



***"WE DELIVER PEACE OF MIND"***

## ***Protection with Hi-Tech Security Systems***

*Security*

*Fire and Life Safety*

*Access Control*

*Surveillance Camera*

*Remote Video*

*Tracking for You, People, Assets, Inventory, Vehicles*

## **Education and Instruction**

*Personal Safety*

*Negotiations During A Violent Crime*

*Survival Training*

## **Client Types**

*Personal*

*Family*

*Corporate*

*Government*

***Protecting Clients Since 1979***

# Corporate Profile SDS Alarms

## Our Mission Statement:

*“To continually expand our minds and horizons through education and training, so that we may better serve those that put their trust in us. To always strive in being sensitive to the needs and desires of our clients and to realize what it might be like to walk in the other person’s shoes.”*



## SDS Alarms Provides:

**SDS Security Design Systems**, known as **SDS Alarms**, “Delivers

**Peace of Mind**” by providing an around the clock security blanket for residential, commercial and government clients. Through the sales, installation, and service of high-tech security system equipment, we have been protecting client’s since 1979, when founded by Joe Petrillo.

Security consultants with law enforcement and business expertise consult with future clients regarding their personal, family and or corporate needs. Our gained law enforcement experience with the **Los Angeles Police Department and the Los Angeles Sheriff’s Department**, combined with our business experience, has enabled our team to provide an exceptional level of service for the personal, family, corporate and government client’s.

During each new client consultation, the **SDS security expert**:

- assesses the clients needs
- prioritizes their needs
- develops a plan of action to solve the client’s immediate and future security issues.

## Professionally Designed and Installed Protection Systems:

Once the assessment and priorities have been completed, the security consultant develops a plan by determining which of the following systems need to be installed for the client:

1. Security
2. Fire
3. Access Control
4. Surveillance Camera
5. Remote Video
6. Medical Alert
7. Tracking People, Assets, Inventory, Vehicles

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

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(888) SDS-4001

## What Makes *SDS Alarms* Unique?

Our business is unique because we not only protect our clients with electronic technology, we educate them with our law enforcement experience, and we instruct them with on going crime prevention and survival training procedures. These unique services and programs are provided in addition to the sales, service and central station monitoring of our installed security, fire, access control, surveillance camera and remote video systems.

**Protection, Education and Instruction** is our unique way to personally protect our clients, in addition to the installation of our hi-tech security systems. Clients are instructed on how to recognize the making of a bad situation *prior* to it occurring. We provide on-going training including instruction on negotiation techniques to use during the commission of a violent crime.

We believe this three - pronged approach to **Protect, Educate and Instruct** makes us very unique.

- expert consultation by law enforcement security experts
- professionally designed and installed systems
- people helping people presentations
  - personal safety and survival training
  - communications and management training
  - mentoring and motivational training

## Team Concept:

It continually takes men and women to properly provide the professional level of service necessary to be part of the ***SDS Team***. The dedicated men and women that make up the ***SDS Team*** do whatever it takes to create a completely satisfied client. They are very sensitive to the different personal needs of their clients and strive to help each one on an individual basis. Customer service is not a department, it is an attitude that starts at the top in a company and flows down.

## Expert Consultation:

Our recognized security experts have provided varied advice throughout corporate America, from the residential neighborhoods of Southern California to:

- members of the United States Congress
- government employees within the Justice Department
- law enforcement administrators and officers from many agencies at the Federal, State, and County levels
- corporate leaders and security directors
- family members and neighborhood organizations
- FBI
- State Attorney General
- Homeland Security
- DEA
- Secret Service
- LA District Attorney
- Sheriff's Department
- Numerous Police Departments
- Edwards Air Force Base



***"WE DELIVER PEACE OF MIND"***

## How Joe Petrillo Founded SDS Alarms?

It all began while protecting and serving the people of **Los Angeles County as a Los Angeles County Deputy Sheriff**. I felt a personal need to be a better provider of personal safety, thus I realized the need to assist the public with the protection of their families and corporate personnel.

I utilized my law enforcement experience and entrepreneurial talent to develop a security systems company that uses basic to high-tech equipment to protect its clients. Additionally, we educate and instruct our clients based on their personal, family, corporate, and government security needs.

Our experienced law enforcement personnel utilize their expertise to instruct our clients on reducing their chance of becoming a victim. Additionally, we educate them on dealing with the criminal and how to reduce their risk when confronted by the violent criminal. Our educational “**People Helping People**” presentations of crime and safety, business communications, mentoring & motivating, differentiate us from other companies.

Being a visionary and a professional commercial helicopter pilot, I incorporated helicopter security service to our security systems business which separates us from our competitors. This is something new to the security industry and I look forward to the expansion and growth of this service.

### Protection, Education and Instruction:

#### Personal and Corporate Consulting

- 1) Government and Law Enforcement:  
High Security Issues
- 2) Corporate Executives:  
Executive Protection
- 3) Business:  
Employee and Retail Loss Prevention
- 4) Families:  
Domestic Abuse and Issues of Violent Crime
- 5) Profiling and Threat Assessments:  
Through Behavioral Analysis
- 6) High Risk Situations:  
Evaluation of What Is the Predictable Behavior
- 7) Active Shooter Defense Systems:  
High Risk Environments for Public and Private Sectors

#### Professional Seminars

- 1) Crime Prevention
- 2) Major Violent Crimes in Our Society
- 3) Survival Training
- 4) Reading People Through Body Language Recognition
- 5) Personality Type Profile
- 6) Personality Style Profile
- 7) Negotiations During a Violent Crime
- 8) Bank Robbery Procedures to Use in a Take Down
- 9) Protecting Our Women and Children
- 10) Increased Public Safety by the Use of Hi-Tech Helicopters

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## Profile Joe Petrillo



**JOE PETRILLO**, the 1979 founder of **SDS Security Design Systems**, known as **SDS Alarms**, and 2003 founder of **Airborne Incident Response Security**, known as **Air Security**, is a recognized Security Expert and Threat Assessment Professional Throughout Corporate America to the residential neighborhoods of Southern California. He provided advice on a variety of security issues to Members of the United States Congress and Governmental Personnel with-in the Justice Department, FBI, DEA, and to Law Enforcement Administrators. He designs their security, surveillance camera and access control systems.

By utilizing his law enforcement experience of twenty years that began with the Los Angeles Police Department and as a Deputy Sheriff (Retired) from the Los Angeles County Sheriff's Department, Joe developed an extensive security background from his experiences with notorious mass murders such as Charles Manson, violent ethnic gangs, motorcycle gangs to white collar criminals.

He received his BS and MA Degrees in Business Administration and Public Administration from Pepperdine University. He is recognized as an accomplished public speaker, including being a keynote speaker who was rated as the most influential speaker at the Security Associates International Security Convention, held in New Orleans in 1998.

Being a visionary, security expert and commercial helicopter pilot he developed a proactive public safety concept that will revolutionize the way our society after September 11<sup>th</sup> 2001, will be protected. Called **AIR SECURITY**, for the way it utilizes hi-tech helicopters and trained personnel for the nine divisions of service from alarm response and patrol service called Neighborhood Air Watch, to assisting our government with Homeland Security. To implement the concept, he developed a winning team of qualified experts, being entrepreneurs, politicians, law enforcement and military personnel, to implement this never done before concept.

In his Communication and Management Training Programs Joe has utilized his education, law enforcement training, and negotiation skills, to develop an extensive personality profile for Corporate Management, which is addressed in "Communicating with The Different Personality Types, Styles and Temperaments." His behavior analysis talents of body language recognition allowed him to profile and identify a criminal that eluded the FBI. His findings were supported by the FBI Behavioral Analysis Unit depicted on "Criminal Minds" by a confession from the suspect.

Through his Personal Safety Training Programs, he educates his audiences regarding crime prevention techniques, dealing with violent crimes, hostage negotiations during bank and restaurant take downs, survival techniques, and saving our children during campus violence or from child abductors. He is a regular consultant for the KABC Channel 7 News Team and appears frequently including for Aurora and Newton Mass Shootings, the Boston Bombing, the Mall Terrorist Attack in Nairobi Kenya, Power Grid Attack Silicon Valley. He has appeared on the National Nightly News.

Both the Los Angeles City Council and Los Angeles County Board of Supervisors has recognized Mr. Petrillo publicly for his security expertise and service to Los Angeles City and County. As a result of his work, LA County Office of Small Business recognized Joe with an Advisory Board appointment. The Bureau of Security Investigative Services (BSIS) has utilized his expertise in writing the new exams for Private Patrol Operator and Alarm Company Operator.

Since the September 11, 2001 tragedy Mr. Petrillo has participated in several terrorist type-training programs to broaden his expertise and expand his ability to relate current day terrorist activity to his corporate and government clients. The programs ranged from management and leadership training in context with terrorism from FBI Agents to the unexplored territory of the Cyber Terrorist. He participated in the City of Los Angeles Homeland Security Leadership Summit September 2004 with government and private security leaders throughout the country. In 2005 he studied identity theft prevention and deterrence under representatives of the FBI, Secret Service, US Postal Inspector, Los Angeles Police and Los Angeles County Sheriff's, and in 2006 studied International Terrorism with the same group. In 2010 he attended Weapons of Mass Destruction training provided by the U.S. Department of Homeland Security. He is a member of the United States Secret Service, Los Angeles Electronic Crimes Task Force and has worked with the DEA on covert projects. In 2013 he received training from the FBI on "the Mind of a Mass Shooter."

**SDS Alarms** provides Security, Fire, Access Control, and Surveillance Camera Installations for Residential, Commercial, Industrial and Governmental Clients **since 1979**. [www.sdsalarms.com](http://www.sdsalarms.com) (888) SDS-4001.

## Profile Joe Petrillo

### *Why Clients Utilize the Talent of Joe Petrillo?*

For several years now, Security Expert and Behavioral Analysis Threat Assessment Professional, Joe Petrillo has been speaking publically to audiences from all professions on a variety of subjects under the headings of criminal or non-criminal presentations.

His non-criminal topics range from educational to motivational. Petrillo Protects, Educates and Instructs his client's from recognizing a dangerous situation to utilizing the proper negotiation skills during a violent crime, in his criminal-topics presentations.

In 1999 he appeared as the key note speaker at the International Security Conference held in New Orleans, Louisiana, where he addressed the introduction to Behavioral Analysis by communicating through the utilization of Personality Types. After the three-day seminar the speaker ratings identified Petrillo as the most influential speaker on a subject of great interest and importance to the attending Corporate Leaders. Their written comments identified the topic of "Personality Types" as enhancing their process of dealing with people through Behavioral Analysis, as a talent not taught in college.

So, who are the people that make threats and why do we look at their threats which are directed by their behavior? Utilizing Behavioral Analysis in assessing the level of a threat protects the victim by properly rating the suspect's ability to carry out the threat.

Petrillo believes that Behavioral Analysis starts by identifying the characteristics of the four different Personality Types and the four different Personality Styles. For his audiences, he shows how utilizing these enhanced Behavioral Analysis Techniques, can provide you with improved success with your communication and assessments.

He states, "You should understand that someone else always has power and control over something that you want." So, "making yourself step out of the box and work within their different Personality Type and Personality Style structure's will make a positive difference in your success with requests or expectations, of the other person."

As a Los Angeles County Deputy Sheriff, he used this type of Behavior Analysis Personality Profiling and was successful in dealing with victims and suspects. He experienced the same success in his business career by enhancing his ability to negotiate more effectively when he entered into the other person's world, rather than operating from within his world.

Mr. Petrillo has provided Behavioral Analysis Profiling for many clients who have had a threat of some kind in their lives. His talent has allowed him to identify many suspects who have committed theft while in their employment, therefore assisting management in identifying a criminal in their company. He has worked on cases where children committed elder abuse which he identified was to receive their inheritance sooner than later.

He has worked with the BAU Behavioral Analysis Unit of the FBI and solved a threat case for them by utilizing his expertise in body language recognition and studying the Behavioral Analysis of the suspect. He was able to identify the suspect. and informed the BAU Agents the reason why the suspect committed the crime, which the suspect later confirmed.

So, consider engaging him as a Threat Assessment Professional as others have and let him show you how by utilizing these Behavioral Analysis Techniques and incorporating them with learned Negotiation Techniques, provides the powerful tools that will positively enhance your position. The ability of knowing how to work with people during critical situations is powerful in and of itself and the same will be true of your success.

## THE MONITORING PROCESS



When your security system is activated an alarm signal sends a message to the alarm panel in your home or business.

### 1 Your Security System



The signal from your panel is sent to our central station computers and central station personnel, who follow the appropriate procedure according to the type of signal received. Our personnel will call your home or business to determine the type of assistance you may need.

### 2 Central Station



In the event of an emergency our central station personnel will dispatch the police, fire or medical emergency response teams to your home or business, as well as any contacts on your emergency call list.

### 3 Notification

# PROTECTION

## 24/7









PROTECTED BY

**SDS**  
**ALARMS**

**SECURITY**  
**DESIGN SYSTEMS**

**PROVIDER OF SECURITY, FIRE,  
SURVEILLANCE AND ACCESS CONTROL  
SYSTEMS SINCE 1979**

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