

MAY 2018



FEATURING:

# Monitoring on the Mind

ALSO IN THIS ISSUE:

- FACILITY UPDATE
- SERVICE SALES - NEW ROLES
- TRADESHOW SEASON
- NAFED

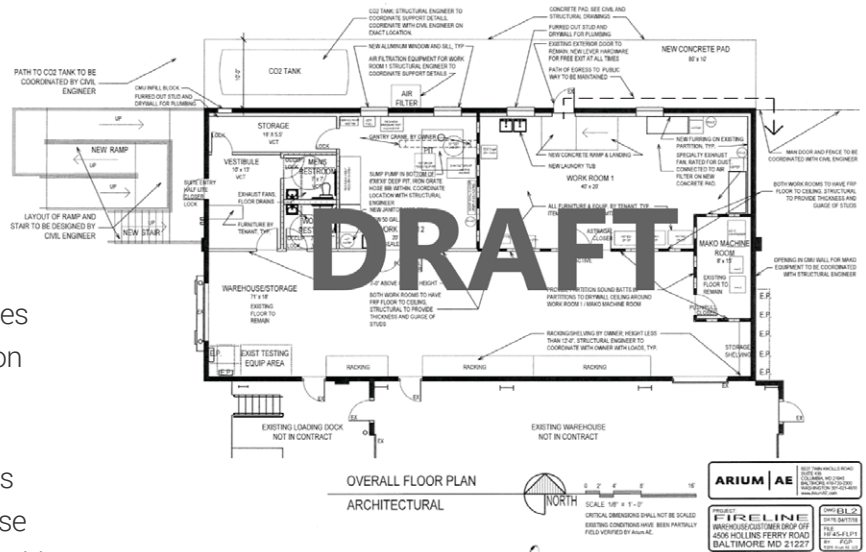


*By Anna Gavin*

Some of you may have noticed a few mini-construction projects going on at Fireline this spring. The lower level in Building 4 has been roughed in for offices and the sales “pit” in building 3 is expanded. These are just some of the minor changes we are making to hold us over until bigger construction can begin.

As of right now we are entering the final design stages for the shop relocation – what we consider to be phase 1 of construction. The new shop will be located in the old warehouse section of building 4. It will have a handicap ramp, a customer service entrance, a Dry Chem Shop, a CO2 Shop and open area for racking of extinguishers. There is no timeline on this yet as we will have to go into the permit process once design is complete. The hope is to begin and possibly complete construction this year.

As for the main building (phase 2) , we are still a far way off from completion. Hence the mini-construction projects to hold us over. Right now we are in conceptual design stage. After that we go through more design and construction planning with the architects and engineers. Once design is complete we will have to look to funding the project. This



could have many outcomes and will determine the time it may take us to complete the project. After that we move on to permits and the approval of the county. Only once all those factors are complete can we actually prepare for construction. It will likely be well into 2019 before we even break ground. This is all assuming things go smoothly, which as we all know, is not always the case in construction. Please be patient with us during this time. We are looking forward to a new facility as much as you are!





# OPENING DAY COOKOUT





## THIS EDITION'S TOPIC

# Service Sales – New Roles

It has been about two months now that the Service Sales team is settling into their new roles. You may remember our announcement – “The Sales Force Awakens”. These Jedi are redirecting their focus on new business segments, territories and contracts. We asked each to give an update on their new position and focus.

### LISA MALONE

#### HOUSE ACCOUNTS

What does House Accounts mean? It means that most of the new customers that have not done business with Fireline and are looking for inspections of their fire protection systems, are sent to me. It has taken a little time to understand which customers are mine (brand new call ins, need inspection not repair). That has been the most challenging part of my new job. I do enjoy meeting new customers and this job takes me all over the place. In taking many phone calls that are sent to me, I have discovered that a customer usually does not convey exactly what they need until they are asked many questions. I have reached out to the service department and we have worked together with many customers and thanks to Marvin Nagel (He goes to many sites with me) I have learned a great deal of information.

In January 2001, I started at Fireline as the part time receptionist. Then in 2002 became a service salesperson. In 2007 I was the Fire Extinguisher Dispatcher and then after that, Fire Extinguisher Salesperson and Training. This experience has definitely helped with my new position in the company. After all this time, there is always something new to learn in the Fire Protection business!

### ROBIN BUSCH

#### NORTHEAST

My new role is challenging right now. I originally had the center of Baltimore City and a small portion of Baltimore County (Dundalk area) and Fairfield. Now I am responsible for all of Baltimore City, Baltimore County, Harford County and Cecil County. Transitioning customers from Janet's and David's territory is tough, as we have all been part of the team for 13-16 years and some of the customers have been with us since we started. Baltimore County requires UL Certificates so that is new and time consuming. Once I have

a chance to focus on business development, I will be targeting Amazon warehouses and the huge Distribution Centers. Kevin Plank's properties are also on my radar. (Nick's Fish House, City Garage, Old Locke Insulators property, Sagamore Spirit Distillery, Sagamore Pendry Baltimore Hotel and Port Covington). I'm enjoying not having to be on 695 or 95 when prospecting in Harford County as I live there! I'm thanking everyone in advance for your patience and help as we make this transition in 2018!

### JANET WERNER

#### NORTHWEST

The year 2018 will be a year of changes and challenges for our team. We are very lucky that our team have all made great strides in the past and made an imprint in the Delmarva area. We have extended the Fireline name far and near. Now we will change our sails and head into a more concentrated area of sales. As I move into the Howard, Montgomery, Frederick and Carroll counties; I look forward to first concentrating on private schools and government. I will still be servicing any current customers as well. As in the past, I will depend on building a relationship with the technicians that serve my area. I appreciate your work and thank you for the many leads you present me with. Jim, Robbie and Woody have been very helpful with providing me good leads. I think my main challenge is making inroads into our focus of education, commercial, healthcare and government. It can take about 2 years to develop relationships with new clients. It is a process built on reputation and trust. Leaving old relationships behind has been hard to do. I think the best thing I have found out about my new territory is working with Justin. He has been wonderful to work with on a difficult project. It takes a village to bring new customers aboard and to keep them happy. And the Fireline family can make a difference when we work together.

### DAVID GATES

#### SOUTHEAST/DC

Having been assigned a new territory all together, I am taking the time getting to know the lay of the land and prospective customers within it. At the same time, I am resolving some unfinished business in my old territory as well as serving Premier Customers. Having acquired Anne Arundel, Prince





## THIS EDITION'S TOPIC *continued*

Georges and St Mary's counties along with Washington DC, opportunity for targeted business segments are abundant. My primary focus will be on large property management companies that tailor towards large commercial buildings as well as government contractors. Other segments in my crosshairs will be Hospitals, Education, Government and any opportunity to grow our AES and Cellular monitoring. In some respects, I feel like I am starting over, but I am looking forward to the challenges this new adventure offers.

### DANNY NIEVES

#### NORTHERN VA

The sales direction has changed. For the last 14 years, my focus has been find the work, write the agreement and don't worry about how big the job was, but do what I can to keep the technicians busy and make us the most money at the end of the day. Under our new program, we have decided it was time to concentrate and find the quality jobs. My pursuit has started in two main arenas, the first being DATA centers and the second is healthcare. Currently, I am laying the ground work and doing what I can to get our name in the door to the key people and then, continue to go after them until they say STOP or at least give me an opportunity to price up the site so we have a chance to show we are the best and have the best, to do the job. Finding the door to get into at the DATA centers is a challenge in itself, due to the security measures they have.

This won't happen overnight, but with the support team that is in place my goal is to crush the competition and we will.

### CHARLIE MISKIMON

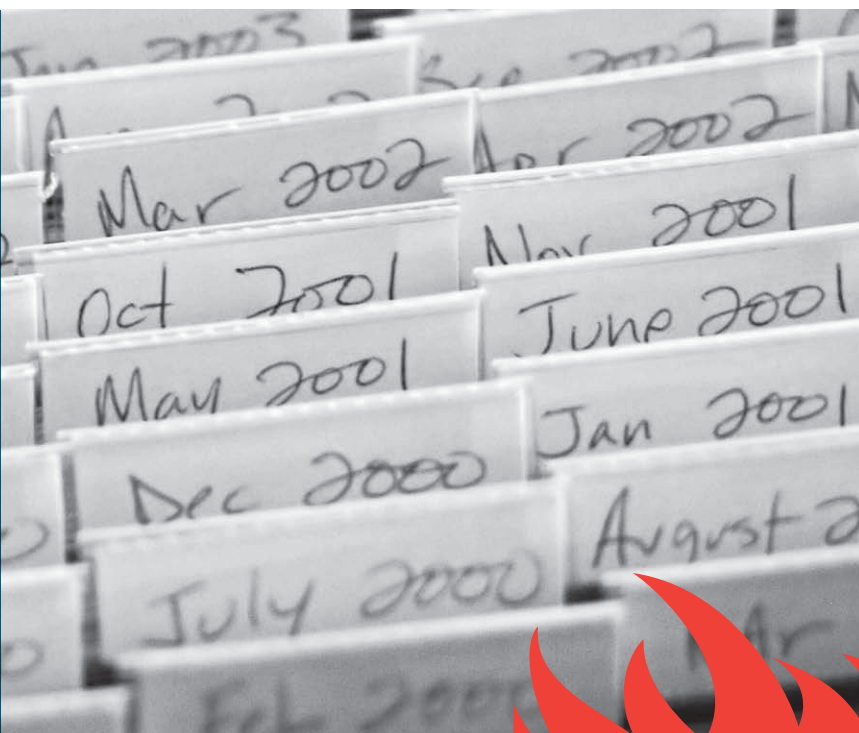
#### INSTALL CONVERSIONS

I have been selling fire protection service agreements for over thirteen years with Fireline. All sales were to EU (end user) customers that use our service to protect lives and property. My new position is to sell the same type of agreements to the customers of our Install Department. No big deal, right..... WRONG. What is the difference? It's all about finding the right person. Who is the actual EU of our service agreements? Not the EC or the GC unless the GC is going to be the PM. Some ECs will not tell you who the GC is and if they do the GC does not want you to try to sell to the EU until they are ready to walk off the job. Getting to the EU is a challenge. Timing of making the sale to the EU. This is different with each new Install Department job. For example; final check out is in tomorrow morning and the EC / GC wants a UL. On the other hand, I had a request for monitoring agreements and the building was just coming out of the ground. I could go on and on with more acronyms and challenges but that would take up the entire newsletter. In summary, my new position is a challenge and new experience for me. That in and of itself makes the position fun and rewarding.

Never search  
for your  
paystub again.

See Elizabeth Zeledon  
x270 for more information.

<https://workforcenow.adp.com>





# On the Cover

## MONITORING ON THE MIND

Fireline has been monitoring fire alarm systems for years now. However it was not until 2017 that we decided to pull out staff to dedicate solely to the growth of our monitoring business. Karen Cobb heads up the department, supported by Stephanie Steinacker.

With phone lines changing and building out a radio network, it is a very exciting time to grow. Our new fully dedicated monitoring techs Angelo Santos and Ted Richter take a few minutes out of an installation to tell us more about starting up the department.

**AG: Where did you work and what did you do before coming to Fireline?**

**AS:** I worked at KCI as a foreman for the Security division, installing and programming access control systems.

**TR:** Before Fireline I worked at Alterra pest control. I serviced residential properties for general pests

**AG: What do you like to do in your free time?**

**AS:** When the weather is right bass fishing is what I enjoy the most as far as the outdoors but drawing and painting is my passion.



# On the Cover *continued*

**TR:** Majority of my free time is spent with my wife Megan and my son Jackson. I enjoy skateboarding, taking road trips and going to the movies.

**AG: What is fun about starting up a department? What is challenging?**

**AS:** I think starting a new department is great for growing as company, but what makes it fun for me is the people I work with. What's challenging at times is what reception I'll receive depending on the area and equipment I'm installing.

**TR:** I like the start up of the new department, it's fun working so close with everyone, understanding all aspects of the department. That is also the challenging part, there is a lot that goes into making a department work.

**AG: Your monitoring gurus are Matt Meyers and Ken Scholl – how have they helped you with taking on this new endeavor?**

**AS:** Matt and Ken have been great with helping me understanding and gain knowledge about radio and cellular signals through training and going over anything that could possibly be a problem in the field.



**TR:** Matt and Ken have been great. Anything I need or need to know, there both willing to do whatever it takes, from training on new equipment to understanding how everything works.

**AG: Any interesting installations or jobs?**

**AS:** There are a few but I would say the Baltimore zoo we installed a Telguard unit. It was an interesting since I haven't been since I was a kid.

**TR:** Every job is interesting in its own way, finding service/ signal, understanding how the panel communicates to central station. Getting to see all of the different places we have system we monitor, meeting new people every day.

**AG: Which do you prefer- Radio or Cellular?**

**AS:** I would say Radio because the more radios that are installed it helps the network get stronger.

**TR:** I prefer radio. It's OUR network, something we are in control of, unlike cellular we have to rely on AT&T or Verizon's network.



## *Congratulations*



**Mike Touch's Baby Girl  
Mila Touch  
Born 3/22/18 • 8lbs 15oz.**



**Kyle Miller's Baby Boy  
Ryan Miller  
Born 2/6/18 • 6lb 12oz**



# TRADE SHOW SEASON!

We have been very busy over the last couple of months identifying, contacting and presenting to a varied group of prime Fireline prospects. The most prominent event was the National Facilities Maintenance & Technology Show, more commonly known as NFMT. Fireline had a colorful, technology driven display booth that stood out amongst the hundreds of other displays. We were visited by over 400 facility managers and operators over a three day period. The event thrived despite a freak late season winter storm and was well attended.

Fireline also exhibited at the New York Data Center Summit in April. This was another well attended event and we were able to connect with prominent developers, operators and engineers in the mission critical market. One of the results of our efforts was the invitation to edit and revise the fire protection chapter of a well-respected data center operations and maintenance book. The third edition of this book will be released later this year. Fireline will be fully credited for our editorial work. It's quite an honor to have been asked to assist with this project.

Fireline is increasing our visibility in these and other important markets and will continue to make sure we are known as the leader in cutting edge fire protection products and services.

## BEST OF MARYLAND

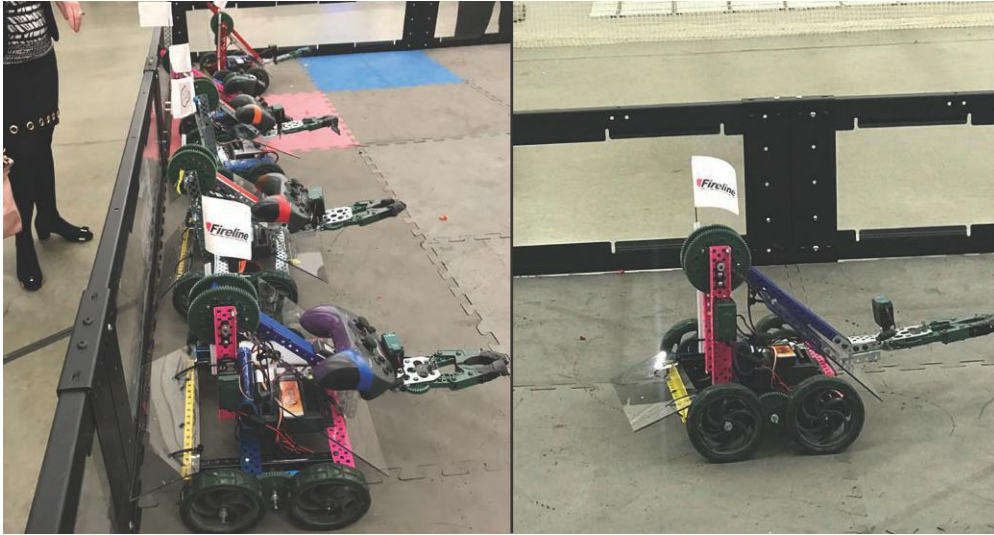
Fireline is honored to be a part of the team to receive the Artisan Award from the Best of Maryland 2018 Preservation Awards for their work performed at the Hackerman House at the Walters Art Gallery. Fireline executed a particularly challenging water mist system installation in this complex and unique historic site upgrade.







# Company Snap Shots



**Fireline Bot Battle**



**Leesburg Employees at YMCA Charity Event**



**Hydrant Test**



**Fireline Servicing the USS Constellation**



**Rob Stallings, Whiz Kid**



**Frozen Pipes**



# Happy Birthday!

## MAY

Matt Meyers .....	1
Brian Bartholme.....	3
Deanna Custer .....	7
Rich Sigethy.....	8
Bill Bonney .....	9
Kyle Dean .....	9
Amanda Whitehurst.....	14
Dan Kiser.....	15
Steve Twain .....	15
Tyler Smith.....	17
Gary Cox, Jr.....	18
Greg Smith.....	20
Charlie Harris.....	31
John Pierce, III.....	31

## JUNE

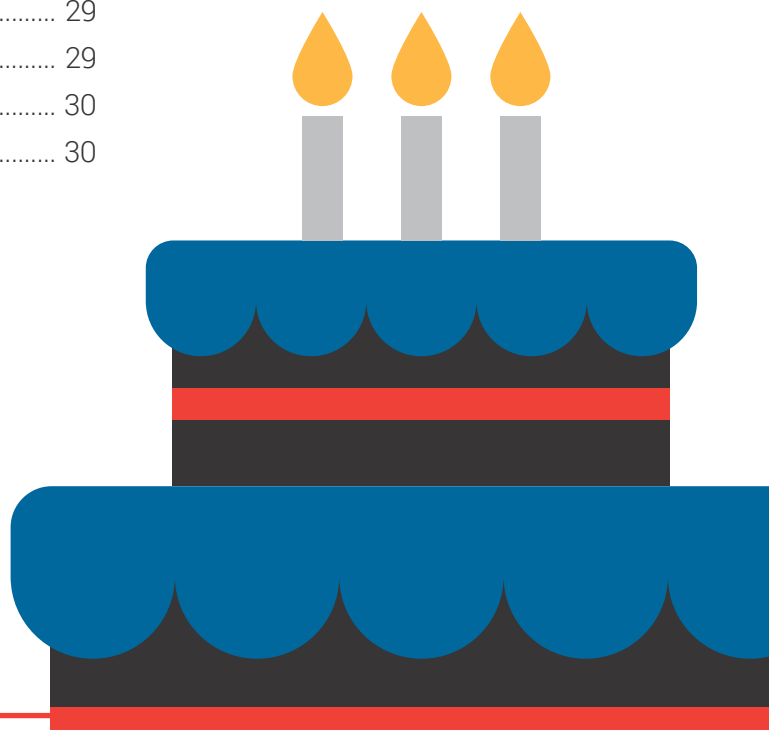
Caleb Chavis.....	1
Kandyce Kiser .....	3
Nate English .....	8
Kelly Coon .....	9
Josie DeVincent .....	9
Ike Austin.....	12
Bill Gibb .....	12
Tony Cadogan.....	15
Tim Goodman.....	15
Chris Troutman.....	24
Bill Donohue.....	25
Ted Richter.....	25
Adam Prager .....	28
Robin Busch .....	29
Trae Hall.....	30

## JULY

Shaun Austin.....	1
Elizabeth Zeledon.....	1
Mark Trent.....	2
Mike Bryant.....	3
Billy Carter.....	7
Antonio Scott .....	7
Greg Diaz.....	8
Alan Holmes .....	11
Mark Rufus .....	15
Gary Hoddinott .....	17
Collin Creighton .....	18
Mike Ramior .....	19
Joseph Parmer .....	20
Ron Eure .....	21
Mike Rich.....	23
Abe Anderson.....	24
Jimmy Keedy .....	26
Dante Cromwell.....	27
Jason Litten .....	29
Angelo Santos.....	29
Steve Sensibaugh .....	29
Will McDonald.....	30
John Mosley.....	30

## AUGUST

Anthony Campos.....	1
Kirsten Chandler.....	1
Anna Gavin.....	1
Ryan Ridge.....	4
Joe Mooney, Jr.....	5
Jason Swieczkowski.....	5
Gabriel Cajigas.....	8
Dave Madison .....	10
Hermela Solomon.....	12
Steve Clarke.....	14
Ras Wisidagama .....	18
Shannon Adkins .....	22
Nick Copsey.....	22
Marvin Nagel.....	22
Gorsha Reitterer .....	25
Tom Cavin .....	28
Todd Everitt.....	28
Todd Bates.....	29
Charlie Miskimon .....	29





# Saving Money for Your 401k, Where Can You Cut Spending?

There is an opportunity cost associated with every one of your purchases. What if you invested that money for your retirement instead?



# Don't let this be your retirement savings plan.

## WITH FIRELINE'S 401K PLAN YOU ENJOY

- ✓ Tax savings
- ✓ Employer contributions
- ✓ Secure investments for your future

See Cindy Rueppel, [crueppel@fireline.com](mailto:crueppel@fireline.com) for more information.



401K





## NAFED, the National Association of Fire Equipment Distributors, hosted it's 2018 conference April 11th - 13th.

This conference is another networking life line that Fireline and several other Fire Protection companies take advantage of each year. These events are great learning and relationship building opportunities.

This year Mike Levasseur, TJ Smallwood, Reggie Burton, Dave Madison, Justin Fishback, Mark Meyer and Shannon Adkins attended the conference.

The organizations that attend are trendsetters and innovators looking to share, learn and develop new ideas for products and services. Attendees have an opportunity to get face time with vendors and products as well as classroom style learning opportunities facilitated by vendors and experts in their field.

Some of the sessions Fireline attendees were lucky enough to participate in this year are:

### ▶ DOT Train the Trainer

- The top violations found by the DOT during inspections are training related. If you have any hazmat related questions, please see Mark Meyer for further assistance.

### ▶ Attracting the next generation of employees

- Key note speaker Garrison Gwynn (garrisonwynn.com)

### ▶ Fire Suppression & Cooking with Wood

- Cooking using solid fuel and inspection requirements in this environment
- The importance of pipe blowout

### ▶ ADA & Building Code Compliance for Fire Extinguisher Installation

- Protruding object regulation and coverage and height requirements

### ▶ Managing Your AR

- Ideas and tips for establishing good practices up front for getting paid promptly and staying on top of those customers who don't

### ▶ Leveraging the latest technology

- iPhone Shortcuts for Email, Texting, Calling, Web Browsing and more (click here to view)

# Computer Problems?



**Relax, Zendesk provides you peace and harmony in your daily IT needs.**

Email [support@fireline.zendesk.com](mailto:support@fireline.zendesk.com) for to get your IT issues resolved.

Your request is important and will be monitored and updated until a solutions is found.





# FSSA

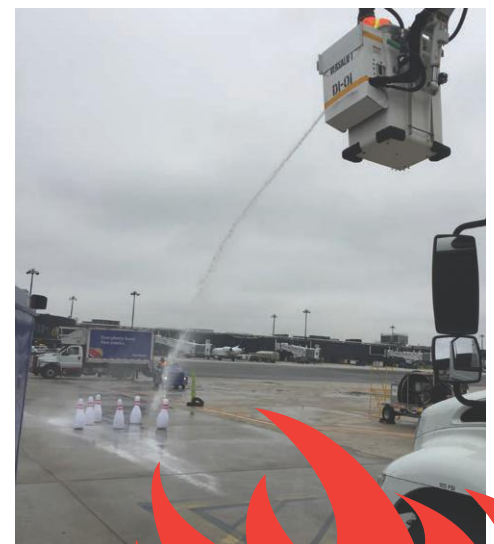
The Fire Suppression System Association (FSSA) Annual Forum took place in Palm Springs, CA this year. Rich Sigethy, Dave Krenzer and Anna Gavin attended. Forum topics included NFPA and Technical Committee updates as well as several other great presentations. There was a showcase on challenging applications, and presentations on capitalizing on common system deficiencies and increasing revenue with digital technology. There was even a little spare time for a wiffle ball tournament (go team black!). Overall the forum was one of the best yet, with superb content and excellent networking.

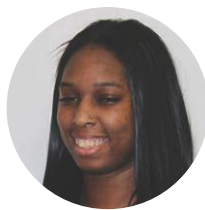


# SOUTHWEST SAFETY DAY

On Wednesday April 25th Fireline was invited to be one of just ten vendors at this year's Southwest Airlines Safety Day. With well over 1,000 Southwest employees from Gate Agents to Pilots passing by our table to learn about how Fireline provides Southwest with our exceptional fire protection services.

Employees of Southwest were able to play games and share their fire protection knowledge for a chance to win Fireline Swag.





## ASHLEY JONES, HERMELA SOLOMAN, & FAWN DYSON

### *From a customer*

"Thank you all for your customer service. It was so helpful and responsive (and unusual for these days with other vendors!)."



## BOBBY NICEWANDER

### *From a customer*

"...The gentlemen who did our service this year was exceptional. The gentlemen this year was on time or early every day. Helped make things go smooth. He has a very good attitude in working with us in getting done in a timely manner. The person we had this year is an asset to Fireline and its customers."



## MATT WILLIAMS & ZACH EBERLY

### *From a customer*

"I know that I have written you several times before. Even so, I always try to make sure that I take the time to let you know, how extremely happy I always am with the Fireline technicians who you send here. My last two inspections were the five year standpipes and our annual fire system. Matt Williams has been coming here for several years now and he always does a great job. Zach Eberly is now assisting Matt, and I was really impressed by his good nature and genuine work ethic. Even though I did miss seeing Matt Benfield, who has also been coming here for a few years. I also am always very happy with how the reports look and how they are always completed promptly. Thanks again for making my life and my job a bit easier!"



## ASHLEY JONES

### *From a customer*

"Your young lady there Ashley Jones once again did an OUTSTANDING job assisting with some last minute issues on the existing system above and beyond the initial scope. She has helped we with several issues on past projects, which were last minute service type emergency scenarios. Just want to let you know, it was appreciated, and she's definite asset to Fireline."







## DANNY NIEVES

*From a co-worker*

"Danny, I want to let you know how appreciative I am that you took time out of your schedule to come in and sit with Bridget today. She is new to this transition, but I can assure you that having you take the time today made her feel very supported and took weight off of her shoulders. You provided support to her in many ways and it speaks volumes. Your time in here was a great example of the relationships we need to continue to form."



## LAURIE PRYOR

*From a co-worker*

Please let Laurie know what a great job she has done for this contract. Her email below - Unreal! So great to see people like Laurie take pride in what they do. She sent this email to all involved with servicing, scheduling and billing of a complicated customer.



# IT'S GOOD TO HAVE FRIENDS IN THE BIZ!

Reliable Fire in Chicago recently hosted several of our suppression service techs for training on systems we don't typically have access to. The training was fantastic and the techs were really impressed with the Reliable team and their amazing facility (we are a bit jealous). Thank you Reliable Fire for hosting us!



# New to the Team

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



*Joseph Hipkin  
Systems Service  
1/8/18*



*Hermela Solomon  
Fire Alarm Systems  
1/8/18*



*Dave Madison  
Restaurant Systems  
1/8/18*



*Zach Eberly  
Systems Service  
2/5/18*



*Johnny Osborne  
Systems Service  
2/5/18*



*Deanna Custer  
Restaurant Systems  
2/5/18*



*Niko Altenburg  
Fire Alarm Systems  
2/12/18*



*Jake Smallwood  
Fire Alarm Systems  
2/12/18*



*Tim Custer  
Vehicle Systems  
2/26/18*



*Jesse Bland  
Vehicle Systems  
2/26/18*



*Jon Morris  
Systems Service  
3/5/18*



*Jeff Thressler  
Systems Service  
3/5/18*



## NEW TO FIRELINE?

Join our private Facebook Group. Search for "Fireline Employees" and request to be added.



*Faith DeWitt  
Systems Service  
3/5/18*



*Bridget Sandkuhler  
Systems Service  
3/5/18*



*Ryan Ridge  
Systems Service  
4/9/18*



*Rob Gardner  
Systems Service  
4/9/18*



*Chris Grasser  
Systems Service  
4/9/18*



*Caleb Chavis  
Portables  
4/9/18*



*Edwar Hernandez Mejia  
Special Hazard Systems  
4/23/18*



*Trae Hall  
Systems Service  
4/23/18*



*Brittney Frampton  
Systems Service  
4/23/18*



*Jan Martinez  
System Service  
4/30/18*



*Abe Anderson  
Restaurant Systems  
4/30/18*

# *Make it to Happy Hour on Time*

## **PROVIDE CUSTOMERS...**

- Fast Response.
- Efficient sales and service.
- Quality installations, inspections, and repairs.







# EMPLOYEE RECOGNITION AWARD



1ST QUARTER - ASHLEY JONES  
FIRE ALARM SYSTEMS



1ST QUARTER - FRANK CHENOWETH  
GENERAL ADMIN



1ST QUARTER - GREG DIAZ  
SYSTEM SERVICE



1ST QUARTER - STEVE WEISS  
PORTABLES



## *Safety Incentive Program*



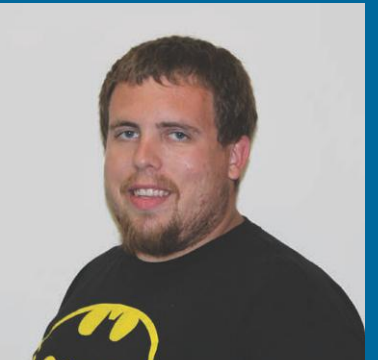
TED RICHTER • JANUARY



SANTOS CASTILLO • FEBRUARY



GEORGE ARMSTRONG • APRIL



GREG SMITH • MARCH



# YES, YOU CONDUIT!

With a little bit of training, you can step up to the next level!  
If you are a seasoned tech looking for knowledge on new systems, or a new tech looking to brush up on old equipment; we have something for you! For training and suggestions for new training ideas, please contact:

**Matt Meyers, Training Coordinator**  
**[mmeyers@fireline.com](mailto:mmeyers@fireline.com), 410-247-1422 x245**





# Hey... Field Team!

**See a system that needs  
an upgrade?**

**Or a company that doesn't  
have a service contract?**

## **GOOD NEWS!**

We have a new and simplified method for  
submitting leads to the sales team.

Just email [leads@fireline.com](mailto:leads@fireline.com).

### **And include the basic information:**

- Company Name
- Address
- Contact Person Name & Number/Email
- Type of System
- Details about the lead

We will take care of the rest and follow up  
with you if we close the contract. If we do,  
you will get the following bonus:

## **Questions?**

Email Dave Taylor at [dct@fireline.com](mailto:dct@fireline.com)



# Fireline

## Anniversaries

### MAY

Marty Ibbott	28 Years
Al Reiffllin	18 Years
James Porter	17 Years
Janet Werner	12 Years
Eric Robertson	10 Years
Rupert Mangal	9 Years
Craig Steinbock	8 Years
Ricky Gardner	3 Years
Mike D'Angelo	1 Year
Gorsha Reitterer	1 Year
Mike Rich	1 Year
Mike Touch	1 Year
Mark Trent	1 Year
Woody Woodward	1 Year

### JUNE

Anna Gavin	17 Years
Dave Gates	16 Years
Chris Troutman	14 Years
Joe Mooney	9 Years
Santos Castillo	4 Years
Mark Meyer	4 Years
Guy Hornig	4 Years
Stephen Dreyer	3 Years
Tim Goodman	2 Years
Dan Kiser	2 Years
Angela Lester	2 Years
Kristi Hampton	1 Year
Tori Romano	1 Year

### JULY

Steve Imhoff	44 Years
Fawn Dyson	20 Years
George Armstrong	13 Years
Frank Bernadzikowski	12 Years
Ken Barnhart	9 Years

Mike Maloy	4 Years
Edwin Montano	4 Years
John Mosley	4 Years
Alberto Armesto	3 Years
Nick Copsey	3 Years
Troy Moseley	3 Years
Ted Richter	3 Years
Francisco Martinez	2 Years
Kyle Miller	2 Years
Joe Murry	2 Years
Adam Prager	2 Years
Amanda Whitehurst	1 Year
Gabriel Cajigas	1 Year

### AUGUST

Steve Clarke	41 Years
Reggie Burton	24 Years
Jim Handy	19 Years
Linda Abdow	14 Years
Tony Cadogan	14 Years
Greg Diaz	14 Years
Rich Sigethy	14 Years
Shaun Austin	12 Years
Dwon Bess	11 Years
Dave Taylor	10 Years
Debbie Lanham	9 Years
Dustin Breeden	7 Years
Ross Dyott	7 Years
Rick Kavlich	6 Years
Dave Krenzer	6 Years
Marvin Nagel	6 Years
Nicole Manzanera-Davis	3 Years
Sean Parsons	3 Years
Greg Smith	3 Years
Bladimir Ventura	2 Years
Anthony Campos	1 Year
Joe Dantoni	1 Year