

# DH MARKETING

*Independent Manufacturers Representative*

The Emergency Warning and Mass Notification Systems Professionals

4th Qtr 2011

First Responders & Campus Alerting Newsletter

## D H Marketing Hosting Regional Seminars

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**October 11, 2011 9:00 am - 4:00 pm**

"Wireless Communications"

**CLICK  
HERE**

Sponsored by Midland Radio - Telex - Eventide

**October 12, 2011 9:00 am - 4:00 pm**

"Community Warning and Mass Notification"

**CLICK  
HERE**

Sponsored by Federal Signal and Alert FM

**Texarkana, Arkansas**

### Seminar Topics:

- Community Warning Sirens
- Activation / Status Monitoring Control Software
- IP Capable Systems
- Indoor Warning Solutions
- Mass Notification Solutions
- System Design
- Maintenance Solutions
- Emergency Call Boxes
- Use of FM Radio Infrastructure for Targeted Emergency Notification
- Municipal Leasing



Visit the D H Marketing website for seminar schedule and registration.

[www.dhmarketing.biz](http://www.dhmarketing.biz)



## D H Marketing Partners with Government Capital Corporation

In the current economic environment, **D H Marketing** recognizes the financial needs of its municipal entities. We have partnered with **Government Capital Corporation**, a leading nationwide public finance company, that will become a part of our Mass Notification seminars, beginning October 12<sup>th</sup> in Texarkana.

**Government Capital** and **D H Marketing** recognize that most local governmental leaders are faced with the daily urgency to increase services to constituents along with a continual demand to "do more with less." We also recognize the challenges that current budgets represent to agencies seeking to fully implement their essential acquisitions of equipment, vehicles, technology and facility renovations.

**Government Capital Corporation** provides financing solutions that are "Outside the Box". Common financial resources that come to mind include: cash, local bank loans, grants and bonds. Other financing considerations to think about are: refinancing existing debt if it makes economic sense, re-allocating present budgeted expense for existing equipment to debt service for new equipment, determine desired payment amount and calculate the equipment amount that could be purchased using financing, deferring annual payments until the next budget year, applying current funds for down payment to reduce ongoing debt service payment, financing with no down payment required, and leveraging the purchasing power of tax exempt financing.

Large or small, they will work with you to find optimal solutions designed to lower your total borrowing cost while meeting your project milestones.

D.C. Greer  
**Government Capital Corporation**  
Vice President  
800-561-0461

[www.govcap.com](http://www.govcap.com)



[www.rathsecurity.com](http://www.rathsecurity.com)

Emergency communication is vital to create a safe environment whether in parking structures, lots, common areas, parks or trails. The visibility of emergency blue light phones, stanchions and call boxes creates a sense of security and can deter unsafe activities.



**Rath Security** is the largest emergency phone manufacturer in North America and we are proud to offer a broad selection of blue light emergency phones and accessories. We have power options and communication options which allow installation almost anywhere. The enclosures can be customized to blend in aesthetically to their environment or stand out for easy identification.

While keeping your clients safe, you deserve quality and dependable technology. With over 25 years of communication expertise, you can be assured of our unsurpassed customer service and support. Contact **D H Marketing** for additional information on **Rath Security Products**.

Federal Signal is the oldest and largest Siren Manufacturer in the World.  
No others can compare when it comes to the quality and factory support  
provided by Federal Signal Corporation.



### Urgent Citizen Notification System

Federal Signal's SmartMSG Citizen Alert System sends instant alert notifications, within seconds, to citizens, students, or other at-risk groups on a variety of devices including home telephones, cell phones, pagers, PDA's, computers, SMS, text pagers, and external E-mail addresses. While some providers rely on existing infrastructure to carry out these tasks, Federal Signal offers both hosted and non-hosted solutions, as well as, a combination solution for increased delivery time and redundancy.

SmartMSG provides customers with the ability to alert and track the status of first responders. This data is automatically reported to the activation site and stored for future reports. SmartMSG also has the ability to provide interoperability communications among multiple local, state and federal agencies. This feature is extremely important before, during and after emergency situations.

SmartMSG offers a web portal to each customer by allowing citizens to log into the system and provide contact information and types of devices being utilized.

### Additional Features

- Weather Station Monitoring
- Siren System Activation and Text to Speech over electronic siren units.
- Video Monitoring
- GIS Integration
- Pre-defined Scenarios, Ad-Hoc Messaging, and Automated Alert Notifications
- Separate agencies and entities can instantly share alerts and initiate secure communications.

[www.federalwarningsystems.com](http://www.federalwarningsystems.com)

### Manufacturers D H Represents:



### GENERAL DYNAMICS SATCOM Technologies



## **2011 Scheduled Events**

### **October**

- 11 Wireless Communications Seminar - Texarkana, Arkansas
- 12 Community Warning & Mass Notification Seminar - Texarkana, Arkansas

### **November**

- 6 - 9 Communications Marketing Association (CMA) - Scottsdale, Arizona
- 10 - 11 Radio Club of America (RCA) - Fort Worth, Texas



**800-966-3357**

**[www.dhmarketing.biz](http://www.dhmarketing.biz)**