

# **The Fire Flyer** SINCE 1947 QUALITY FIRE PROTECTION NEWS

April 1, 2012

Quarterly Edition—Spring

Vol. LXV, No. 2

**NFMT**

**2012**

**Are you working on your SOP's?**

**Have you completed your PDO's?**

**Fireline Corporation**

**LOL**

**GIVING BACK**

LTA Community Center

**What gives you  
Spring Fever?**

Look inside and see what  
your co-workers think

**What do the  
managers  
have to say?**

**In this issue...**

**Pony Protectors  
Awards**

**Trade shows**

**In house improvements**





## On The Cover

### NFMT 2012:

#### National Facilities Management & Technology Conference

Fireline made its annual appearance at the NFMT Conference, held at the Baltimore Convention Center, March 13-15th. We sported an updated backdrop using our old mechanics and striking new artwork created by FASTSIGNS of Arbutus.

Our new look coupled with an interactive Mass Notification display designed and built by our own Rich Sigethy and Novec demo by Dennis Bryant effectively caught the eye of curious and potential clients.

Thank you to the sales force for covering the floor during the event and a very special thanks to the Sunday set up team, Dennis Bryant, Rich Sigethy, Danny Nieves, Dave Gates and Al Riefflin.

As Charlie Miskimon said, "the success of a good show is measured by the results we get from the people that stopped by our booth to discuss their life safety issues. The best results come from the companies that follow up immediately with the booth visitors".



#### Fire Alarm Network Solutions

At the recent NFMT Tradeshow in Baltimore, The Fire Alarm Department had a new interactive display showing how we network multiple fire alarm systems and can control them from computer work stations. Rich Sigethy demonstrated the system which simulated a campus environment with pull stations, smoke detectors, strobes and computer graphics. It was very well received by the booth visitors, we are excited about the leads that were generated.

Thank you Rich and Al Riefflin for your expertise and vision in getting putting this first rate

#### Novec 1230

Also at the NMFT Tradeshow Dennis Bryant demonstrated Novec 1230. A colorless, low odor non-electrically conductive fire suppression agent that effectively suppresses fire through physical mechanisms such as heat absorption rather than affecting the available oxygen levels. This unique product gives personnel the ability to safely evacuate an area. The liquid is a true clean agent leaving behind no residue or the need for costly clean-up after discharge.



# NEW

Please help us welcome the newest members of our **Fireline** team. Mike Clark (Sprinkler Sales), Ken Radke (Technician), Steve Hale (Technician Helper), Janet Chapman (Dispatcher), Jerel Barnes (Dispatcher), Robert Brewster (Technician), Rachel Gibb (Administrative Assistant), Kenneth Silberman (Fire Alarm Service Technician) and Lewis Lucas (Estimator).

## The President's Pen



### 2012—Building Fireline's Roadmap to the Future

By ANNA GAVIN, President

Another year is already underway. 2012 looks like it is going to be a big year for us. We are aggressively hiring, picking up sales, and making the necessary strategic plans to gear up for a successful year. Overall, Fireline is looking at a fair amount of organic growth, both in our primary and secondary markets. As a result, we set some pretty aggressive financial goals for 2012.

In January, various members of the leadership team met off site for two days to do a diagnostic workshop of the company. This meeting was incredibly productive and allowed us time to step away from the day-to-day activities and focus on the big picture.

When doing these entrepreneurial exercises the overwhelming questions are always, "Where are we going and how do we get there?" So in order to get things started, we began by building a roadmap to making us a better and more efficient company. We did an analysis of the organization as it stands now, how we fit into traditional business models and paths, and what challenges we face moving forward in this new economy. The end result was a very detailed report and a rather long to-do list. So, management responded by spending many hours working with me on their strategic plans and annual operational goals. By outlining and clearly defining a path we hope to be able to tackle many of the topics discussed in the workshop. Most of the goals set for 2012 were tied to sales (not surprising given the condition of the economy). However there was another large set of goals tied to organizational direction—giving employees and management better definition of roles and tasks. Expect to see a lot of PDO requests coming down the line (see the Winter 2012 Newsletter for more information on PDO's). By better defining our organizational structure and roles, we can create the roads for our roadmap to a better Fireline.

That being said, I am looking forward to seeing everyone meet and exceed their goals this year. Here's to a great 2012!

## Fireline in the Headlines

### Baltimore Future 50 - SmartCEO Voted

BALTIMORE, Md. (January 19, 2012) - SmartCEO, who has been publishing magazines for over a decade, recently voted Fireline Corporation one of the top 50 "Hottest Growth" companies in Baltimore. SmartCEO considers itself a resource not news, helping to educate and inspire over 50,000 decision-makers each issue. They believe that a "growing company" is determined by the spirit, drive and dynamics of a company's owners and managers.

Anna Gavin, accompanied by a few other Fireline employees who attended for support, accepted the award with pride. She was quoted as saying "The most important element of a growth plan is management—each manager's ability to set SMART (specific, measurable, attainable, realistic, timed) goals". "Great leaders inspire their employees by setting an example through their behavior, understanding their employees with their ability to listen and giving direction with clear goal-setting".



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 **MARIGFF**  
A UTC Fire & Security Company

 **Larsen's**

 **Kidde**  
A UTC Fire & Security Company



 **FENWAL**  
Protection Systems

## Kudos from Colleagues & Customers

### Colleague Email, Ref: **System Service Renovation**

"There are so many people to thank for the tremendous effort it took to get the new System Service office space together. I just know I will forget someone! Special thanks to Dwon Bess, Rupert Mangal, Tony Cadogan and Jon Pegg for their efforts to electrify light and protect the new space. And thank you to the managers for letting me have them for this! Thanks also go out to the furniture assemblers, plumbers, designers and the cast and crew of the Fire Alarm department for making space for the System Service department to camp there during this project."



### Colleague Email, Ref: **Fire Alarm Install**

"The Fire Alarm Installation department has just completed a major upgrade at the Social Security Administration's National Computer Center. This project was phased over several months requiring extensive coordination and planning with SSA & GSA personnel along with our Client TEI. The team was led by Rich Sigethy and was supported by Marvin Jenifer, Gary Cox, Eric Robertson, Monte Nash and Billy Carter. One phase of the project was completed over the Columbus Day weekend in support of the Suppression Department. The SSA Fire Marshall stated that he had never seen such a complicated project be completed so smoothly. Our client TEI commented how much they enjoyed working with Fireline and looked forward to more projects with us. Thanks



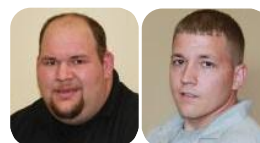
### Customer Email, Ref: **Jimmy & Robbie Kershner**

"Kudos to Jimmy and Robbie Kershner for saving a large high rise apartment job. They correctly identified a long standing problem with the fire alarm through rigorous and thorough testing. Their attention to detail helped identify a complex wiring problem that had been plaguing the facility for some time. By doing this they have made a frustrated customer very happy. Thanks to you both!"



### Colleague Email, Ref: **Chris Brewster & Jason Litten**

"Chris Brewster and Jason Litten have been highly complimented on their hard work at Six Flags America. This customer's service consists of 22 kitchen suppression systems and approximately 600 fire extinguishers."



### Colleague Email, Ref: **Julio Castro**

"Julio Castro has received compliments from management at Washington-Dulles International Airport. Julio provides service to over 1,300 fire extinguishers on a monthly basis along with annual checks."



## Anniversaries

**Fireline** is extremely grateful to these employees for their years of dedicated service:

### April

John Harte—47 Years  
Sharon Rose—32 Years  
Norm Mason—21 Years  
Ken Scholl—16 Years  
Danny Nieves—8 Years  
Mike Grow—3 Years  
Art Decker—14 Years  
Steve Twain—4 Years  
Lisa Douglass-Blair—4 Years  
Harry Lowman—10 Years  
Fred D'Achino—8 Years  
John Doyle—14 Years  
Dave Henson—5 Years  
Anna Gavin—5 Years  
Billy Carter—3 Years  
Mike Haas—1 Year

### May

Marty Ibbott—22 Years  
John Bilz—18 Years  
Al Riefflin—12 Years  
James Porter—11 Years  
Daniel Reedy—7 years  
Janet Werner—6 Years  
Steve Campanella—5 Years  
Eric Perkins—4 Years  
Marcus Beckwith—4 Years  
Eric Robertson—4 Years  
Rupert Mangal—3 Years  
Sam Sudano—3 Years  
Craig Steinbock—2 Years

### June

Dave Riggs—13 Years  
Tim Fogle—11 Years  
David Gates—10 Years  
Chris Troutman—8 Years  
Joe Mooney—3 Years  
Mark Dyson—3 Years

# PAY

Remember that your SI WebTools online schedule and paystub username is not the same as your workstation, email/webmail and SharePoint username. For access and permissions, contact Shannon (Ext.326). For password reminders and resets, contact Cindy. For time or compensation disputes, contact your Supervisor and/or your Department Manager before contacting the Human Resources Manager.



## Recurring Themes



### Executive Direction—*Administrative Notes for All*

By **CINDY RUEPPEL**, *Executive Director*

The first quarter of 2012 is quickly coming to a close. We can all be thankful for a mild winter (no snow days) and start looking forward to a beautiful Spring!

Please be advised that Fireline recently made a 401K employer match to those employees that contributed to their 401K in 2011. I will be sending you a notice with amount deposited to your account. Please check your statements to verify. Anyone having investment questions please contact me for our plan rep's information.

As all of you know, income tax season is upon us. Now is the time to make adjustments to your payroll exemptions (if needed). To find out if you're having the correct federal taxes withheld visit the IRS website [www.irs.gov/individuals](http://www.irs.gov/individuals) to use their withholding calculator. Please contact Lisa Blair if you need new federal or state forms.



### Financial Feng Shui—*Mind on the Money*

By **LINDA ABDOW**, *Controller*

A recent article in the Baltimore Sun, "10 Key Ages for Retirement" outlines important factors to consider on your way to enjoying a comfortable retirement. The key component, of course, is taking advantage of your company sponsored 401(k) plan.

As a quick refresher, the 401(k) plan is a tax deferred investment vehicle which allows you to save for your retirement. For example, if you are earning \$30,000 per year and elect to contribute 5% of your wages to your 401(k) plan, when you prepare your tax return each year, you will only report \$28,500 as taxable income. So instead of paying taxes on \$30,000, you are paying taxes on \$28,500 with your \$1,500 401(k) contribution going into an account for your retirement. Imagine starting to save in your twenties and contributing to your 401(k) plan each year.

With the power of compounding, what Albert Einstein referred to as "the 8<sup>th</sup> wonder of the universe" you have the potential to enjoy a comfortable retirement. Of course, you could become financially secure by winning Powerball but you've probably got a better chance of being struck by lightning as you read this article than winning the lottery.

If you find the 401(k) plan confusing, I encourage you to meet with our plan advisor who can guide you through your options and help you decide a plan that is well suited for you. The earlier you start planning for retirement the better your retirement will be.

## Sixth Sense

### *Serious Responses to Your Strange Notions*

By **SHANNON ADKINS**, *PMP*



#### Today's Business - "Now not Then"

A wise man once said "The times they are a-changin'". I'm pretty sure he wasn't referring to growth in economy or advancements in technology but it was a catchy phrase with a whole lot of truth behind it.

From 2000-2010 world population has grown by almost one billion, internet users increased from approximately forty million to almost two billion and more than 75% of the population has cell phones compared to the practically non existent 8% in 2000.

Imagine what the comparison will be for laptops and tablets, will laptops be a thing of the past? Will there be something even more efficient that replaces them both?

Times are changing and so is Fireline.

Since 2000, Fireline has grown from 108 to 164 employees, 39 to 124 computers, approximately 23 thousand customers to approximately 34 and last but not least sales have increased from 12.75 million to 21.43. We began using Outlook as well as SharePoint and Web Tools, which are both web based programs and converted to several paperless processes.

All of this is nothing new, change started long before 2000 and will continue long after 2012. So join the daring adventure otherwise there is nothing at all—Helen Keller.

A question to ponder. . . Blockbuster, Kodak and Compaq. . . Where have they all gone?

# PMO

The Project Management Office (PMO) is here to help you establish and maintain efficient and effective processes in conjunction with formal project management methodologies, company-wide training and development, information management, and automation initiatives. For assistance with a project, remember to fill out a Project Request Form found in the Form Repository. Call Shannon (Ext.326) any time with your questions or concerns.

## Fireline - Making Friends in the Community

### Leadership Through Athletics – Fireline Giving Back

The Leadership Through Athletics Gym, located just around the corner on Hammonds Ferry Rd, was built in 2004 with the inspiration and dedication of the Grace family. The Grace family have been lifelong inhabitants of the Lansdowne area and saw the need for a community space.

The facility offers camps, exercise programs, and various leagues to join. Practice and play is available year round with weight training, batting cages, and the courts. The facility caters to all ages and recreation with rental spaces available for girl-scout lock-ins, birthday parties and more. Additionally, on site tutoring and GED preparation is available to students, as well as internships through local companies paid by LTA.

While LTA has some operating revenue it is not nearly enough to cover the costs they incur trying to make all of these activities available to the children and adults of the community. They have to ask for assistance from volunteers, outside donations and put on the occasional fundraiser as well.

LTA signed a service contract late last year during which Janet Werner, System Service Sales Representative, spoke to them about how Fireline could give back. They were in need of a banner to hang in their gymnasium and Fireline was more than happy to oblige. With the assistance of FASTSIGNS of Arbutus, another local business, a banner was created and donated to the community center.

Thank you Janet Werner for recognizing an opportunity for Fireline to help out and for extending a hand to form a community friendship.

To learn more go to [www.leadershipthroughathletics.org](http://www.leadershipthroughathletics.org)



# WBE

The Women's Business Enterprise (WBE) Certification, available from and accredited by multiple agencies and municipalities, promotes **Fireline** to major corporations that are actively seeking to conduct business with a woman/women-owned business. Validating the role of women in ownership, control, operations and management, the WBE certification helps us compete for real-time business opportunities provided by program administrators and participants.

## Messages from the Managers



### Portables & Restaurant Hoods By **PHIL BOWERS**, *Department Manager*

1<sup>st</sup> quarter of 2012 is upon us all ready after coming off one of our best years ever the Baltimore portables department is being hit with many challenges for this year increase in budgets, new goal and the ever challenge of maintaining and increasing our customer base.

I like to thank Mike, Eric and Ryan for setting up maintaining and constantly improving our new swap program. It has improved the process greatly for taking care of customers with large hydrotest and 6 year concerns allowing our drivers to be more efficient and productive. Also thanks to Art for keeping up with the CO2 shop getting out our customers work in a timely manner while performing many CDL deliveries for other departments and branches.

Steve Imhoff has settled well into his added addition of taking care of walk-in customers along with dispatching our current customers. The restaurant department seems to be jelling better as a team with the goal of becoming more efficient in routing of their service work while trying to increase their customer base and get new system installations.

As always our driver technicians are out taking care of our customers, working hard at completing all their service work for the month by the end of the month and absorbing extra work from a territory that we closed down. I appreciate how they have stepped up to meet that challenge.

Special thanks to our sales staff Lisa, Jack and Steve Clarke for getting us new customers and new extinguisher sales needed to help our department grow. To the support staff in the front office for all their assistance they provide to us. Special thanks from me to the PMO department for all they are doing for me to help my job become easier and more efficient and helping me understand the new technology that Fireline is bringing on.

Our depart has a hard challenge to equal or improve over last year but with the employees I have and the staff support we are getting I believe that as always we will step up to the challenge and succeed.



### Leesburg Branch Office By **JUSTIN FISHBACK**, *Branch Manager*

2012 Goals - To increase profits for the Leesburg Branch, technicians will be expected to service at least 3 kitchen suppression systems per day. By using SharePoint, technicians are able to see their schedule while out in the field. This calendar of appointments is very helpful in avoiding scheduling problems.

Technicians will be receiving monthly training classes on all kitchen suppression systems. This will help technicians be aware of any changes outside of their normal servicing on the systems.

Management will be working on building a working relationship with two new hood manufacturers and two new equipment companies to generate new leads and work. This effort will help increase profits for Fireline.

Follow-ups on service provided to the customers will be part of the "quality control" duties. This will assure the work is being done correctly and complete to avoid return visits. Also, see that the customers are happy with Fireline services.

Justin and Jared Fishback attended the class for recertification of hydro-testing high pressure cylinders in Orlando, Fl. the week of March 12-15. It is very important that not only the shop technician be certified, but other technicians as well.

# SIP

Congratulations to our latest Safety Initiative Program (SIP) random drawing winner, Charlie Moore. Stay safe out there, and do your part to help **Fireline** avoid lost time accidents. By doing so, you become eligible to win cash prize drawings which increase with extended accident-free periods—just like Charlie Moore did!



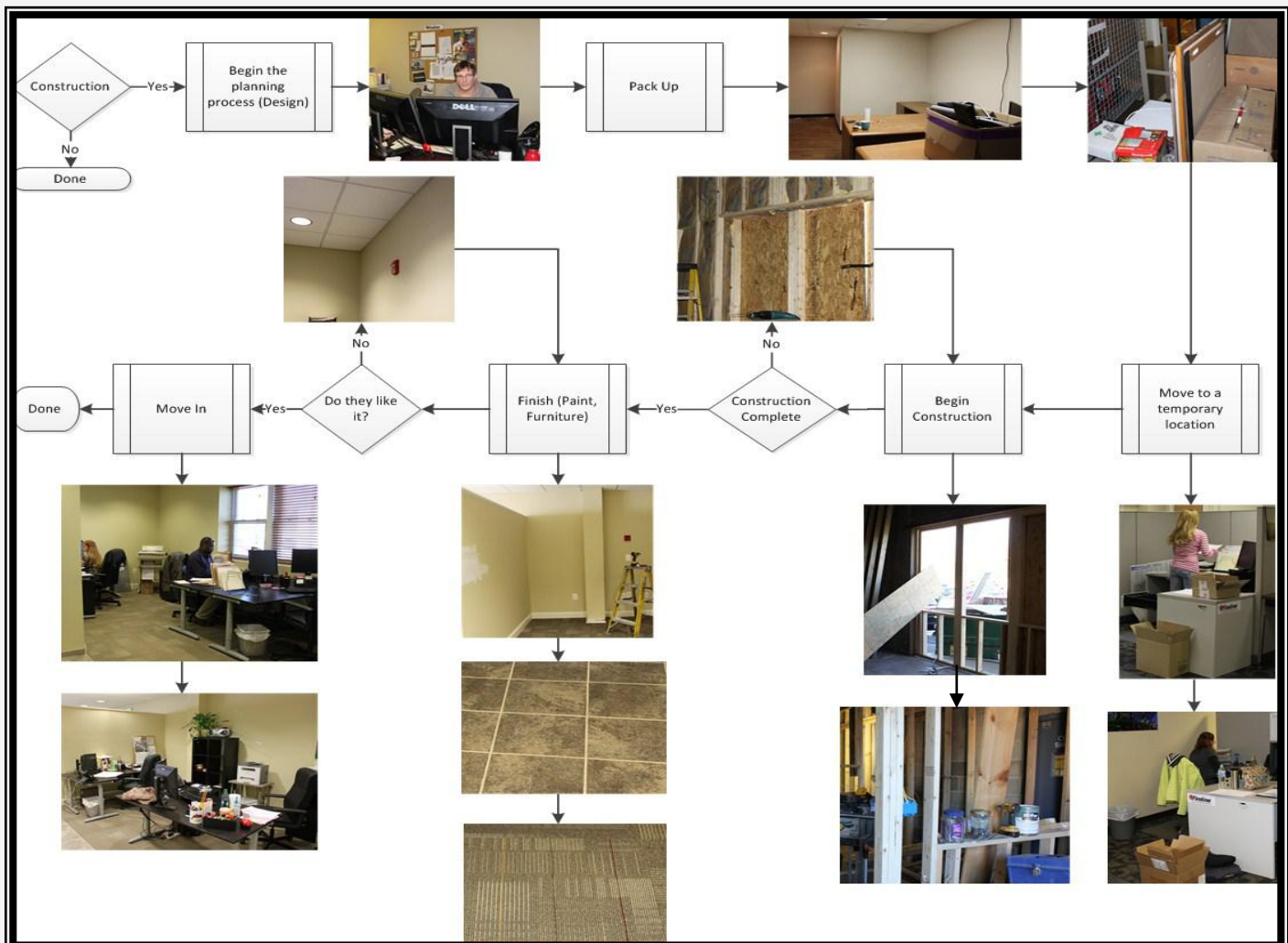
## Messages from the Managers Cont.



### Systems Service By Karen Cobb, Department Manager

The first quarter for the System Service Department has been an exciting and eventful one. Frank Chenoweth has been appointed Technical Director in an effort to resolve customer issues in a timely manner and to follow up on customer issues that require an on-site visit. We have added two new dispatchers – Janet Chapman and Jerel Barnes and they are already doing a great job with getting the technicians scheduled, feel free to stop in and introduce yourself if you have not had the opportunity to meet them yet. We have also added three new technicians; Ken Radke, Steve Hale and Ken Silberman who I feel will be an asset to our department. Ken Radke brings 30+ years' experience to Fireline along with Ken Silberman who brings 20+ and Steve who is eager to learn. I have appointed four of our technicians to Systems Specialists (Rob Kershner, Matt Meyers, Lou Killmeyer and Tim Mays); they will be assisting the technicians in the field with technical help as well as other department personnel. With the distribution of the departments SOP Manual we hope to get everyone on the same page in our testing procedure, thank you to all who contributed to it.

We have moved into our newly renovated System Service area and it looks great, thank you to everyone in Bldg. 1 who has tolerated the pounding over the past month or so and thanks to Bldg. 3 for making us feel welcome in our temporary home.





## Messages from the Managers Cont.



### **Systems Sales** By **RON EURE**, *Systems Sales Manager*

The System Sales Group has set its goals for 2012 using a mixture of developing a better understanding of how we can learn from each other and a more "rifle-like" approach to growing business by targeting specific contractors and associated groups.

The Portables and Hood System Install Groups in Leesburg and Baltimore have agreed that each can grow its division by learning from their "brother group." Leesburg's strength is in the hood segment of the division because of the good working relationship Justin Fishback and the group has with industry leader Captive-Aire. Phil Bowers and his group have a strong track record of portables sales in the Baltimore and DC areas. We have set a sales goal of each group increasing the weak side of their division by at least 25% by the end of 2012 through cross training on the learned "best practices" of the other's strong suit.

The Suppression Group had a strong year of growth in 2011. This will be difficult to sustain due to the loss of Rob Wakes' return to England. As we search for Rob's replacement (and if anyone knows someone, please let me know), Dennis has been tasked with keeping the momentum moving forward. We believe this can best be achieved by developing strong relationships with General Contractors in both the Baltimore and Metro DC arenas. With the growth of these relationships, a mutual trust will be kindled between Fireline and the GC's leading to multiple projects being awarded by each contractor on a yearly basis.

The Sprinkler Group suffered a down year in 2011. Due to economic pressures in an already competitive industry Fireline decided to start looking for reinforcements. Mike Clark, with 20 years of sprinkler sales experience in the area, joined Fireline at the end of January. Mike is already booking projects and we project this group will surpass 2010 sales totals and increase sales exponentially in 2013.

The Fire Alarm Group is following a two prong approach, on much the same path as the Suppression Group, by targeting specific Electrical Contractors and MEP (Mechanical, Electrical, and Plumbing) Firms to grow stronger relationships. There are several large, and strong medium size Electrical Contractors which Fireline has done little or no business with over the last five years. A trusting relationship with just a handful of these contractors could increase fire alarm yearly bookings by \$500K to \$1M. Relationship building with hi-tech MEP firms will take longer to foster but could have even greater financial rewards. These firms design and specify many large and technically cutting-edge projects for government and quasi-government agencies. They sometimes need help and education on the latest Fire Alarm techniques, equipment, and NFPA codes changes. Knowing that Fireline has the knowledge, capabilities, and willingness to assist them in their design can foster a mutually beneficial relationship and help Fireline to inside tracks on future projects. We look forward to seeing the benefits of these efforts in 2013 and 2014.



### **Sprinkler & Suppression** By **TED REITTERER**, *Department Manager*

The sprinkler/suppression department has just completed the installation of a large sprinkler system at Stonehall Farms, a beautiful horse farm out in The Plains, VA. The amazing 1,000 acre property is definitely not the type of scenery we are used to in our line of work. Many thanks to Kenny Humphrey, Todd Everitt, Pat Fitzgerald, John Pegg, Keith Smith, and Jay Doyle for the superior work they have performed at this location.

We'd like to welcome Mike Clark as our new sprinkler salesman. Mike will be responsible for selling tenant work and new installations. With the addition of Mike we are hoping to double our sprinkler sales for 2012.

# JOB

Fireline is currently hiring an experienced Suppression Installation Sales Representative for the DC Metro Area, a Fire Alarm System Designer, a Contractor Sales Representative for the Baltimore Area (Extinguishers and Kitchen Systems) and Sprinkler and Fire Alarm Service Technicians. Good pay and benefits. Please email resume to [web@fireline.com](mailto:web@fireline.com) or come in to our Baltimore office to fill out an application.

## Messages from the Managers Cont.



### Fire Alarm By **NORM MASON**, *Department Manager*

The fire alarm department sales force has been busy the 1<sup>st</sup> quarter of the year quoting work to build the backlog for the department. We have been successful in landing some nice size projects. Ron Eure secured a large job for the District of Columbia Armory. Kudos go out to Chris Troutman for the many nights & weekends that he spent at Fireline completing the drawings & submittal package. The complete package included over 60 drawings.

Some recent training accomplishments include Mark Dyson, Marvin Jenifer, & Monte Nash attending Notifier training for the 1<sup>st</sup> time & receiving their training certificates. Wayne Bennett & Rich Sigethy received their recertification online.

We would like to welcome Lou Lucas to the fire alarm department as an estimator. This is a new position in the company. Lou has past experience in the industry working for Antronix & ASG.

Rich Sigethy has also recently been appointed as the field technical supervisor in the department. Rich has also been conducting in house training sessions for both the fire alarm department & the systems service department.

I would like to thank all employees in the fire alarm department for their dedicated efforts in working as a team to complete our projects on schedule. Without the efforts of the design group led by Ken Scholl, the field tech group led by Fawn Dyson, & the installation group led by Tim Fogle, we would not be able to meet the required job completion schedules.

Best wishes to the systems service department in their newly renovated office area. They were tenants here in the fire alarm building for 2 months. We are still waiting on the rent check.

We'd like to welcome Mike Clark as our new sprinkler salesman. Mike will be responsible for selling tenant work and new installations. With the addition of Mike we are hoping to double our sprinkler sales for 2012.

## Birthdays

### April

Linda Abdow  
Mark Vestal  
Wayne Bennett  
Dennis Bryant  
Doug Henninger  
Steve Campanella  
David Henson  
Travis Shirkey  
Tyler Lawrence

### May

Bill Bonney  
Charles Harris  
Steve Twain  
Freddie Harvin  
Lisa Douglass-Blair  
Matt Meyers  
Rich Sigethy  
Gary Cox

### June

Ike Austin  
Phil Bowers  
Cathy Cox  
Bill Gibb  
Kelly Coon  
Robin Busch  
Tony Cadogan  
Bob Turner  
John Kneisley  
Chris Troutman  
Loren Crookshanks  
Bill Donohue  
Jimmy Kershner  
Ryan Witt  
Daniel Reedy

## Fireline Funny's



# LOL

A young businessman had just started his own firm. He rented a beautiful office and had it furnished with antiques. Sitting there, he saw a man come into the outer office. Wishing to appear the hot shot, the businessman picked up the phone and started to pretend he had a big deal working. He threw huge figures around and made giant commitments. Finally he hung up and asked the visitor, "Can I help you?" The man said, "Yeah, I've come to activate your phone lines."



## Dave's Rave—On Customer Service



### Conversation Commandments - Things You Can and Can't Say to a Customer

By DAVE TAYLOR, Operations Manager

Even though most of us have direct interaction with customers from time to time, some job functions experience it daily. Handled correctly, customer interaction can provide an opportunity to create a favorable impression of Fireline and secure future sales opportunities for the company. Handled poorly, it can cause customers to avoid using Fireline for years. It's especially critical for those employees who have frequent, often daily, contact with customers to understand the effect their direct interaction has on the business relationship.

Whether it's in person or on the phone there are things we can say and do to create a favorable impression of Fireline even if a customer is angry, hostile or find yourself in an uncomfortable and unprepared position. There are things to say and things not to say. Learning what these are can make the difference between keeping and losing customers.

Things you should say:

**"I'm sorry; I don't know the answer but let me call the office to see if I can find out".**

**"I'm not really sure who you should speak to about this problem but let me get your telephone number and I'll call you back with the name of the person who can help".**

**"I think you have been connected to the wrong person but please tell me what the issue is so I can help with a resolution"**

**"This isn't the correct office but please give me your number and I'll have the responsible person call you back as soon as possible".**

**"I don't sell that product but please give me a little more information so I can refer it to the correct salesperson".**

**"I'm sorry you had a bad experience. I'm going to do everything I can to try and correct it for you".**

**"It might be better to have a more experienced person handle this problem".**

Things you should not say:

**"That's not my job"**

**"I'm not the right person to speak to".**

**"I don't know why they sent me; I don't know anything about this system".**

**"That guy doesn't know what he's doing".**

**"ABC Fire (insert any prominent competitor) is a crappy company. They don't know what they're doing" (trashing competitors is unprofessional behavior).**

**"I don't sell that product; you'll have to call back when Joe is in the office"**

**"I can't do anything about this".**

**"People in the office don't know what they're talking about"**

If we always keep in mind what we are saying to the customer and use a little discretion customers are more likely to have a positive impression of Fireline.

# ERA

**Congratulations to our recent Employee Recognition Award (ERA) winners. Shannon Adkins, Todd Everitt and Mike Levasseur won in February. Your colleagues recognize your contributions to our success and thank you for making *Fireline* such a great place to work!**

## Fire Protection – For “All” Life Safety

*Follow Fireline On...*

### Save the Horses-Horse Farm Story

“Many of us know the legend of Catherine O’Leary’s infamous cow accused of kicking over a lantern and starting a barn fire on the night of October 8, 1871, leveling three square miles of Chicago. A barn fire in today’s world is not likely to destroy a city, although it is likely to devastate the barn. In the blink of an eye, a fire can destroy a barn structure and all its occupants, while the owners stand by helplessly. Many advances in residential fire protection have been made, but protecting barns is much more difficult because of their harsh environment and housing requirements of the horses in them. In barn fires, the old adage, “an ounce of prevention is worth a pound of cure” could not be more true. Planning is the greatest asset in fire prevention” (Zajackowski and Wheeler 2002).



“Protecting a horse stall is not the same as protecting a home. The horse is standing in dry bedding material that is very flammable. Straw reaches a burning temperature of 300°F in 1 to 5 minutes and develops as much heat at the same rate as gasoline. All that is required to start this fire is a spark or match. It takes 2 to 3 minutes for a straw fire to burn an area 10 feet in diameter. Compare this to the size of a common horse box stall that is 10- to 12-feet square. After a fire starts in a stall and spreads to only 4 feet in diameter, most horses are injured. By a 6-foot diameter its lungs are seared. With an 8-foot diameter fire the horse will start to suffocate. By 10 feet, the horse is dead. All of this occurs in 2 to 3 minutes. If the horse is to survive unharmed, he must be removed from the stall within 30 seconds. A quick rescue is key, but fire prevention is more important” (Zajackowski and Wheeler 2002).



Fireline is now on Facebook, YouTube, LinkedIn, Google +, Flickr and Twitter.  
Click on the logos above to follow and share with friends today.



## Read Up on the Resources



### Resources The Right Way – Human Resources That Is

By **LISA BLAIR**, *Human Resources Manager*

The first quarter within the Human Resource Department was an extremely challenging one this year but yet very productive. We introduced a few new benefit products within our competitive packages, we've placed several new hires within our organization, and we've relocated several established employees into other productive departments as well to further introduce and/or advance their futures with Fireline. We are thoroughly excited with all the changes and with the growth displayed here in the organization.

The Human Resource Department goals for the year are to work extremely hard to strive to educate ALL employees on how to maintain good Consumer Driven Benefits. With this, I hope to work together with employees to seek out the best resources to help keep health care cost down throughout the year, so that when it comes time for Annual Enrollment, we are not looking at another large increase. Fingers Crossed! I will also be working with the PMO to complete the SOP process for the Human Resource Department as well as insuring we have a tighter New Hire Orientation ahead for our future perspective employee's. Needless to say, I'm looking forward to the growth of the company as well as the expansion of the Human Resource duties that have already transpired.

Final thought, always remember to visit the Human Resource page on SharePoint for updated pertinent information, forms, and important contacts. There is also a section for anonymous grievances should you just want to reach out and vent one day... I wish everyone a pleasant spring and ALL Fireline Employees, Keep up the Great Work!



### Focus on the Fleet – Fireline Fleet Management

By **Bill Gibb**, *Materials Resource Manager*

Who has the largest fleet of red vehicles in the U.S.? Fireline has over 100 fleet vehicles seen in 4-5 states daily. How many times have you heard a family or friend comment on seeing one of our trucks? They are literally a rolling billboard. Fireline established the fleet of red trucks for one simple reason, all other service company vehicles were white.

As Fireline's Materials Resource Manager I oversee the fleet maintenance and replacement program. As some of you may have noticed, our lineup has been changing, our oldest vehicle today is a 2003 Chevrolet Cut-Away with Getz Box issued to Ike Austin. Ike has taken very good care of his vehicle, which will assist us in selling it later this year when his replacement arrives.

Fireline's goal is to maintain a fleet of vehicles with less maintenance issues and therefore keep our field staff working.

Did you forget about the opening question? Who has the largest fleet of red vehicles in the U.S.? Coca-Cola has the largest red fleet in, not only the U.S. but, the entire world.

## Quarterly Eats



### Italian Sausage Weight Watchers Style

#### Ingredients

- 1/4 lb Italian turkey sausage, cut into 1/4 slices
- 1 red bell peppers, sliced
- 1 green bell peppers, sliced
- 1 yellow bell peppers, sliced
- 1 onions, sliced
- 1/4 cup chicken broth
- 2 tablespoons minced garlic
- 1/4 teaspoon crushed red pepper flakes
- 1/4 teaspoon dried oregano leaves

#### Directions

1. Spray large skillet with Pam cooking spray and heat skillet.
2. Add sausage and stir frequently until no longer pink 5-6 minutes.
3. Add bell peppers, onion, broth, garlic, pepper flakes and oregano. Saute all together for 5 minutes or until liquid evaporates.
4. Reduce heat and simmer covered 5 minutes more.

#### Remember:

Share your favorite EAT's (Exceptionally Appealing Treats) with co-workers and Fireline followers. Submit recipes to Shannon Adkins ([sadkins@fireline.com](mailto:sadkins@fireline.com)) and she will upload them to the Fireline Recipe Book on SharePoint. One favorite will be chosen each quarter and will be featured in the current edition of the Fire Flyer. Healthy food, comfort food, fun food and more are welcome and enjoyed.

# OOPS

The editors would like to apologize for incorrect anniversary information listed in the winter issue of the Fire Flyer. Lisa Malone has been at Fireline for 11 years.



## Recap of the Quarter created by the PMO



## Signs of Spring contributed by Fireline's at home photographers (Matt Meyers, Kelly Coon, Anna Gavin, Phil Bowers, Jim Cogan, Shannon Adkins)



# PDO

The Professional Development Outline (PDO) project has been underway now for months. Chances are, it's going to hit you or your department very soon. Some of you may even be asked to participate as department representatives or assigned to produce deliverables for this project. The personal impact and time required for participation is minimal, and it won't interrupt your daily operations. Contact Anna Gavin at any time with your questions or concerns about Fireline's PDO.



## Affairs To Remember

### APRIL

**National Autism Awareness Month**

The Autism Society  
4340 East West Highway, Suite 350  
Bethesda, MD 20814-3067  
(800) 3-AUTISM (328-8476)  
(301) 657-0881  
[info@autism-society.org](mailto:info@autism-society.org)  
[www.autism-society.org/about-us/national-autism-awareness-month/](http://www.autism-society.org/about-us/national-autism-awareness-month/)

**National Minority Health Month**

Office of Minority Health  
[info@minorityhealth.hhs.gov](mailto:info@minorityhealth.hhs.gov)  
[minorityhealth.hhs.gov/](http://minorityhealth.hhs.gov/)  
(800)444-6472

**World Health Day**

April 7  
Pan American Health Organization  
[www.who.int/world-health-day/en/](http://www.who.int/world-health-day/en/)  
(202)974-3000

**Safe Kids Week**

Safe Kids Worldwide  
April 21—28  
[kcollins@safekids.org](mailto:kcollins@safekids.org)  
[www.safekids.org/sports](http://www.safekids.org/sports)  
(202)662-4476

### MAY

**Global Employee Health and Fitness Month**

National Association for Health and Fitness  
[wellness@city-buffalo.org](mailto:wellness@city-buffalo.org)  
[www.physicalfitness.org](http://www.physicalfitness.org)  
(716)583-0521

**Melanoma/Skin Cancer Detection & Prevention Month**

American Academy of Dermatology  
[mediarelations@aad.org](mailto:mediarelations@aad.org)  
[www.melanomamonday.org](http://www.melanomamonday.org)  
(888)462-DERM (462-3376)

**National Asthma & Allergy Awareness Month**

Asthma & Allergy Foundation of America  
[info@aafa.org](mailto:info@aafa.org)  
[www.aafa.org/display.cfm?id=10&sub=99&count=457](http://www.aafa.org/display.cfm?id=10&sub=99&count=457)  
(800)7-ASTHMA (727-8462)

**North American Occupational Safety & Health Week**

April 6—12  
American Society of Safety Engineers  
[dhurns@asse.org](mailto:dhurns@asse.org)  
[www.asse.org/newsroom](http://www.asse.org/newsroom)  
(847)699-2929

**Air Quality Awareness Week**

April 7—11  
National Oceanic & Atmospheric Administration  
National Weather Service  
[jannie.g.ferrell@noaa.gov](mailto:jannie.g.ferrell@noaa.gov)  
[www.airquality.noaa.gov](http://www.airquality.noaa.gov)  
(301)713-1867 x135

**World No Tobacco Day**

April 31  
Pan American Health Organization  
[www.who.int/tobacco/wntd/en](http://www.who.int/tobacco/wntd/en)

### JUNE

**National Safety Month**

National Safety Council  
[info@nsc.org](mailto:info@nsc.org)  
[www.nsc.org](http://www.nsc.org)  
(800)621-7615

**National Cancer Survivors Day**

June 3  
National Cancer Survivors Day Foundation  
[info@ncsd.org](mailto:info@ncsd.org)  
[www.ncsd.org](http://www.ncsd.org)  
(615)794-3006

**National HIV Testing Day**

June 27  
National Association of People with AIDS  
[info@napwa.org](mailto:info@napwa.org)  
[www.napwa.org](http://www.napwa.org)  
(866)846-9366

**Men's Health Week**

April 11—17  
[info@menshealthweek.org](mailto:info@menshealthweek.org)  
[www.menshealthmonth.org/week/](http://www.menshealthmonth.org/week/)  
(202)543-6461 x101

### Want to win a prize?

Be the first to locate the ghost image of Shannon (hidden somewhere in the newsletter) and correctly answer the riddle below, to win this month's prize.

Email: [sadkins@fireline.com](mailto:sadkins@fireline.com)

*What's black when you get it, red when you use it, and white when you're all through with it?*

### Coming Soon

**Vol. LXV, No. 3 (Quarterly Edition—Summer)** arrives Friday, July 6 2012

Although some contributors maintain recurring articles or features in the newsletter, any **Fireline** employee may submit ideas or material for publication (content may be edited). The deadline for submissions is Friday, June 15.

# BYE

Fireline wishes the best of luck to Rob Wakes. Rob and his family are moving back to England after his wife, who works with the British Embassy, was relocated.