

December 2016



FEATURING:

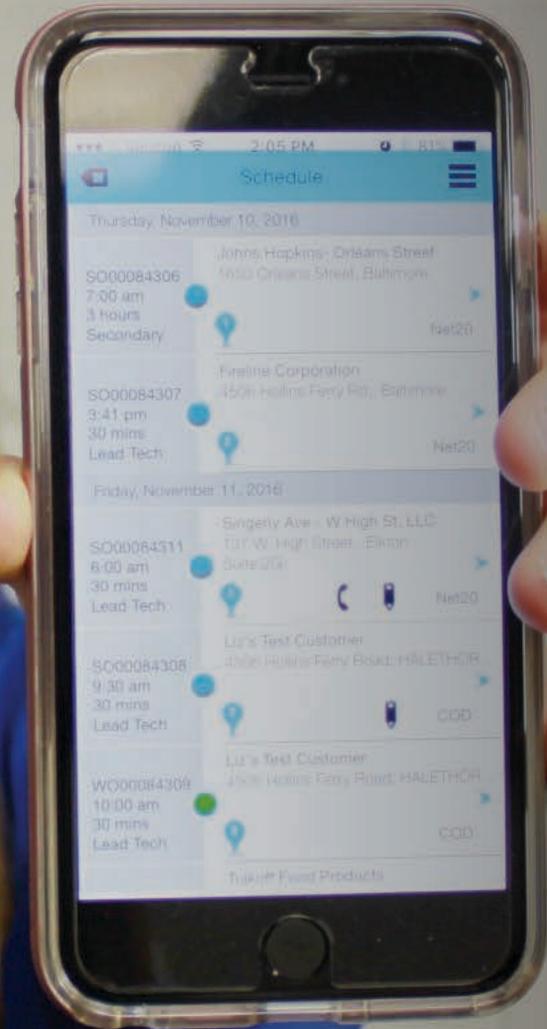
# New Mobile APP

*Elizabeth Adkins*

Meet the woman behind the implementation of Fireline's new PZ APP.

ALSO IN THIS ISSUE:

- HOLIDAY PARTY PHOTOS
- HIGHLIGHTS—SALES, TECHNOLOGY, & INDUSTRY
- THANK YOU LETTER





# President's Pen

---

*By Anna Gavin*

The Sales teams are always trying to sell. The Operations teams are always working to meet our customer's needs. Admin is busily working to make sure invoices are sent, payroll is complete and the bills are paid. We hire people, we lose people. We grow. We do what needs to be done to make this company work.

Beyond this we are always looking to improve. This requires a lot of strategy, projects, and teamwork. And it makes for a busy year. Here are some of the things we have accomplished in 2016.

## **PROCESS CHANGES:**

**Launched mobile application for (most) service techs** – By far the biggest undertaking of 2017 was launching the new mobile application for the service teams. This application allows techs to process tickets (no more paper tickets!) and enter time against jobs. This involved beta testing, troubleshooting, small group rollouts and eventually phasing out the paper tickets. By next year we hope to have all field personnel on mobile as the remaining crews do not have the same volume or complexity of process.

## **Improved our process for collections in our AR department.**

We divided up tasks and roles of our collections team and better utilized our debt collections agency. We also changed our terms from Net30 to Net20. In just one year we have improved our overdue collections by 40%!

## **Improved inventory practices and reduced on-site**

**inventory.** Routine truck checks and new procedures in the warehouse allowed for the best inventory count we have

had in over a decade! We removed many obsolete parts and redefined many of our inventory practices.

## **PERSONNEL CHANGES:**

### **Launched a new organizational structure with the**

**announcement of our two Directors of Operations.** In July Shannon Adkins (Service) and Rich Sigethy (Systems) took over their new roles as Directors of Operations. They have been training for these positions for several years and now successfully oversee the operations of the company.

We are already seeing great results. This has been a great relief for me!

### **Developed the Training Coordinator position.**

Matt Meyers came in the office to take over as our new Training Coordinator. By doing this we are investing in your training so you can continue to learn and better serve our customers.

### **Leadership changes and leadership development.**

In July we said goodbye to Phil Bowers after 50 wonderful years. Mike Levasseur took over as Portables Manager in Baltimore after training with Phil for the six months prior. TJ Smallwood took over as the Pre-Engineered Department Manager in Baltimore, folding restaurant and vehicle systems teams under one manager. Since then Restaurant bookings in Baltimore are up 73%! We also have several new supervisors in place including Chris Troutman in Fire Alarm Design, Derrick Meilhammer in Vehicle Systems and Amanda Drury in Systems Service Dispatch. These individuals and several others are currently enrolled in leadership training program and learning about how to become Fireline's next generation of leadership!





*The management team collaborating on various projects*

In addition to these things we have many projects that are close to completion by year end. They include:

- A new COD process for COD customers that will dramatically reduce the need for COD collection at the customer site.
- A customer survey to be sent to all customers across multiple departments – the feedback will be used to analyze how we can improve in the future.
- A new contract review process. Reviewing “legalese” can be a time consuming and painful process for Cindy and myself. This method will help sales with better communication during the process.
- A new edition of the handbook. It’s been since 2012 folks, we were due for an upgrade. Some good updates for staff are included and nothing too drastic - we promise!

There are probably about a hundred other changes we have made in the past years that I am forgetting. Just know that all of them are intended to make us stronger – both for each other and for our customers. 2016 has been my favorite year so far – I look forward to more like it. Thank you all and have a wonderful holiday season. 2017 is nearly here!

## FROM THE FIELD OUTTAKES



*Did you know that this is Cindy's first time on a job site since she started... 38 years ago?*



# TOPIC OF THE QUARTER

## “What did you learn about your team in 2016?”



**SHANNON ADKINS**  
DIRECTOR OF SERVICE OPERATIONS

Even though they have only been part of my team for the past six months we have always been part of the bigger team. We have always had Fireline's

best interest in mind and have been working toward the same goals.

What I have learned is we each have our strengths and weaknesses and each bring our own unique perspective to every conversation. I have learned that, by creating a safe environment where no idea is a bad idea and by strengthening our relationships, we can push each other to achieve higher goals and greater successes.

As we approach the New Year I look forward to learning more and continue building a strong collaborative relationship with my team.



**RICH SIGETHY**  
DIRECTOR OF SYSTEMS OPERATIONS

2016 was an interesting year for the Systems departments of Fireline. After talking with many of the employees, we found that most people felt we

needed more training. So in response, we hosted several large classroom trainings for both the systems and service departments. These included Xtralis, AES, and Telguard. In 2017 we are partnering up again with the service department to host Notifier for two weeks for continued training at the beginning of the year. Since our industry is changing so rapidly, Fireline created a Training Coordinator position. This position has already assisted on the Fire Alarm Systems departments and we are very excited to see how it will positively affect other departments as we move forward.



**MIKE LEVASSEUR**  
PORTABLES DEPARTMENT MANAGER, BALTIMORE

The Portables department has gone through a complete major change this year. “Fireline Phil” retired and I was chosen to take over his role as

Manager. Most recently, the department was short staffed having lost a key member to an injury.

The whole team was immediately supportive, and mostly concerned with how they could help and contribute for the better of the department. Both street and shop techs all worked together as a team, to help each other out and make sure the work got completed.

Over 2016 I learned many things, most importantly is that the department will all do and want to do what is best for Fireline. Knowing that, and how everyone works together as a team, we can get through anything!



**TJ SMALLWOOD**  
PRE-ENGINEERED MANAGER, BALTIMORE

2016 has been an amazing year of growth and opportunity for the Pre-Engineered departments.

This year has been big for Restaurant Service and Install. We have gained the workload from Captive Aire for all the installs in the Baltimore area. Since getting this work in September, the amount of installs we have on the schedule has more than tripled. In addition we have also started doing service and install for dry chemical paint booths. With these changes, the guys have also been faced with the challenge of getting new management that is completely different than what they had become used to. During these changes Reggie, TJ and Paulie, have shown that they have



the experience, willingness and dedication to overcome any challenge, and take us to the next level in 2017. I would also like to welcome Joseph Parmer to the team.

It has also been a busy year for the Vehicle department. It seems for the last 2-3 years, we have been working shorthanded, due to injuries, turnover or disability. During this time the work has not slowed down and we keep picking up more projects. But with Derrick becoming supervisor and Dan, Armando, Clint, Chris and new comers Sam and Kyle behind him, this team can handle any challenge I give them. All of these guys have shown, no matter how much work we have, I can count on them to get it done. Even if it means working 6 or 7 days a week and holidays for months at a time. Thanks for your dedication and loyalty.



**KAREN COBB**  
**SYSTEMS SERVICE MANAGER**

2016 was an exciting year for System Service Department, PZ Mobile has for the most part been fully implemented and with that came some challenges. But what really stood out was that we

are more of a team than ever before. From the challenges that we came across in dispatch and are still working through with updates and the little glitches everyone has been extremely patient with all of it. The technicians have been very patient and helpful – there is a learning curve for everyone and the “teamwork” that was demonstrated has been incredible. We have a team that has good ideas and thinks outside the box when facing challenges and are willing to reach out to their coworkers if they are struggling. The fact that we had to “lean” on each other to get mobile going has extended to field work, dispatch and to other departments.



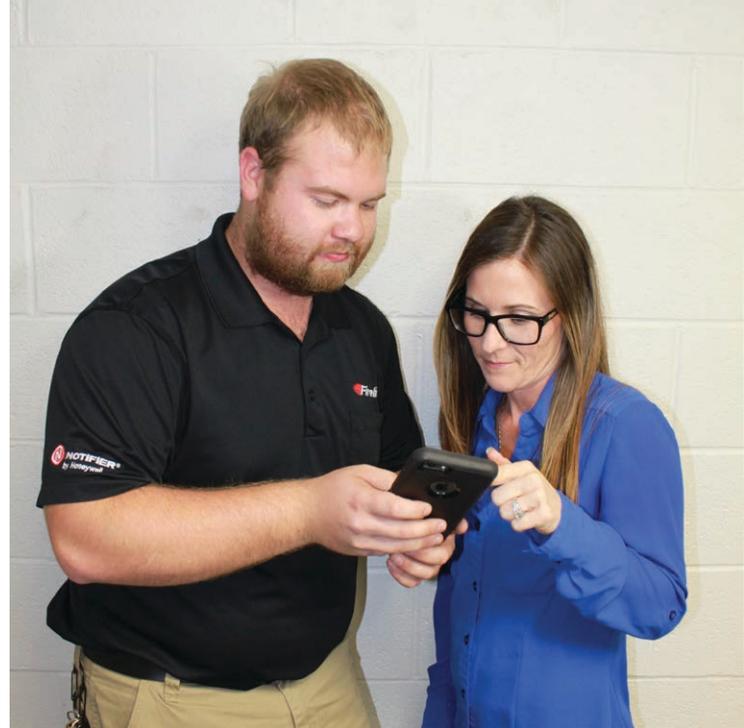
**TED REITTERER**  
**SPRINKLER SYSTEMS MANAGER**

I learned that everyone really cares and wants to do the best job they can do. The newer techs are asking for more responsibility and when given the opportunity they thrive. We have a great dependable team that cares about the company and each other. It's always been a struggle for me to delegate authority but in 2016 I was determined to work on it. The office staff and field crews have responded positively and it has certainly made my job easier.



**JUSTIN FISHBACK**  
**BRANCH MANAGER**

2016 has been one of the busiest and most profitable years for Leesburg that I can remember. Our technicians have contributed to this considerable growth by working many long days, nights, and weekends, and have done so efficiently and professionally. One thing I have learned about my team is that each member has a very supportive family behind them at home making it possible for them to work long days on short notice. As managers we don't often get the chance to recognize our supporting cast, so I want to take this opportunity to thank each and every one of you. I couldn't do my job without my technicians, and they couldn't do their jobs without you.



# On the Cover

## ELIZABETH ADKINS

We've talked about PZ Mobile a lot this year. Meet the woman behind the Fireline rollout who diligently worked to test, train and troubleshoot our new mobile application. President Anna Gavin asked Liz Adkins a few questions about PZ and her experiences here at Fireline.

**AG:** Before coming to Fireline what did you do?

**EA:** I was the Administrative Assistant to the Director of Nursing & Nurse Recruiter for Spring Grove Hospital Center

**AG:** What was that like in comparison to your current role in the PMO?

**EA:** If I'm being honest, there really is no comparison. It was a very slow paced job and I'm such a fast paced worker, which lead me to my next journey in life; here.

**AG:** You probably know more now about fire protection than you ever imagined. What about it did you find the most interesting?

**EA:** I think it's so interesting how many different types of Fire Extinguishers there actually are, I always thought there was just the one red extinguisher you always see hanging on the walls in buildings!

**AG:** With the PZ Mobile rollout – what was (is) the biggest challenge?

**EA:** My biggest challenge would have to be reassuring the techs that they can do this, and to put their pride to the side and ask for help when it's needed.

**AG:** You used to share an office with Shannon Adkins. What percentage of the day did she spend talking to herself?

**EA:** Ha, a good 85%.

# STAY CONNECTED

Search for "Fireline Corporation" to find us on these social media sites.



## On the Cover *continued*

**AG:** Who have been your PZ mobile All-Stars and why? (other than our beta testers Fred and Stephen who we already know went above and beyond for the sake of the rollout)

**EA:** All of them have really been rock stars throughout this whole process, but if I had to choose I would probably say Ike Austin in Portables. From the beginning he never had a bad attitude, he was nervous but he rolled with the punches and really gave it his all.

Service department would have to be Steve Hale, he was in one of the first groups to get trained and he really was a quick learner. He had no problem with calling if he ran into an issue with his phone or reaching out a helping hand to the other techs. I know I'm biased but we really have the best techs!

**AG:** What is your favorite App in your phone?

**EA:** I'd have to say it's a tie between DD & Amazon

**AG:** What have you learned the most since coming here?

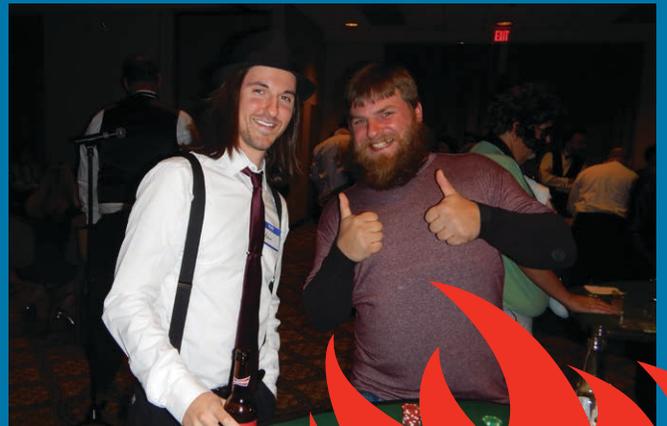
**EA:** Well it would have to be Acrobat. When I first came here I had never really used Acrobat. Converting Inspection Reports was one of the very first tasks assigned to me; Shannon was ever so happy to pass the torch over to me!

**AG:** What has been the most exciting work experience for you this month and why?

**EA:** The most exciting experience for me this month would have to be training the very last System Service Tech! Knowing the largest department we have here has officially been trained in PZ Mobile is such an exciting feeling!

# HOLIDAY PARTY-CASINO NIGHT







## COLD CALLING: The Dreaded Sales Technique

*By Danny Nieves*

I walked through the doors at Fireline in April 2004, and the journey began. After 20 years in the fire service and ten as a Fire Marshal, I had retired in June 2000.

After my first week, Steve Waters, the President at that time, called me into his office and said, "Danny why did you want to work for Fireline?" and my exact words, "Steve, this was one company that when I was a Fire Marshal I never shut down for doing work with out permits." I got a big smile and he said, "OK, bi-weekly come see me and we will work on sales tactics." Next meeting, I walked in and asked, "can I Cold Call?", he laughed and said most people don't make that request and better yet, they don't like it. He told me to give it a shot and we will discuss as times goes on. "Go go have fun and make sure you smile," he said.

So you ask what is a Cold Call? It is defined as the solicitation of business from potential customers who have had no prior contact with the sales person conducting the call.

Cold Calling as defined by most Salespeople:

Intimidating. Waste of time. The customer can find us on the Internet or word of mouth. The list goes on.

Why don't salespeople want to Cold Call? Because they can sit back and wait for the phone to ring or get an email with a request for a survey. They can stand by wait for companies to put out bids and hope those companies award the contract to you based on technical information, company



*Caption?*

history, performance, not solely on price. My definition of a Cold Call, OPPORTUNITY!

Why? Because if you don't walk through the door and meet face-to-face with the gate keeper that company may never think about Fireline when they start the Goggle search.

The gatekeeper is truly the holder of your efforts, if you can't get by them or have your information giving to the decision maker, you're in trouble. That's what people think.

My favorite thing to do once I speak to the gatekeeper is figure out a way to get lost in the building and survey it on the way out. Then, I'll either send the company's information through mail or look up the company online and send an email to the CEO.

Cold Calling is not easy. Track your efforts. Don't give up. Follow up and never stop. Remember: Yes they can find us online, but if we don't walk in and give them an idea of who we are and what we offer, they may never call.





*Caption?*

## Password Protection

**By Ken Barnhart**

Last year I wrote a little piece about computer security and how to try to maintain it while half the world is trying to break it.

The good news is that you all must have been paying attention because the number of calls for help with those issues has gone way down in the last year. The bad news is that things out there are getting worse. The bad guys keep upping their game.

More powerful computers allow automation of more diverse exploits, which leads to an increase in the volume of attacks which leads to more firewall resources dedicated to thwarting these attacks which leads to slower internet connectivity which

leads to...My head hurts just thinking about it!

But all is not lost. By continuing to do what you're already doing (Checking addresses, not opening unexpected attachments, keeping antivirus up to date, and getting help cleaning up systems that are misbehaving) we can keep the damage to a minimum.

Faster computers also mean that it takes less time to figure out things like passwords. It used to take over a year to crack a simple 8 character password. Now it takes days; weeks if you add a capital letter, a few months if you add a capital letter and a number. In 2020, that combination will be able to be cracked in ONE MONTH. So this is where we need to up OUR game a bit. We've already put some things in

place on the network to slow the bad guys down, but since most of you spend most of your time not on the network, we're going to need your help.

**Starting in 2017 we're going to enforce password security.** What this means is that your passwords will need to meet complexity requirements. Don't worry, we're not going to ask you to remember 24 random characters. But they will have to be changed regularly (quarterly). We will publish the details shortly.

By doing this, we can safeguard Fireline's data as well as your own personal data and stop the bad guys from getting in!





# Highlights-Industry

## “Score!” Radio Monitoring at Fireline

*By Matt Meyers, Training Coordinator*

Look, up on the roof - Fireline installed a field goal! No, and it is not Anna's new bird sanctuary either. What is that strange thing hanging off the side of building 1?

Earlier this year, Fireline committed to a new project to create a new revenue source, and provide a new service to its customers... radio monitoring. With unique equipment that's been proven for decades, Fireline can provide wireless monitoring that is not dependent on copper or cellular infrastructures. When the communicators are installed at the customer's facility, the signal makes its way back to the antenna at our facility (the field goal) before being sent off to a central station. The whole process happens in the blink of an eye. The next time you're in the parking lot, take a peek. Just remember, no footballs please.



*Ken Scholl Working on the AES Radio Mapping Software*



*The "Goal Post" On Building 1*



# 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.



# Happy Birthday!

## JANUARY

Al Riefflin.....	1
Dan Vecchioni.....	3
Toby Bailey.....	3
Dennis Tetso.....	5
Marty Ibbott.....	5
Danny Nieves.....	6
Kevin Young, Jr.....	7
Steve Imhoff.....	8
Nicole Manzanera-Davis.....	10
Jim Handy.....	15
Eusebio Ventura.....	15
Ken Radke.....	16
Edwin Montano.....	19
Nancy Larsen.....	19
Keith Chaffman.....	24
Troy Moseley.....	24
Frank Bernadzikowski.....	27
Carrie Schyan-Watkins.....	31
Reggie Burton.....	31

## FEBRUARY

Guy Horning.....	2
Matt Williams.....	3
Joe Dieumegarde.....	5
Mike Haas.....	5
Lisa Malone.....	6
Mike Maloy.....	11
Justin Fishback.....	12
Frank Chenoweth.....	15
Brad Mays.....	17
Dan Davidson.....	17
Janet Werner.....	17
Josh Downey.....	24
Alberto Armesto.....	26

## APRIL

Linda Abdow.....	2
Bladimir Ventura.....	6
Angela Lester.....	7
Mark Vestal.....	7
Rick Kavlich.....	7
Dave Henson.....	11
Dennis Bryant.....	11
Stephen Dreyer.....	14-
Armando Morales.....	16
Kyle Miller.....	20
Jenn Bryant.....	24
Matt Adams.....	27
Vee Ouk.....	28

## MARCH

Dave Gates.....	6
Tim Gott.....	8
Kyle White.....	12
Dave Taylor.....	13
Dwon Bess, Jr.....	17
Pat Fitzgerald.....	23
Kathy Coffey.....	26



# Thank You!

By Frank Chenoweth

In September Fireline hosted a complimentary CPR training class for its employees and a guest. We received this letter from one of the guests:

**Subject: Thank you!**

*I hope this note finds you well. Corey Marriott, my boyfriend and an employee of Fireline, invited me to attend a CPR training course with your organization this past Saturday. I just wanted to drop a note and say thank you for offering this course to your employees and extending the opportunity to significant others, like myself, to attend. We thoroughly enjoyed the course facilitators, instructional videos and practice exercises. (The free donuts didn't hurt either!) Both Corey and I found the course to be immensely valuable, informative and practical.*

*In all my years as a legal professional, I have never once been offered the opportunity to learn a life-saving skill like CPR. Because of your organization's generosity, I am now fortified with the requisite knowledge to help someone facing a medical emergency.*

*Both Corey and I have been sharing our experience with our friends and family. I anticipate speaking with the HR department of my firm to see if a similar course can be offered here. Again, I just wanted to say thank you.*

*Kind regards – Monique*



## NOTIFIER CONFERENCE

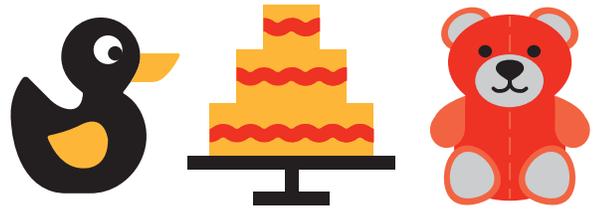
Notifier by Honeywell, Fireline's premiere fire alarm product, hosts an Annual Leadership Conference for its customers. Rich Sigethy, Anna Gavin and Guy Hornig attended.

At the conference, Honeywell leadership shares their growth plans for the company. There is also a keynote speaker, breakout sessions and an awards ceremony. This year Anna Gavin was asked to be a panelist for the "Top Notifier Distributors" breakout session. Additionally Fireline won our first ever Multi-Million Dollar Award. This award goes to distributors who purchase more than \$2M worth of equipment annually – only 12 recipients out of several hundred distributors nationwide. Thank you Fire Alarm team for making that happen!





# Congratulations



## **Born to Joe Mooney**

Joseph Calvin "Cal" Mooney III  
November 2, 2016



## **Matt Benfield**

Married October 7, 2016

## NICE INSTALLATIONS BY SPECIAL HAZARDS TEAMS



# KIDS



## NICK COPSEY AND BRIAN BARTHOLME

### *From a co-worker:*

"The University is extremely pleased with the service they received last night and today. Our contact stated that the companies that have serviced his property before did not provide the quick and professional service that we provided to him, last night and today."

---



## CRAIG STEINBOCK AND SHANE NAGEL

### *From a customer:*

**Customer.** I've been very pleased w/Craig Steinbock and his apprentice (Shane), Craig is very knowledgeable and efficient and I appreciate his work ethic.

**Manager.** Thanks for the kind words, I will pass this on to Craig and Shane. Although I feel that all of our crews are top notch, Craig's attention to detail can't be matched and he is teaching Shane to follow in his footsteps.

---



## DAVE HENSON

### *From a customer/coworker:*

Customer just called and raved about Dave Henson and what a fantastic job he did today. He found all the extinguishers on his own, even found some in the basement they weren't aware were there. Said that he had a very nice personality and was a great guy. She gave him an A+!

---



## TIM GOODMAN AND KYLE WHITE

### *From a customer*

Please thank the guys that were on site today for me. I could see it in their faces they were tired from a long day but they showed up with a positive attitude and went straight to work. I respect and appreciate that.





## DWON BESS SR AND TED RICHTER

### *From a customer*

Gary I wanted to let you know how the new panel install went. I am very happy with the work that Dwon Bess and Ted Richter did. Both Dwon and Ted were knowledgeable and were able to switch out the old Fire panel in record time. Their work was clean and they both took a lot of pride in their work. Thank you again for having Dwon and Ted do the install they were GREAT.



## DESHAWN BROWN

### *From a co-worker:*

I just wanted to say thank you for handling this project this morning. I just got off the phone with the customer and he said you accomplished everything this morning so he was ready for the inspection. Thank you for your hard work!

### ***Fire Alarm Install Team, from the President of a large electrical contractor***

I want to thank you and all of the team at Fireline for helping us get through the horror of this project. Lou and I sincerely appreciate everyone's efforts put forth to allow us to complete the project within the deadline.

## MANAGEMENT RETREAT

Each year the management team works on our strategic plan and reviews lessons learned from the current plan.

This year we decided to make it a two day meeting as there was a lot of content to cover. We took advantage of the beautiful guest house at our customer Northbay Adventures. We did team building exercises, reviewed financials and hung out by the fireplace. Altogether it was a nice break from our usual stack of power point presentations!





# New to the Team

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



*Belinda Rhea · 9/16/16  
System Service  
Dispatcher*



*Alex Curtis · 9/12/16  
Suppression System  
Mechanical Technician*



*Jason Swieczkowski · 9/12/16  
Suppression System  
Electrical Technician*



*Jake Fenzel · 10/10/16  
System Service Helper*



*Joe Dieumegarde · 10/10/16  
Sprinkler Service  
Technician*



*Tim Gott · 10/10/16  
Sprinkler Service  
Technician*



*Matt Adams · 10/17/16  
System Service  
Sales Representative*



*Joseph Parmer · 11/7/16  
Vehicle Service Technician*



*Ashley Jones · 12/5/16  
Fire Alarm Systems  
Administrator*

# 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.





# EMPLOYEE RECOGNITION AWARD 3<sup>RD</sup> QUARTER



*Safety  
Incentive  
Program*



# **Fireline** *Anniversaries*

## **JANUARY**

Neil Walters	17 Years
Lisa Malone	16 Years
Karen Cobb	15 Years
Robin Busch	14 Years
Derrick Meilhammer	5 Years
Ken Radke	5 Years
Elizabeth Zeledon	4 Years
Clinton Shell	3 Years
John Hupman	2 Years
Brandon Slacum	1 Year
Mike Bryant	1 Year
Alley Tucker	1 Year

## **FEBRUARY**

Charlie Moore	19 Years
Matt Meyers	16 Years
Charlie Miskimon	12 Years
Janet Griffin	5 Years
Steve Hale	5 Years
Jackie Ulloa	4 Years
Dwon Bess, Jr.	2 Years
John Oliver	2 Years
Rob Stallings	1 Year
Josh Downey	1 Year

## **MARCH**

Bill Donohue	31 Years
Bill Bonney	23 Years
Barb Haas	19 Years
Kevin Young, Jr.	14 Years
Gary Hoddinott	13 Years
TJ Timpson	13 Years
Charlie Harris	11 Years
Gary Cox Jr.	10 Years
Julio Castro	9 Years

## **MARCH (cont.)**

Ras Wisidagama	9 Years
Paul DeMaria	6 Years
Lou Lucas	5 Years
Rachel Gibb	5 Years
Lino Rivera Lopez	4 Years
Amanda Drury	3 Years
Dennis Tetso	2 Years
Brian Bartholme	2 Years
Jenn Barron	2 Years
Kathy Coffey	2 Years
Chris Denbow	1 Year
Todd Bates	1 Year

## **APRIL**

Norm Mason	26 Years
Ken Scholl	21 Years
Harry Lowman	15 Years
Danny Nieves	13 Years
Dave Henson	10 Years
Steve Twain	9 Years
Billy Carter	8 Years
Mike Grow	8 Years
Mike Haas	6 Years
Mark Rufus	3 Years
Mike Ramiro	3 Years
Armando Morales	2 Years
John Pierce	2 Years
Cleyde Soto	1 Year
Eusebio Ventura	1 Year
Heather Meyer	1 Year
Mark Vestal	1 Year
Samantha Sauer	1 Year
Steve Weiss	1 Year

