

April 1, 2014

Quarterly Edition—Spring

Vol. LXVII, No. 2

## No More Dust!

The benefits of a  
greener Fireline

## Return of the **TOP DOG**

Service Sales  
brings back an old  
tradition

## Ethical Behavior

How Fireline is  
taking our  
value of  
**INTEGRITY** to  
another level

## Bacon

enough said.

## Communication is the Key

## The **BIG FREEZE**

The Polar Vortex and Fireline

## Getting Goofy at NFM&T

## ProfitZoom

Zoomin' to Fireline!

## Mike Levasseur

Get to know your co-workers:  
a brief interview of this month's cover guy

## TOP TO TOPS



## The President's Pen



### QIP—Company Values Highlight

By ANNA GAVIN, President

Remember our company values? I hope you do as they are the fundamentals for everything we do here. Just remember QIP- Quality, Integrity, and People.

We have spent a good deal of time talking about these this past year. We put new programs into place to improve our quality, and policies like the ethics policy to build on our integrity. And we are always working to improve our training procedures in everything from technical skills to IT and customer service to promote the growth and development of our people.

Our values are not just what drives programs and procedures nor are they just something we discuss (and I occasionally quiz you on). Our values are what we communicate through our actions.

I am pleased to say that I see that every day. I see our values in little actions, like someone taking the extra step to do what is right versus what is "easy", or when we create a shared information portal to aid a vast group of people with things like pre-qualification forms. Our values are there when technicians proudly announce achieving their next NICET level and they are there in a crisis, like the polar vortex, where multiple departments came together in extreme conditions to work above and beyond for the sake of the customer.

So while I may talk a lot about quality, integrity, and people- you all are the ones really bringing them to life. Thank you.

 **Fireline**  
  
**QUALITY SERVICE** – Supplying a high level of products and services to our customers.  
  
**INTEGRITY** – Guiding our behavior and decisions as representatives of the life safety industry through ethical behavior.  
  
**PEOPLE** – Promoting the growth and development of an exceptional staff, whose performance creates and enhances all other values.  
  
  
**VALUES**

### Get to know your Co-Workers

Interview by ANNA GAVIN

#### Mike Levasseur

Anna—“What has been your favorite moment at work”?

Mike—“When a co worker called to ask me a question about a code and I was able to give him the correct answer”.

Anna—“If you were an extinguisher, what type would you be”?

Mike—13lb Ansul clean guard

Anna—“What is one of your goals for 2014”?

Mike—“To do a better job then I did last year”.

Anna—“What would you cook for us if we were coming over for dinner”?

Mike—“Rock fish tacos”.

Anna—“Pirates or Ninjas”?

Mike—“Ninjas, definitely Ninjas.”

## Kudos from Colleagues & Customers

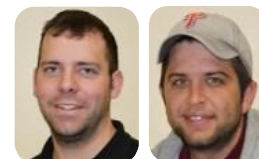
Colleague Email, Ref: **System Service Dispatchers**

I wanted to let you know I thought you did a great job this week! I never sensed a moment of panic and I thought you pushed us tech's just right. Not many would have remained so calm with the number of calls we received and the demands by our customers this week. It was great to see you assisting the dispatchers and keeping in contact with the techs to make sure everything was operating smoothly. I thought Janet did a great job too (that's who I mostly talked to for calls) and I was even more happy to walk into the office one morning and see Anna and Ted offering their help as well. Great job to ALL that pitched in and stepped up for the company and our customers!!!! And by the way, I have to admit it was a fun week :)



Customer Email, Ref: **Matt Williams & Matt Benfield**

Thank you again for the rapid response and for getting Matt (and "Bean") up to us so quickly. As you may know, they were here for several days and we HOPE we have fixed the pipes in the store permanently. Matt and team installed 5 additional drains in low points. I KNOW y'all were scrambling, but while we have some cold weather issues in the past, this was by far the worst – 3 actual busted pipes and 2 more that we caught in the leaking stage (thank the Lord!). Matt and Bean both worked diligently and continuously until things were fixed to a point where we could turn the system on and protect our buildings (thank goodness, none of the breaks were in overnight accommodations). They were both friendly, helpful, professional, and, dare-I-say, enjoyable. I always learn something from your folks about our system.



Customer Email, Ref: **Lou Killmeyer & Dennis Perez**

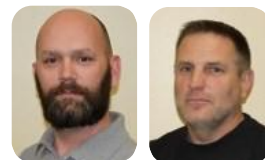
With the sprinkler breaks we had two weeks ago, our office (with many different communities) contacted multiple sprinkler guys for the repair. Our Fireline techs stood out for showing up, getting the repairs done well and quickly, and getting the entire job completed within a decent amount of time. Other companies did not perform as well, and I want Fireline to know how well our techs did. I used them at Laurel Woods on January 8th and 9th.



Customer Email, Ref: **Eric Noffsinger & Marvin Nagel**

I just wanted to drop you a couple of lines to let you know how pleased we were with Fireline's response to our emergency situation when a frozen sprinkler pipe burst a couple of weeks ago. Things have settled down (for a minute) and I did not want to miss the opportunity to commend you and the two employees that took care of us. Marvin and Eric went above and beyond the call of duty in Building I, getting our sprinkler system back up and running so that staff could go home and not be on fire watch that first night. We were so grateful that they were here the next day finishing up, when another sprinkler pipe in the vestibule of Building II burst. They jumped right in and their quick action helped to keep the water damage to a minimum.

I can't say enough about Marvin and Eric's positive and reassuring attitudes. They were professional, worked hard to get us through this unfortunate situation, and gave solid advice on what needed to be done to prevent future occurrences. I am copying my supervisor on this email so that she is aware of the excellent service that we received from Fireline, and I hope that you send it on so that Marvin and Eric get credit for their extraordinary efforts. Thank you!





## Recurring Themes



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

By CINDY RUEPPEL, *Executive Director*

Welcome spring after an extremely long and cold winter! The first quarter of this year has been extremely busy and seemed to fly by.

“PZ” (our new accounting system) training is underway and will continue until our “Go Live” date of July 1. Many thanks to our PMO for this massive undertaking and to all our SME’s and employees involved in the process. One of the major changes involving all employees will be switching our payroll system to ADP. We will keep employees updated as payroll changes occur. We hope to make the transition as smooth as possible but please bear with both Elizabeth and I as we learn the ropes of “ADP”.

Fireline recently made a 401K employer distribution to those employees contributing to their 401K plan. Please check your quarterly statements or go online to check amount contributed. For those not contributing please reconsider as your contributions are pre-taxed, meaning you get to subtract them from your taxable income and lower your taxes in the year you make the contribution. You don’t avoid taxes entirely though; you’ll pay income taxes on your contributions and any investment earnings when you withdraw the money. Typically, you will make withdrawals when you’re retired; the tax on your withdrawals are determined by your tax rate in the year you make a withdrawal. We also offer a Roth 401K. With a Roth you pay income taxes on your contributions up front. Your contributions do not reduce your taxable income. The money in your Roth grows tax free, so you won’t have to pay tax on your withdrawals when you retire. Please see me if you have any questions or would like to speak to our plan representative.

Looking forward to an exciting year!



### Financial Feng Shui - Code of Business Ethics and Conduct

By LINDA ABDOW, *Controller*

Many companies such as Apple, Amazon, Facebook and Google have lead the way and adopted a Code of Business Ethics and Conduct. As a result, mid-sized and smaller companies are now adopting similar policies to clearly establish acceptable business practices and set an expectation that everyone within the organization will adhere to expected business practices.

Recently, Fireline Corporation joined these ranks and established its own Code of Business Ethics and Conduct. Generally, these policies inform employees of expectations related to integrity in the workplace, and compliance with laws, regulations and company policies.

Fireline Corporation has been in the fire protection business since 1947 and is well respected in the community for its quality service and integrity. As a government contractor and business partner in the fire protection industry, Fireline Corporation and its employees have an obligation to meet certain ethical and legal standards. Our employees are representative of the company so our actions as employees are a direct reflection of the company. We ask that you act in a responsible manner when dealing with customer, vendors and fellow employees. Our policy encourages employees to bring unethical matters to the management’s attention.



As the Chief Compliance Officer,  
you may contact me directly.  
or if you prefer, use the Fraud Hotline,  
410-247-1422, extension 205.



## Resources the Right Way—Human Resources That Is

By ELIZABETH ZELEDON, *Human Resources*

### Open Enrollment: Easing into the New Plan Year

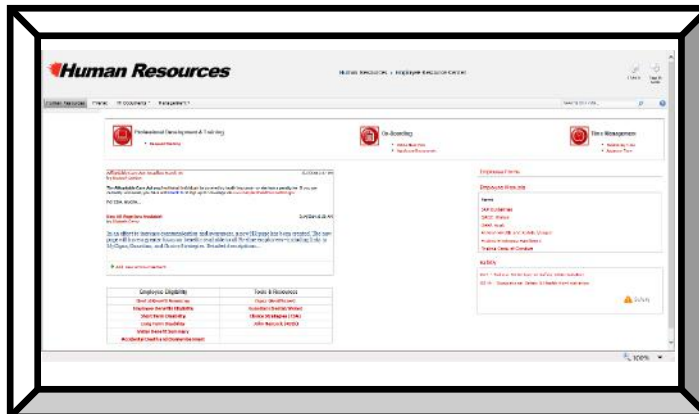
It's hard to believe that the first quarter is already close to its end. As we struggle to find signs of Spring, one thing we did not struggle through was this year's Open Enrollment process. Taking into account feedback from the insurance survey, we were happy to renew our contract with Cigna. Thank you to everyone that helped ensure a smooth process by turning in your forms on time. I am happy to report that no major issues have occurred during the first quarter. However, if you do experience any problems with your insurance coverage, please let me know so we can get them resolved!

#### Reminder:

Coverage for the new plan year runs from December 1, 2013-November 30, 2014

### HR Page Gets a Makeover

Have you recently visited the HR page on SharePoint? If so, you will have noticed a new look and layout. The new page will focus more on benefits available to all Fireline employees, and will help you stay connected to your benefits. I will be posting HR related news for your information—so check back often! As always, if you have any questions at any time, please feel free to stop by, send me an email, or give me a call!



## Quarterly Eats

### Mango Jalapeno Chicken Sausage Pasta

#### Ingredients

6 links of Mango Jalapeno Sausage (1/2 package of Harvestland chicken sausage brand or any sausage with a sweet flavor)  
1 envelope (0.7 oz.) of Good Seasons Italian Salad Dressing Mix (prepare mix in advance and use canola oil and red wine vinegar)  
4 carrots sliced thin  
1 bunch of broccoli florets  
1/2 lb. of linguini (or any other pasta you prefer)

#### Instructions

Prepare Italian Salad Dressing, set aside.  
Slice and sauté sausage in small amount of oil until brown.  
Steam vegetables to the texture you like.  
Cook pasta and drain.  
Combine sausage, vegetables, pasta and dressing in a large bowl and toss.

Serve warm or cold

## Quarterly Value

### Quarterly Value: Diligence

*"Few things are impossible to diligence and skill. Great works are performed not by strength, but perseverance."* —Samuel Johnson

Diligence can be defined by:

- Paying careful attention to detail
- Being dedicated to achieving quality results
- Continually working towards our goals

# NEW

Please help us welcome the newest members of the Fireline team. Kenny Johns (Sprinkler Service Technician) and Amanda Drury (System Service Dispatcher).



### PMO - Helping Fireline achieve its mission since 2011

Profit Zoom is Zooming In By SHANNON ADKINS, PMP

Fireline's "Go Live" date is fast approaching, we have quickly reached our half way point to project completion, and everyone who has been participating so far has really stepped up to the plate.

We have had meeting after meeting, brainstorming sessions, decision making discussions, data prep workshops and have even entered some real data into our PZ production environment.

We were given a lot of tasks with very little time to get them done before our data entry user training the week of April 7th but everyone came through.

I know this has not been easy for some of the people on my project team and I hope I have been thanking you enough throughout but just in case Thank you!!

Barb, Karen, Phil, Frank, Linda, Cindy Liz and Anna have been working extra hard to complete their job required tasks while still spending several hours each week doing something related to this project. They have made managing this project a pleasure and will in the end ensure it's success.

We recently spoke to a company preparing for their implementation and they seemed impressed with our project plan and steps that we have taken to prepare. I believe they found our feedback useful and may even try to adapt some of our methods as their own.

Although we still have a little ways to go and A LOT more hard work ahead of us, be proud, you have made an investment in Fireline's future.

### Top to Top

The value of taking the time to better know your clients. By ANNA GAVIN

Last year I started the Top to Top program with the sales teams. It was my goal to go out for lunch or dinner with a high level customer to spend time talking about our businesses at least once a month. The program has been *highly* successful and has resulted in solidifying relationships with many customers. It is not a sales pitch. If anything, it is just a great opportunity for me to meet more people and learn about the challenges other businesses face. Below is a response from one customer who we took out last month:

*"Anna,*

*It was a pleasure meeting you yesterday. Thanks so much for lunch and causal conversation (I'm not big on sales pitches). I think it's a great idea getting to know your customers and vise versa. I certainly now have a better sense of the "people" behind the company and in the event of any issues on future projects will feel more comfortable reaching out to resolve."*

*I look forward to our present and future partnerships and all my best to the Fireline family,"*

## Birthdays

### April

Armando Morales  
Dave Henson  
Dennis Bryant  
Doug Henninger  
Linda Abdow  
Mark Vestal  
Rick Kavlich  
Travis Shirkey  
Vee Ouk  
Wayne Bennett

### May

Bill Bonney  
Charlie Harris  
Freddie Harvin  
Gary Cox, Jr.  
Lino Rivera Lopez  
Matt Meyers  
Rich Sigethy  
Steve Twain

### June

Bernadette Glasgow  
Bill Donohue III  
Bill Gibb  
Bob Turner  
Chris Troutman  
Ike Austin  
John Kneisley, Jr.  
Kelly Coon  
Kenny Johns  
Loren Crookshanks  
Phil Bowers  
Robin Busch  
Tanya Jones  
Tony Cadogan

# 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. If you need assistance with any Fireline approved applications stop by the PMO or call Shannon Adkins (ext. 326) or Elizabeth Cerny (ext. 247).

**Material Resources—Keep Outdoor Cooking Safe***By , BILL GIBB, Department Manager*

According to the National Fire Protection Association, gas and charcoal grills cause an average of 1,500 structure fires and 4,200 outdoor fires in or on home properties. With summer approaching, these numbers should be of concern to anyone that may want to use the grill.

To reduce the risk of fire and prevent injuries, keep these tips in mind:

**General rules for barbecue grill safety include:**

- Never use it indoors
- Keep it 10 feet away from any buildings or combustibles
- When using barbecue grills on decks or patios, be sure to leave sufficient space from siding
- Always supervise a barbecue grill when in use.
- Keep children and pets far away from grills.
- Use long-handled grilling tools to allow the cook plenty of clearance from heat and flames.
- Periodically remove grease or fat buildup in trays below the grill so that it will not be able to be ignited by a hot grill.
- Always follow the manufacturer's instructions and have the grill repaired by a professional, if necessary.

**Gas**

- Always check for gas leaks every time you reconnect the LP cylinder. A light soap and water solution applied to the hose will quickly reveal escaping propane by releasing bubbles. Have leaking fuel lines repaired before using.
- Clean the grill twice a year and watch for rust. Check all parts carefully. Pay close attention to the venturi because spiders frequently spin webs in these tubes. A web may interfere with gas flow, making the flame uneven and dangerous. Check the owner's manual for additional maintenance requirements.
- Do not use cylinder if dented, bulging, leaking, or rusted.
- Always keep the lid open when lighting the grill to prevent a buildup of gas. Do not lean over the grill when igniting the burners. If the burner fails to light or goes out while cooking, turn off the gas and keep the lid open for five minutes before trying to light again.
- Do not smoke or light a match while handling propane cylinders.
- Do not use, store or transport your cylinder where it could be exposed to high temperatures.
- Do not leave cylinder in your car.
- After filling, take the cylinder home and keep your car ventilated.
- Never use matches or lighters to check for leaks.
- Do not attempt to repair the cylinder yourself.

**Charcoal**

- Never attempt to restart a flame by adding more lighting fluid. Better to use an electric charcoal igniter or a chimney, and you do not leave an after taste on the food.
- Use insulated, flame retardant mitts when cooking or handling any part of the grill.
- Keep a spray bottle of water nearby to handle flare-ups.
- Make sure charcoal ashes are cool before discarding. Water may be added to them, but beware of steam.



STAY SAFE EVERYONE!

**OSHA**

**Safety Tip:** "When ascending and descending a ladder, maintain three points of contact and never carry any items."



## NFMT 2014



The sales staff at Fireline recently participated as an exhibitor at the National Facilities Management & Technology Show in Baltimore. This show is the premier national trade show and educational conference for facilities managers. Fireline's booth was sparkling and informative. In addition to meeting current and future Fireline customers, one of the annual highlights is Dennis Bryant's Novec 1230 display. To the amazement of attendees, Dennis inserts various electronic devices into a glass tank filled with the fire extinguishing fluid. It's always a treat to see the looks on people's faces as the cell phones, laptops and iPads function perfectly in the liquid. Demonstrating the benefit and value of a product that extinguishes fires, leaves no residue and doesn't damage sensitive electronic equipment is always a favorite.



## Messages from the Managers



### **Systems Service** By KAREN COBB, *Department Manager*

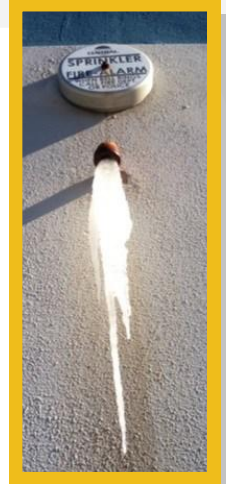
The first quarter of 2014 started off with a bang in the system service department. January was the craziest I have seen it, in many years with the cold temperatures and frozen/busted pipes. There were a number of technicians and admin personnel who stepped up and went above and beyond during that busy time. Everyone showed great teamwork and came together to get through it and address our customers' needs as quickly as possible. While some of our competitors were telling callers they would not be able to get to them for a week, we managed to get them taken care of and gained some new customers in the process.

We welcome Amanda Drury as our new dispatcher for zone 2, I feel she will be a good addition to our team and is picking up things quickly.

I have also promoted Bill Donohue and Marvin Nagel to Field Supervisors. The selection process was not an easy one as there were a number of very qualified candidates that applied. The restructuring of our department has been long overdue and will allow me to focus on the continued growth and development to take our department in the direction we want to go.

As mentioned in the last newsletter we are involved in the company wide system upgrade which is going to allow for better planning for future job costs and manpower. Our own "Contract Guru"; Barb Haas has been heavily involved in the data clean up and planning phases of this project her knowledge of contract entry and the in's & outs of our current system have been vital to the project.

Thank you for your continued hard work!!



Forklift Training

**Fire Alarm** By NORM MASON, Vice President & General Manager

Well as all of you already know it has been a rather unpleasant winter, and we are all welcoming spring and warmer weather. This is a great opportunity for spring cleaning and organizing since most of us neglected it during the cold weather months.

The fire alarm department is currently revamping the layout of the offices so things will flow better. This got me thinking about how important we ALL are to the success of Fireline Corporation and how important proper communication is key to the success of growing the company. With this in mind the fire alarm department has now implemented a monthly progress meeting to review the status of current projects. This will help us understand how we can assist each other with tasks, which will improve efficiency.

Through proper internal communication and listening to our clients, we were able to create a new solution to help consolidate their fire alarm systems into one package. Utilizing Keltron wireless equipment as remote monitoring system, we were able monitor our client's remote fire alarm systems therefore creating one source of monitoring. This solution will help the client reduce the amount of phone lines needed and monitoring contracts at their facility. This savings will help reduce their reoccurring costs, while giving Fireline new possibilities.



Proper communication in life tends to make everything easier. Everyone with kids knows how frustrating it is when your kids just start crying or whining, instead of using their words. With that being said, try to use the following techniques; you will be surprised on how little things make huge differences with customers/coworkers/family:

**Don't interrupt-** Interrupting makes people get defensive, just listen and wait your turn.

**Listen actively-** keep eye contact so people know you are paying full attention.

**Keep things simple-** telling a customer that their current panel firmware isn't compatible with their field transponders is a foreign language. Now if you tell someone that their current version of Windows needs to be upgraded so they can check their email, they might better understanding what you are saying.

**Anticipate objections and questions.** Our customer may think they are maintaining their systems correctly, but they may not have been trained correctly. Letting them know that something is wrong, they may get offensive. Instead of telling them how poorly maintained their systems are, letting them know that the manufacturer recommends maintaining their system in the manner that you are informing them of is a much better approach.

**Keep them informed-** letting the customer know exactly what you are doing before you do it is paramount. People don't like unpleasant surprises.

## Anniversaries

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

### April

Danny Nieves—10 Years  
Harry Lowman—12 Years  
Art Decker—16 Years  
Jay Doyle III—16 Years  
Ken Scholl—18 Years  
Dylan Fogle—2 Years  
Norm Mason—23 Years  
Mike Haas—3 Years  
Sharon Rose—34 Years  
Billy Carter—5 Years  
Mike Grow—5 Years  
Steve Twain—6 Years  
Dave Henson—7 Years

### May

James Porter—13 Years  
Al Riefflin—14 Years  
Bernadette Glasgow—2 Yrs.  
Dave Loveless—2 Years  
Steve Bilz—20 Years  
Marty Ibbott—24 Years  
Craig Steinbock—4 Years  
Rupert Mangal—5 Years  
Marcus Beckwith—6 Years  
Eric Robertson—6 Years  
Janet Werner—8 Years

### June

Chris Troutman—10 Years  
Dave Gates—12 Years  
Dave Riggs—15 Years  
Tanya Jones—12 Years  
Jeff Smith—4 Years  
Keith Smith, Sr.—4 Years  
Mark Dyson—5 Years  
Joe Mooney, Jr.—5 Years

# ERA

Congratulations to our recent Employee Recognition Award (ERA) winners. Joe Mooney, Mike Levasseur and Janet Chapman won in January. Barb Haas, Shannon Adkins and George Armstrong won in February. Mark Dyson, Lino Rivera-Lopez and Art Decker won in March.



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

The sprinkler department got off to a good start for 2014 and the jobs keep rolling in giving us an 8 month backlog. We are assigning a designated day work crew to knock out the smaller jobs and tenant work jobs. The suppression department is steady with a lot of good potential jobs on the horizon.

We have been doing department training each month so far we've covered nitrogen generators with the Potter rep, hands on Viking dry pipe valve with the Viking rep, and fire extinguisher training with Dave Henson and Lisa Malone. We plan to coordinate this monthly training with the service department so that we can have come with something new and beneficial for the techs. If anyone has any training suggestions please see Karen or Ted and we'll do our best to see that we cover it.

I'd like to welcome Kenny Johns to the sprinkler department, Kenny was recently hired as a helper and is eager to learn the trade. He has a few years of construction experience and has fit in well with our department.



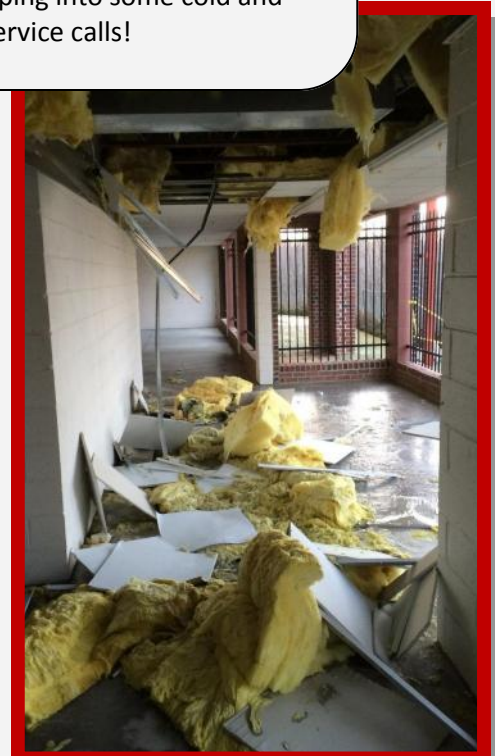
#### **Helping Hand:**

When the Polar Vortex hit, the Sprinkler Install techs stepped up to help out the service department. Thanks to Joe Mooney, Ken Humphrey and Rick Kavlich jumping into some cold and late night service calls!

### **Vehicles Service** By DAVE TAYLOR, *Department Manager*



The Vehicle Systems Group has been extremely busy performing inspections on new contracts as well as our incumbent fleet customers. Over the course of the last few years the team has expanded to five (5) technicians and supervisor, T.J. Smallwood. Much of the credit for this can be attributed to the efforts of T.J. and his technicians to provide quality inspections and repairs. We would like to welcome Clinton Shell to the team as our newest vehicle systems technician. Clinton spent January and February training and is in his own truck performing inspections on his own, well ahead of schedule. Congratulations to Clinton and welcome to Fireline.



# SME

A subject-matter expert (SME) is a person who is an expert in a particular area or topic. In general, the term is used when developing materials (a book, an examination, a manual, etc.) about a topic, and expertise on the topic is needed by the person developing the material.





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

### That Funny Looking Machine Outside Building 1

What is this? I'll bet many of you have asked this question as you walked through the parking lot going to the main building. The answer is: *a dust collection system*.

With Fireline's commitment to becoming a greener company we have decided to install a dust collection system in the dry chemical room in the portables department. With this investment we hope to decrease the amount of powder being discharged into the air by at least 90%. If you happen to see powder being discharged into the air please let me know when and where it was, as this is an ongoing process that I want to continue to improve. I feel by the end of April we will be up and running at full speed. We are waiting for installation to be complete (waiting for our silencer to be made and installed) and my employees to receive training on the proper use of the equipment



Giant Vacuum

### DOT Training

Training of our employees is one of the most important things that a company can do to stay at the top of their profession. Fireline has always believed in this and on that note I'd like to thank Art Decker, Steve Imhoff and David Henson who on February 24 & 25 completed and are now certified by CTC Seminars to hydrostatic test high pressure and low pressure D.O.T. cylinders.

In February, Chip Mill from Ansul visited both Baltimore and Leesburg branches to train and certify us for our three year certification on portables extinguishers and in Leesburg on R-101 kitchen systems.

This year look like it's going to be a real challenge but I have confidence in my employees that they all will step up to meet the challenge

### Retester Identification Numbers (RIN Number) Renewal

Every five years both Baltimore and Leesburg offices have to be approved by the Depart of Transportation (D.O.T.) in order to hydrostatically test and cylinders that are marked with D.O.T. numbers. It is a lot of hard work in order to meet these requirements, training, testing, and all the paperwork requirements that are needed to be done by all employees of our departments.

I want to take this time to thank all the employees in both Baltimore and Leesburg portables departments for all the work they do all year long that without them knowing, helps us retain our RIN numbers.



Fireline offers our customers training on usage of portable fire extinguishers. How many of you have fire extinguishers at home and how many of you or your family members would know how to use it in time of an emergency?

October is fire awareness month and Fireline would like to schedule a day this fall to do training with our employees and their families. If you are interested please contact Lisa Malone.

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

# SIP

AJ Decker won the \$100 SIP Award in January, Gary Cox, Jr. won the \$200 SIP Award in February. There was a recordable incident in March so no SIP award was given. Stay safe out there, and do your part to help **Fireline** avoid recordable incidents. By doing so, you become eligible to win cash prize drawings which increase with extended accident-free periods.



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

The past few months have brought some much needed changes and upgrades to the Leesburg office. Lino Rivera is now our full time shop technician, and he has been doing a fantastic job of getting the extinguishers hydro tested and back to the technicians and customers in a timely manner. We are pleased with our hydro test machine upgrade. The smaller fully enclosed console has given us a lot more space and keeps those dry chemicals out of the machine. Everyone has been on board to help with my organization projects in the shop to give us more room and make everything more efficient, which has really helped with our inventory and customer service.



In anticipation for our RIN re-certification, Phil has been visiting us to lend a hand (and lots of advice) to help us prepare for that stressful third party inspection. We are very grateful for this because shortly after our inspection we received a surprise visit from DOT! After a full day of checking our tools, training, and test records they left with no probable violations. They even commented on how impressed they were with our facilities and how organized everything was. Thank you Phil, Lino, Jared, and Kevin for all your hard work. We couldn't have accomplished that without you!



We have seen a big increase in business for our restaurant install division this year. Kevin Federline has been hard at work with contractors to bring in new opportunities for his team. We have been working with a food truck fabricator and will be installing many new systems for them this year, six of which have already been done since January. We also have new systems going into at least ten different Costco locations this year. Keep up the good work!

Our portable service technicians have really felt the strain of all the winter weather. I would like to thank every one of them for putting in extra hours to make up for lost time and seeing to it that our customers are taken care of. We even found time for all of our restaurant and portable service technicians to get their Ansul certifications for hand held portables and R-102 restaurant systems. Way to go Leesburg!

On a personal note, I was lucky enough to go to Key West last week and marry Tessa, finally! Thank you everyone for your kind words and well wishes.



Follow Fireline On...



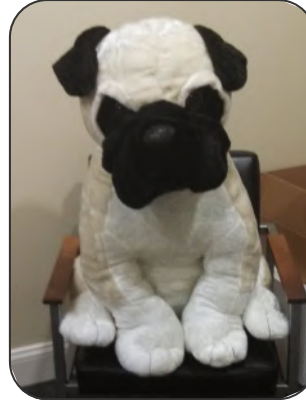
**IDO**

Congratulations to Justin Fishback and his wife Tessa. They got married in Key West on March 14th.



**Service Sales** By DAVE TAYLOR, *Department Manager***Top Dog**

The Service Sales Department has been quite busy during the first quarter of 2014. New service sales have been strong, with increases well into the double digits. With a focus on new sales in mind, we created a monthly "Top Dog" sales award that recognizes the top performer each month. In order to be the "Top Dog" you must be the leader in a formula that includes new sales, close rates and quotes. The prize? A giant stuffed dog—yet to be named. David Gates has been the winner for January and February. Congratulations to David for a fine start to 2014.

**Weekly Check-Ins**

Every Monday morning we have a team conference call to discuss successes and challenges as well as a look ahead to the upcoming week and other relevant sales topics. This weekly conference call serves as a supplement to our monthly sales meeting and has been great for stimulating productive sales discussions and serves as a team "energizer". Afterwards we recap on lessons learned. It is a great way to bring the sales team (who work remotely) together as a team.

**System Sales** By RON EURE, *Department Manager***New Year—New View**

With the New Year beginning, we have decided to take a new view when looking at current sales vs salespersons goals and current YTD sales vs historic YTD sales. Our business is certainly not a straight line sales forecast for all twelve months. But cyclical, and different for each install sales division - Fire Alarm, Suppression, Sprinkler, and Hood. We have begun taking the rolling 5 Year average as a base to project where sales should be and to look at how each individual sales person and each department stands YTD. This will give us a much truer picture of present sales and help guide us in what strategic changes we may want to incorporate to achieve our sales goals.

Also giving us a new view for the New Year, is the weekly meeting Anna is holding with the Suppression Sales Team. This is a quick weekly snapshot meeting to discuss new sales opportunities, review recent quotes, pinpoint and define customer interaction, and decide on which avenues to take on the several different product lines the Suppression Department provides. With Suppression Sales being so volatile in volume from month to month, these weekly meetings should help the continuity and rhythm of the sales team and in the end; increase sales.

**Fireline**

is a proud distributor of...

**PAY**

Remember that your SI Web Tools online schedule and paystub username may not be 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.



## Mixed Bag The Special Olympics of Frederick County, Bacon Wheel

### The Special Olympics of Frederick County Inspired by CHARLIE MOORE

The Special Olympics of Frederick County basketball team has been competing all winter against teams from Howard, Baltimore, Carroll, PG, and St. Mary's counties as well as the Maryland School for the Deaf and the Lower Shore Special Olympics program. On Sunday, March 23<sup>rd</sup>, SOFC played their final games of the season at Tuscarora High School in Frederick. They played their best this season and came away with a bronze medal. They showed nothing but smiles as they received their medal during the ceremony. Many of these players also play in the soccer program for me. Others play in flag football as well as compete in track, cycling, rowing, softball, and even skiing!

One of our players, Adam Hays, is practically a celebrity. He's often used for Special Olympics Maryland fund raisers and even went before congress to lobby for benefits for the Special Olympics. This year he has been selected to compete in the National Tournament for 5k, 10k, and 25k cycling competitions in June.

Spending time coaching and volunteering for the Special Olympics has been good for my soul. Before every State and National tournament the athletes stand and recite the Special Olympians oath and every time it gets me. "Let me win but if I cannot win let me be brave in the attempt".

Anybody who wishes to volunteer can go to [www.somd.org](http://www.somd.org) and sign up to be a volunteer. Next up for me is a Special Olympics golf tourney in May.



### Baltimore Rotary Club "Bacon Wheel"

Rotary was founded in Chicago in 1905 and was the world's first volunteer service. The Baltimore Rotary Club was chartered in 1912. Today, Rotary is a volunteer organization of 1.2 million business and professional leaders united worldwide to provide humanitarian services.

Continuing in the long time tradition of Mr. Waters, Fireline employees man the Bacon Wheel during the Club's annual Oyster Roast. This is one of the clubs largest fundraisers throughout the year.



## Mixed Bag Reduce, Reuse, Recycle & Fireline's Added Energy Source

### The Polar Vortex by KAREN COBB

Approximately 125 demand tickets were printed in 5 days when the Polar Vortex hit. Technicians were working long hours, some until 2-3 a.m. and had to be sent home to get sleep. A lot of guys really stepped up and were willing to help out where ever needed. Nicole even assisted one night going out on a sprinkler repair. Sprinkler install helped out as well and we had techs scheduled to work the weekend to answer calls not addressed during normal business hours.

The dispatchers did a great job handling the heavy volume of calls, getting techs out the door and staying in contact with them.

We were told by several people their normal contractors would not be able to get to them for a week, hopefully we made an impression.



Now you know...

*A polar vortex is a persistent, large -scale cyclone located near either of the planet's geographical poles. These vortices can last for more than a month.*

# NFPA

President Jim Shannon said the Association will focus on the leading causes of home fires, including cooking. "We also need to continue to push hard for home fire sprinklers". That's still a large priority for NFPA, and we plan to work very aggressively in 2014 on our residential sprinkler initiative," he said.

## Affairs To Remember

October, November & December

### Baltimore/Maryland

3rd Annual Komen Race for the Cure  
MD, O.C.  
April 13th

Federal Hill Spring Block Party  
April 20-May 11th

139th Preakness  
May 17th

Wee-Sale Children's Consignment Sale  
May 1-4th

R.O.C. Race 5K  
May 18th

Ravens Beach Bash Tailgate Party!  
May 29th

Crab & Beer Fest  
June 21st

### District of Columbia

National Cherry Blossom Festival  
April 12th

Kids Fun Fair & Zoo  
April 5-6th

Wee-Sale Children's Consignment Event  
May 17-18

R.O.C. Race 5K  
June 14th



*Are you ready for some Orioles Magic?*

Opening Day is March 31st. Check out their schedule below:

[http://baltimore.orioles.mlb.com/schedule/index.jsp?  
c\\_id=bal#y=2014&m=3&calendar=DEFAULT](http://baltimore.orioles.mlb.com/schedule/index.jsp?c_id=bal#y=2014&m=3&calendar=DEFAULT)

### Old News

If you missed any of our issues or would just like to look back in time, the Fire Flyer is always available at:

[www.fireline.com/news-room](http://www.fireline.com/news-room)

## Fireline Funny's

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### Tax Preparation Services



"If I figure out how many miles I've scrolled my computer mouse, can I write it off as business travel?"

### Want to win a prize?

Be the first to complete the Spring 2014 Fire Flyer crossword puzzle.

To win this month's prize email: [sadkins@fireline.com](mailto:sadkins@fireline.com)

Last quarter's winner was Ras W.



### Coming Soon

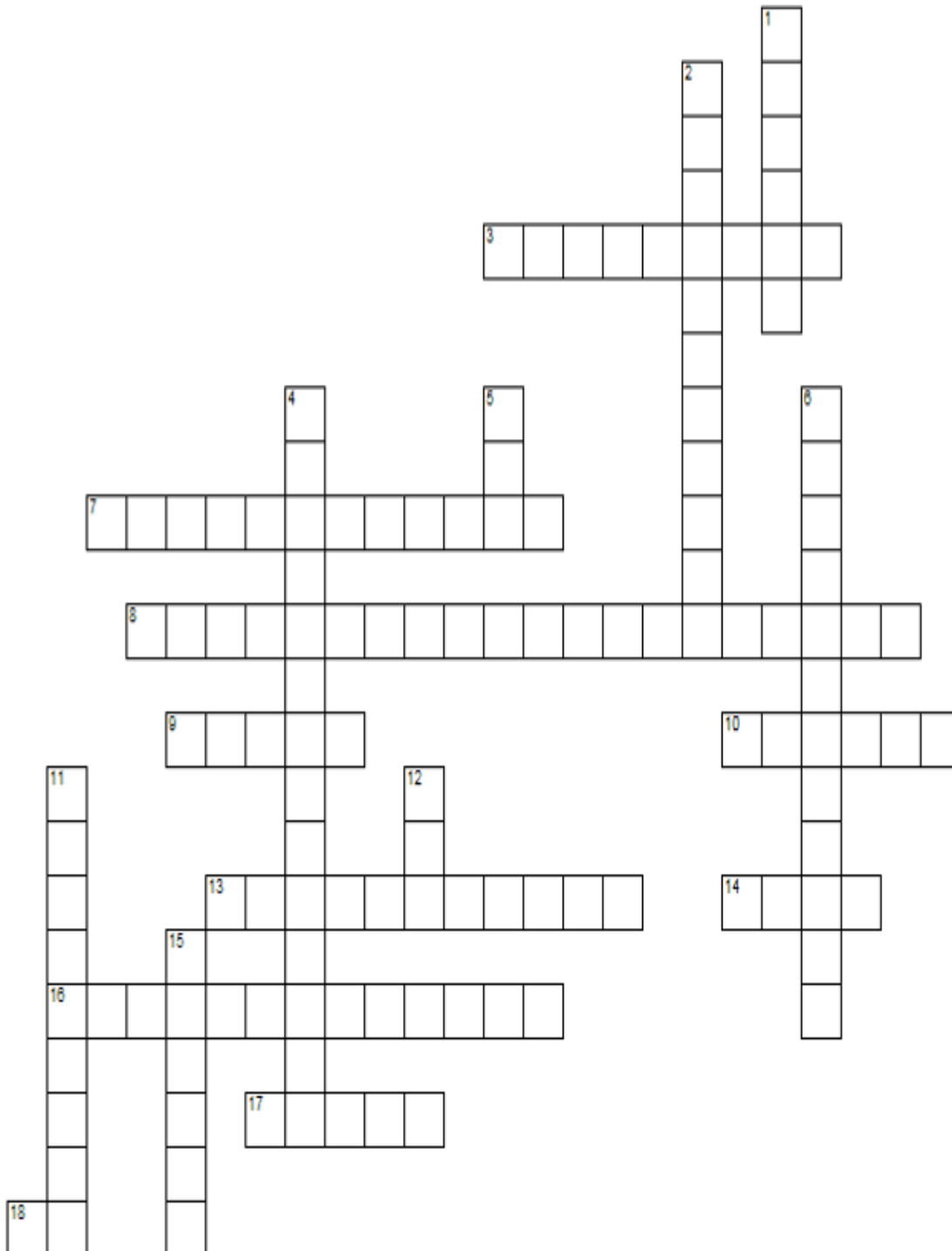
**Vol. LXVII // No. 3 (Quarterly Edition—Summer)** arrives Friday, July 4, 2014

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 20, 2014.



# Did *you* read the newsletter?



## Across

3. Quarterly Value
7. Who do you call regarding unethical matters?
8. The funny looking machine outside Bldg. 1
9. What should you keep nearby to handle a flare-up?
10. Polar
13. When ascending or descending a ladder, maintain
14. Charlie Moore says Special Olympics is good for his
16. Tends to make life easier
17. First name of the new Sprinkler Technician.
18. What Anniversary is the Orioles celebrating this year?

## Down

1. New systems are going into a least 10 of these this year.
2. Marvin Nagel and Bill Donohue were recently named.
4. What department does Clinton Shell work for?
5. Retester Identification Numbers.
6. Never attempt to restart a flame by adding more
11. Dennis Bryant loves this.
12. Quality, Integrity and People
15. First name of the new dispatcher