

APRIL 2016

Fireline FIRE FLYER Vol. LXVIII, No. 3



IN THIS ISSUE:
THE DWONS
2016 OUTLOOK
AND
FX TRAINING
PLUS MUCH MORE!



THE BEST GIFT OF ALL

The lines between work and family are so often blurred in a family business. Thankfully there are a lot of people who make this a blessing for a working mother.

A note from Anna Gavin

First quarter was certainly a change of pace for me. I gave birth to my daughter Libby just a few days before the blizzard and was thrown back into the life of diapers and sleepless nights. But as all of you parents know, it's all worth it the first time you see that baby smile. It took about a full month before I started to bring myself back into work and even then it was only to answer emails or have the occasional meeting.

Had you asked me a few years ago if I was going to have another baby the answer would have been a hard NO. Fireline is my extended family and I couldn't imagine taking time away from the business. But as the years have passed and the company culture has changed, so too did my outlook on leaving to expand my family.

This change in attitude was mostly the result of the management team taking more and more ownership of projects and decisions. For many years I would run around making every little decision that came across my desk. I would start up projects and champion them by myself, pushing the project down onto my team. This is not a sustainable

management technique. For one thing, I am not always the right person for the job. Those decisions are better kept in the hands of the experts. And while I love starting projects to improve our company, it is far more impactful if I let others develop the project with me and take charge of it themselves.

It took time and experience to learn these things. Because of this I was able to walk away from the business, confident in the capabilities of not just the managers, but all of the Fireline team. So thank you everyone for giving me the confidence to go out and take the time to have another baby. There is no bigger reward than holding this perfect little girl in my arms. I cannot imagine life without her and I cannot imagine life without Fireline. Thank you for such a wonderful gift.



got extinguishers?

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



FORWARD FACING

It's a new year and with it comes new challenges and opportunities.

Now that the strategic planning is complete for 2016, what are you most looking forward to in the upcoming year?



this, I can honestly say what I am most looking forward to in 2016 is operating at a functional capacity. I anticipate customers to be more satisfied with our response time and consistent quality.



MIKE LEVASSEUR
PORTABLES

What I'm most looking forward to in 2016, is the complete adaptation of a fully functional Profit Zoom. The development of the Portable drivers using the Mobile device with PZ and going paperless. It's just easy-PZ! I'm also looking forward to watching the growth and development of the new hires in our Dry Chem Shop.



TED
REITTERER
SPRINKLER

What we are looking forward to in 2016 is to have a positive and profitable year. We have "re-tooled" our bidding process and are being more selective in the jobs that we bid. We are also bringing on some new talent and expanding our presence in the NOVA area. We now have two crews that live in the area to man these jobs. This should cut

down on travel expense and allow all of the field crews to be more productive.



TJ SMALLWOOD
VEHICLE SYSTEMS

Last year's goal of the Vehicle Systems Department was to hire more technicians to handle our work load. It was an overwhelming experience as everyone took on extra work and new hires were trained. By the end of the year our goal was met! Because of

"I anticipate customers to be more satisfied with our response time and consistent quality."



JUSTIN FISHBACK
RESTAURANT
SYSTEMS

As we continue into the New Year and nearly 18 months since our “Go Live” date with ProfitZoom there are many things that I look forward to this year. The implementation of PZ Mobile now allows the technicians to clock in and out from each service order. This will not only allows us to better track profitability on each service ticket, it also cuts down on the time I have to spend each week processing time sheets. The other big benefit of PZ Mobile that I look forward to is the completion of service tickets via mobile and having them automatically sent to the Service Order Workbench. This will greatly reduce the amount of time we spend processing, com-

“I am looking forward to see how we will learn to communicate as a team.”

pleting, and billing tickets and allow us more time to work on other projects. I look forward to Profit Zoom Mobile

being the newest and best tool to make us more efficient and successful in 2016.



KAREN COBB
SYSTEMS
SERVICE

What I am looking forward to in 2016 is the implementation of Mobile in PZ. This has been a long time coming and will benefit the department and Fireline as a whole.

This will enable us to provide our reports to the customer as soon as the inspection is complete, no more report time or delays in providing the reports to the customers. The reports are key for the customer and ultimately what they are paying for.

Service tickets will be completed and billed the same day – no more chasing down tickets! Eventually paper tickets will be a thing of the past and we can save some trees in the process.

We will be able to truly see how profitable a job is – something we have never been able to do on the service end.

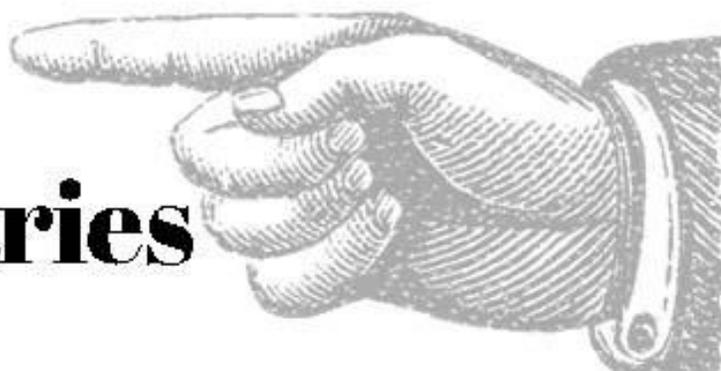


RICH SIGETHY
FIRE ALARM

As 2016 kicks off, we start to wonder where

this year could take our department. Last year saw the consolidation of departments, ie. fire alarm and suppression, which has maximized the synergies between these departments. This year has brought our department a new challenge: a large scale project that has a mixture of fire alarm systems, air sampling, water mist and sprinkler. When this job was in its infancy, we had too many people trying to communicate with the customer which was creating havoc for everyone involved including the customer. We decided it was best to have one point of contact from Fireline to deal with all information to all parties, particularly the customer. This has taken a lot of headaches out of the project, we are now on the same page and the customer seems much more comfortable. As this project progresses, I am looking forward to see how we will learn to communicate and work together as a team.

Fireline Anniversaries



March

Dennis Tetso - 1 Year
Chris Denbow - 1 Year
Jenn Barron - 1 Year
Kathy Coffey - 1 Year
Brian Bartholme - 1 Year
Charlie Harris - 10 Years
Gary Hoddinott - 12 Years

TJ Timpson - 12 Years
Kevin Young, Jr. - 13 Years
Barb Haas - 18 Years
Amanda Drury - 2 Years
Bill Bonney - 22 Years
Lino Rivera Lopez - 3 Years
Bill Donohue III - 30 Years

Rachel Gibb - 4 Years
Lou Lucas - 4 Years
Paul DeMaria - 5 Years
Julio Castro - 8 Years
Ras Wisidagama - 8 years
Gary Cox, Jr. - 9 Years

April

John Pierce II - 1 Year
Armando Morales - 1 Years
Mark Rufus - 2 Years
Mike Ramiro - 2 Years
Dylan Fogle - 4 Years

Mike Haas - 5 Years
Billy Carter - 7 Years
Mike Grow - 7 Years
Steve Twain - 8 Years
Anna Gavin - 15 Years

Dave Henson - 9 Years
Danny Nieves - 12 Years
Harry Lowman - 14 Years
Ken Scholl - 20 Years
Norm Mason - 25 Years

May

Ricky Gardner Jr. - 1 Years
Craig Steinbock - 6 Years
Rupert Mangal - 7 Years

Eric Robertson - 8 Years
Janet Werner - 10 Years
James Porter - 15 Years

Al Riefflin - 16 Years
Steve Bilz - 22 Years
Marty Ibbott - 26 Years

June

Nick Cavey - 1 Years
Stephen Dreyer - 1 Years
Mark Meyers - 2 Years

Guy Horning - 2 Years
Santos Castillo - 2 Years
Keith Smith, Sr. - 6 Years

Joe Mooney, Jr. - 7 Years
Chris Troutman - 12 Years
Dave Gates - 14 Years

employee recognition award winners

1st quarter



Cindy Rueppel
HR & Admin



Ken Scholl
Fire Alarm Design



Mark Rufus
Fire Alarm Systems



TJ Smallwood
Vehicle Systems



Stephen Dreyer
Systems Service



Debbie Lanham
Accounts Receivable



profitzoom
mobile

COMING SOON!

 CRM CAPTURE AND TRACK LEADS	 ENHANCED DRAG & DROP QUOTES	 DIGITAL WORK ORDERS + INSPECTIONS	 ON/OFF-LINE MOBILE CAPABILITY	 REPORT WRITER BUSINESS INTELLIGENCE	 FINANCIALS JOB COSTING + INVENTORY	 UNIQUE CUSTOMER PORTAL
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INSIDER INSIGHT: MAINTENANCE SELLING

DAVE TAYLOR

DIRECTOR OF BUSINESS DEVELOPMENT
BALTIMORE

One of the more overlooked aspects of sales is the care and feeding of existing customers by sales representatives.

Sometimes referred to as “maintenance selling” it is the forgotten stepchild of many sales strategies. Basically, it means that we don’t forget our customers once we make the sale. We need to pay regular attention to them. Good existing relationships can be brokered into increased sales without all of the laborious activities that go along with the traditional sales process. Most importantly, it’s the right way to treat your customers. It’s the Fireline way.

Think about it for a minute and ask yourself this. Of all of your existing customers, do you really know if there are other properties or projects the customer might have where we aren’t providing services or systems? The only way to know is to have a continuing relationship with your customers. Of course, it would be impossible to have a close, personal relationship with each and every existing customer but there are good, analytic ways to make sure we don’t forget them. Here are some of the ways it can be done.

1. Make a list of your top customers. This list can be sorted many ways. It can be by sales volume, number of properties, tenure with Fireline, future potential, geography or a combination of all.
2. Once you have made a list of your “Top Customers” contact them with the intention of meeting face to face. It can be over breakfast, lunch or at their office, whatever is most convenient for them. Let them know you will be brief and try to keep the length to about an hour.
3. When you request a meeting, let them know you are interested in finding out how we are performing, both good and bad. Customers will appreciate you taking the time to visit with them for feedback on our performance.
4. Take notes when the customer is providing feedback, both good and bad. Share this information with your colleagues so we can continually improve, or in the case of good feedback, praise a coworker or department.
5. Let the customer know that you will follow up on issues that require future action. And be sure to follow up!
6. Offer information on new products or service offerings that may benefit the customer.
7. Thank him or her for their time and send a thank you e-mail within 24 hour hours of the meeting.

You should receive very positive feedback from your customers when you do this. They will be appreciative you took the time out of your schedule and they will have a positive impression of Fireline.

MEETINGS & TRAINING

Meetings and training sessions were plentiful this quarter. Here are just a few...



A– The Suppression team in water mist system training.

B- Bill Gibb posing in the fire alarm training room.

C-Karen Cobb presents objective team updates during the first quarter managers meeting.

D-Safety training on defensive driving tactics.





**SAFETY IS OUR BUSINESS.
DON'T FORGET TO MAKE IT YOURS.**

For safety training and information contact Bill Gibb at ext. 321

Are you lonely?

Tired of working on your own?

Do you hate making decisions?

HOLD A MEETING!

You can:

- ◇ **See people**
- ◇ **Show charts**
- ◇ **Feel important**
- ◇ **Point with a stick**
- ◇ **Eat donuts**
- ◇ **Impress your colleagues**

All on company time!

MEETINGS

**THE PRACTICAL
ALTERNATIVE
TO WORK**





Babies & Grandbabies



Danny Nieves welcomed the birth of his 1st Grand baby Wyatt Daniel on 12/24/15.



Bill Donahue welcomed the birth of his 1st Grand baby Finnley William on 1/27/16.



Reggie Burton welcomed the birth of his 1st Grand baby Kal Trietan on 9/27/15.



Anna & Jeff Gavin welcomed their baby girl Elizabeth (Libby) Jane to the world on 1/20/16. She weighed 7lbs, 4oz and was 19 inches long.



Jared Fiehback & his wife welcomed their baby boy Tommy Michael to the world on 1/11/16 he weighed 8lbs 10oz and was 23.25 inches long.

KUDOS

Sometimes its nice to get a little recognition.



Robin Busch
System Sales
Customer

The number one thing I like about Robin is her attitude. She has the most positive attitude. It's refreshing. Robin is an extremely hard worker. She responds to my emails very quickly, and is always on top of my request. I can always count on her for answers. She is never too busy to speak with me. With me being new in this environment she has made it very comfortable to talk to. I have a lot of questions and she is very patient with me and makes sure I understand everything before we move on. She has made my job easier and I enjoy working with her and look forward to working with her more.

Chris Troutman
Dwon Bess, Sr.
Fawn Dyson



Fire Alarm
Customer

Thank you all for going above and beyond with coordinating this work and for re-working your busy schedules. I received word from the site that we completed all changes to the system and that the new panel in building 5 was successfully pre-tested and is communicating properly to building 9 and building 196. This was no small feat to accomplish in one day I commend all of you and your teams for your efforts in getting this issue resolved in a expeditious manner.

Amanda Drury & Jenn Barron,
Systems Service



Customer

I wanted to write you a quick email to let you know what a fantastic job Amanda and Jenn have done in servicing my account. They have both went above and beyond in helping me schedule a repair under difficult conditions and have been so kind and professional. I know in my job I hear a lot of complaining and few compliments so I thought it would be nice to let you know what a great job your staff is doing.

Happy 30th Anniversary Bill Donohue! Thanks for all your years of hard work!



Birthdays &



April

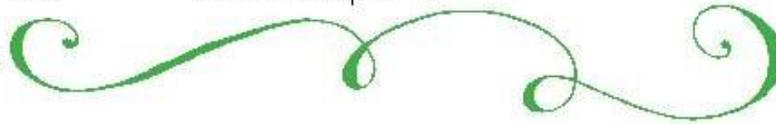
Linda Abdow - 2
Rick Kavlich - 7
Dave Henson - 11
Dennis Bryant - 11
Stephen Dreyer - 14
Armando Morales - 16
Brady Bert - 21
Jenn Barron - 24
Vee Ouk - 28

May

Matt Meyers - 1
Brian Bartholme - 3
Rich Sigethy - 8
Bill Bonney - 9
Kyle Dean - 9
Steve Twain - 15
Tyler Smith - 17
Gary Cox Jr. - 18
Greg Smith - 20
Sam Lamartina - 21
Freddie Harvin - 26
Charlie Harris - 31
John Pierce III - 31
Lino Rivera Lopez - 31

June

Marvin Clark - 2
Kelly Coon - 9
Bill Gibb - 12
Ike Austin - 12
Tony Cadogan - 15
Chris Troutman - 24
Bill Donohue III - 25
Ted Richter - 25
Phil Bowers - 26
Robin Busch - 29



SAMI UPDATE:

My daughter, Samantha, has continued to make progress in her battle with her PVS (pulmonary vein stenosis) disease. After our most recent trip to Boston, and another successful procedure, we got the great news that we can stop her chemo. After 2 and 1/2 years on it, Sami is already showing improved appetite and higher energy. So wonderful to see her feeling better.

We return to Boston in August to determine if there is any reoccurring of the PVS. If not, we move forward with scheduling her next open heart surgery.

Please keep Samantha in thoughts and prayers. The support of Fireline has been tremendous, and we are truly lucky and grateful.

Frank Bernadzikowski , Portables Service Department, Baltimore

ON THE COVER THE DWONS

Fireline FEATURES

PEOPLE

Dwon Bess Senior, Fire Alarm Programming & Dwon Bess Junior, Fire Alarm Design

A common phrase when discussing a great employee is, "I wish we could clone him." Well Dwon Bess Senior and Dwon Bess Junior may be pretty darn close to clones. Both are hard-working, smart and all around genuine good guys.

The fire alarm department couldn't be more fortunate. Anna Gavin asks this father/son team a few questions about fire alarm, each other and their time at Fireline.



THE DWONS



AG: So how did you find your way into the fire protection?

DB Sr: I started in the fire protection industry in 1994. I was in my first year of electrical apprenticeship. The first job I was sent to they put me with the fire alarm crew. I excelled at installing so they kept me with the FA crew. My

knowledge grew year to year from going to seminars and classes so that by my second year in the trade I was running my own jobs. I love doing what I do because with fire alarm it will never get dull it's always something new to learn!

DB Jr: My dad has been working in this industry for years which sparked my interest and lead me into the company. I started working in the portables department servicing fire extinguishers which I had many great experiences on that side of the company. Mike Levasseur and the rest of the team started to notice how good I was with computers and technology and took the time to talk to Rich Sigethy about moving me over to the fire alarm department to use my skills as being a fire alarm designer. I took a little introductory class for AutoCAD during the summer time at the Community College of Baltimore County so I can get familiar with the program that we use.

Here I am now been working as Fire Alarm Designer for seven months and I love it!

AG: What is your favorite memory of each other as father/son?

DB Sr: My favorite memory of Dwon is his mother giving birth to him on St. Patrick's Day 1994.

DB Jr: All the sport activities and training we did growing up from Football or Basketball and that one little season of lacrosse.

AG: If you could go anywhere –

where would it be?

DB Sr: I would go to Punta Cana

DB Jr: Tokyo, Japan has been a dream trip since I was younger.

AG: Dwon Senior – What is your favorite jobsite?

DB Sr: Anyone with a network (Towson, SSA, UM)

AG: Dwon Junior – What is your favorite type of job to design?

DB Jr: I don't have a specific job yet that I like to design but I love to do the big jobs that are a bit more challenging to me with my level of fire alarm level because I tend to learn a lot more going through and completing the job.

AG: Who in the fire alarm department makes you laugh the most?

DB Sr: Fawn makes me laugh the most, it's great that your supervisor has the type of personality.

DB Jr: A combination of Billy and Harry.

AG: If you were a fire alarm part, what would you be and why?

DB Sr: I would be the main panel - without it you're not complete.

DB Jr: Um, if I was a fire alarm part I would want to be the fire alarm control panel because that's the big boss of everything the heart of the operation.



The Dwons in the late 90's.



Still looking good in 2016!

NEW TO THE TEAM

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



Brandon
Slacum
Fire Alarm
Service



Jason Miller
Suppression
Systems

Alexandria
Heffington
Accounts
Receivable



Michael
Bryant
Suppression
Systems



Todd Bates
Portables Dry
Chem Shop



Joshua
Downey
Systems
Service



Cleyde Soto
Sprinkler
Systems



Jacob
Smallwood
System Service

Steven Taylor
Suppression
Systems



Robert
Stallings
Fire Alarm
Service



Eusebio
Ventura
Sprinkler
Systems



Stephen Weiss
Portables Dry
Chem Shop



Jesse Forbes
Systems
Service



INSIDER INSIGHT: **PZ MOBILE** **A TECH'S PERSPECTIVE** **FRED ANDERS**

SPRINKLER SERVICE TECHNICIAN
BALTIMORE

I would first off like to say it has been fun and challenging learning about and being a part of the PZ Mobile test group. My experiences so far have been extremely positive. Like anything else you do, change can be difficult and overwhelming but in most cases better for us in the long run. PZ Mo-

bile to this point has been just that.

The overall idea of PZ Mobile definitely has a positive outlook for Fireline and the way we do business, handle reports, take service calls, and go about our daily routines in the field, among other things. PZ Mobile is going to allow us to get rid of keeping regular time sheets and having to stop what we are doing on a Tuesday evening to send an email.

PZ Mobile will allow us to have all the information we need for the job right in front of us, whether it be directions, phone numbers or contact information. We will have the ability to create tickets for jobs we take after hours thus eliminating having to call or email the Service Coordinators and give them all the correspondence and creating a ticket for you. It will allow for us to know what we are doing days and sometimes weeks in advance and who we are working with. I have found there are actually less steps you need to take to complete a ticket on PZ Mobile than it is to complete the same ticket on the laptop.

PZ Mobile will for the most part eliminate the use of a laptop and having to pull it out and turn it on throughout the day. It will make us techs more efficient finishing reports while on-site and eliminating the need for "report time". I know we can all dig that!!! In closing, when the dust settles and all the kinks are worked out we will all look back on this and I do believe will say... PZ Mobile was a good change.

Fireline exhibits each year the National Facilities show at the Baltimore Convention Center. As always the booth was a hit. We had some great interactions with customers and prospects. Thanks to all who helped with the booth this year!

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NFMT[®]2016
MARCH 22-24, 2016 | BALTIMORE, MD



Don't let your lack of computer knowledge hold you up.



Keep informed with our routine training classes. Customer screens, Order Entry, PO Navigation and more. See Elizabeth Adkins for more details.



Training Days

More workplaces and communities are requesting on site fire extinguisher training. Lisa Malone and the fire extinguisher team have responded with an interactive and educational program.

Article by Lisa Malone



The FX training team at the 2016 Fire Safety Day at the Fire Museum of Maryland.

In 2005, Steve Waters asked me to take over the fire extinguisher training because Jack Harte had pneumonia. I had never done this before in my life!

My first words were “But Steve I am a girl” to which he replied “I am aware and you will be fine”.

He sent Danny Nieves out with me to assist. That was when the training consisted of a pan of water to which we added gasoline. Then we lit it with a flare. The customers used ABC fire extinguishers so powder was everywhere.

How times have changed! I told Phil Bowers that if I was going to keep doing

training, we needed something different.

In 2006 Fireline purchased the Bullex equipment that we now use. I realized that customers wanted fire extinguisher training and any other safety training they could get. We were being invited to every safety event.



In 2010 I added a DVD that I found on an OSHA website so that the classroom portion became a way for customers to learn more about workplace safety and to help them create evacuation plans. After 2012 the standard fire extinguisher training class that was created is far and above one of the best offered in our area. I started to receive calls from Virginia and Washington D.C. so we expanded.

A typical fire extinguisher training class consists of a 12 minute DVD with a written quiz to follow along. Then we go outside for live fire training. The fire ex-

“The standard fire extinguisher training class that was created is far and above one of the best offered in our area.”

tinguishers are re-sealed after every use so each person must break the seal and pull the pin. Each person that attends the training class receives a certificate of completion to put in their file.

I was told by a customer that one of our competitors lights a rag and throws it in a trashcan lid. They put it out with an ABC fire extinguisher. That’s it!

The Fireline Fire Extinguisher Training Team is Dave Henson, Mark Meyer and Lisa Malone.

On Saturday March 5th 2016, Fireline took part in the Safety Day at the Fire Museum.

Fireline has become a proud sponsor of this event.

Children and adults have fun learning how to use fire extinguishers and a few purchase them from us after the training. We also stress the importance of having a safety plan at home.

This year, Sharon Waters joined us and brought her grandson Ben Gavin. He had an awesome time out there and I encourage everyone to bring your kids out next year. This is a free event and the Museum is full of relics of firefighting from the past that you cannot find anyplace else!

Special thanks to Dave Henson, Mark Meyer, Steve Bilz and special guest Sam Jean who showed up just to say “Hey” but stayed all day and manned the table inside.



QUOTES FROM THE FIELD

If you could give one piece of advice to someone entering the field, what would it be?

“

“Do the job the correct way and as efficiently as possible, that will save on having to return to correct a rush job maybe not done 100% correct. Also those little things you can do for a customer could lead to much more business for Fireline. If someone likes how you handle yourself and conduct business they may be inclined to pass more business our way”. - Ike Austin

“Be thorough when inspecting or testing repairs. Customers pay a lot of money for our service, give them their money's worth.

Also remember the difference between should and shall.”

-Marty Ibbott

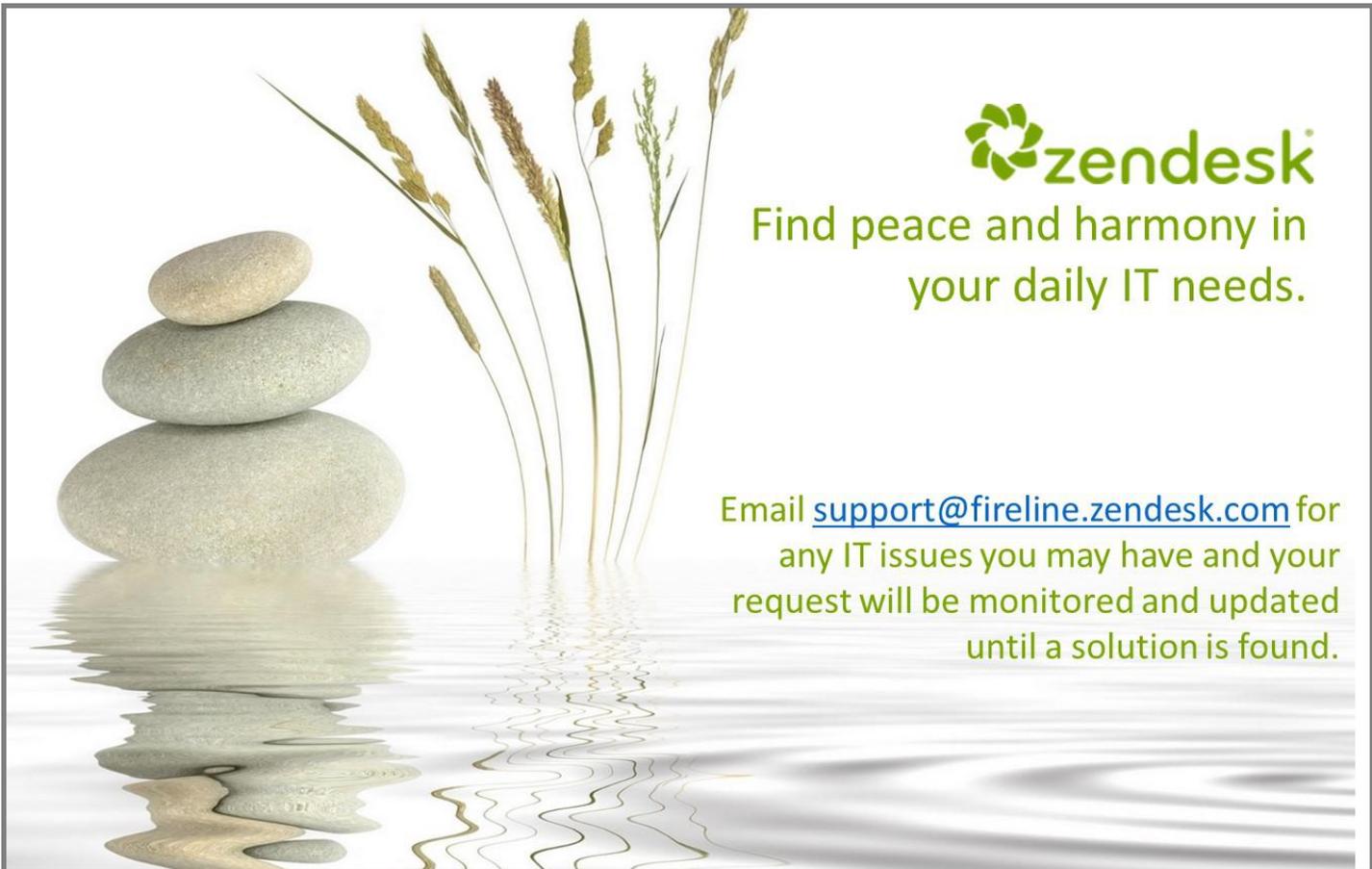
“If you're 20 minutes early you're on time; if you're on time you're late; if you're late, Late is unacceptable!!” -Rob Kershner

“Be prepared for things to always change. It's not just about learning a few things and repeating them over and over. This field is ever changing, and the largest challenge is keeping up to date with advances in equipment and codes. This field is also very rewarding on other levels since a large part of the job is dealing with different personalities, be it customers, co-workers, or office personnel.” -Matt Meyers

“Everyday is a new challenge and opportunity to learn something new. Take the challenge head on. Take advantage of the opportunity. Do your best and keep a positive mindset. -Dan Evangelisti”

“Don't sweat the small stuff” -DeShawn Brown

”



Find peace and harmony in your daily IT needs.

Email support@fireline.zendesk.com for any IT issues you may have and your request will be monitored and updated until a solution is found.

As always, Fireline is a proud distributor of the following fire protection manufacturers....

