

Curtis was aware of the store owner's situation, so when Curtis heard that we had to pull the job off the schedule because the designated technician was out sick, Curtis knew he would not be able to sleep well knowing that the liquor store owner was not sleeping well. Therefore, Curtis dropped all of his normal project management duties and offered to do the alarm system installation himself so the store owner could sleep in his own bed that night.

Cynthia, who had that day off, also heard about the predicament with the sick technicians. Being a former tech herself and knowing that the liquor store owner was in a very uncomfortable position, she too volunteered to perform the alarm system installation herself on her day off. When she was told that Curtis was already in route to do that job, she took it upon herself to do the other technician's scheduled job so that client's job didn't have to be pushed back either.

Two great examples of how our team members truly C.A.R.E. for our clients' personal safety and peace of mind. The Security Central team recognized Curtis and Cynthia's efforts by bestowing this quarter's i-C.A.R.E. Crown upon them and dubbing them the King and Queen of C.A.R.E. 

Remembering the comic strip loved by millions



If you are one of the millions of people who enjoyed the Peanuts comic strip and its star Charlie Brown, here are some odd facts you might not know.

Creator Charles Schulz, who started the strip in 1947, originally called it Li'l Folks. But when the strip was syndicated in 1950, the name was changed to Peanuts. Schulz didn't especially like it.

Charlie Brown's beloved beagle Snoopy was modeled after Schulz's pointer dog, Spike. Snoopy had five siblings from the Daisy Hill Puppy Farm. All of them made appearances during the years the strip ran.

One character was so unpopular with readers that she had a very short run. The brash Charlotte Braun, the counterpoint to soft-spoken Charlie Brown, appeared in only 10 strips and disappeared without explanation.

Another character was frequently mentioned as the love interest of Charlie Brown. She was called the Little Red-Haired Girl. She was never given a name or seen in the strip. She appeared in silhouette in one of the strips in 1998. She was based on Schulz's unrequited love for a real red-haired woman. 

Avoid the Headache of Water Damage

Did you know that your alarm system can help protect you against a threat far more prevalent and damaging than a burglary?

Water damage is one of the most common types of homeowner insurance claims, with the average claim being over \$10,000. Water damage can be caused by any source of water in your home, including water heaters, dishwashers, refrigerators, washing machines, and/or leaking pipes, faucets, and fixtures.

Security Central's president, Jordan Jackson, recently experienced water damage in his newly re-finished basement. He walked down to his new basement gym to find the area was flooded. He discovered that a pipe fitting on his water meter was leaking at a rate of approximately a gallon per hour.

Jordan had this to say about the incident, "It is really frustrating that we just finished updating our basement, and now I have to tear it out again. But what really hurts is knowing that I could have prevented this. I should have placed a water sensor in the closet that houses my main water line. I have sensors in other parts of my house, but not there. Shame on me!"

You can avoid the frustration that Jordan experienced by adding water sensors to your alarm system in all areas of your house that have the potential for flooding. When a water sensor detects water on the floor, we can alert you to the problem before it causes major damage.

Call or text us today at 303-721-0111 to learn more about how you can prevent water damage in your home. 💎



Odd jobs: How the mud man makes baseballs fly right?

It's a closely guarded secret, passed down from generation to generation. It helps save lives and is an integral part of a multi-billion dollar industry. It's mud. Yes, mud. And Major League Baseball (MLB) currently depends on this mud to provide ball traction and to ensure a strong grip, thus reducing errant balls.

You see, baseballs fresh from the box are quite slippery. And if pitchers lose control of the ball, someone could end up hurt or even killed. Mud can be used to increase grip while still maintaining the classic look of a white baseball.

But not just any old mud will do. In fact, the mud all comes from a specific place, a top-secret spot on a New Jersey river. And the MLB depends on one man, Jim Bintliff, who may be the only person alive who knows where to find the mud.

Bintliff learned the secret of the mud's location back in 2000, when his parents passed it on to him. An MLB player, Russell "Lena" Blackburne, first discovered the mud and its deglossing properties back in 1938. The mud quickly became popular throughout the league and barrels of it can now be found in every MLB stadium.

In 1968, Blackburne passed on the secret location of the mud to a close friend, who just so happened to be Jim Bintliff's grandfather. Grandpa eventually passed the location on to Jim's parents, who then passed it on to him.

Mudding new baseballs is now a time-honored tradition. That said, the mud's days may be numbered. MLB is exploring ways to create a baseball that will provide excellent grip without mud and without interfering with the baseball's many properties. 💎



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Customer C.A.R.E. Day 2022

(Continued from Front Cover)

The event will run from 9:00 am to noon. XpresShred will have shredder trucks on site to destroy personal documents and 3R Technology Solutions will be collecting personal electronics for safe, secure, environmentally-friendly recycling.

Please limit your paper and electronic items to what can fit in a personal passenger vehicle, SUV, or pickup truck. Any commercial vehicles will be referred to the processing centers of XpresShred and 3R Technology Solutions.

Due to the cost of mandated environmental processing of TV's and monitors, a minimum donation of \$20 to Denver Rescue Mission is required for recycling of computer monitors and TV's up to 31" and \$30 for each T.V. 32" or larger.

Please note there are certain materials we cannot accept for recycling:

Acceptable Items:

- Most Consumer Electronics
- Computers, Printers, etc.
- TV's/Monitors (up to 31") - **\$20 Donation Req'd**
- TV's/Monitors (32"+) - **\$30 Donation Req'd.**

Non-Acceptable Items:

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

**We look forward to seeing you Saturday September 24th
between 9:00 a.m. and noon! 💎**

