

The Sea Coast Echo

Pass Christian employs Leader Alert system for emergency announcements

THE SEA COAST ECHO (June 23, 2005) - Pass Christian officials have installed Leader Alert, a scalable, one or two-way, rapid-deployment alert platform, to enable them to quickly reach residents in seconds with emergency information.

"Originally, we planned to deploy the Leader Alert system just for the harbor, but the police and fire departments wanted to use it as well," said Malcolm Jones, city attorney for Pass Christian. It could be vital to alert residents to railway spills, weather evacuations or even boil water notifications after water pipe repairs, he noted. The fire department plans to use it to call in volunteer firefighters.

Harbor Master Willie Davis said before Leader Alert, he had to have someone sit down and dial up every one of 400 boat owners to inform them of a problem, such as, bad weather, a leaking boat or an oil spill. "It can tie up a man all day, which meant he isn't available to help us with harbor duties," he said. "With Leader Alert, I can push one button and send out a message to every boat owner or just the few I need to reach. I can even do it from my cell phone, so I can be out there trying to save boats."

Leader Alert, a product developed by Leader Technologies in Columbus, OH, has been designed to remove the human

element by setting up an integrated system that responds automatically, instantly alerting as few or as many people as desired, via phone, cell phone, Blackberry or email. Those who are alerted by phone can acknowledge the call on whatever device they are using, and all those who responded can be accounted for in a database that records information about the alert. Officials in charge will know instantly who has been contacted and when. Leader Alert costs just 9.5 cents per leg, per minute.

"The system eliminates the time-consuming and out-of-date phone tree dialing system and gives officials the tool they need to alert a city block or an entire city," said Leader CEO Keith L. Voigts. "You can go city-wide, county-wide, state-wide, even nationally and internationally with this scalable system."

He said the system could be used to alert parents about school closings to warn of flooding dangers or even replace tornado sirens. It could be invaluable for security purposes as well." Leader Alert is able to securely receive any kind of human or detection signal and alert people or groups automatically via many communications tools. Leader Alert is powered by Leader's "Digital Leaderboard" technology, which has received validation by the U.S. Dept. of Energy's Lawrence



Pass Christian Harbor Clerk Glover Hayden being interviewed by ABC TV-13 WLOX on June 17, 2005 about Leader Alert.

[Click here to view the TV news story](#) 
(Real Player)

Follow Up Note: On July 5, 2005 **Tropical Storm Cindy** and on July 10 **Hurricane Dennis** hit the Gulf Coast. Pass Christian Harbor officials used Leader Alert®. Glover Hayden said, "It works very well. Boat owners got the message loud and clear and were very appreciative of the early warning."



Livermore National Laboratory for use as a rapidly deployable security system.

For more information, contact Mike McKibben or Jim Sobwick at (614) 890-1986.

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