

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

July 1, 2012

Quarterly Edition—Summer

Vol. LXV, No. 3

Who's son won the  
91<sup>st</sup> MD Amateur?

**Eure**  
never going to guess....

**FENG SHUI** your FSA

3072



**metrobus**

**Fun with  
Fireworks:  
The NFPA Way**

*Continuing Construction:  
The Fireline Facilities Fix Up*

**Mr. Jack  
47 Years**

Customer Info: (202) 637-7000  
TTY Phone: (202) 638-3780

**trobus**

**Follow the  
Code of  
Ethics**

**TEASE  
YOUR  
BRAIN!**

**Fireline's  
Vehicle Systems  
Team**

**NICET  
CERTIFICATIONS  
YOU GOT UM WE NEED UM**



## Fireline in the Headlines



### Fireline Brings Home Another Award

BALTIMORE, Md. (May 2012) - FENWAL announced the qualifying distributors for their 2011 President's Circle promotion, and Fireline was one of nine. The qualifying distributor's had to exceed their 2010 sales by \$100K, way to go Fireline!



### Fireline Takes a Technical Approach to Customer Service

BALTIMORE, Md. (2012) - Fireline announced earlier this year that it was creating two new positions within the firm. Technical Director, awarded to Frank Chenoweth (top) who has been with the company and working in the service department for 28 years and Technical Supervisor, awarded to Richard Sigethy (bottom) with the company and working in the systems department for 8 years.



While service and the other systems their focus is the same, quality control and quality assurance. Both positions will be performing quality checks following site visits, reviewing technician documentation and making calls and site visits to gain customer feedback and resolve issues, if any, early on. Their goal is to maintain a high level of customer satisfaction and with their backgrounds and team support they are off to a great start.



### Fireline Fills Two Open Positions by Hiring from Within

BALTIMORE, Md. (2012) - The Fireline Corporation promoted Pat Fitzgerald (top), to Suppression Sales Representative and Yetty Oreagba (bottom) to Service Sales Assistant earlier this quarter.



Pat who had previously worked for the company for 13 years returned to Fireline in July of 2011 as a Suppression System Field Technician.

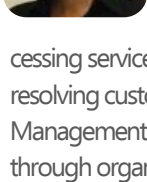
Yetty has been working part-time as the Office Intern since September of 2010.

We wish them the best of luck and have great confidence in their ability to successfully get the job done.



### Fireline Hires an Office Assistant for the Portables Dept.

BALTIMORE, Md. (May 8, 2012) - Phil Bowers, Portables Department Manger, announced earlier this quarter he was developing a new position and would be looking to hire someone to fill that position.



Today Bernadette Glasgow, began her first day with Fireline, she will be scanning, processing service tickets, writing quotes, helping out with inside extinguisher & e-light sales, telemarketing, resolving customer complaints, as well as other administrative duties designed to assist her department. Management is confident that this new position will help increase the departments sales figures and through organization and process development also increase gross profit.

**Fireline**

is a proud distributor of...

 **COOPER** Wheelock

 **BROOKS**  
EQUIPMENT



 **ANSUL**  
Innovative Fire Solutions



 **PROTECTOWIRE**  
Fire Systems

 **NOTIFIER**  
by Honeywell

 **MARIGFF**  
A UTC Fire & Security Company

 **Larsen's**

 **Kidde**  
A UTC Fire & Security Company



 **FENWAL**  
Protection Systems

# NEW

Please help us welcome the newest members of our **Fireline** team. Bernadette Glasgow (Administrative Assistant), David Loveless (Sprinkler Service Technician), Tanya Jones (Dispatcher), Alyson Barnhart (Office Assistant) and Misha Green (Dispatcher).



## The President's Pen



### Fixing up Fireline

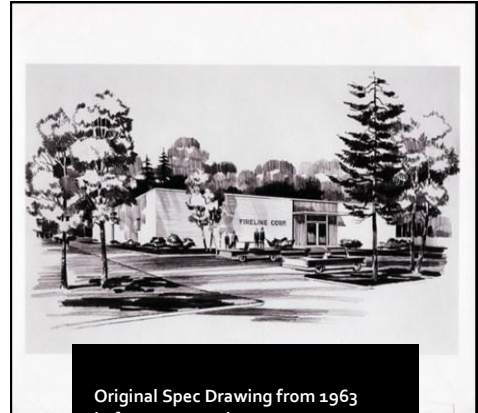
By ANNA GAVIN, President

As many of you in the Baltimore office have noticed, we are giving Building 1 a bit of a face lift. Our landlords have graciously allowed us to make many improvements this past year as well as others to continue through 2013. Why all the changes? Well to be frank- we have out grown our space a bit. The original building was designed and built by my grandfather back in 1964. At the time it was just Building 1 and the original warehouse, Building 2. In the 1990's we purchased Building 3 (the 'Mason Building') and Building 4 (the 'French Quarter'). We then expanded the old warehouse in 2006. In recent years we have upgraded all of these buildings in some fashion or another.

But the building that seems to be continually in a state of change is the original building itself. Back when the company was roughly 30 employees, with no more than 9 residing in the actual office, the property was perfect. Now with 165 employees, 32 of which work in Building 1 alone, it has gotten a bit crowded. Moreover, the needs of our office personnel and have changed drastically with the times. Between an increased need for desk space, as well as a few structural upgrades, we have had our hands full. To start, there was the new System Service offices – designed and built in the first few months of this year. The purpose of that space was to make an area where all the administrative personnel for our System Service Department could work together. During that time walls were built, the HVAC was upgraded, and new lighting installed (compliments of our own electricians). Next we fixed up our portables walk-in area, building a friendlier environment for our customers with a walk up counter to place cylinders on. After that was the new Service Sales offices in the back. Previously occupied by some of our Systems Service personnel, the area was due for an upgrade; we moved a wall and fixed the lighting, making an office for Dave Taylor as well as an open area for the Service Sales Team.

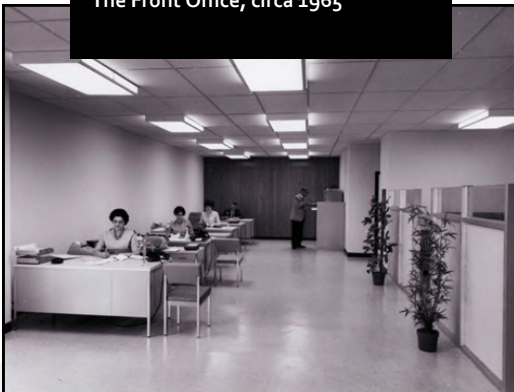
What is next? A good bit more. The cubicles in the front office will be converted to three 'real' offices with walls and doors. Then, a new HVAC unit will be installed, and finally – the upgrade of the ceiling tiles and lighting fixtures will take place. If you have ever chanced to look up in the front office of Building 1, you will know why it is long overdue (I am fairly certain they stopped making those lighting fixtures back in the 80's).

So there you have it, the many changes of Building 1. By upgrading the building we hope to make it a better usable space, a nicer environment for our in-house staff, and hopefully make it last a little longer before we burst at the seams!



Original Spec Drawing from 1963  
before construction

The Front Office, circa 1965



# PDO

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

## Kudos from Colleagues & Customers

### Customer Email, Ref: **Rob Kershner**

"I'm sure Fireline already knows that you have a very talented person in Rob Kershner and should hang on to him. Rob is extremely sharp and knowledgeable."



### Customer Email, Ref: **Greg Diaz**

"Gregory was very efficient and patient in guiding me through different troubleshooting tests, and eventually he determined the cause of the problem. . ."



### Customer Email, Ref: **Matt Williams and Matt Benfield**

"I just really want to make sure to express to you again, how extremely happy I am with two of your technicians . . . Matt Williams and Matt Benfield. . . I cannot thank you enough for the service that Fireline provides us, via these men."



### Customer Email, Ref: **Fire Alarm Team**

"Thank you all and your techs for all your help with this project from beginning to end. We had our reservations going in about the project but it could not have gone any better."



### Customer Email, Ref: **Dan Vecchioni**

"I would also like to commend Dan. . . Besides his usual helpfulness over the past 3 years, yesterday he found a problem that has been an issue for 5 years that no one else could find. Kudos to Dan!!!!"



### Customer Email, Ref: **Eric Noffsinger**

"As you know, I demand a lot from our contractors, but I am the first to express thanks for a job well done. . . Eric was a great help. Please share our appreciation and thanks for a job well done."



## Anniversaries

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

### July

George Armstrong—7 Years  
Ken Barnhart—3 Years  
Brent Belcher—2 Years  
John Bitzelberger—6 Years  
Phil Bowers—46 Years  
Fawn Dyson—14 Years  
Patrick Fitzgerald—1 Year  
Steve Imhoff—38 Years  
Bill Pittman—12 Years  
Travis Shirkey—2 Years

### August

Linda Abdow—8 Years  
Shaun Austin—6 Years  
Wayne Bennett—11 Years  
Dwon Bess—5 Years  
Daryl Blow—12 Years  
Dustin Breeden—1 Year  
Reggie Burton—18 Years  
Tony Cadogan—8 Years  
Steve Clarke—35 Years  
Greg Diaz—8 Years  
Ross Dyott—1 Year  
Tim Francis—3 Years  
Jim Handy—13 Years  
Freddie Harvin—3 Years  
Doug Henninger—5 Years  
Marvin Jenifer—3 Years  
Debbie Lanham—3 Years

# ERA

Congratulations to our recent Employee Recognition Award (ERA) winners. Kelly Coon, Doug Henninger and Dan Towle won in March. Dan Reedy, Matt Meyers and Susie Serio won in April. Yetty Oreagba, Dave Riggs and Karen Cobb won in May. Your colleagues recognize your contributions to our success and thank you for making **Fireline** such a great place to work!

## Messages from the Managers



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

After a rough 1<sup>st</sup> quarter, the fire alarm department has completed many projects in the last several months. Over 100 new jobs have been booked since April 1<sup>st</sup>. Some of the projects include several buildings at the new Waugh Chapel complex in Gambrills, a 3 building campus at Mt. Vernon Mills in Baltimore, a large retrofit at 777 N. Capitol St. in D.C. and a system upgrade at Kaiser D.C. in the District of Columbia, Orchard Meadows apartment complex in Howard County, Home Suites in White Marsh, 7 buildings at the Town Square at Turf Valley complex in Ellicott City, and the Julia Rogers Building at Goucher College.

Our new estimator, Lou Lucas, has also been successful in landing 2 or 3 new projects with some of his past contacts that Fireline had previously never done any business. Gary Hoddinott has been busy pursuing the retrofit market & Ron Eure is continuing to pursue work for us in the Washington D.C. market.

I would also like to mention the work that Fireline is currently performing at the SSA Woodlawn Complex. Through a joint effort of the Fire Alarm & Suppression Departments, we most recently received a contract in excess of \$500K for work in the Supply Building. Fireline now has over \$1M of work in progress at SSA & we are awaiting the go ahead on another project for several hundred thousand dollars. I would like to commend Al Riefflin, Dave Riggs, Dennis Byrant, Rich Sigethy, Eric Robertson, Marvin Jenifer, & Gary Cox for their efforts to date on the current work at SSA. It has been a real team effort to get the work done & meet SSA's schedules. Thanks again.

Best wishes to Tammy Siddons. Due to personal reason, Tammy will be leaving Fireline & relocating to the Ocean City area. We wish her the best.

With the summertime vacation season, please be careful out on the roads during your vacation travels.



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

Fireline's Sprinkler and Fire Alarm Divisions will be teaming up this summer to renovate and make additions to the Arbutus Volunteer Fire Department Facility on Southwestern Boulevard. Lead by Mike Clark's initiative and design, the Sprinkler Division will provide coverage for the older portion of the facility including Weinberg Hall which can have several hundred people in attendance for events such as Bingo, Summerfest, and political gatherings.

Near the completion of the Sprinkler Division's project, the Fire Alarm Division will begin its work on the expansion of the NFW-100 system which is presently in place. This project will include expansion of detection devices in the older portion of the facility and design and installation of audio visual devices which will bring the entire facility up to current code.

### NICET

### CERTIFICATION

A reminder to all  
techs:

Regardless of department,  
it is your responsibility to  
keep your NICET  
certificates current & up to  
date. Please be sure to  
turn in a copy of your  
updated NICET certificates  
so that they can be posted  
on SharePoint for easy  
access. Salespeople &  
managers are constantly  
requested to provide  
updated & current copies  
of NICET certificates to our  
customers.

— Norm Mason



# SIP

There were no SIP winners for March or April due to lost time accidents. Walter Crawley won the SIP award in May. Rupert Mangal won in June. 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!



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

Fireline is a charter member of NAFED (National Association of Fire Equipment Distributors), which is an organization with a strong code of ethics I believe that Fireline employees should follow.

Listed Below:

- We will fulfill our obligations to our clients in an efficient and competent manner and with complete honesty.
- We undertake to provide only those services for which we are competent by way of education, training, and experience.
- We strive to maintain our proficiency by a process of continually updating our knowledge and skills.
- We strive to adhere to all established codes and standards relevant to the products and services we provide. We do not attempt to misuse codes and standards or the process by which these codes and standards are created.
- We strive to follow all instructions established by the manufactures of the equipment we provide or service.
- We will analyze the needs of our clients completely and professionally, and make honest recommendations to fulfill those needs based on all available information.
- We strive to warn of any conditions we notice that may affect the safety, health and well being of our clients, their property and their employees.
- We will conduct ourselves in a dignified and professional manner. We will admit and accept our own errors when proven wrong. We will not distort or alter the facts in an attempt to justify our decisions.
- We recognize that we are invited into our client's facilities and will conduct ourselves in a safe and professional manner. We will treat our client's goods and property with the highest regards.



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

The Leesburg Office has been very busy this quarter. Between keeping up with the tickets and instituting new inventory procedures, we have been doing a variety of training programs. We are now hosting monthly training classes in our training room for restaurant systems and portables. We also traveled north to the Baltimore office where we enjoyed a lively sales training class with Bruce Carter for North American Fire Sales.

In addition to the work and training, we have recently become distributors for Buckeye Fire Equipment, we added the Kitchen Mister system as well as their portables to our product line. Michael Laderoute from Buckeye was recently down in Leesburg to perform a training class on the Kitchen Mister System. We would like to thank Michael, as well as all the technicians that came down from Baltimore to attend the class with us. Also in attendance were two fire inspectors from Loudoun County. We know it is our duty to help keep inspectors as informed as possible on any new system coming into their market place. We look forward to installing these new systems, and have our first scheduled to be installed the first week in July. Thank you everyone for all your hard work, keep it up.



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

The first half of this year have been tough on the install departments but we have a lot of good work on the books and it should be breaking soon. Dennis Bryant has secured enough FM-200 and air sampling work at the SSA to keep us busy the rest of the year and Mike Clark has been keeping the sprinkler department busy by selling everything from small repairs and tenant fit-outs to 500 head new installs. Pat Fitzgerald has hung up his tools and has filled the Northern Virginia sales position that was left by Rob Wakes. Pat is aggressively pursuing Rob's sales leads and is currently working on a large CO2 sale and multiple FM-200 installations.

Congratulations to Joe and Julia Mooney. Joe was missed while on his honeymoon.





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

Never a dull moment in the System Service Department – this second quarter brings personnel changes in our dispatch area and we have added Tanya Jones and Misha Green in the past month. Misha has joined us currently as a temp to make sure the reports are getting to our customers in a timely manner which has enabled Nicole to focus on getting the repair quotes out to the customers – all in the name of good customer service. Janet has stepped in as primary dispatcher and is doing a great job! Tanya has only been here a couple of weeks and is picking it up quickly – my hope is that we have finally found that magic formula.

With increased focus on getting the repair quotes out and follow ups we have noticed an increase in our customer's response – the fact that we are checking back with them to make sure they have received it and if they have any questions has made an impact showing that Fireline cares about our customers.

Thank you to all who make this department what it is – from the time the first phone call is made until the time Barb prices it up for billing, **I appreciate all of the hard work you do!!**

## On the Cover



### Introducing Fireline's Vehicle Systems Group

By David Taylor, *Operations Manager*

The Vehicle Systems Group started approximately 4 years ago with two employees and has grown to five today. The group has been busy focusing on the usual inspections and repairs for our most notable customers in the mass transit and waste management industries. Notable is the effort, led by T.J. Smallwood (right) to complete Pre-Delivery Inspections (PDI's) on the delivery of 60 new buses to Washington WMATA. These buses were manufactured by Orion and New Flyer. The PDI's include a complete fire suppression system inspection in order to identify any problems that might impair the system in the event of a fire prior to placing the bus in service. In addition to completing PDI's T.J. and his hard-working staff, Travis Shirkey (left-center), Dan Davidson (right-center), Derrick Meilhammer (kneeling) and Aaron Douglass (left), have revised the manufacturer's warranty inspection and repair process as well as attending monthly coordination meeting with WMATA staff.

Check out the cover photo to see the members of the vehicle systems team.



## Birthdays

### July

Shaun Austin  
Brent Belcher  
Billy Carter  
Nick Decker  
Art Decker  
Greg Diaz  
Ron Eure  
Kevin Federline  
Gary Hoddinott  
Glenn Jaeger  
Jason Litten  
Charlie Moore  
Mark Rufus

### August

Shannon Adkins  
John Bitzelberger  
Chris Brewster  
Steve Clarke  
Todd Everitt  
Anna Gavin  
Tim Mays  
Charlie Miskimon  
Joe Mooney  
Mike Rainey  
Al Riefflin  
Tammy Siddons  
Ras Wisidagama

### September

Matt Benfield  
Dwon Bess  
Jim Colgan  
Pee Wee Glenn  
Ken Humphrey  
Harry Lowman  
Ralph Mason  
Monte Nash  
Eric Noffsinger  
Yetty Oreagba  
Dennis Perez  
Sharon Serio  
Aaron Douglass  
Steve Bilz  
Louis Lucas  
Janet Chapman

## Saying Good Luck not Goodbye



Fireline would like to extend a heartfelt thank you to Jack Harte for his 47 years of unwavering loyalty. Jack came to Fireline in 1965 after first serving his country in the Navy for 4 years. After the Navy he worked in construction for 7 years at Arundel Corp then worked at Fuller Brush as a door to door salesman for 2 years.

Jack has always known the meaning of hard work and dedication, even after interviewing with Mr. Waters and starting to work for Fireline, he returned to Fuller Brush to deliver items he had ordered weeks before.

When Jack first came to Fireline he was a salesman, his original employee number was 50! Some of his large customers were State of Maryland Military Dept, McCormick and Rite Aid. Some of Jack's fellow salesmen were Wilbur Kerins, Walter Dent and Bill Mooney and in later years he worked with Dave Bruchey installing cabinets/extinguishers.

Jack has a lot of fire training experience, he was sent to Ansul School, and also remembers a time he attended NAFED in Pittsburgh with Wilbur Kerins, who had never flown before. They were on a rickety plane; Wilbur was scared to death, so they caught a ride back to Baltimore.

Another fond memory of Jacks is going to lunch almost every day with John Waters and Walter at Beltway Restaurant for soup, sandwich and dessert only .95!

Jack made many friends at Fireline, some he considered his closest were, Dave Bruchey, Phil Bowers, Wilbur Kerins, Walter Dent and Bill Mooney. Jack says he always enjoyed the "girls" at Fireline but all will be missed.

Jack says "Although it is an adjustment I'm starting to enjoy retirement". He's goes to the library a lot and dances, which is going to be a priority since it's where he will meet women.

"Enjoy your retirement it was great working with such a gentlemen all these years, you will be missed."  
Cindy Rueppel

"...enjoy retirement I'll be joining you in 20 years."  
Jim Colgan.

"Thank you for always taking care of my customers, I knew they were in good hands."  
Robin Busch

"I hope your retirement is more than you expect it to be."  
Barb Haas

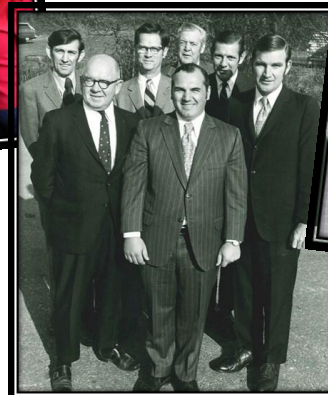
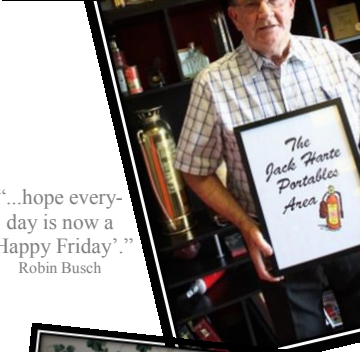
## Thank You Jack

"...hope everyday is now a 'Happy Friday'."  
Robin Busch

"...enjoy retirement, we will miss you, hope you are having fun, come back and see us..."  
All of us

".....always remember you putting your keys in the freezer with your ice cream to remember to take it home."  
Barb Haas

"Thank you for always having a smile on your face and making Fireline a happier place to work."  
Barb Haas





## Recurring Themes



### Dave's Rave—*On Customer Service*

By DAVE TAYLOR, Operations Manager

All of us are customers in some way or another. So we all know what good customer service looks like. We need to remember that when acting as a customer service representative for Fireline.

Pretend you are at home and have called a heating & air conditioning technician, plumber or electrician. Think for a second. What do you value in a service organization that translates well into what we do? I'm sure we are all looking for some, if not all, of the following characteristics of we would define as a good service organization.

**Polite Phone Manners** – When you call a company for service a pleasant voice from someone who uses proper grammar always makes a good impression. Think about how you feel when you speak to someone who does not use proper grammar. It makes you question their basic competence.

**Promptness** – We all like people who are on time for an appointment. While it's certainly true that unavoidable situations can make us late for an appointment, a phone call is always appreciated with an honest estimate of when we expect to arrive. A late arrival without a phone call (with the availability of cell phones there is no excuse not to call) is infuriating to customers.

**Cleanliness** – There is no excuse for showing up disheveled or dirty to a customer's site. Wearing the proper attire is mandatory to establish credibility with the customer. If someone came to your home or office in dirty or inappropriate attire, your confidence in their ability would be questioned, not to mention what they track into your home.

**Basic Job Knowledge** – The ability answer basic questions in a clear and concise manner is an essential job skill. If the response to a basic question about your air conditioning system included: "Uh, I don't know" or "You got me, dude", you might think about calling another company next time.

**Fair and Accurate Pricing** – Fair and accurate pricing is a cornerstone of good customer service. It tells the customer that we are competent at our craft; understand the technical aspects of the business and the market in which we work. Think about it for a minute: If you call a company to work at your home, an extremely low price makes you wonder if they know what they're doing or what they forgot. An unreasonably high price makes it appear as if you're being taken advantage of. Either way, it's an incentive to call someone else.

It's always a good idea to think about you as a customer and the traits you like and dislike when dealing with a contractor. This can provide guidance as to what constitutes good and bad customer service and you can apply it to your work here at Fireline.

## Anniversaries

(Continued From Page 4)

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

### August

Dave Taylor—12 Years  
Dan Towle—12 Years  
Mark Vestal—1 Year  
Monte Nash—4 Years  
Mike Rainey—3 Years  
Rich Sigethy—8 Years  
Jarvis Stevens—2 Years

### September

Chris Brewster—2 Years  
Ken Cooke—4 Years  
Walter Crawley—4 Years  
Loren Crookshanks—5 Years  
Tyler Drake—1 Year  
Dan Evangelisti—8 Years  
Kevin Federline—1 Year  
Justin Fishback—8 Years  
Nicole Baublitz—9 Years  
Robert Kershner—2 Years  
Jason Litten—6 Years  
Brad Mays—3 Years  
Eric Noffsinger—15 Years  
Ted Reitterer—15 Years

# PAY

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

**Financial Feng Shui—*Mind on the Money***By **LINDA ABDOW**, *Controller*

The health care market continues to be challenging and many companies have experienced significant renewal increases. Our broker indicates he has delivered significant premium increases to his clients ranging from 15% to as high as 30%, and employers are passing along a majority of those increases to their employees due to a continuing sluggish economy and the ever increasing costs of providing health care coverage. Although we are anticipating another large increase for the next enrollment period, we don't have any specific premium data as yet.

How can you help minimize the impact of ever rising health care costs? Make sure you sign up for the Flexible Spending Account (FSA) during the next enrollment period. The FSA allow you to set aside pretax dollars each payroll to pay for eligible medical expenses that are not covered by insurance such as co-pays, deductibles and orthodontic expenses. The trick is to estimate your expected "out of pocket" medical costs for the next twelve months. A good place to start is to look back at the last twelve months and see what insurance didn't cover and if you expect such expenses to reoccur. Of course, there are almost always those unexpected medical bills particularly if you have young children. Once you determine that amount, Fireline will deduct and set aside that amount divided by 26 each pay period in a special savings account. The key is the amount deducted will reduce your tax withholdings so, in effect, you're getting Uncle Sam to pay for a portion of your medical expenses as you are paying with pre-tax dollars. A good deal!

The one "catch" is that you must use all of the FSA savings in the twelve month plan period as there will not be any refund for unused amounts. For example, if you elect to set aside \$1,300 during the upcoming plan year (December 1, 2012 through November 30, 2013), you will receive a payroll deduction each pay period of \$50. You need to make sure you will have at least \$1,300 of out-of-pocket expenses in that plan year. If you only uses \$1,000, you will forfeit the remaining \$300 balance. I find the best thing to do is to slightly underestimate your expected out-of-pocket medical expenses but if you know you have any big ticket items such as orthodontia work for the children or planned surgeries, this is a great way to help minimize those costs.

**Serious Responses to Your Strange Notions**By **SHANNON ADKINS**, *PMP*

Project management is the discipline of planning, organizing, securing, managing, leading, and controlling resources to achieve specific goals not to make your life difficult, tell you what to do, give you more work or make you look bad.

A project is a temporary endeavor with a defined beginning and end, usually time-constrained, often constrained by a budget or deliverables and always requested by someone in an upper management position to bring about beneficial change or added value.

Today's emphasis is getting more bang for your buck, which has led many to turn to project management offices (PMOs) as a way to boost efficiency, cut cost and improve project delivery in terms of time and budget.

**Follow Fireline On...**

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



## Executive Direction—*Administrative Notes for All*

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

It's hard to believe but 2012 is half over! We said farewell to Jack Harte who retired after forty-seven years of dedicated service to Fireline. Jack was celebrated during a retirement dinner at Snyder's Willow Grove with his family and close Fireline friends/co-workers. We will all miss Jack's smiling face, gentle demeanor and positive attitude. The entire Admin staff wishes Jack a wonderful, fun-filled retirement.

We also said goodbye Amanda Adkins who accepted a government position. Yetty has stepped in and will be taking over as Sales Assistant. You will notice a few new faces in the Administrative Division – Dylan Fogle and Alyson Barnhart. Dylan is our Warehouse Assistant, replacing Rose Leuschner and Alyson has joined our team as our new scanner and clerical helper.

We celebrated "Cuatro de Mayo" which was actually a surprise bridal shower for Julia Keppley (PMO) – now Julia Mooney. Julia married Joe Mooney, an employee in our Sprinkler Install Department. Congratulations to both of you! Julia and Joe aren't the only married couple at Fireline. Rachel Gibb, Bill Gibb's wife, joined us part time in March of this year. Rachel will be lending a hand to help Bill with his duties as our Materials Resource Manager.

Our 401K rep, Richard Osikowicz, will be here June 28<sup>th</sup> to speak to July enrollees and anyone having questions. Please feel free to contact Rich at [rosikowicz@psgplanning.com](mailto:rosikowicz@psgplanning.com) with questions.

Summer and summer vacations are upon us. Personal thanks to everyone in our Administrative department for covering their co-workers while they take much needed vacations. Take lots of pictures and maybe everyone can share them again in next quarters newsletter. May all our employees have an enjoyable and relaxing summer!

## Industry News—*NFPA Releases Fireworks Report*

The American Pyrotechnics Association estimates nearly 14,000 firework displays across the country on the Fourth of July. Although fireworks are representative of our annual Independence Day celebration, they are a cause for concern. NFPA reported 8,600 firework-related injuries and 15,500 fires involving fireworks in 2010.

Don't assume these injuries are due to illegal fireworks. Sparklers account for 27% of firework related injuries. Use fireworks for their intended use, have water handy and use common sense to avoid injuries.

See NFPA's news release for the [full report](#) and more [firework safety](#).



## Quarterly Eats

### Ultimate Beach Cupcakes

#### Ingredients

- 1 box white cake mix
- Blue food coloring
- Cupcake pan with liners
- Small Swedish fish (2 per cupcake)
- Vanilla frosting
- Graham crackers or shortbread cookies
- Small ziplock bag
- Blue sugar crystals
- Fruit Stripe gum (1 stick per cupcake)
- Gumballs (1 per cupcake)
- Small drink umbrellas (1 per cupcake, available at party stores)

#### Instructions

1. Prepare the cake mix according to the cupcake directions. Add blue food coloring, drop by drop, until the batter is the desired shade of ocean water. Put liners in the cupcake pan and fill each cup two-thirds full with batter. Submerge 2 Swedish fish in each cup. Bake as directed and let the cupcakes cool.
2. Scoop half of the frosting into a bowl and add blue food coloring until the color matches the batter. Frost half of each cupcake blue (making waves if you like) and the remaining half white.
3. Crush graham crackers in the sealed ziplock bag and spread them over the white side of the cupcake to resemble sand. Spread blue sugar crystals onto the blue side of the cupcake.
4. Bend a third of a stick of Fruit Stripe gum to look like a beach chair and position it.
5. Add a gumball (as a beach ball) and an umbrella to finish your beach scene.



# 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. We perform all administrator functions for *SI WebTools*, *SharePoint*, and the *Fireline Technology Committee*. Call Shannon (Ext.326) any time with your questions or concerns.



## Recap of the Quarter created by the PMO



## Remember:

When we played golf in the SFPE tournament, when we had the Easter egg hunt, got together to wish Jack Harte a fond farewell or celebrated Julia's upcoming nuptials? How about Fire Alarm Systems family bowling night or Joe & Julia Mooney's and Ross & Meredith Dyott's weddings? We do and we are looking forward to next quarters activities and hope you are too!!

## Bragging Rights: Winner of the 91st Maryland State Golf Association Amateur Tournament

Ron Eure's son, Josh Eure, was triumphant at the 91st MD Amateur quarterfinals. His 64 qualifying equaled the course record set by professional Mark Alwin several years ago. In two days he returned for the finals and ended the 36 hole round victorious.

Josh is a 21 year-old University of Arkansas senior. He was two-time State high school champion out of South River.

Mom and dad definitely have something to be proud of!!



## Read Up on the Resources



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

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

The third quarter within the Human Resource Department is among us. This year has been extremely challenging yet very productive. A few quick notes and brief updates from the HR Department. First and foremost, for those who are still having issues with UHC and their deductibles, please know they are actively being worked out and we are at the top of the priority list. Always remain in clear contact with Jenifer O'Leary, with confidential information only, and me if you need further guidance on remedial contacts. Be advised, I'm strongly pushing for a healthy, assertive and informative Annual Enrollment Meeting this year, if I have to do it myself. Information of this sort is very important to our employee's and to me. Being that benefits are about 17% of salaries, I believe everyone is entitled to receive their information accurately as well as informatively. So please know that I am here to help with your concerns and will do my best to get whatever issues you may have resolved as quickly as possible.

On a further note, as part of the Human Resource Department goals for the year, I have completed the SOP process for the Human Resource Department and am now currently working with Bill Gibb to create a tighter New Hire Orientation for our perspective employee's in the future. With this we have so far incorporated, a DOT Human Performance Evaluations and DOT Physicals for potential new hires. Further incorporations of safety and DOT and OSHA compliant machinations will surely be upcoming. Needless to say, I'm looking forward to the growth of the company as well as the expansion that the Human Resource duties have already transpired.

Final thought, always remember to visit the Human Resource page on SharePoint for updated pertinent information, forms, and important contacts. There is also a section for anonymous grievances should you just want to reach out. I wish everyone a pleasant summer – keep up the great work!



### Focus on the Fleet – Fireline Fleet Management

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

I would like to thank our fleet drivers for helping Fireline drive down our maintenance cost and downtime. The fleet drivers have been taking the initiative to take care of routine oil changes between jobs or at the end of the day. Jiffy Lube has increased our discount from 10% to 15% based on the number of vehicles we have had serviced.

Our vehicle dealer network now extends from Hagerstown Ford, Norris Ford, Sheehy Nissan, and Win-Kelly Chevrolet. The sales representatives have encouraged our employees to contact them for personal vehicle purchases. Don't forget to mention Fireline.

Have a Safe Summer!



### Summer Safety

By **Phil Bowers**,  
*Department Manager*

Summer is here and many of us and our families are going on vacation, we will be staying in hotels, motels and condos. As a safety precaution to protect you and your families I recommend the following:

1. When you arrive at this location please perform the following safety checks.
  - Check to see if they have a working smoke detector and carbon monoxide detector.
  - Find the best evacuation route from your room to a safe place outside the building.
2. Once outside find a location that all of your family can meet at so you will know that all of you have evacuated safely (this is the most important step because statistics show that many parents die from reentering a burning building looking for their children and the children had already evacuated the building).

Practicing the evacuation plan is the best procedure, if you don't want to do this at least make the plan and convey it to every member of you family.

After all we are on vacation to enjoy ourselves with our families away from home, by taking a few minutes of your time at first arrival to do the above we can help keep it a safe and can make it a pleasurable vacation.

# JOB

Fireline is seeking experienced sprinkler service technicians in the northern Virginia area and a system service dispatcher, fire extinguisher shop technician, fire alarm system designer and contractor sales representative (extinguisher and kitchen systems) for the Baltimore region. Competitive pay and full benefits. Please email resume to [jobs@fireline.com](mailto:jobs@fireline.com) or come in to our Baltimore Office to fill out an application.



## Affairs To Remember July, August & September

### BALTIMORE

#### UV Safety Month

July  
Prevent Blindness America

#### Baltimore's 4th of July Celebration

July 4, 4:00—10:00 PM  
Baltimore's Inner Harbor

#### After Hours with the Animals

Every Thursday July—August  
Maryland Zoo

#### Free Outdoor Film Festivals

July—August

#### Artscape 2012

July 20

#### Baltimore Restaurant Week

July 27—August 5

#### National Immunization

#### Awareness Month

August  
National Center for Immunization and Respiratory Diseases

#### Ethnic Festivals

Now—October 21

#### The Maryland State Fair

August 24—September 3

#### Baltimore Grand Prix

August 31—September 3

### DC

#### Fourth of July

July 4th  
Several Times & Locations

#### Outdoor Movies on the Square

Through August 22, Dusk-8:45 PM  
Rockville Town Square Plaza

#### Free Army Band Concert

July 11, 7:00-8:30 PM  
The Yards/SE Waterfront

#### Capital Fringe Festival

July 12, 12:00 PM  
15 DC venues

#### Mars Day

July 13, 10:00-3:00 PM  
National Air and Space Museum

#### Free Capital Hill Walking Tour

10:00-12:00 PM, M-F  
3rd & Pennsylvania NW

#### Free BIG FIVE Mmemorials Walking Tour

2:00 PM  
Jefferson Memorial

#### Green Festival

September 29-30, 10:00-6:00 PM  
Washington Convention Center



### What's Wrong with this Picture?



While walking through an agency, you couldn't help but notice a repair technician working up inside the drop ceiling in the office...

### Coming Soon

**Vol. LXV, No. 4 (Quarterly Edition—Fall)** arrives Friday, October 5, 2012

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

The deadline for submissions is Friday, September 14.

### Want to win a prize?

Be the first to locate the ghost image of Shannon (hidden somewhere in the newsletter) and correctly answer the brain teaser, what is wrong with the picture above?

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

# BYE

Fireline wishes the best of luck to Amanda Adkins, Rose Leuschner and Emily Goss who are pursuing new opportunities.