

*How To Start a Successful*

Neighborhood

*Arson*

Mobile Watch Patrol

*By Lance Winslow III*

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# F O R W O R D

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About 10 years back one of our franchisees had all his belongings lost in a fire in the Conejo Valley in CA. adjacent to the Santa Monica Mountains. He was not alone as whole neighborhoods and 10's of thousands of acres were destroyed in under two days.

The following year the fires were back bigger than ever before. This time half the city of 100,000 people were in danger with half of Malibu CA over the hill cut off. Many lost their homes and few lost their lives unable to get out of the canyons in time. The fire moved so fast there was little time to escape. This year the fire was believed to be arson related, although no one was ever caught. That year there were other fires all burning simultaneously around Northern and Southern CA and parts of Northern Nevada.

That is when The Car Wash Guys decided that they would get involved. Although many of us live in very green areas, where fires have a tough time getting started, once they do get going they generate their own wind and heat and little stands in their way. The most important strategy is to catch them early. Of the nearly 20,000 brush fires annually in the Western States in the Forest Regions, few ever get out of control, but the ones that do we all remember. By uniting the entire community and working together we can decrease the number of fires intentionally started and a better response to those that are started by negligence or by mother-nature such as lightning. We must work hard to preserve our area and make our community one of the best places in the World, a person could ever hope to live. We have a great community and we intend to guard against the loss from fire. We want our community to be the greatest in our state and our citizens, friends and families to know that we are all looking out for them and they are looking out for us. No longer will the temptation exist for an unethical situation to occur from an arsonist. Arsonists will know that our town is a no fly zone and that it is not only a police car, fire department vehicle or the USDA Forestry Service truck that they need to be concerned with. They will be caught if they attempt anything by the first person who sees them. The Schwann's delivery truck, the school bus driver, an electrician, a plumber, a real estate agent, anyone and everybody will be observing while driving around in their normal course of business. With this same group of people we too wish to interact with Mother Nature to keep the natural forest fires to a minimum. We intend to protect our families, homes and beautiful serene area from devastation that can be prevented or quickly contained.

- Lance Winslow III

# OVERVIEW

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**Mission Statement:** *To help our local fire departments, USDA Forestry Service and police department by becoming the eyes and ears of the community. To establish a power of presence and thus increasing the visibility of our prevention and enforcement services. To establish a zone for arsonists where the risk of being caught is too high for them to practice their profession. To unite the business community and Chamber of Commerce with the citizens and the local government. To be proactive in law enforcement. To empower people to remain in control of their communities. To potential loss rates from fire and to keep property value high.*

People who have jobs which require extensive travel through local communities (like delivery services, real estate agents, and utility companies) are often in positions which they may see crimes in action or suspicious behavior. Sometimes, just by being in a particular area at just the right time, they may even unknowingly act as a deterrent for criminal activity. The Neighborhood Arson Mobile Watch program seeks to enhance a community's prevention and containment strategy by providing concerned citizens, whose professions require extensive driving, with proper training and signage materials to even further deter criminal acts and stop fire outbreaks quickly.

Learning how to recognize suspicious behavior and knowing which local authorities to contact is one of the key components of the training. Just knowing the correct phone number, rather than dialing 911, can greatly reduce the amount of time it takes for the proper authorities to respond, and keep 911 lines open for other emergencies. Another key component of the program is providing magnetic signs on business and service vehicles, and use static cling stickers on other vehicles which read: "We report suspicious behavior to our local authorities." This lets potential arsonists know right away that they should not risk any illegal activity; a trained and aware crime watcher is in the area.

Each participant in the program attends a 30-minute seminar at the local Chamber of Commerce with a Community Relations Officer from the Police Department, Fire Marshall or USDA Forestry Service Community Prevention Advisor. They will receive a certificate and then be issued two magnetic signs or a set of static cling stickers for their car(s). We will ask participation from Chamber Members to start and as things prove to be effective we will increase participation and education of the process. We will alert the media to this program and give credit to the participants for helping our city or town. The participants will need some sort of two-way communication, such as a cellular phone, two-way radio with a dispatcher or wireless Internet access.

# PARTICIPANTS

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A wide variety of participants are needed to launch a successful Neighborhood Arson Mobile Watch program. In this section, necessary participants are listed, along with a description of the kind of support needed from each. As many of you know, implementing a community-based project requires the interest, cooperation, and support from many people. But it all is definitely worthwhile!

Increasing the safety of a neighborhood benefits everyone from children and parents, to local businesses. Not only does reducing arson activities in our area increase everyone's quality of life, but it can also help increase property values. We are aiming for zero tolerance for arsons and quicker response from natural fires.

## **CHAMBER OF COMMERCE**

The local Chamber of Commerce is the ideal organization to coordinate the program. They should be asked to help build interest in the program by announcing the program to its members at meetings, and running press releases in newsletters or membership mailings. (Be sure to check the press release section for samples). The Chamber of Commerce should also be requested to act as liaison between their members and the Local, State and Federal Agencies. They will need to schedule with the USDA Forestry Service, Fire Department and Community Relations Officer of the Police Department a time to come and talk to their members, (more than one meeting may be necessary). Once the program is started, Chambers collect and keep track of participants and schedule training sessions, and issues certificates of completion to participants (a nice touch!). In addition to training, signage and print material are needed. The Chamber can contract one of their members to make the magnetic signs and order the cling stickers with the imprinted logos, and print flyers. Other tasks that Chambers can perform to increase the success of the program are to create a list of target participants, send flyers to these targeted businesses and individuals, and alert media sources.

## **FIRE DEPARTMENTS**

The Local Fire department will provide a Community Relations person to explain to participants the need to report arsonists and simple things you can do to minimize the potential exponential and aggressive natures of small containable fires until the fire department arrives with the proper tools to fight the fire. They will explain how to set up road blocks and secure easy access for fire vehicles to arrive. When to get out of there and which direction to go. They will also explain what the reality of your limits are based on the type of equipment in your vehicle.

## **USDA FORESTRY SERVICE**

The USDAFS will explain what is being done, why the importance, water tables, this years potential exposure. They will provide hand outs and safety tips and what to do, where to go and

where to tune in. Prevention, communication and nature. Every year the USDAFS does extensive research in prevention and data collection. This is information everyone should know who lives near forested areas, parks and mountainous area. The can provide the education that may help save the lives of you and your family.

### **POLICE DEPARTMENT**

The Police department will provide a Community Relations person to explain to participants the need to report crimes and what is actually a crime. Arson is a crime, one of the worst possible crimes. The police can explain how to detect suspicious behavior from a potential arsonist. They will explain that if someone cuts you off on the Highway it is an unfortunate situation but not a crime and to limit phone calls to important things. Most importantly, they will explain that the participants are the eyes and ears of the Police, not vigilantes. The Police will also ask participants to have the police departments phone number programmed into their cellular phones and to only use the 911 feature only for accidents involving arson activity, accident injuries and very serious things. The Police department will also give the certificates to participants once they have completed the seminar, which will be signed by police chief or local Community Relations Officer.

### **CITY HALL**

City Council members will very likely endorse the project at a city council meeting and give a proclamation to the President of The Chamber of Commerce for the Chambers and local businesses service to community. Most cities or towns can allot at least \$2,500.00 towards the project for the signage. Donations for the remained can often be obtained large companies in the area. By announcing it at a city council meeting the program will receive the publicity it needs to get quality participants.

### **MEDIA SUPPORT**

Local Radio stations are very supportive of the community. Request that they play public service announcements. Also, you will find that local newspaper will place flyers in the papers to announce the project, local cable stations will tape video of participants driving down the street and interview seminar participants.

### **ORGANIZING CHAIRPERSON**

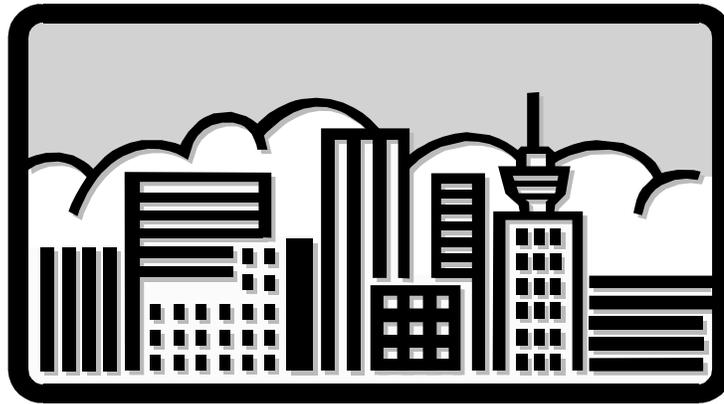
This will be the person who provides the necessary phone calls and keeps all the different groups happy and coordinates the program. It is best to have a prominent volunteer type individual for this, someone who is already known for the community involvement; maybe even sits on a few non-profit boards and municipal committees. Someone everyone likes. The Chairperson will be in charge of making great quotes in the media, organizing participants and volunteers and scheduling meetings. Follow ups, thank you letters and personal invitations. Also keeping track of all the events and making agendas and cooperating with neighboring cities that follow this plan later. Other responsibilities include interfacing with non-profit groups to make sure they can participate, and contacting Board of Realtors, Rotary, Kiwanis, Optimist, Lions, Elks, clubs etc. In short, an ombudsman to council people, Mayor and City Manager.

**TARGET COMPANIES TO PARTICIPATE**

- Car Wash Guys Franchisee
- Air-Conditioning Companies
- Auto Parts Delivery Stores
- Beverage Companies
- Bread Companies
- Carpet Cleaning Companies
- Construction Companies
- Dominos Pizza Franchisee
- Flower Companies
- Garage Door Installers
- Landscapers
- Local Maid Services
- Merry Maids Franchisee
- Milk Man
- Mobile Dog Groomers
- Office Supply Companies
- Painting Companies
- Plumbing Companies
- Pool Services
- Realtors
- Screen Mobile Franchise
- Security Companies
- Signage Companies
- Snap on Tool Franchisee
- Snow Removal Companies
- Soil Testing Companies
- Title Companies
- Tow Companies
- Transportation Companies
- Window Washing Companies

**QUASI-GOVERNMENT AGENCIES AND UTILITY COMPANIES TO PARTICIPATE**

- Ambulance Company
- Bus Company
- Cable Company
- Electric Company
- Gas Company
- Telephone Company
- Trash and Refuse Company
- United State Post Office
- Utility Company



### **GOVERNMENT AGENCIES TO ASK TO PARTICIPATE**

- Animal Control
- Code Enforcement Officers
- College District
- Department of Transportation
- EPA Inspectors
- Fire Department
- Forestry Department
- Military Recruiters
- National Guard Armory
- Park and Recreation District
- Probation Department
- Public Works
- School District
- Storm Water Program
- Water Treatment Plant
- Weights and Measures

### **WHAT DO THESE BUSINESSES, UTILITY COMPANIES AND GOVERNMENT AGENCIES BRING TO THE TABLE?**



Let us go through them one by one and discuss the businesses, utility companies and government agencies and what they can offer. Each business due to their industries, labor sources, customers, routes, and hours of operation brings another piece to the puzzle. Please understand nothing in this book is arbitrary. Thousands of hours of conversations, meeting and thoughts have gone into this project. Fire Department Captains, USDAFS Researchers, Law Enforcement personnel and the author have spent considerable time in analyzing these concepts and ideas and have come up with an effective program.

Starting from the beginning:

**THE CAR WASH GUYS:** Car Wash Guys wash cars at offices and residences. Their car wash trucks are in and out of parking lots all the time. Their schedules are flexible to meet customer demand; it varies a little each day. Their trucks are bright yellow and attract attention. They are staffed with young men who are always looking for the next car to wash, scanning parking lots. Driving slowly through neighborhoods looking for addresses of car wash customers who call in. There are two or three people looking around while driving around in the car wash truck. They also wash for many fleets in the town and can help with the initial recruitment. Plus, these franchisees are required to be involved in community service projects. If you do not have a franchisee in your area contact corporate to receive more information

**SNAP-ON TOOL FRANCHISEE:** These franchisees drive vehicles filled with expensive tools and are aware of what someone acts like and body behavior when they are getting ready to steal something, including their own inventory. These trucks have fancy alarms, and are built like fortresses to protect the inventory. They hear things on the street and know who the bad characters are. These franchisees are always willing to participate and know tons of people who will ask them, "What is that sign on your truck for?" Great word of mouth advertising for your program.

**AIR CONDITIONING COMPANIES:** Heating and Air Conditioning Companies often work for commercial properties on roofs, a great vantage point, and totally unexpected. They have constant communication. Their owners are usually very involved in city and civic affairs. They also work in apartment complexes and have a good vantage point for observation on top of roofs. They are also in residential neighborhoods of middle and upper middle class where people are at work and not around to protect their properties.

**REALTORS:** Realtors have a pulse on the community; they know the neighborhoods in the town. Some Real Estate offices grid the town by housing tracts, plus 4 zip code or census blocks and each realtor is in charge of a certain area. They often canvass the area and are on a first name basis with many residences. They know the Home Owners Association directors by name. They also refer and are in contact with painters, pool service companies, landscapers, interior decorators, snow removal companies, window washers, contractors, pool companies, and other various residential companies, which can also serve as part of the volunteer neighborhood watch program. They often tour or caravan with other realtors to look recent listings. In these weekly caravans you might have 4-5 other realtors in the car learning all about the neighborhood arson mobile watch program. Realtors know lots of people and are constantly involved with things around town, their jobs and success depend on it.

**PLUMBING COMPANIES:** Plumbers are highly paid individuals and tend to know all the income property owners of the town. These property owners are the movers and shakers who are also involved in all the philanthropic and political groups in the towns. Plumbers handle many emergencies and are some of the most randomly scheduled professionals. No one can predict when or where they will show up next, including themselves. A criminal planning an arson hates these types of wild cards. Like locksmiths called out to help with lock out problems, they can be anywhere at any time for anybody. A plumbing company with multiple trucks can be a great asset. A small company with one truck can also have just as many contacts around town. Both large and small plumbing companies will be more than happy to help your program.

**SECURITY COMPANIES:** They already are in this line of work and have multiple of vehicles and often employ former police officers, firemen and military personnel. They have communication, scanners, and bright lights. They will be glad to join the program simply for the PR value. This adds numbers to your group. Some security companies have many vehicles and with the signs on the back they are advertising your program on all their cars and receive just as much PR for being involved. We believe this is a great trade and they will also volunteer to help with the program. It is in their best interest to be involved. If your program gets too large they may help your program train new recruits since they probably have former retired sheriffs or police officers on staff or perhaps a local security company is owned by a former police chief.

**FLOWER COMPANIES:** Usually have delivery vans, which deliver to offices and homes. These vans park in small retail center parking lots at night. This fact helps the center from viability standpoint; it makes the arson scouting out the scene think twice. The owners of Flower Shops are involved in all kinds of things. If your group needs money to buy more Neighborhood Arson Mobile Watch Signs, they would surely have the contact name to get you in the door. No arson would ever suspect a Flower Van to be a mobile watch vehicle.



**DOMINOS PIZZA FRANCHISEES:** Domino's founder in building his company always made it a goal of his company to help out the community. For this reason nearly all their franchisees feel obligated to help in good causes. Their franchisees feel a strong commitment towards those ideals and that is one of the reasons that attracted them to the business in the first place. Dominos can be a great asset because on Friday and Saturday nights a single store may many pizzas. You may find that they need a number of signs, two for each car driven on those nights. Dominos Pizza will also put a flyer on top of every box of Pizza they deliver during the initial inauguration of the program. This way you will alert thousands of people at their homes about the new program. Since 10 % of the population are small business owners or self employed you may find that you will hit a couple of hundred more potential mobile watchers. If you do not have a Dominos Pizza Franchisee find another food delivery company or pizza place to help.



**MERRY MAIDS FRANCHISEES:** This maid service franchise is part of Service Master and also part of TruGreen-ChemLawn, American Home Inspections, and other residential and commercial service franchises. The

Service Master Franchise system's original Founder, Marion Wade, was quite a great community spirited leader. Although the corporate culture has changed significantly, you find Merry Maids and Service Master franchisees as cooperative, helpful and committed. We have had success with them in the past and they tend to have many crews of cleaners throughout most towns.

**LOCAL MAID SERVICES:** These small businesses drive around and have scheduled routes for each day of the week. This program is something they will enjoy doing and they will be a very positive influence on the group. Most of these small business owners are very street smart and they know what is going on around town, who is doing what, and can easily spot out suspicious behavior down the street. They will feel very happy to added to your group and have lots of contacts around town.

**TITLE SERVICE COMPANIES:** Title services have reps, which drive around all day and deliver documents and collect signatures, mingle with Realtors, and return the information and drop off literature. They will know which Realtors are most likely to want to join the program. A title company may have many reps thus many cars driving around helping the important exposure of the efforts. The title reps are usually GQ type guys and pleasant looking young women and make great people for your photo ops and press release pictures. These reps put on more miles than the police officers on their patrol cars. If you want a JFK looking individual for your press releases now you have one.

**POOL SERVICE COMPANIES:** Most of these small business people have many pools on their weekly routes. Some are commercial such as hotels, and apartments, but most are residential, thus bringing them into many neighborhoods each week. They will get a pretty good sense of the areas they work and the kinds of people that live there, this makes it easy for them to spot something out of place. Pool Service companies are great for you program, so find as many of these people as you can.

**LANDSCAPERS:** In America where many families have two bread-winners, the landscape business has flourished. It is not uncommon for a landscape company to have many units on the road. In rural areas they may be servicing non-resident properties. With these companies it is better to have stickers than magnets. They will lose magnets and you will have to replace them. They will have both commercial and residential customers, so they will be in shopping centers, business parks, government buildings, parks, golf courses, and housing areas. They are everywhere on a set schedule and very visible. Try to pick the Landscapers with the best image and the nicest and cleanest trucks. Remember they can also help by cutting back vegetation and if they know the serious nature of the problem this year, this maybe a winning combination.

**TRANSPORTATION COMPANIES:** Look in the phone book. They will take the PR and spread it around their Industry and use the public relations to help their businesses. That is fine because you will now have many units on the road with your signs, driving everywhere. It is said in an election that a bumper sticker is worth the same as \$200.00 in print media. Imagine what all these signs are worth in free advertising. When these transportation companies PR themselves in trade journals it may give another community a chance to prevent the catastrophic loss we are in our town. Another plus is that the drivers of all these vehicles are in constant contact with their dispatcher and if they see anything they will call it in. Remember also that the

drivers of these vehicles sit up higher than in regular cars and can see over walls and fences, thus another advantage

**CONSTRUCTION COMPANIES:** The owners of construction companies will be tough to get to a meeting, but are more than willing to join the team and help with a look out. Construction people are also worried about crime due to materials leaving the job sites, vandalism of job sites and loss of tools out of their trucks. They understand the problems and are more than willing to get in and help anyway they can. They despise arsonists because they are worried about their own projects too. They are a great resource. They tend to be on the streets early in the mornings and can help you with area coverage in early hours. They are always on their way to the coffee shops, materials pick up or picking up workers. They have always been an asset to the Arson Watch Teams.



**PAINTING COMPANIES:** Are usually run by owner operators and have many accounts from commercial buildings to income properties to residential and each job lasts a few days to a week and then they move to the next job around the town. Of course they run their businesses by cellular phone from the job sites. It pays for them to know lots of people because it is mainly a referral type business. You will be doing them a favor by asking the to participate and they normally will accept with no problem. They understand the nature of referrals to get their next jobs so they will also know how to refer more volunteers to the program.

**WINDOW WASHING COMPANIES:** These companies work in a very low cost, high volume business and know everybody in town, and certainly nearly every business owner or manager on their routes. At \$1-2 per pane, they must do a lot of windows to make money. They leave their vehicles in parking lots all over town for 20 minutes to 2 hours and move on. Some do residential as well. Parking in neighborhoods for the same time periods or longer. They are a great source for flyer distribution to merchants, retailers, etc. If you decide to have a Poster program, they can have those posters up all over town in days on the windows of businesses. Join us; "Neighborhood Arson Watch Program." It is a good way to build your arson watch program into a neighborhood watch program for those businesses that are not mobile to spread the word.

**SNOW REMOVAL COMPANIES:** They are driving around and out and about when everyone else is inside and toasty. They are out even when the arsonists are not. But just in case the arsonist does come out in the cold weather your team is still working and helping police with extra eyes. Many times the arsonist will case the place first, they may do this at any time. The police have much more important emergencies to take care of when the weather gets that bad. In the summer time the snow removal companies have other jobs and will also be willing to display the sign. They should have the training anyway in case of vehicle accidents they will see.

**GARAGE DOOR COMPANIES:** These companies deliver, install and repair garage doors in neighborhoods. It behooves these companies to participate because neighbors will not think they

are stealing when they come to someone's house if they have the neighborhood Arson Mobile Watch sign on their trucks. So they are very apt to join the program and participate. They rely on referrals from other contractors, and can also help build your program in size and number of units on the road.

**SIGNAGE COMPANIES:** Since these companies make signs, and are in touch with the highest group of image conscience businesses in town, they can prove to also be a great recruiter of the most quality companies. If they also do vehicle signage then you will find that they have many leads for potential recruits to the program. They may even be inclined to give the program signs at their cost.

**SOIL TESTING COMPANIES:** Soil companies are out at vacant lots before and during construction as well as closed businesses and vacant buildings doing environmental sampling of soil for potential buyers of properties, banks and planning departments. They may witness stealing of construction materials, graffiti, vandalism and squatters of abandoned buildings. They tend to have many trucks that go out into the field. They can also alert the fire department as to properties that are not maintained and have dry grass build-up or debris that can be potential fuel for fires.

**AUTO PARTS COMPANIES:** These companies drive around all day to dealerships, auto maintenance facilities, utility companies. They have many drivers, two-way dispatch and cover lots of territories. Their vehicles are driven by young high energy people who can really add excitement to the groups.

**MOBILE VETS AND DOG GROOMERS:** These business owners are usually small independents and have a sense of community pride. They are in gated communities as well as residential neighborhoods. They know animal people, ranchers, horse owners, animal rescue groups. They park in neighborhoods for hours tending to sick and injured animals or do grooming. They can also assist the group in devising a strategic plan to get the animals out in case of fire and places to keep animals safe and return them to their owners after fires or threats of fires. It pays to plan ahead.

**MILK MAN:** These delivery drivers are up early and can easily help cover residential areas in wee hours of the morning and also go to institutional facilities and are happy to help. A typical dairy may have many trucks driving around.

**BREAD COMPANIES:** These delivery drivers are up early and can easily help cover retail business areas in wee hours of the morning and also go to institutional facilities and are happy to help. Their product pick-up areas are in Industrial areas or lower income areas for the most part and since they start at 3:30-4:00 am in the morning they can also be a look out in those areas of your city. They deliver behind grocery stores, C-stores, General Stores and businesses all day until about one to two pm. Their varied schedule makes them perfect candidates for our program.



**BEVERAGE DISTRIBUTION COMPANIES:** These beverage companies go to gas stations, mini-marts, grocery stores, c-stores, bars, institutions, and are usually involved with all types of community activities; fairs, events, schools, etc. They need to remain in a positive light with local public relations. Many times their leadership of their company is involved in local service clubs, and chamber of commerce committees and non-profit kids groups on the board of directors. They maybe a source of on going funding for meetings and signage.

**CARPET CLEANING COMPANIES:** There are many carpet-cleaning companies, both franchisees and independents, and all of them should be in the program. You can use this to your advantage. Sign up one company and use it to try to sign up the rest of them. If every van which cleans carpets has a sign then there will not be a day when any given neighborhood goes without at least one visit from a member of the Neighborhood Arson Mobile Watch Program.

**SCREEN MOBILE FRANCHISEES:** The Founder of The Screen Mobile Franchise System has reviewed this plan and has agreed to have his franchisees participate. It is a close-knit group and will be very easy to recruit them and have them recruit their industry contacts in construction, interior decorating and local window cleaners. Check to see if this franchise is represented in your area, if not it is a good franchise so tell a friend about it and add it to your group.



**TOW COMPANIES:** Tow companies are very well connected directly into the police department's, ambulance's and fire department's radio system, they have scanners and are listening to things like getaways and hit and runs and just might see that bad guy fly by. They can also help because they are 24 hours, 7 days a week service. And they are very visible.

**UNITED STATES POST OFFICE:** Normally the USPS will not put stickers on their LLVs (Long Life Vehicles) but the contract carriers who deliver the mail to their post office will. Also think about the number of mail vehicles? They will participate and you can have your local community police person, fire department or USDAFS representative contact the postmaster and set up a 30 minute meeting to explain to the carriers the importance of the program and then these mail carriers will become your stealth group. No one knows they are in the program but you. And they cover the whole city every work day. Most mail carriers now carry cell phones.

**TRASH COMPANY:** The trash company covers the whole town once per week. That is extremely great coverage. In some areas they cover twice a week, such as certain business districts. They also handle haul away containers at construction sites and have supervisors who cruise around all day with customer service issues and safety programs. All trucks have two-way radio to dispatchers. This group should also have a meeting especially for them at their facility to train drivers of the program.

**CABLE COMPANY:** Cable companies like other utility companies must remain in a good consumer light and establish a strong public relations program. This neighborhood arson mobile watch is exactly up that alley. The other great thing about them is they can advertise their

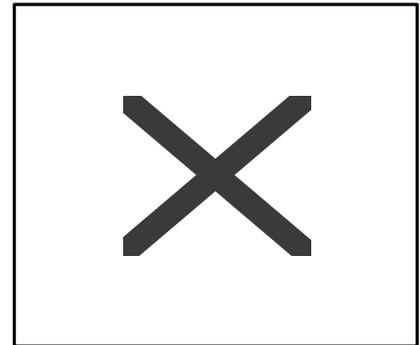
participation on the community channel bulletin board and in public service announcements on their local stations. Cable companies may also be willing to ask of volunteers to the program through their mass media advantage point.

**GAS COMPANY:** The gas company can really be of great service. They have meter readers that go into neighborhood with scanning devices to read meters and some still have walkers, which go into the actual yards of residents. They may also be willing to put into their bills that they are helping with your neighborhood arson mobile watch program thus helping alert consumers and public of this program.

**ELECTRIC COMPANY:** Electric companies have employees who are often in boom trucks and are at a great vantage point looking down at situations from 30 feet in the air. All the while they have two-way communication via walkie-talkie. They tend to have some of the largest fleets in the area and have lots of divisions, which do everything from installation to customer service and education. While on the boom trucks or near power poles they act as a temporary look out and might see smoke first.

**UTILITY COMPANY:** There are other utility companies in different areas covering a wide variety of services. Different areas have special needs and have utility companies set up to serve those needs. Check to see in your phone book if you have other utility companies, which are not listed here that can help with your program, its coverage, and scope.

**BUS COMPANY:** Bus companies working with the towns are also under a little bit of pressure to promote the public good. You can use this to your advantage. They often have team meetings with their drivers. This is a good time to have the fire department or police community relations officer come in and give a talk. Even if they are reluctant to put the signs on the buses, they can still be a great driving force to the success of your local program. Contact them and ask for their participation.



**AMBULANCE COMPANY:** Ambulance companies during high traffic times will often strategically place themselves in shopping centers or fast food restaurant lots near their service zone. So they can get to the scene of an accident quicker. They remain on-call during this time, and wait with nothing to do. Why not have them observe the scene around that area? They are in two-way communication with all fire departments and law enforcement departments and hospital. They are young people who care and have lots of training. Perfect for our Arson Watch Team.



**MILITARY RECRUITERS:** Military recruiter's main focus is to recruit from the local population. They must interact with young people in their communities, therefore they become great judges of character. They know when a teenager is just acting tough just to be part of a larger future problem such as arson. They also park their cars in shopping centers and recruiting stations all day. They are looked up to by the high-energy youth. The same kids that may cause problems may become great members of our society.

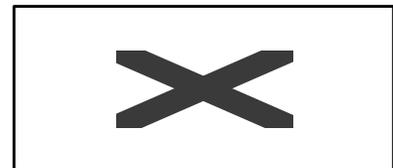
**ANIMAL CONTROL:** Animal control employees are most likely to find out about things going on in the community in their travels to neighborhoods. Many animal control vehicles have light bars on top of the vehicle. They are trained to observe and spot runaway animals, during these observations they may also see other things which are out of place.

**CODE ENFORCEMENT:** Code enforcement personnel are usually called out by complaints. The same complaints may turn out to be more serious than the actual the original complaint. Enforcement personnel are good because they will not report non-suspicious behavior, they have seen it all and know what is and is not a real problems. Each town or city may have one or more code enforcement personnel, which will help you increase the number of vehicles in called in the neighborhood arson mobile watch patrol.

**EPA INSPECTORS:** EPA inspectors go to many commercial and industrial sites each day. They often see graffiti, the dumping of 55 gallon drums, vandalism, etc. EPA inspectors are also good because they drive 4-door sedans that look official and have an emblem on the side. They also can read body language and understand suspicious behavior. They often wear uniforms of some type and have badges when they need to open the wallet and flash them. They also will find build up and debris of potential fuel for or the cause of, a fire

**WATER TREATMENT PLANT:** Treatment Plants often have vehicles and are happy to improve their image with the public. One of the most important things we have as part of our infrastructure and which accounts for a huge part of municipal budgets are these plants. They are constantly chasing parts to and from the facility to hardware stores and industrial part companies. This in itself is a huge network of individuals. And these plants spend big bucks and if they were to suggest that a parts company sign up for the neighborhood arson mobile watch program for the part companies delivery truck they would be hard pressed to decline since 20% of their sales comes from those types of treatment plants.

**FIRE DEPARTMENT:** These are people who can really help, whether or not they put the sign on the vehicles. Firemen are active sports enthusiasts and always carry communication. Walke-talkies or cell phones. The fire department has chiefs and executive departments with vehicles too. The executive department is very political and has to stay involved. They are so good at public relations and this gives them the platform they need to meet people, because if a fire breaks out, and they need to evacuate, time is of the essence and people need to heed the warning and trust their judgment.



**PROBATION DEPARTMENT:** Probation Department will be glad to help you with these programs. They tend to know many of the bad apples in the area and their friends. They often make social work house calls and meet with parents and loved ones. They are very much in touch with what is going on in your area. It is important to include them into your program, whether or not they put the sign on the cars.

**STORM WATER PROGRAM:** Storm water program personnel are somewhat of a new trend. They are in charge of making sure that only rain water goes into a storm drain, they work very closely with the code enforcement department in the city and sometimes share the same responsibilities. Illegal dumping and pollution are something else that happens too often in our rural areas. It also gives them a chance to work more closely with law enforcement and helps them have teeth in their jobs to stop the pollution.

**DEPARTMENT OF WEIGHTS AND MEASURES:** These vehicles do every thing from go to gas stations to measure that the pump does not cheat you to groceries to make sure that your produce scales work properly. Therefore they tend to be around the town on a non-consistent, non-scheduled, surprise visit basis. Making it unpredictable when and where they will be. Thus helping the nature of finding arsonists and keeping people honest.

**NATIONAL GUARD ARMORY:** These outlets can help you with a grand opening bringing in a tank, or Hummer, or troop carrier. They have many vehicles that drive around and do errands to run the facilities. Also this will help educate thousands of weekend warriors as to your new program. They are a great resource and some day they may even save the lives of all the people in the town during times of natural disaster, terrorist threat or civil unrest. Good people to have on any team and a public relations officer assigned to these things with a budget too. There are many times during large fires that these people are called to help in the mainline defense, they probably would rather not be called up to fight a fire, so they enjoy the idea of prevention.

**COLLEGE DISTRICTS:** College districts are great because that is where students are; students have energy and want to change the World. This helps educate them that of our new program. They make great volunteers for future community endeavors and have great ideas. Colleges tend to have large budgets and much facility needs and therefore have all kinds of equipment and vehicles. They have ride on lawn mowers, street sweepers, supervisory cars, sports department transportation, utility pickups, etc. This program will help curb some of that crime and make the kids responsible and part of the solution instead. It introduces them to the notion of community volunteerism and if a fire breaks out there will be much needed clean-up help, these colleges, their labor and equipment can sure come in handy and they will PR their help in their newsletter to the powers to be in their academia world.

**UNIVERSITIES:** Universities have their own campus police, as well as there own set of problems. They are well aware of what happens on campus and are willing to participate to mitigate any negative PR that may have occurred in the past at their school. It shows they are doing something very proactive and also helps nearby residence feel safer. Universities should welcome this program and even wish to modify it to fit their needs on campus. Great, let them, it

is about working together, not who thought of the idea or who gets credit for it. Our job is to prevent fires and allow for the most rapid response in the event lightening strikes.

# MEETING AGENDA

## FIRST MEETING AGENDA (SAMPLE)

### THE 5 ARSON MOBILE WATCH COMMANDMENTS:

1. Participants have no police powers.
2. Participants will always obey laws.
3. Participants will OBSERVE and REPORT suspicious behavior. This is a non-confrontational program.
4. Participants will call first and attack small fires immediately after pin-pointing locations to authorities.
5. Participants will not try to extinguish large fires or block access.

### HAND OUT POCKET PROCEDURE MANUALS THAT OUTLINES:

1. Do's and Don'ts
2. When to call 911 vs. when to call non-emergency dispatch
3. What constitutes suspicious circumstances
4. Phone numbers
5. Fire fighting techniques for small brush fires
6. When to back off and get out

### EXPLAIN TO PARTICIPANTS:

1. How to quickly notice vehicle descriptions, license plates, and suspect descriptions.
2. Show a video from dispatch that discusses the procedure for calling dispatch.
3. Importance of program during dry years.
4. Show videos on camp fires and brush fires.
5. Explanation of lightening started fires
6. Discuss how to protect a crime scene.
7. Optional Truck Mounted Spray Rigs.

# PROGRAMS IN OPERATION

If you decide to start a Neighborhood Arson Mobile Watch program in your area, please let us know. We would love to be able to add more success stories here. For questions about starting a Neighborhood Mobile Watch program, or to be included in this book as a resource, please contact: Lance Winslow III, 1-800-879-TRUE, or [MobileWatch@lancewinslow.org](mailto:MobileWatch@lancewinslow.org)

## ABOUT THE AUTHOR

**Lance Winslow** is the founder and President of WashGuy.com and the Orderawash.com network, which is nearly completed, and was formerly President and Founder of Car Wash Guys International, Inc. He has operated three other mobile washing businesses. From 1979 until 1984, Lance operated an aircraft washing service at three different airports under the names Speedy Waxers and Aero Speed Waxing. These companies were sold to finance Aero-Auto Wash in 1985. From 1981 to 1985 he also sold aircraft under the name Speedy Aircraft Finders, became a private pilot at age seventeen and started the world's first aircraft multi-listing service. During this time, Lance was also the Western Regional Advertising Representative for a major general aviation newspaper. He then operated Aero-Auto Wash until April 1990 and in June of 1989 Lance Winslow founded The Car Wash Guys. He later decided to capitalize on his concept and franchise. He created Car Wash Guys, International for this purpose. It was later determined, after 3 years of franchising, that the market potential of the washing industry was clearly underestimated. Lance estimates the industry potential at several hundred billion dollars. To tap into some of this potential, and in honor of the new millennium, Lance created WashGuy.com.



Lance Winslow and his team, over the past decade, has washed for nearly all the fortune 500 companies.

His team has also washed for the U.S. Air Force, FBI, California Air National Guard, small charter outfits, FBO's and flying clubs. They have experience washing trains, boats, heavy equipment, concrete and graffiti removal.

Lance's Uncle is a Battalion Chief for an inmate fire fighting unit in the mountains above Central Valley, CA. His uncle has served in this capacity for nearly 20 years.

Lance was a Junior Olympic AAU track and field champion starting at age ten which culminated into a track scholarship to college. During his youth, Lance posted four consecutive years of no defeats. He continues running to this day. In high school Lance was class president, four-year varsity letterman and voted Most Likely To Succeed. He was President of his high school's Future Business Leaders of America club and Chess club. In the past five years, Lance personally has assisted non-profit groups in raising over \$500,000 in funds for their organizations. In 1995 he rode his bicycle from Oregon to Mexico in six days in a pledge drive for the Special Olympics. He was Deputy Grand Marshall and Honorary Sheriff for the county's largest parade. Lance has been active in the Optimist Club International



and Kiwanis Clubs. He understands local politics having run in two consecutive elections for a city council seat. Lance was appointed to the county's Council on Economic Vitality. He also served on the California Association of Governments. He founded the Neighborhood Mobile Watch Patrol which involves small businesses, chambers of commerce, police departments and cities. The entire program is privately funded. He also introduced a program where local businesses could sell their wares on the Internet, providing jobs, additional revenue for civic groups and increased sales volumes for many local merchants.



During the aftermath of the Northridge, California earthquake Lance reconstructed a water purification plant for Unilab, a medical clinical laboratory-testing corporation. His innovation in marketing has propelled The Car Wash Guys to celebrity status in many cities. Known for this enthusiasm, exuberance and motivation, Lance Winslow is a sought after speaker for MBA programs at top colleges and universities. However, he says, "My first and foremost responsibility is to The Car Wash Guys team."

Following exhaustive research and comprehensive comparisons of franchise case law, legislative updates and hundred's of other franchisor documents, Lance wrote his own Uniform Franchise Offering Circular (UFOC), Franchisee Agreement with all exhibits. The ninety plus page legal document was approved by the California Department of Corporations in three working days. A feat never done before in California. Lance became a franchisor at age thirty-two.

Lance was previously elected to The Board of Directors of the American Association of Franchises and Dealers (AAFD). He also served on the Fair Franchising Standards Committee. This committee advises the Federal Trade Commission (FTC) and various Senate sub-committees on law changes necessary to protect franchisees. Car Wash Guys International, Inc. was also a member of the International Franchise Association, but left due to a difference in beliefs regarding the Internet and modern day franchising. Lance also consults with Susan Kezios, President of the (AFA) American Franchisee Association and Founder of Women In Franchising. Lance's dedication to the franchising industry has also attracted other franchise leaders, such as Lou Gurnick, Lance's mentor and sole franchise consultant. Lou helped found Midas Muffler, was a consultant to Ray Kroc and assisted Tom Monahan in taking Dominos Pizza to Europe. Lou has over 50 years experience in franchising. Lance has also co-authored the book "Franchising 101" published by Dearborn. This book is co-sponsored and distributed by the Association of Small Business Development Centers (ASBDC). Over one million copies were sold and distributed to individuals attending government run seminars and who are interested in starting a business or buying a franchise. Lance Winslow also authored a book "How To Run A Successful Car Wash Fundraiser" which is geared towards helping non-profit groups raise money. It will be on the shelves of most large retail bookstores



soon, as well as an abridged version available on The Car Wash Guys web site. We are also negotiating with Iuniverse.com to make this book available to the world.

Lance led Car Wash Guys International through the rigorous screening of the United States Small Business Administration (SBA) to become an approved franchisor eligible for franchisee funding. A task that fewer than eight percent (less than 250) of all franchisors have accomplished.

Lance was 100% owner of Car Wash Guys International, Inc. up until the day it was closed. He doesn't have to answer to stockholders, partners or venture capitalists; only to his team members, that's you, the franchisee.

Lance has added modules to WashGuy.com. These modules include: House Wash Guys, Aircraft Wash Guys, Awning Wash Guys, Graffiti Control Guys, Deck Wash Guys, boat Wash Guys, Tractor Wash Guys, Window Wash Guys, Mini-blind Wash Guys, and Concrete Wash Guys.

Lance Winslow is organizing his own Foundation to help with important issues in the world for the betterment of all man kind. For more information go to: [www.lancewinslow.org](http://www.lancewinslow.org).

Lance and his team are conducting test markets of the following additions to the team: mobile oil change trucks, mobile bed-liners and other coatings, fixed site car washes, 8-bay detailing super centers, truck detailing shops, pontoon boat washing units, and chemical snow removal units. He is engineering an electric powered hydro-cushioned car wash truck. Lance and his team are working on two books:

"The Power of Presence - Brand Name Marketing Warfare"

"Perseverance x10<sup>10</sup> - One Man's Vision, an Entire Team's Destiny"