

Quarterly Edition—Summer

Vol. LXIV, No. 3





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Fireline in the Headlines

Fireline Corporation Appoints New Manager for Leesburg Office



BALTIMORE, Md. (May 9, 2011) – Justin Fishback (pictured) has been appointed manager, effective immediately, according to Anna W. Gavin, president of the Baltimore-headquartered fire protection equipment contractor, distributor and service company.

"Justin has tremendous enthusiasm for our industry as well as a genuine commitment to providing the best possible service to our customers," said Gavin. "I know our Leesburg office and customers will benefit greatly from his leadership."

Fishback has been with The Fireline Corporation since 2004 and was previously assistant manager of the Leesburg office. Beginning his career in the fire protection industry while still in high school filling fire extinguishers at his family's business in Salt Lake City, UT, he holds a variety of industry product and equipment-specific certifications.

Justin is a resident of Winchester, West Virginia.

Internal Hire Announcement

Fireline Corporation Appoints New Material Resources Manager



BALTIMORE, Md. (June 9, 2011) – William Gibb (pictured) has been appointed Fireline Corporation Material Resources Manager, effective immediately, according to Anna W. Gavin, president of the Baltimore-headquartered fire protection equipment contractor, distributor and service company.

"Bill is a great fit for this important role where his personal leadership and eye for detail will dramatically aid in the management of our fleet, equipment, property, and so much more," said Gavin. "Please join me in congratulating Bill and welcoming him to his new role here at Fireline."

Gibb, with nearly 30 years of industry experience, has been with the Fireline Corporation since 1996 and was previously a System Service Department Technician/Supervisor for Frederick and Carroll County field operations. Bill additionally administered the Fireline Corporation Safety Program and holds a variety of safety, industry product and equipment-specific certifications.

Bill is a resident of Westminster, Maryland.

Fireline is a proud distributor of...

























ERA:

Congratulations to recent Employee Recognition Award (ERA) winners: Louis Killmeyer, Art Decker, and Doug Henninger won in April, while Erik Noffsinger, Chuck Collins, and Jason Litten won the award in June. Your colleagues recognize your contributions to our success and thank you for making *Fireline* such a great place to work!

A Message from the President



It's June, and that means I am freshly returned from the latest Annual NIFAD and NFPA meetings. This years meetings were located in Boston, where we did not get the heat or sun that everyone down here in the Baltimore Washington area enjoyed. For those of you not familiar with NIFAD, it stands for National Independent Fire Alarm Distributors. We meet annually to discuss industry trends, advancements in

the fire alarm industry, and to network with other distributors and manufacturers. Norm Mason has been a member for many years, and I became a member last year. I have agreed to sit on the board of directors for the next two years and look forward to the extra level of education that opportunity will provide. This year's meeting certainly focused on the economy and it's affect on our industry. The increasing bid market is changing the way our companies must sell; general contractors, electrical contractors, and even end-users are asking for prices on bid. We addressed this topic extensively, looking for ways to stay profitable in this increasingly competitive market.

Following this meeting, Norm Mason, Rob Wakes, and I attended the NFPA Expo and Convention. Many of our manufacturers exhibited their latest products ranging from portables, to fire alarm and suppression. The hot buzz this year surrounded a vote on increasing the safety factor used in calculating the minimum design concentration of halocarbon agents in special hazard systems for both class A and class C fires. This affects us as fire protection distributors because increased concentration will lead to increased needs for agent and therefore increased costs, thus making the systems far too expensive for our customers. We lost the class A vote, but won the more important class C vote for data and telecom rooms. All-in-all it was a very close vote, and we are happy with the outcome.

Kudos from Customers

Customer internal email, Ref: Marty Ibbott, Systems Service "Fireline did get the problem corrected late yesterday. Fireline sent Marty out, who was a tech I worked with at my previous job from time to time. He is a first rate mechanic and the man you want when you have a real challenging situation. He has 22 years of experience with that company."



Customer to Sales Rep email, Ref: Dan Towle, Systems Service "Thank you! I enjoy working with you, as well. I must say Dan Towle is my favorite technician. I know he knows our facility and trust he will respond to our needs. [With] regard to elevator recalls, I will check my records, but I think Dan already handled all those already. I will let you know later today."



Anniversaries

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

July

George Armstrong—6 Years
Ken Barnhart—2 Years
Brent Belcher—1 Year
Frank Bernadzikowski—5 Years
John Bitzelberger—5 Years
Phil Bowers—45 Years
Fawn Dyson—13 Years
Jimmy Kershner—1 Year
Rick Mohney Jr.—37 Years
Bill Pittman—11 Years
Travis Shirkey—1 Year

August

Linda Abdow - 7 Years Shaun Austin-5 Years Wayne Bennett – 10 Years Dwon Bess-4 Years Daryl Blow-11 Years Reggie Burton - 17 Years Anthony Cadogan—7 Years Steve Clarke - 34 Years Greg Diaz-7 Years Tim Francis—2 Years Jim Handy—12 Years Freddie Harvin—2 Years Doug Henninger-4 Years Marvin Jenifer-2 Years Debbie Lanham - 2 Years Monte Nash-3 Years Mike Rainey—2 Years Rich Sigethy - 7 Years Jarvis Stevens-1 Year David Taylor-3 Years Dan Towle — 11 Years James Vaught - 23 Years

Continued on page 6

PAY:

Remember that your online schedule and paystub username is not the same as your workstation, email/webmail and SharePoint username. For access and permissions, contact Brian or Shannon. For all password reminders or resets, contact Cindy. For time or compensation disputes, contact your Division Supervisor and/or your Department Manager before contacting the HR Manager.

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Recurring Themes

Executive Direction — Administrative Notes for All



We recently completed another successful Healthy Lunch. Our new insurance representative (having replaced Colin) joined us and was very pleased with what we've been doing to institute an employee health maintenance plan. He also thought our suggestion of building a Fireline Cookbook from employee recipe contributions was impressive and plans to share the idea with other companies in our plan group.

Bally Total Fitness recently offered Fireline a great rate for employee (and spouse!) participation in their nationwide network of fitness centers. More people signing up this new Fireline corporate wellness program meant even bigger savings in our group rate. Although the membership cost will be slightly higher for those signing up now that the initial recruiting period is over, it's never too late to join; see Lisa Douglass-Blair to add your name to the list and take advantage of the discount.

Admin Dept. welcomes Bill Gibb, from Systems Service, as he will soon begin his new role as our Material Resources Manager. Just as the Human Resources Manager tracks and take care of our people, the Material Resources Manager will track and take care of our 'stuff.' Admin Dept. also welcomes Lisa Malone's daughter, Danica, as a temporary admin assistant. She'll be working in FA with Tammy Siddons this summer, specifically on a scanning project.

Dave's Rave-On Customer Service



On many occasions and in different venues, Fireline has discussed and emphasized the importance of customer service. It's commonly understood that customer service is the courteous attention to detail we provide those businesses and organizations that pay the bills and, ultimately, our salaries. We refer to this as "External Customer Service," and it is critically important to our success. Equally important, but far more subtle, is something called "Internal Customer Service". Internal customer service is

when a co-worker is looking for assistance, information, or documentation in your area of expertise that is otherwise unavailable or difficult to obtain. It can be directly or indirectly related to an external customer's request or need. Because we are all directly or indirectly working on external customer issues, responding to a co-worker's request is just as important as if an external customer had made the request. A delay in assisting a co-worker is a delay in assisting a customer. It's really that simple. It's important to remember that internal customer service comes with some responsibility. First of all, have enough courtesy not to ask a co-worker for something you can easily do yourself. Secondly, if someone requests your assistance, please have enough integrity and professionalism to respond promptly and completely. Finally, please remember that all of our work activities are interrelated and may potentially impact external customers. The more cooperation we show each other, the better our chances will be of having satisfied customers.

Sixth Sense



Serious Responses to Your Strange Notions.

"I see interns" is a familiar quote heard around the office, and some introductions are long overdue. In an effort to complete Fireline's conversion to paperless files, we have hired a few "interns" as we like to call them; Julia, Yetty, and Danica. These part time employees are all attending college and are currently on their summer break. While working for Fireline they are able to earn a paycheck as well as gain office experience and new skills that will hopefully ease the transition from college to full time employment once they graduate. We wouldn't be making anywhere near the level of progress we're currently seeing without them. So, please make them feel at home and appreciated. Say hello if you see them in the hall, and contact Shannon if you need their assistance in your office with regard to the ongoing paperless filing / scanning project.

Test the strength of your own Sixth Sense

Be the first one to locate the ghost image of Shannon (pictured above), hidden somewhere in the newsletter, and win this month's prize.

Call (410) 247-1422 Ext.326

PMO:

The Project Management Office (PMO) is here to help you establish and maintain efficient and effective processes in conjunction with company-wide training and development, information management, and automation initiatives. We also perform all administrator functions for *SI WebTools*, *SharePoint*, and host the *Fireline* Technology Committee. Call Brian (Ext.247) or Shannon (Ext.326) at any time with your questions of concerns.

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Messages from the Managers

Vice President & General Manager / Fire Alarm Department



We're staying busy over here in Fire Alarm, both out at job sites and back in the office. The PMO is working on a major project for us, and we're taking advantage of the contributions from Danica Malone (intern) here in our department this summer to help with that as well.

Portables & Restaurant Hoods Department



We're happy to welcome back one of our former—and quite sizable—accounts. We had lost this fire extinguisher & kitchen system service contract last year for the first time in many, many years (more years than most of us have been here). We had the opportunity to bid for service again this year. Although we were not the lowest bidder, we had the powerful combination of Lisa Malone's professionalism and persistence and the Fireline commitment to quality, reliability, and customer safety on our side. How could this returning customer say no?

Sprinkler & Suppression Department



Congratulations, and thank you, to Dave Riggs! Please see the article on page seven about Dave's assistance to NICET in rewriting their Special Hazards program. Great companies are made up of great people, and this is just one of the great people we're lucky to have over here in the Sprinkler & Suppression Department.

Systems Service Department



We are almost completely paperless in the sprinkler, suppression, and fire alarm divisions now, having converted to an electronic reporting process for inspections. The reports are cleaner, neater, and much easier for customers to read. We've received a lot of positive feedback about the new format. We've also gone paperless in the office. Interns, Julia and Yetty, have scanned all the old paper files and freed up all the space in the dispatch area that the 10 old filing cabinets used to occupy. The new archival method has certainly made retrieving old reports much easier for technicians, the sales team and anyone who needs to find the information quickly. Thank you to all of our technicians for taking the time to learn this new format!

Leesburg Branch Office



I would like to welcome our newest Leesburg employees to the Fireline team: Service Technicians Bob Brewster and Jeff Poe. I would also like to thank all the Fireline employee's in the Leesburg office for all the extra effort in completing jobs while we were short handed.

Birthdays

July

Bill Pittman
Ron Eure
Glenn Jaeger
Art Decker
Gary Hoddinott
Greg Diaz
Karen Paul
Mark Rufus
Charlie Moore
William Carter
Shaun Austin
Brent Belcher
Jason Litten
Nick Decker

August

Dave Bruchey
Charlie Miskimon
Steve Clarke
Al Riefflin
John Bitzelberger
Todd Everitt
Tim Mays
Rasanjali Wisidagama
Tammy Siddons
Shannon Adkins
Anna Gavin
Mike Rainey
Joseph Mooney

September

Walter Glenn Sharon Serio Monte Nash Ralph Mason Ken Humphrey Jim Colgan Dennis Perez Steve Bilz Erik Noffsinger Dwon Bess Harry Lowman

JOB:

CONGRATULATIONS, and THANK YOU, to everyone that applied for the Material Resources Manager (formerly, *Asset Manager*) job. Although we had to select just one person to ultimately fill the postion, we did have a large number of outstanding candidates from which to choose; so much so, that it made the final decision very difficult. The good news is that with so many quality internal candidates, Fireline has a talent pool that's ready, willing, and able to fill future critical vacancies like this one.

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Service Sales & Vehicle Systems



One of the more esoteric, yet interesting groups at Fireline is Department 1250. More commonly known as Vehicle Systems, this group is more mobile and less visible than most. Their visibility or lack thereof, belies the importance to Fireline. Typically, vehicle suppression systems protect the engine compartments of buses and valuable heavy equipment with dry chemical agent. The systems can be actuated manually or automatically

through the use of heat or optical sensors. Working conditions can be difficult as engine compartments are dirty and access to equipment almost impossible. The Vehicle Systems Group is capably led by T.J. Smallwood. T.J. coordinates scheduling, parts inventory and first line personnel management yet still maintains a full schedule of inspections and repairs. Long time Fireline employee Dan Davidson concentrates his activities on bus system repairs. He is very experienced in the nuances of system troubles, their causes and solutions. Travis Shirkey transferred from the suppression group and performs a combination of inspections and repairs. He has also had the unenviable task of testing and repairing systems on a fleet of buses that had been neglected. Chris James and Tyler Lawrence are two of our newest team members and they concentrate on system inspections for a large fleet of buses. By the time this issue prints, Gerald Ricketts will have joined the group as our newest trainee. We welcome him to Fireline.

Systems Sales



Everyone loves a little 'pat on the back.' Here's one... Congratulations to Suppression Sales Manager, Rob Wakes, for putting together a huge job for us this past month. Rob joined our sales team last quarter and immediately took over regional responsibility for suppression system sales. He's really made a mark here, and we're happy to have him with us!

Anniversaries

(Continued from page 3)

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

September

Christopher Brewster-1 Year Dave Bruchev-46 Years Ken Cooke-3 Years Walter Crawley – 3 Years Loren Crookshanks—4 Years Dan Evangelisti - 7 Years Justin Fishback — 7 Years Nicole Baublitz – 8 Years Robbie Kershner-1 Year Rose Leuschner—3 Years Jason Litten-5 Years Brad Mays—2 Years Erik Noffsinger – 14 Years Ted Reitterer – 14 Years Matt Williams - 5 Years Cindy Rueppel—33 Years TJ Smallwood—3 Years Matt Williams - 5 Years

In the spirit of this issue I thought I would do a Google search for quotes on health. There were thousands, but this one said it most simply...

The greatest wealth is health. -Virgil

Gone are the days of an ashtray in every office (and boy, did we have them). Businesses across the country are stressing the importance of good health, and here at Fireline we are literally taking steps to do the same. Employees from all departments are sporting their pedometers and logging strides for the "Step it Up Challenge." Many are contributing to the Healthy Lunch Program with tasty alternatives to fat-laden dishes and even sharing the recipes. A great number are taking advantage of the Corporate Wellness Program offered at Bally Sports Gym, while others are volunteering their free time and money to stress the importance of breast cancer awareness. Hmmm, I see a trend. I applaud all who are joining in and making the effort to a healthier lifestyle (and congrats Team Carpe Diem)!

-Sharon Waters, CEO

PAY:

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THE ELITE:

NICET LEVEL IV in SPECIAL HAZARD SUPPRESSION SYSTEMS

Fireline is excited to have one of our own working with the National Institute for Certification in Engineered Technologies (NICET) on the new standards for Special Hazard Suppression Systems.

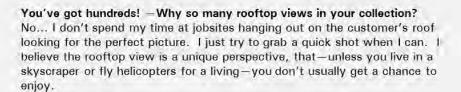
Dave Riggs is currently working with an elite group of specialists to develop the new program for any technician or engineer who wishes to receive a NICET in Special Hazards. Dave has spent a great deal of time and

energy with this group to ensure that NICET is an accurate test for experienced personnel. There are less than 80 NICET Level IVs in Special Hazard Suppression Systems in the country, and Fireline is proud to have Dave as one of them. Thank you Dave—for all your hard work!



UP ON THE ROOF

Jimmy Kershner: Service Technician & Amateur Photographer



What's the best building or skyline view?

The best building view, that's an easy question... Best views aren't actually from the huge commercial buildings as you might think. They're actually from any platform just a bit higher than the old or historic structure your trying to capture in the shot. The best skyline view, Hmmm... It's a tie-between the immensity of Baltimore and the quaint charm of Annapolis.

What's the coolest photo you've ever taken?

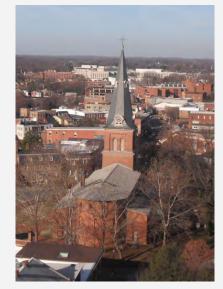
Looking southeast from the roof of Johns Hopkins; a huge church in the foreground, with seven additional church steeples all in a line disappearing as far out as you could see on the horizon.

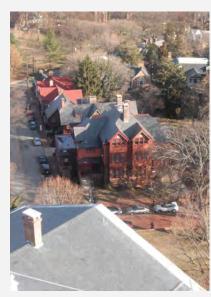
What equipment do you use to get your photographs?

For outstanding results, I prefer 'professional grade' photography equipment... like the camera built into my Fireline-issued cell phone. Seriously people, it's lightweight, free, fits in my pocket, and it takes a decent snapshot.

Who is your favorite person to photograph?

My daughter, Gracie.





NEW:

Please welcome these newest members of the Fireline team: Bobby Joe Brewster (Portables Technician), Jeff Poe (Portables Technician), Danica Malone (Temporary Administrative Assistant), and Gerald Ricketts (Vehicle Systems Technician).

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DISPATCHER: FOR A DAY

System Service Technician, and Tech Advisory Committee (Suppression) member, Jeff Smith (right) takes over dispatch duties for a day, at the controls normally piloted by Karen Cobb. You may find Smith-with plenty of management and dispatch experience in the industry from his pre-Fireline days—temporarily at the controls again in the future. He admits he wouldn't want to find himself in control of dispatch operations (all three computer screens of it) full-time though.



A handful of the Team Carpe Diem riders pose with event founder and former WJZ newsman Dick Gelfman (below, 3rd from right). Steve Imhoff and his wife Karen (far right) witnessed the devastating effects breast cancer had on family members and close friends and knew that they had to do something to help. Their team increased awareness, sought sponsorship/donations, and raised thousands of dollars during this charitable event ride from the Columbia



Mall to the Francis Scott Key Hotel in Ocean City. A huge inspiration to the team, and bearer of the team's namesake (a small tattoo in Latin, "Seize the Day"), is breast cancer survivor Michelle Bathras. Michelle was present at this year's 11th annual ride and had an almost *celebrity* status after appearing as the most prominent face on the rideacrossmaryland.org website. Check out the TV interview with Steve Imhoff, at the baltimore.cbslocal.com website, and look for Steve's team to recruit Fireline riders, raise even more awareness, and raise even more money to fight breast cancer at next year's ride. See you there!



RIDE TO **MAKE A DIFFERENCE:**



JUNE 4-6, 2011

Team Carpe Diem, backed by Fireline and captained by our own Steve Imhoff (above), helped make a difference in the lives of families touched by breast cancer. While tremendous advances have been made in the prevention, detection and treatment of breast cancer, so much more remains to be done. One in eight women will be diagnosed with breast cancer during their lives. There is hardly a family anywhere that hasn't in some way been affected by breast cancer. The Ride Across Maryland combined an enjoyable weekend event with the opportunity to raise a significant sum for the fight against breast cancer. Way to go Steve, and way to go Team Carpe Diem!

SIP:

Congratulations to our latest Safety Initiative Program random drawing winner, Ike Austin. 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 lke Austin did!

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HEALTHY LUNCH:

Fireline employees have helped lower their cholesterol and their health care premiums through participation in Healthy Lunch Fridays. Recent Healthy Lunch Friday events have featured cash & prize drawings for participants in the Pedometer/Step Challenge. Winners from the 5/13 event include Robin Busch and Kevin Young (\$\$\$), Charlie Moore (Flip), and Charlie Miskimon (mp3 player). Winners from the 6/10 event include Nancy Larsen (GPS), Charlie Moore (iPod), Jack Harte and Lisa Blair (Amex Gift Cards), and Daryl Blow (42" Plasma TV). Congratulations, and stay healthy!



Fireline has a Vision

...of being the regional leader in fire protection equipment and service, known for quality and reliability, as well as our company-wide recognition of the importance of life safety for our customers.

Now You Know

The letters in the logo

Fireline

always appears in Arial Black font, italicized, and spaced tight.

Coming Soon

Next Issue: *Vol. LXIV*, No. 4 (Quarterly Edition—Fall) Published: on or about Friday, September 30, 2011

Deadline for Submissions: Friday, September 16th

Although some contributors maintain recurring articles or features in the newsletter, any *Fireline* employee may submit material for publication (content may be edited).



MEET: MATT <u>LOSIGNOR</u>

SPRINKLER/SUPPRESSION DESIGNER & SHAREPOINT DEVELOPER

OK People—once and for all—it's pronounced, "lah-sin-jər."

Matt led the way as the first *Fireline* department-level developer to design, publish, and assume administrator responsibility for one of the new SharePoint sub-sites. You can check out Matt's handiwork on the Sprinkler & Suppression page on SharePoint (company web).

f:

There are over 600 million users on Facebook. 185 of them like *Fireline*. Are you one of them? Find, follow, and share with friends today at www.facebook.com/firelinecorp.



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"...an integral part of our Fireline family for years."

"...a great friend and someone I feel blessed to have known."

"...always being in a good mood and never complaining." "...someone who will be greatly missed, especially by Fireline's old-timers."

"...a great guy, always friendly, and just one of the nicest guys I've ever met."

"...the go-to guy at Fireline if you had a question about anything."

"...someone everybody liked."

"...someone who was always here, and if I ever had a question, I could always ask him."

"...someone I could always depend on."

"...a very well-liked long-time employee."

Uncle Dave

2011 marked his **46th** year with Fireline.

"...a nice guy. He was always nice to me."

Friends and colleagues will always remember Dave Bruchey as...

"...someone who always carried around a big jug full of iced tea." "...someone who always had his baseball hat on backwards whenever we were on his boat crabbing together."

"...someone who was always here and always available if I had a question." "...a great person and a great friend."

"...a great friend who helped me wherever, whenever, and with whatever I asked."

"...an institution. Period. The building might be gone one morning, but Dave would still be there (and he would already have started rebuilding it)."

"...someone who always had time for you and listened."

"...the guy who could fix or build anything around here, and someone you could always get a good crabbing story from." "...someone who would always joke about my wheel falling off and about sending me back to the mechanic that caused it."

"...someone who
I shared an office with
for a year, and someone
who passed on to me a
great appreciation for
the history and impact
of Fireline.

"...a really good friend and someone who was very helpful to me when I came down here."

...a pretty cool guy. Dave was 'the man'." "...the one who was with me when a customer told me my van was rolling down the street." "...the first one to take me out on the street when I was a service tech."

"...endlessly professing the merits of crabbing; he even had a 'Born to Crab' sticker on his truck."

"...someone who had a unique sense of humor and was a heck-of-a nice guy."

"...someone I would email back and forth with (in green text) poking fun at Fireline's 'going green' plan."

"...someone with a devilish smile. He was fun. He was a great guy." "...my 'work husband.' If I needed something hung, he would do it. If I needed something painted, he would do it. If I needed anything, he would do it."

Dave Bruchey's career at Fireline was long and ever changing. Beginning in 1965 in the new Hollins Ferry Road office, Dave spent time in each area of our Portables division. A 'jack-of-all-trades', Dave took on his handyman status quite early and often led repair and renovation projects around the office. As a supervisor, Dave oversaw the dry chem and CO2 shops and dispatched field technicians. Years later he would begin his partnership with Jack Harte on new extinguisher and cabinet installations. By the late 1990s, Dave was Fireline's will-call representative, and—with continued company growth—he eventually added 'Fleet Manager' to his résumé; maintaining, organizing, purchasing, and selling every Fireline vehicle—a job he continued to do until leaving the office earlier this year. Known affectionately as 'Uncle Dave', he was always kind and ready to help. If not at Fireline or at home with his family, Dave was most likely out crabbing in the bay. It will be hard to imagine a Fireline without Dave Bruchey. He was a staple here and will be missed by all.