

Maximizing Your Electric Guard Dog

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**ELECTRIC
GUARD
DOG**

P.O. Box 21832
Columbia, SC 29221



Think about your car and the steps needed to keep it in good running condition. Changing the oil on a regular basis is a must. Tires need proper inflation, wiper blades need to be changed out to maintain clarity and fluids should be topped off monthly. All simple maintenance steps that add to your car's longevity. If you are like most people, you have a favorite mechanic or garage that takes care of the basic maintenance for you (if you aren't doing it yourself). **Your Electric Guard Dog needs basic maintenance too.** Basic maintenance reduces the amount of down time and increases the amount of protection time.

To ensure that you get the most 'mileage' from your perimeter security system, we suggest your company considers a **Deputy Yardman Program.**

Like your favorite mechanic takes care of your car's basic needs, a Deputy Yardman's job is to take care of the basic needs of the Electric Guard Dog security system. It's easy to get a Deputy Yardman in place at your site.

First, choose a trustworthy person from your staff to 'police' the fence daily.

We will train this person at your site.

Once trained, your Deputy Yardman will be able to: see and alleviate potential shorts (many times this is just removing debris from the fence area); safely fix shorts and broken wires; discern possible breach sites (like vehicles backed into the fence, giving thieves an easy step down into your yard); and decipher the zone lights on the Energizer.

Just like basic maintenance ensures less chances of your car breaking down, a Deputy Yardman on duty at your site ensures less 'broken down' time and more ON time protection.



Jack DeMao

in touch

Thank you for your interest in the Electric Guard Dog security systems. The Electric Guard Dog security system, designed by Bill Mullis, continues to grow at an exceptional rate, despite other challenges in our current economy. For sure, the bad guys are not taking a vacation in 2008. My team and I are focusing on two programs in 2008: Listening and Investing.

Listening

To fully understand what you, our customer, want from us, your security partner, we are taking extra effort to listen. We are visiting your sites, conducting surveys after service calls and new installations, plus doing basic telephone market research. We tell you more about these efforts in the article on page two.

The surveys have assisted our short term goal: finding out how we are doing on meeting your needs. As we have uncovered deviations, we've take immediate action to remedy these situations.

The surveys also assist with setting our long term goal: to design improvements in our system and client services. We want to better meet your future security needs such as helping you reduce existing security costs while providing you with the confidence to know that your site is safe.

Investing

Rapid growth of Electric Guard Dog put a strain on our existing resources. Bill Mullis brought additional investors into the business in 2007 to keep up with this growth.

A major capital infusion in Electric Guard Dog is directed at supporting the growth in security technology, Columbia support staff, and field service technicians. See the article on page three that gives a more detailed story.

Electric Guard Dog doesn't believe in "letting sleeping dogs lie." We are listening and responding. When it comes to protecting your site, we want you to know that we are working toward becoming a more proactive security partner with you.

Thank you again for your interests and candor in responding to our questions.

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**ELECTRIC
GUARD
DOG**

We're Listening

With Electric Guard Dog installations rapidly increasing across the country, the most important goal for our company this year has been a fortification of our business infrastructure. According to CEO Jack DeMao: Timely installation and customer service are critical focal points.

With its patented, pulsating, solar-powered technology, Electric Guard Dog requires very little attention in most instances. However, when service is needed, delivery of that service needs to be in a timely manner. That is why (in addition to hiring key staff and strengthening business processes in these areas) we have begun two types of customer surveys utilizing an independent third party to make the calls.

NEW INSTALLATION SURVEYS

Every new customer is called soon after installation of their Electric Guard Dog and is asked to complete a short survey about the installation process. Questions focus on improvement opportunities as well as competency and professionalism of our personnel involved in the installation. Some questions refer to on-site technicians, others focus on our internal customer service staff, and some focus on the process itself.

SERVICE QUALITY SURVEYS

Customers who request on-site service are often called within

a few days to participate in a "Quality Control" survey. As with the Installation Survey, our QC survey typically takes less than five minutes and provides even more telling information about our ability to fulfill customer expectations on service issues.

These surveys will help us identify weak spots in our installation, technical service and customer service processes. They have already helped us identify regions where we need better performance and additional people.

INDEPENDENT THIRD PARTY

Impartiality is assured by using a third-party call center, START Corporation.

To meet our goal of being the best security partner you can have, we need your impartial input.

Thanks for taking the call.



Electric Guard Dog Adapts to Latest Theft Trends

Thieves are an inventive lot. They come up with new ways to make our insurance premiums rise, and we get to watch them in action just by visiting YouTube. Cameras caught the action but could not stop it.

gets by cutting through roofs and skylights.

No Fear Copper Thieves

They cannibalize A/C units on the rooftops of commercial buildings and risk their lives to cut

pipes at power sub stations and windmill farms.

Many business owners don't think about the vulnerability of roofs or remote sites until a break-in or vandalism occurs. For these unique situations there is one security system that works: Electric Guard Dog.

Electric Guard Dog does more than protect the perimeter of your site; our technicians can adapt our

system to protect the perimeter of your roof, too.

Plus, our solar-powered energizer and RF monitoring capability make us a perfect fit for remote sites such as power substations, windmill farms and storage yards.



With "7,000 teeth and no conscience" we're capable of protecting all your assets.

Electric Guard Dog does more than protect the perimeter of your site; our technicians can adapt our system to protect the perimeter of your roof, too.

Operating instructions included

Instruction Guides provide valuable information on how to operate the useful devices in our lives.



We've recently updated the Electric Guard Dog's instruction guide to help you (and your Deputy Yardman, see article elsewhere) keep your fence operating safely and efficiently. Written in an easy to understand manner, topics include:

- Arming and Disarming
- Trouble Shooting
- Testing Tools
- Testing Components
- Shorts
- Splicing
- Who to Contact

We've also included a training video that shows how to implement many of the steps outlined in the manual.

If you've had an Electric Guard Dog recently installed you should have received a copy from your installation technician. If you are a customer of long standing please contact our customer service department to receive your own Training Manual.

Staying Ahead of the Pack

It's been 17 years since Bill Mullis first created the Electric Guard Dog and changed the look of perimeter security. Bill's years of nurturing the business have paid off. We are proud to say we've captured a substantial part of the national perimeter security market and, as recent national crime statistics prove, the need for our security service keeps growing.

Last year Bill completed a development strategy that included bringing in a group of like-minded investors to meet this ever-increasing demand for Electric Guard Dog. Along with newly appointed CEO Jack DeMao, everyone is working on Bill's goals of national, and even international, expansion. Bill has been serving as a consultant and an active spokesperson for the company, as well as being a member of the Board of Directors

New CEO

Jack received a BS in Mechanical Engineering from Rensselaer Polytechnic Institute and an MBA from Harvard. His specialty is helping companies build infrastructure and accelerate growth. 'This is an exciting place to be,' he said, 'and Electric Guard Dog is a fascinating product.'

'We're fortunate to get a guy like Jack,' Bill said. 'He is a good fit for us.'

'When companies expand,' Jack said, 'the need to fill key positions applies to all departments. By adding talented people to Field Service, Customer Service and Business areas, we are now in a better position to meet demands resulting from the rising need for Electric Guard Dogs.'

More field technicians mean faster response time

Jack spent some time with Randy Mullis, Director of Field Services, and Leo Floyd, Field Service Supervisor going out on service calls to get a feel for customers' needs. 'Many customers are clustered in selected metropolitan areas. A key factor in our expansion is the national placement of service technicians,' Jack said. 'To better serve current and potential customers,' Randy added, 'we are filling nine technical positions across the nation, bringing our tech crew up to 29. The availability of more technicians in the field means we can provide tighter response time to service requests.' All technicians report to Randy.

'Burglars, vandals, and bad boys of all types are finding out what we mean when we say,

'Our fence has 7,000 teeth and no conscience!'

Customers are first with our service departments

Installation

As Director of Installations, Robin Williamson oversees New Installations, an area that is also seeing staff additions. 'Between additional support staff and expanded installation crews we will meet our goal of shortening the time from when a customer first requests an installation and the actual date the job is completed,' she said.

Robin's department runs the 'construction ballet' of coordinating our independent contractor installation crews, the flow of material and the customers' schedules.

Customer Service and Scheduling

John Ponder, a logistics expert, has joined us as Director Special Projects. John is working on automating our management of service requests and scheduling. By smoothing this work flow, John expects to create capacity to allow for more proactive customer contact.

Inside Sales

J Bury, an IT specialist has joined us a Director of Special Projects also. J is working on company wide automation and managing the Inside Sales Dept. J has extensive operational experience beyond the IT area which is helpful to us at this time.

Pushing out the walls on our current facility

'Demand for our security systems has risen so much we have outgrown our current location in Columbia, SC,' Jack said. 'We are actively looking for a larger site that can accommodate our current and projected growth needs and which can better accommodate our expanded customer service department.'

Electric Guard Dog customers are already reaping the benefits of the positive changes that are now occurring.

