

September 2017



FEATURING:

# Lights, Camera, Action

ALSO IN THIS ISSUE:

- FIRELINE CELEBRATES 70 YEARS!
- THIS EDITION'S TOPIC -SALES VISITS SITES
- QUOTES FROM THE FIELD





# President's Pen



## Happy 70th Anniversary Fireline!

*By Anna Gavin*

On August 1st we celebrated our seventieth year of business. When my grandfather came home and told my grandmother he was going to quit his job as an accountant and start a fire extinguisher company, she thought he was crazy. And here we are today. 200 employees and growing. We protect historic properties like Mt. Vernon and Monticello. We work with government agencies like the Social Security Administration and places I can't name without getting in trouble. We work in hospitals and large universities. And we service the local pizza shops and grocery stores.

Fireline has come a long way and all of it's successes are a direct result of the hard work our employees have done along the way. Thank you for 70 great years and here's to 70 more!

**FIRELINE**  
**70**  
**STRONG**  
**1947-2017**







# THIS EDITION'S TOPIC

## Sales Visit Sites

Sales Reps get the opportunity to visit lots of different sites. We've asked some of them to share the most interesting jobs they have seen

### DENNIS BRYANT, SPECIAL HAZARDS SALES

"One of the most interesting jobs I have sold was at a museum. We installed a Novec 1230 suppression and a Vesda detection system to protect a room that was dedicated to preservation of all of the known books, plans and manuscripts ever written on flight. There were books and writings on all types of flight. If you think about it, the Wright Bros. only took their first flight just over 100 years ago, but other types of flight have been around much longer. Balloon flights were around in the 18th century and kites have been around thousands of years. It was really cool to get to see the behind the scenes things done to preserve these important documents and to also get to some the artifacts that so few people have ever seen before."

### DAVID GATES, SERVICE SALES

14 years ago while surveying a suppression system for testing and inspection on Aberdeen Proving Ground, my guide at the site warned me about the Mustard Gas they were destroying where the suppression system was. As we walked towards that building he pointed out the outside storage area just beyond a short row of buildings where there were hundreds of 50 gallon barrels filled with the Gas.

His last warning was, "don't walk between that row of buildings toward the storage area", then he pointed to 3 machine gun towers and said, "those guys shoot to kill". I was

so concerned about the gas, I never saw machine gun towers. Turns out there were more machine gun towers and another couple storage areas. I was very careful where I walked and what I touched. I don't remember if we got the contract, but for once, I obeyed rules.

### GARY HODDINOTT, FIRE ALARM SALES

The most interesting job I have ever sold was a Keltron Wireless monitoring system. This job was a design build turnkey project with four phases that Fireline sold to a campus wide military facility. The Keltron wireless monitoring system is an event management system with transceivers on a network providing two-way alarm transmission from monitored fire alarm system locations to a central receiving station.

Being one of my biggest turnkey jobs to date, this was very challenging and provided me with a valuable learning experience. The installation consisted of running wire, installing transceiver panels, mounting roof top antennas, programming, final connections, and even pouring a concrete pad for the base antenna tower. Not to mention the design phase and countless meetings. This exciting experience helped me to understand government job requirements and to effectively design and coordinate all turnkey fire alarm installation projects from start to finish.

## ANSUL TRAINING

In early June some of our sprinkler techs went to Ansul Foam School to get training on refilling bladders on foam tanks. Not something you come across everyday!



**RON EURE, SYSTEMS SALES MANAGER**

BLACKHAWK DOWN!! Hopefully not. Nearly 18 months ago, Fireline's Special Hazards and Fire Alarm Divisions contracted to renovate and update a large helicopter hanger which services Blackhawk Helicopters at a large Army Base. Fireline is installing the Fire Alarm System and partnering with one of our subcontractors for the installation of the foam system. Oh, I almost forgot, now we are adding a "paint booth" for the Blackhawks. Installation should be interesting. Can't wait for the day we test the foam system and fill up the hanger.

**CHARLIE MISKIMON, SERVICE SALES**

I have learned that every customer has a story. Most of the jobs I have sold in my 12 plus years at Fireline all seem to have similar fire protection equipment. Customers like cyber security for the US, funeral homes, prisons, hospitals, garbage dumps, schools, etc. And I have been there helping them with their fire protection needs. While these are all very interesting places and applications for fire protection systems, it is the customer's stories that I find most interesting. For example:

• **Hold the Door**

Fireline provides all services, fire alarm, sprinkler, monitoring, for a strip mall in Annapolis. I had to meet the fire marshal the day after fire trucks were called to the strip mall for a gas leak. Reason for the call was an employee left the gas on one of the burners at a Chinese carry out restaurant. The restaurant owner was on site that morning and was upset because the fire department broke down his doors at the restaurant. No lock box keys fit his door. What really upset the owner was that once inside they shut off the gas and then broke down the back door to vent the place. Why did the volunteer fireman bust down the back door instead of just unlocking it by turning the lock on the door????

• **Body Work**

Body shop paint booth job. While on site to look at the paint booth, the owner asks me if I wanted to see a really nice expensive car. Of course I did. He showed me a \$150,000 Bentley, midnight blue with a cream colored convertible top. He asks me if I could spot the damage. Looking at the passenger side of the car I saw no damage. On the driver's side there were about 15-20 bullet holes. I ask him who it belonged to and what happened. He told me a guy dropped



it off gave him \$20,000 in cash and said he would be back to pick it up in a month.

• **Secure the Lot**

I had just sold a new account that was a high security US Government facility. Fireline was providing all services; fire alarm, sprinkler, kitchen hood, extinguishers, fire pumps & backflows. Remember the earth quake we had in August 2011? Well the day after that happened I called the facility to see how they made out. The only problem they had was their people. Being a high security facility all employees must have their security badge scanned to get in or out of the building. When the earth quake hit hundreds of employees jumped the security gates to get out of the building. When it was clear to come back in the building there was chaos as the security team had no idea who was in or out of the building. Our equipment worked fine as a pull station was activated and the alarm and strobes all functioned properly.





# On the Cover

## LIGHTS, CAMERA, ACTION

On a hot Saturday morning a few volunteers got together to light fires, do some acting and put together a fantastic new training video for our customers. Mark Meyer and Lisa Malone worked with media advertising company Sympatico, to build the video, from script to final edits. Anna Gavin asks them about the video shoot.



Watch the video here:

<https://youtu.be/GCZ08hAdnRQ>

**AG:** Both of you worked to develop this new training video. Can you explain what it will be used for? What did we use in the past?

**LM & MM:** This new training video will be used for the classroom portion of the fire demo training classes that we provide to our customers. In the past we used an out dated stock fire safety video that was purchased online.

**AG:** After some convincing, you brought me around to the idea of making our own (with the assistance of a media company). How did the idea get going and who participated in the project?

**LM & MM:** We would always talk about the idea of making our own training video ever since myself, Mark, and David started teaching classes together. We thought we could provide a great cast of characters using our own technicians for the video. Once we got the okay to move on the project we reached out to a few production companies. We brain stormed ideas and a script was created. Myself, Mark Meyer, David Henson, Collin Creighton, Bobby Nicewander, Todd Bates, and Matt Meyers all participated in the video.



# On the Cover *continued*

**AG:** What was the thought process behind the script? What style were you going for in the video?

**LM & MM:** The script centered around our old training video we used. We wanted to keep the great information in it while giving it a fresher look. We knew we had to add some comedic insight into it. The cast we were using alone would fit perfectly for that. Light, funny, but still serious and informational. It was a delicate balance to achieve.

**AG:** The media company that filmed and directed the video – what were they like?

**LM & MM:** Sympatico Media was awesome! They were on board with our “fresh concept” right away. Their ability to “future proof” the training video was just what we wanted. They had a lot to learn about fire protection but true to

their name, “Sympatico” They were very easy to work with.

**AG:** What were some of the challenges of the video shoot?

**LM & MM:** Memorizing lines! We all have a whole new respect for professional actors. That was just the beginning. We lit live fires for the video so that plus the temperature in the high 90’s was rough. The noise from the road, planes and workers next door also proved challenges while trying to record some voiceover stuff outside.

**AG:** All in all, how many hours were put into this project?

**LM & MM:** The meetings before during and after combined were about 3 days worth. The actual video shoot day was about 10 hours.

**AG:** What are your favorite parts of the video?

**LM & MM:** The shop guys being able to participate in the video was great. We had a lot of fun. Also the live fire burns. It’s not every day we set some stuff on fire and get to actually use fire extinguishers.

**AG:** Who is most likely to get an Oscar nomination for their performance?

**LM & MM:** They were all Oscar worth performances. I know the production company had high praise for Bobby. That’s saying something since they have worked with professional actors in the past.



# Don't let this be your retirement savings plan.

## WITH FIRELINE'S 401K PLAN YOU ENJOY

- ✓ Tax savings
- ✓ Employer contributions
- ✓ Secure investments for your future

See Cindy Rueppel, [crueppel@fireline.com](mailto:crueppel@fireline.com) for more information.



**401K**





# Company Snap Shots

**WOMEN RANKED BY 2016 REVENUE**

1	Shapiro
2	BFPE International Inc.
3	Media Works Ltd.
4	M. Luis Construction Co. Inc.
5	EMD Sales
6	Optivior Technologies
7	Squires Group Inc.
8	<b>Fireline Corporation</b>
9	Rudolph's Office & Computer Supply Inc.
10	Up To Date Laundry Inc.
	Smith Mechanical Inc.

**GIRL POWER!**

Fireline was named the 8th Largest Women Owned Business by the Baltimore Business Journal.



*Vesda Installation*



*Steve Clarke Celebrates 40 Years*



*Installing a Water Mist System in a Historic Museum*



*Deluge System Test at BWI*



*Fire Pump Test on a Sunny Day*



*Fireline Recognized for 70 Years of Service by Chamber of Commerce*



*SFPE Golf Tournament*



# Happy Birthday!

## SEPTEMBER

Ken Humphrey.....	1
Lou Lucas.....	1
Erik Noffsinger.....	2
Matt Benfield.....	3
Ashley Jones.....	4
Amber Topi.....	5
Jackie Ulloa.....	6
Harry Lowman.....	8
Dwon Bess.....	13
Janet Griffin.....	18
Jim Colgan.....	21
Mark Meyer.....	24
Robert Stallings.....	24
Tyler Confer.....	26
Rachel Gibb.....	29
Alex Curtis.....	30

## OCTOBER

Ben Smith.....	3
James Porter.....	4
Norm Mason.....	4
Dan Evangelisti.....	6
Mike Touch.....	9
Steve Hale.....	10
TJ Timpson.....	10
Ken Barnhart.....	12
Mike Grow.....	12
Mike Levasseur.....	17
Heather Meyer.....	18
Ken Scholl.....	23
Paul DeMaria.....	24
TJ Smallwood.....	26
Scott Barefoot.....	29
Elizabeth Adkins.....	31

## DECEMBER

Ted Reitterer.....	2
Steve Weiss.....	3
Eric Robertson.....	5
Julio Castro.....	5
Cindy Rueppel.....	6
Francisco Martinez.....	6
Karen Cobb.....	6
Tori Romano.....	6
John Oliver.....	8
Kristi Hampton.....	9
Laurie Pryor.....	9
Brandon Slacum.....	11
Ross Dyott.....	12
Clinton Shell.....	16
Rupert Mangal.....	18
Sean Parsons.....	18
Derrick Meilhammer.....	19
Danica Malone.....	22
Ricky Gardner.....	24
Lane Villers.....	25
Corey Marriott.....	26
Dustin Breeden.....	26
Santos Castillo.....	27
Dan Towle.....	30

## NOVEMBER

Debbie Lanham.....	1
Dave Krenzer.....	3
Robbie Kershner.....	4
Neil Walters.....	5
Chris Denbow.....	6
Barb Haas.....	13
Fred Anders.....	16
Craig Steinbock.....	19
George Armstrong.....	20
Amanda Drury.....	21
Sharon Waters.....	22
Cleyde Soto.....	24
Jeremy Mohny.....	26
Fawn Dyson.....	27



# Never search for your paystub again.

See Elizabeth Zeledon  
x270 for more information.

<https://workforcenow.adp.com>



# Get Yourself on the NICET Wall!

For more information about NICET  
and NICET prep, contact Matt Meyers  
at [mmeyers@fireline.com](mailto:mmeyers@fireline.com)



# Computer Problems?



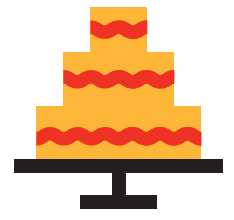
**Relax, Zendesk provides you peace and harmony in your daily IT needs.**

Email [support@fireline.zendesk.com](mailto:support@fireline.zendesk.com) for to get your IT issues resolved.

Your request is important and will be monitored and updated until a solutions is found.



# Congratulations



## Fireline Employees Marry

Kandyce Ward (Accounts Receivable Department) and Daniel Kiser (Systems Service Department)

Married on June 3, 2017.

The two met before working at Fireline but it is still special to see two employees marry.

Congrats Kandyce and Dan!



## Happy Retirement Glenn Jaeger!

Glenn came to Fireline to work part time in his retirement from Springfield Hospital where he was previously their Director of Fire and Safety. His part time gig at Fireline ended up being more full time and lasting 15 years! Glenn is off to his formal retirement where he plans to spend time with family and tend to the goats he has on his farm. Thanks Glenn and enjoy your retirement!



## Happy Retirement Nancy Larsen!

Nancy Larsen has been full time with Fireline since 1986, working in various administrative and billing roles. Nancy is known for her diligent work, big heart and her awesome candy stash. She retired in June of this year and is busy as when she worked here! Thank you Nancy for 30+ great years. We are sad to see you go but wish you the best. Go enjoy that new puppy of yours!



# KIDDOS



## **BRANDON SLACUM**

*From a co-worker*

"When I saw this picture I was impressed! This is definitely an example of taking pride in your work."



## **BRANDON SLACUM (#2)**

*From a co-worker*

The electrician called in recently and said that Brandon did an awesome job programming. Brandon, you are a great addition to the team and we are happy to have you on board! We love getting these types of remarks about our guys, so please keep up the good work! You're awesome and congrats on having a good first week here in the fire alarm department.



## **DWON BESS**

*From a co-worker*

Scott from Benefield Electric said that you are doing a great job with this project and he was very impressed with how fast and how many buildings you have been able to program each trip you make to the job site. He also requested you to be primary technician to finish out this job. This has been a tough and frustrating project, so hats off to you for the outstanding work you've done and keep up the great work!!!



## **DAN EVANGELISTI**

*From a customer*

"I wanted to take a moment to let you know how pleased I am with the service that was received today for a fire marshal follow up to verify some duct detectors were working correctly. There was an issue with HVAC shutdown and it almost caused a fire marshal re-inspection to happen! Dan took the extra effort to figure out the issue and prevented the re-inspection from happening. He could have easily went with the flow and came back to troubleshoot before the fire marshal would have had to come back. I feel that because of his extra effort and excellent customer service skills we were able to save time, money and aggravation. I'm Looking forward to more great service in the future."



## **JUSTIN FISHBACK AND THE RESTAURANT INSTALL TEAM**

*From a customer*

Just a quick note to say, THANK YOU for the extra effort during last week's inspection scheduling. Your extra effort with your Team and the County made the timely difference for Team Choolaah!

## **SYSTEMS SERVICE TEAM**

*From a customer*

"It has and continues to be a pleasure to work with you and all the wonderful people at Fireline. I have been very satisfied with everyone's service. Professional manner and pleasant personalities as well as very competitive prices. You should all be proud of what a very fine company Fireline is."





## **COLIN CREIGHTON AND TODD BATES**

### ***From a customer***

Please extend my thanks and commendation to Colin and Todd yesterday in serving as our instructors for the fire extinguisher training. Both were professional and very easy to understand (and humorous as well). The training went very well.



## **ERIC NOFFSINGER AND ALBERTO ARMESTO**

### ***From a customer***

"Great service today. Eric and Alberto are top notch techs!"



## **WOODY WOODWARD AND RUPERT MANGAL**

### ***From a customer***

"Your technicians were here today exactly on time (actually a little early). I just wanted to say we appreciated their professionalism and courtesy. Based on their review there was nothing to be done to make our old system work so they did not waste time looking at things that didn't matter. These guys knew their business and we trust what they told us."



## **JOHN ROBINSON**

### ***From a customer***

I would like to recognize the excellent work, and work ethic, of John Robinson. He not only performed his duties well, he figured out how to make an old system work for testing and going back on line...not easy or easily known. There were no instructions so it was up to John. In addition, he wrote out instructions, identified the fuses, etc., left a set in the control box, gave one to me and to the Engineer. This was not requested, this was John being working at his standard of excellence.

I asked about upgrades to the system and what additional upgrades that one upgrade would mean dollar wise and project wise. He was quick to assure me that he would contact the property division and person to come out and inspect and provide that information.

I told him that I had requested all tests to be scheduled for 2018 and wanted to know, on that schedule, what tests would necessitate the participation of the elevator company, what tests would necessitate interruption or noise or what residents should expect, and, when for proper notification. He said he would contact the proper party and let them know I wanted detailed information.

Please know that the professionalism and expertise this gentleman exhibited and provided today is recognized, and very much appreciated. I would also appreciate John being involved in testing and other FireLine matters at Chelsea Tower.



# New to the Team

Join us in welcoming these new Fireline employees. Lots of new faces to learn so take note!



*Mark Trent · May  
Leesburg Shop Technician*



*Woody Woodward · May  
Fire Alarm Service  
Technician*



*Gorsha Reitterer · May  
Special Hazards Designer*



*Mike D'Angelo · May  
Baltimore Shop Technician*



*Mike Rich · May  
Sprinkler System Designer*



*Mike Touch · May  
Leesburg Restaurant  
Systems Technician*



*Kristi Hampton · June  
Repair Quote Estimator*



*Troy Danner · June  
Special Hazards Technician*



*Tori Romano · June  
Front Office Receptionist*



# NEW TO FIRELINE?

Join our private Facebook Group. Search for “Fireline Employees” and request to be added.



*Amanda Whitehurst · July  
Leesburg, Administrative  
Assistant*



*Gabriel Cajigas · July  
Fire Alarm Service  
Technician*



*John Hartman Jr · August  
Fire Alarm Service  
Technician*



*Anthony Campos · August  
Systems Service Manager*



*Jim Malone · August  
Systems Service Helper*



*Joe D'Antoni III · August  
Sprinkler Service Technician*

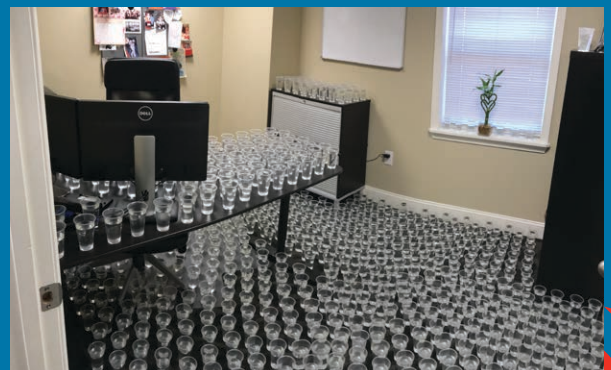
## OFFICE PRANKS

In the Fire Alarm department, going on vacation means your co-workers have access to your office.

*Chris Troutman's Office – Turned Into Winter Wonderland*



*The Payback: Rich Sigethy's Office – Thirsty Anyone?*



# Quotes From the Field

{ While providing fire protection we sometime come across situations where we get to see our product in action. What are some cases you have seen where our systems have done their job? }



"Two little boys were playing with a stove in an apartment complex we service. No one was hurt and the sprinkler put out the fire. But you can see from the photo that the damage could have been worse without the sprinkler."

~Ken Radke

"A restaurant in DC had a fire on a charbroiler last week. The Ansul system successfully extinguished the fire and contained it to the charbroiler. I came in, flushed and refilled the system and had the restaurant reopened in a few hours."

~Alan Holmes

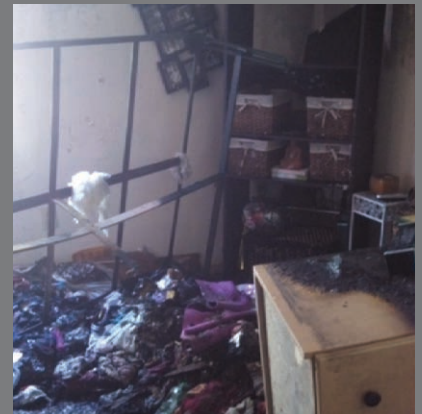
"We used to do the explosion suppression system at the Texas landfill in Cockeysville. They had several "false" discharges. The customer got tired of paying for the very expensive refills so they ran the process with the system bypassed. A week later they had an explosion the blew the roof off of the building. They ran with the system armed from then on."

~Frank Chenoweth



There was a second floor storage room, at a hotel. The fire is still under arson investigation. One sprinkler head put the fire out. No one was hurt. The hotel was fully occupied."

~Ken Radke



"At a college campus we service one girl was burning a candle in her room, went to take a shower. Three sprinkler heads went off to put the Fire out, nobody was hurt."

~Ken Radke

"I took a service call in Towson about a month ago. I'd rather not say what customer it was due to the nature of the incident. A man had a full blown meth lab in his unit. There was an explosion in his kitchen from the chemicals he was using. Due to his little operation he had going on, he naturally did not have the proper sprinkler heads in his unit..... However the 2 sprinkler heads that did go off went off quickly and put out the fire and minimized the fire damage. The property manager was very impressed with the sprinkler system."

~Stephen Dreyer

"Charlie Moore and I were conducting a fire pump inspection test at the Rockville courthouse when the fire pump controller caught on fire. We both had the wherewithal to act quickly in putting the fire out while videoing at the same time for possible liability or insurance purposes."

~Greg Diaz

# DO YOU HAVE AN IDEA?



Fireline is always looking for ways to improve how we work and do business. We value your thoughts and perspective, so please submit your suggestions on the homepage of Firenet.



# Make it to Happy Hour on Time

## PROVIDE CUSTOMERS...

- Fast Response.
- Efficient sales and service.
- Quality installations, inspections, and repairs.





# EMPLOYEE RECOGNITION AWARD



2ND QUARTER - FRANCISCO MARTINEZ  
SPECIAL HAZARDS



2ND QUARTER - EDWIN MONTANO  
SPRINKLER



2ND QUARTER - RICKY GARDNER  
SYSTEMS SERVICE



2ND QUARTER - BOB NICEWANDER  
PORTABLES SERVICE



2ND QUARTER - ANGELA LESTER  
EXECUTIVE ASSISTANT

## *Safety Incentive Program*



JOE MURRY • APRIL



MIKE HAAS • MAY



STEVE WEISS • JULY



JOHN PIERCE • AUGUST

# MONTICELLO

Fireline is proud to be the new service provider for the Thomas Jefferson's Monticello. Know that house on the back of the nickel? We protect that! There is a Water Mist System and Vesda system that protect the facility. Fireline personnel visited the site with a private tour and insight into the historic home.



## SAFETY TRAINING DAY

While Fireline often teaches safety training to our customers, we took some time to do some training for ourselves. Lisa Malone and the portables department did their live fire demos while Matt Meyers took folks up to the warehouse for some fire alarm 101.

# got extinguishers?

Fireline offers our employees fire extinguishers, smoke detectors and carbon monoxide detectors for purchase at 10% over cost. If you are interested in purchasing any of the above contact Phil Bowers at extension 235.



# **Fireline** *Anniversaries*

## **SEPTEMBER**

Cindy Rueppel	39 Years
Erik Noffsinger	20 Years
Ted Reitterer	20 Years
Dan Evangelisti	13 Years
Justin Fishback	13 Years
Matt Williams	11 Years
Robbie Kershner	7 Years
Kevin Federline	6 Years
Ben Smith	2 Years
Collin Creighton	2 Years
Kirsten Chandler	2 Years
Alan Holmes	3 Years
Jason Swieczkowski	1 Year
Alex Curtis	1 Year

## **OCTOBER**

Frank Chenoweth	33 Years
Jim Colgan	12 Years
Laurie Pryor	11 Years
Ken Humphrey	9 Years
Shannon Adkins	8 Years
Matt Benfield	6 Years
Mike Levasseur	6 Years
Deshawn Brown	3 Years
Jason Litten	3 Years
Marvin Clark	3 Years
Steve Sensibaugh	2 Years
Joe Dieumegarde	1 Year
Tim Gott	1 Year
Matt Adams	1 Year

## **NOVEMBER**

Kelly Coon	38 Years
Bill Gibb	21 Years
Dan Davidson	19 Years
Ron Eure	9 Years
Elizabeth Adkins	4 Years
Fred Anders	3 Years
Jimmy Keedy	3 Years
Keith Chaffman	3 Years
Kyle Dean	3 Years
Carrie Schyan-Watkins	2 Years
Samuel Jean	2 Years
Tyler Smith	2 Years
Joseph Parmer	1 Year

## **DECEMBER**

Todd Everitt	34 Years
Ike Austin	33 Years
Dennis Bryant	21 Years
Jeremy Mohney	15 Years
TJ Smallwood II	15 Years
Lane Villers	13 Years
Vee Ouk	4 Years
Ashley Jones	1 Year
Dan Towle	1 Year

