



The Fire Flyer

FIRELINE CORPORATION

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July 1, 2010

A WORD FROM THE PRESIDENT

To start, I'd like to say that it is very difficult for me to write this article. In the past, I acted as the newsletter editor and every quarter would apply to my father to write his "Letter from the President". He always responded promptly and I know he took great pleasure in writing his quarterly address. It seems surreal now to be writing the article myself. Apparently fate had other plans, and I console myself daily that I get the privilege of following in his footsteps. To have him as a parent, a boss, and a role model means that I am very fortunate indeed.

Over time, I am getting more and more adjusted to the tasks required of a president. One of the many new tasks I have taken over from my father is to attend the many meetings and organizations in the industry. These have varied from lectures on NFPA code updates in relation to the new mass notification systems, to the threat of cap and trade in the suppression industry. Spending time at these meetings can be both daunting and educational. Six months ago I was a bit overwhelmed by the amount of things I needed to learn to catch up to my father. But meeting the other distributors and manufacturers in the industry, and seeing the ongoing education that is required to run a business, I now realize that my education in this industry will continue on indefinitely. People who have been in this business 30 plus years are asking me questions about our operations just as much as I am asking questions about theirs. We are all attending the same lectures on how to improve receivables and how to adjust to new health care laws. The fire protection industry is forever changing, business is forever changing. By attending these meetings and interacting with the many other companies out there, I am choosing to embrace that change, for better or for worse. Change is inevitable. Whether in the fire protection industry, the world of business, or even in our personal lives. The important thing is we try to always keep an open mind, no matter how uncomfortable it might make us at times. Because being in a constant state of change means we are in a constant state of learning and hopefully, growth. It has taken this much time for me to realize that my father's greatness was not defined so much by how much he knew, but how much he chose to learn. He was always an innovator, and that requires a lot of change. So I hope to follow his example and I hope you all do as well. Thank you for your support and I look forward to growing with you!

"The purpose of learning is growth, and our minds, unlike our bodies, can continue to grow as long as we live." – Mortimer Adler, philosopher and educator



IN THE SPOTLIGHT

Go to page 3 to see who won the Notifier Distributor of the Year award!!

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NFPA Conference & Expo

MANDALAY BAY, LAS VEGAS | JUNE 7-10, 2010



Updates from the NFPA Conference June 2010: It's all about the MNS

The hot topic at this year's meetings was without a doubt, Mass Notification Systems (MNS). MNS incorporates high level technology with effective communications that not only alert people of danger, but inform them where to go safely. As this is a newer form of technology it is largely unregulated. In 2007 it began to gain notice with NFPA as something to be tied into the fire alarm systems. Thanks to lots of hard work by the committee on the NFPA 72 2010 edition, MNS is finding it's way into much of the language, specifically *Chapter 24, Emergency Communication Systems*. MNS is notification at another level. For example- pre recorded voice evacuation leads people to assume to take the emergency exits, such as the front door. But what if there is a terrorist waiting outside your front door? You need to be told to exit into alternate areas. The school shootings at VA Tech are another good example as people we unable to receive up-to date information. Effective communication needs to be, according to NFPA 72-2010, "real-time".

Intelligibility is also an important component of this. If you cannot understand what is being said, what is the point? Old PA systems are no longer as effective as they once were thought. How often have you heard something over the PA, only to say, "what did they say?" Designers are realizing the speakers you put in a carpeted room will have to be very different from one with marble. Therefore, each notification system must be specifically tailored to the job. NFPA 72-2010 recognizes the importance of the intelligibility of the notification systems and seeks to address it.

Why does this affect us? MNS is a growing part of the fire alarm industry. In fact, Notifier has developed it's entire ONYX line (Digital Voice Command – DVC, ONYX Works, and ONYX First Vision) in an attempt to address these growing requirements. Fireline is one of the few distributors in the country installing this software in not one, but two college campuses; Towson University and University of Maryland Baltimore. As the needs for this technology increases, Fireline will have the competitive edge with the knowledge of it's staff. The fire alarm install department is already developing an in-house training facility to train technicians on the proper installation and service of the ONYX line. Look for more information on MNS as it is predicted to become a large part of the fire alarm industry.

By Anna Gavin



National Fire Protection Association
The authority on fire, electrical, and building safety



Using Fireworks Safely

Summer means picnics, barbecues, parades and fireworks displays, especially around the 4th of July. Summer also means an increase in injuries from backyard grills, bonfires and fireworks.

In 2006, an estimated 9,200 people were treated in emergency rooms for fireworks-related injuries, 36 percent of whom were under 15 years old. Children between the ages of 10 and 14 were at three times the risk of fireworks injuries than the general population. About a third of the injuries were from small firecrackers, 21 percent from bottle rockets and 20 percent from sparklers. In 2004, fireworks caused \$21 million in direct property damage.

The National Safety Council advises that the best way to safely enjoy this 4th of July is to watch a public fireworks display conducted by professionals.

However, if fireworks are legal where you live and you decide to use them, be sure to follow these important safety tips:

- Never allow young children to handle fireworks.
- Older children should use fireworks only under close adult supervision.
- Light fireworks outdoors in a clear area away from onlookers, houses and flammable materials.
- Light one device at a time; maintain a safe distance after lighting.
- Do not allow any running or horseplay while fireworks are being used.
- Never ignite devices in a container.
- Do not try to re-light or handle malfunctioning fireworks; douse and soak them with water and discard them safely.
- Keep a bucket of water nearby to fully extinguish fireworks that don't go off or in case of fire.



Fireline Bringing Home The Awards

Fireline came home a big winner from the 2009 Notifier Distributor Conference winning three awards each more impressive than the last. Notifier is the largest manufacturer of engineered fire alarm systems and has over 400 distributors worldwide so these awards did not come easy.

Fireline's first award is the Million Dollar award based solely on sales for the year, second is the Diamond Distributor based upon excellence in the industry for representing Notifier and last but certainly not least is Distributor of the Year whose name says it all.

These awards are a tremendous honor and the entire fire alarm department should be recognized for their efforts in sales, design, installation and field work without them this would not have been possible. Their efforts and contributions to the success of Fireline have been recognized by the entire fire alarm industry.

Congratulations fire alarm department on all your hard work and success!



 **NOTIFIER**[®]
by Honeywell

LEESBURG NEWS....

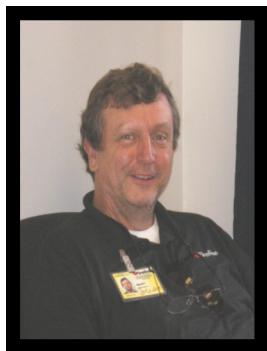
Customers Requesting Employee Training

Since the beginning of May, Tom Smallwood has provided classroom and hands-on training to six different locations. The nice weather has created a large amount of requests to provide safety and knowledge to customer employees. The volume of participants has been very high.

Installation Department

The installation department for kitchen suppression systems has increased in the last few weeks. Justin Fishback and Walt Crawley stay busy to see that the deadlines are met. They both work closely with the Fire Marshals to ensure that final inspections pass. Justin is the manager of the department and is out of the office looking for new installation customers as well as doing the actual installations. He hopes to increase the sales considerably in the near future. That division has installed suppression systems in three concession stands this year.

Introducing



MARTY IBBOTT

Marty is our most tenured employee in this quarters edition he has been a service technician with Fireline for 20 years. For Marty there is no average day sometimes he will be sent out to three or four smaller jobs and other times he will work on a job for a week or more. Some jobs are in clean air conditioned buildings and others are chemical or nuclear plants. He enjoys just the right amount of routine and surprise. "Sometimes I'm saying got it and pressing a reset button and other times I'm fixing a make and model fire alarm I've never seen before while assuring the customer everything is under control."



HARRY LOWMAN

Harry works in the suppression department installing the electrical side of suppression systems. He installs such things as control panels, A/V's and pull stations and has been doing this for Fireline since 2002. Harry is a friendly and outgoing employee which makes going to different job sites and meeting new people his favorite part of the job. He says he enjoys working with other Fireline employees from other departments learning new things and that he takes pride in his work because he knows that what he does saves people's lives as well as their belongings.



**CHRISTOPHER
TROUTMAN**

Chris has been with Fireline for 6 years and in the Fire Alarm Industry for fifteen. He is a Senior Designer in the Fire Alarm Department and has a NICET Level 4 certification in Fire Alarm Systems. Fireline was the first company to install Notifier's new NFN High Speed Network at the University Of Baltimore, with Chris as the designer. He is also currently working on a 42 building NFN Network for the University of Maryland at Baltimore. Chris enjoys designing Fire Alarms Systems, but he says: "Fire Alarm Design is pretty much the same at any company, but what is different about working for Fireline is they actually care about their employees, and that's a special bonus".



JULIO CASTRO

Julio joined the Fireline team in March of 2008, his job involves servicing kitchen suppression systems and fire extinguishers, out of the Leesburg office. Julio has the most difficult service area, which includes the DC metro area and Southern Maryland. Although his area is wide-spread, he manages to keep his workload moving in addition to picking up new customers along the way. The Leesburg office has received many compliments on his professional manner, sense of humor and ability to speak Spanish which is a plus in dealing with a versatile customer base. Because of his reputation, it is often requested that he return for future services.

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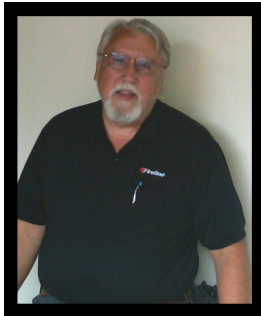
Kudos



NATE HAWKINS

Fireline received a phone call from Susan Helander, Property Manager of The Lofts in Arlington, VA complimenting Nate Hawkins for his technical expertise and dedication in correcting a multitude of fire alarm problems at her property. Ms. Helander noted that "Nate is the most knowledgeable fire alarm technician she has ever worked with" and that her experience with Fireline has been wonderful.

Thanks Nate!! Fireline is proud to have you representing them!!



RALPH MASON

Ralph Schwartz of Obrecht Properties gave unsolicited praise of his "favorite technician" Ralph Mason saying "he knows this business and always fixes the problem." Mr. Schwartz is in charge of Northwest Medical Center, where we just put in a new fire alarm system, and Quarry Lake Properties.

Congratulations Ralph!! Keep up the great work!!



DENISE CAMPBELL

Aleta Bryant with Baltimore City Fire Department wrote in thanking Denise for her assistance, quick response and detailed information regarding her account. She is quoted saying "Thank you for the tremendous effort you made clearing this account up it wouldn't have been possible without you."

Way to go Denise!! Thanks for pitching in and being part of the team!!



TIM FOGLE

Following a meeting with Coppin State, Janet Werner reports that Tim Fogle was described as "the perfect example of excellence in customer service."

Thank you Tim!! Customer service is a top priority!!

Happy Birthday

Second Quarter Babies

April

Linda Abdow - 2nd
Wayne Bennett - 28th
Dennis Bryant - 11th
Steven Campanella - 26th
Douglas Henninger - 22nd
David Henson - 11th
Mark Reedy - 4th

May

William Bonney - 9th
Gary Cox Jr. - 18th
Kevin Daly Jr. - 4th
Lisa Douglass-Blair - 30th
Charles Harris III - 31st
Freddie Harvin - 26th
Matthew Meyers - 1st
Richard Sigethy - 8th
Steven Twain - 15th

June

Stephen Austin - 12th
Phillip Bowers - 26th
Robin Busch - 29th
Anthony Cadogan - 15th
Kelly Coon, Jr. - 9th
Cathy Cox - 8th
Loren Crookshanks - 16th
William Donohue, III - 25th
William Gibb - 12th
George Halstead - 3rd
John Kneisley Jr. - 7th
Christopher Troutman - 24th
Robert Turner, Jr. - 2nd
Angela Vannoy - 20th

Thank you for being a part of the team!!

April

William Anderson - 3 years
William Carter - 1 year
Frederick D'Anchino, II - 6 years
Arthur Decker, Jr. - 12 years
Lisa Douglass-Blair - 2 years
John Doyle II - 12 years
Anna Gavin - 3 years
Michael Grow - 1 year
John Harte - 45 years
David Henson - 3 years
Harry Lowman - 8 years
Norman Mason - 19 years
Daniel Nieves - 6 years
Sharon Rose - 30 years
Kenneth Scholl - 14 years
Steven Twain - 2 years

May

Marcus Beckwith - 2 years
John Bilz - 16 years
Steven Campanella - 3 years
Dylan Fogle - 4 years
Martin Ibbott - 20 years
Rupert Mangal - 1 year
Eric Perkins - 2 years
James Porter - 9 years
Daniel Reedy - 5 years
Albert Riefflin - 10 years
Eric Robertson - 2 years
Samuel Sudano - 1 year
Janet Werner - 4 years

June

Shaun Austin - 10 years
Mark Dyson - 1 year
David Fogle - 9 years
David Gates - 8 years
Timothy Geiger - 2 years
Joseph Mooney, Jr. - 1 year
David Riggs - 11 years
Christopher Troutman - 6 years

Anniversaries

EMPLOYEE ANNOUNCEMENTS

“Welcome Aboard” - Bobbi-Jo Hall, David Dunn, Craig Steinbock, Julia Keppley Keith Smith, Sr., Ryan Witt, Rob Kershner & Jeff Smith.

“Congratulations Employee Recognition Award Winners” - In April: Karen Cobb, Rich Sigethy and Steve Twain.
In May: Mark Rufus, Kevin Young and Nate Hawkins.

“Wishing Angie Vannoy (Jupitz) and Eric Robertson a speedy recovery” - They both recently suffered broken ankles and are on home restriction until further notice. Angie required surgery and the insertion of 2 screws to repair the damage there is no further information on Eric.

