

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

October 1, 2012

Quarterly Edition—Fall

Vol. LXV, No. 4

OPEN IT UP!!

**How Much
Are You
Spending?**

**Step Up
&
Catch Up**

**Generate
Leads**

**Service Is
Key**

***BONUS* Features**

**Empower
Employees**

Standardize



Fireline in the Headlines

Fireline Hosts Its Second Annual Open House

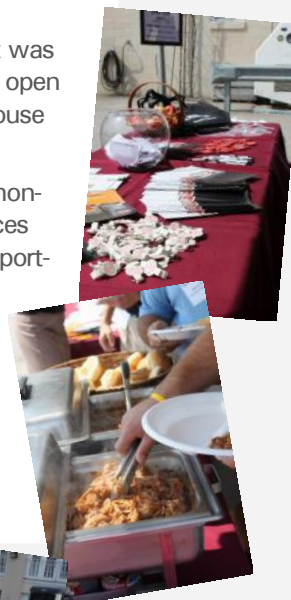
BALTIMORE, Md. (September 20, 2012) — The Fireline Corporation held its second annual open house today, “it was a huge success...the weather was beautiful and we had a great turn out” says Anna Gavin, President. The open house took place in Fireline’s back lot surrounded by its Fire Alarm, Sprinkler/Suppression, Main and Warehouse buildings.

Attendees who joined Fireline for the open house were given tours of the facility, participated in product demonstrations and unlimited Q&A. They were also able to meet new people and put faces with the names of voices some had grown so familiar with over the years. Customers were introduced to the vendors selling and supporting the products Fireline installs and services in their facilities.

The event was catered by our very own Gary Clark, you may know him as the guy doing all the renovations, and the spread was mouth watering.

Congratulations to this years prize giveaway winners, Alfred Lisiewski, Carmine Picarelli, Paul Bromley, Scott Barefoot, Ernest Skidmore and Storm Rogers!

“Thanks for a wonderful Open House. Enjoyed every minute” Hal Basu, Sun Products Corp.



Say “Hello” to your new HR Administrator:

Enger Muteteke sounds exactly how it is spelled “en-ger”, not anger, “mu-te-te-kay”.

Enger began her HR career in the federal government and has nearly 5 years’ experience, 4 of which in the US Department of State and a few months in US AID, before deciding to stay home with her children. She has three girls Giselle, now almost 7, Claire who is 5, and Bianca who is 2½. Enger loves children, she also works for a church as a Children’s Pastor and is the Director of Education.

Enger joined Fireline on September 4, 2012 and will be available Monday through Friday 7:30 a.m. – 12:30 p.m., with a periodic change when necessary during the week, to attend to your HR needs. While Enger is going to be processing payroll, handling new hire processes and ensuring Fireline remains compliant with the many agencies we have to report to, she will not be handling your insurance benefits. For insurance questions please see Cindy Rueppel.

“I think what I want our Fireline folks to know about me is that I enjoy resourcing others, and absolutely love getting up every morning to go to work at both places! I have truly enjoyed meeting everyone thus far and look forward to building solid working relationships, and getting to know everyone.”

PAY

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

The President's Pen



Finishing Kick

By ANNA GAVIN, President

Well folks, it sure wasn't a quiet summer here at Fireline. In-house we have been dealing with major construction as well as planning for the Open House. In the field everyone has been keeping busy, despite the usual vacations. In Systems we have had a steady stream of jobs and are now gearing up for several large jobs due to break this fall. In Service we spent a great deal of time in the schools, trying to get all the service work completed before the summer vacation is over. This led to a very successful month of August for us.

As is usual for this time of year I have two things ever present in my mind, finishing the year strong, and planning for the next year. Currently we are running close to our budget. If we stay on track and keep focused we should be able to make this year a success (and we all know what that means come mid-December). If we all want to end the calendar year on a high note, we need to pay attention to how we spend our time. For example- If you are in the field, are you ensuring you have the proper materials for the week to prevent excess trips back and forth to the shop? If you are in design, are you making sure you don't spend hours stuck on an issue when you could stop and ask for help from a co-worker or the manufacturer? If you are in AR and you know the average number of AR calls you make an hour, challenge yourself to increase that number. If you have ideas on how to improve efficiencies in your department, share them with your supervisor or manager. It is all these little things that will help us to finish out the year strong.

As for 2013 planning, there are many factors that go into this. First is the strategic planning sessions I perform with the managers. We outline our strengths and weaknesses in each department, identify successes and failures from the past year, review the completion of our goals that were set the year prior, and then shape the framework for our plans the following year. As was done last year, I will be asking the managers to set three to five goals for 2013. These goals will be large scale projects such as administrative cross training or new inventory procedures. They will also be identifying sales targets, structural alignments, and hiring strategies. We then track these goals throughout the year. From there we use these goals to help us with the budgeting process. It is incredibly complex and Linda Abdow is my ultimate savior through it all. We use our targets, past year data, and do cost analysis's for our large scale projects. We then put all of this into the largest spreadsheet you have ever seen and voila! A budget is born.

So, even though it was a busy summer, there is no time to slow down now. As Henry Thoreau said, "Success usually comes to those who are too busy to be looking for it." So let's keep busy and success will be sure to find us!

Now You Know

Finishing Kick is runner's terminology for running harder at the finish line, the final sprint.

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

PDO

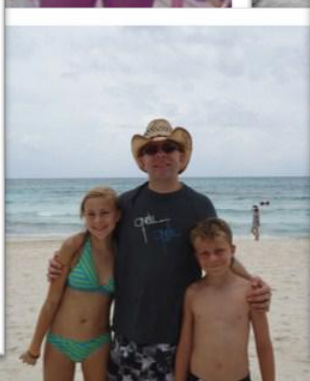
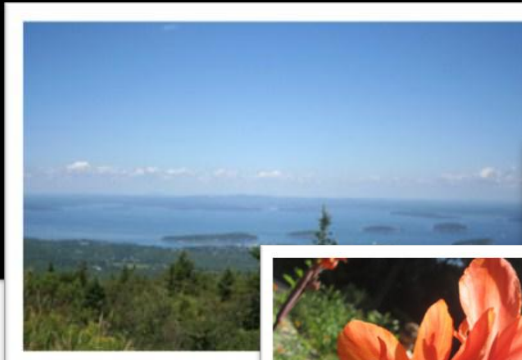
A Professional Development Outline (PDO) is a list of tasks that are necessary for an employee to effectively perform their job. Many Professional Development Outlines (PDO's) have been finalized and published on SharePoint. Review your PDO to make any necessary additions or updates. If you have not started your PDO please contact Shannon Adkins (x326) or Julia Mooney (x247) to begin.

Summer Days & Fabulous Getaways Inspired by BARB HAAS



TOP DESTINATIONS:

New Hampshire, Dominican Republic, Disney World, Canoe trips, Mexico, Boston, Maine and more!



NEW

Please help us welcome the newest members of our **Fireline** team: AJ Decker (Portables), Laura Smith (Fire Alarm Administrator), David Krenzer (Suppression Systems Designer), Richard Kavlich (Sprinkler Systems Technician), Khamloun Chanthapa (Portables/Restaurant Service Technician), Marvin Nagel (Sprinkler Service Technician) and Enger Muteteke (Human Resource Administrator).

Kudos from Colleagues & Customers

Customer Email, Ref: **Dennis Perez**

"I just wanted to let someone know how pleased I was not only with the timelines of the response and service but also the follow through and follow up. You have truly found a good employee in Dennis. . ."



Customer Email, Ref: **Lane Villers & Charlie Harris**

"Lane and his partner (Charlie Harris) performed the inspections in a very professional manner. . . In the future I would like to request that Lane perform all of Ayrshire Farms inspections."



Customer Email, Ref: **Loren Crookshanks**

". . . whenever possible can you send Loren Crookshanks to Brookings on service calls and PM's. Loren knows this site, he is very careful and he always performs excellent work."



Recurring Themes



Executive Direction—*Administrative Notes for All*

By CINDY RUEPPEL, *Executive Director*

I hope everyone has had an enjoyable summer. As most of you know Baltimore's office has been completely renovated. Sharon Waters and Gary Clark have done an amazing job. Please stop by and check it out.

I would like to welcome Enger Muteteke as our new HR Administrator (please see separate article). Enger comes to us with federal government HR experience and also works part time as a Children's Pastor. She is professional, full of energy and enjoys all areas of HR – even the filing! I am looking forward to working closely with her on payroll procedures and compliance issues. Please stop by and introduce yourself if you haven't already done so.

Looking ahead -please see following 2012 Holiday Schedule.

Thanksgiving Day – November 22nd
Day after Thanksgiving – November 23rd
Christmas Eve – December 24th
Christmas Day – December 25th
New Year's Day – January 1, 2013

Please remember that vacation days cannot carry over into the next year. You can check vacation hours left on "My Paystub". If you have any questions regarding your time left please feel free to contact HR.

Birthdays

October

Dan Evangelisti
James Porter
Ken Barnhart
Ken Scholl
Mike Clark
Mike Grow
Mike Levasseur
Nicole Baublitz
Norm Mason
Paul DeMaria
Rick Mohny
Robert Brewster
Steven Hale
Tim Francis
TJ Smallwood
TJ Timpson

November

AJ Decker
Barb Haas
Craig Steinbock
David Krenzer
Debbie Lanham
Denise Campbell
Fawn Dyson
George Armstrong
Jeff Smith
Jeremy Mohny
Neil Walters
Robbie Kershner
Sharon Waters

Continued on page 7

OOPS

The editors would like to apologize for incorrect anniversary information listed in the summer issue of the Fire Flyer. Dave Taylor's anniversary was incorrectly listed as 12 years. Dave has been with us for 4 years. Cindy Rueppel has been with Fireline for 34 years, Matt Williams has been with Fireline for 6 years and TJ Smallwood has been with Fireline for 4 years.



Financial Feng Shui—*Mind on the Money*

By LINDA ABDOW, *Controller*

It's the most wonderful time of the year --- for accountants! It's time to take our annual physical inventory when we count, and account for, every sprinkler head, nozzle, link, cylinder and just about anything that has value to it! So you're invited and I know you'll mark your calendar for the following physical count dates:

Wednesday, October 10th

Baltimore warehouse

Leesburg (LINV) warehouse

Baltimore trucks (Portables, Restaurant, System Service and Sprinkler Installation)

Leesburg Trucks (Portables and Restaurant trucks)

Thursday, October 11th

Leesburg System Service Trucks

LINVS (Leesburg System Service Storage Room)

Remaining Baltimore truck (this should be kept to a minimum)

Kidding aside, this is a very important process where accuracy counts and just about everyone in the company has an impact on our physical counts. Kelly Coon and the warehouse team are busy getting the warehouse in order so that the counts run smoothly. Here is how you can help assure an accurate count:

- Technicians need to hand in their completed tickets timely to allow adequate time for pricing, scanning and billing work to customers. Try to get your tickets handed in by Tuesday, October 9th at noon, the sooner the better.
- To minimize disruptions to the warehouse staff during the inventory counts, we are asking technicians to plan ahead and gather materials needed for the next several days from the warehouse by 3:00 PM on Tuesday, October 9th.
- Technicians should make sure **all parts** and **the correct part numbers** are written on service and work orders throughout the year.
- Managers should review the open service order report and resolve open ticket matters now.
- Billers should complete all billing by the end of business on Tuesday, October 9th.
- Accounts Payable staff will be receiving all materials where we have received packing lists by Tuesday, October 9th.
- The scanning of documents needs to be current to keep work flowing to the billers.
- Available office staff, service sales staff and field staff will be performing physical inventory counts in the warehouse.
- Technicians will perform physical inventory counts of their trucks on the assigned day.
- Frank Chenoweth, Phil Bowers and Justin Fishback will coordinate and review truck inventory counts.
- Office staff will balance and enter correct inventory counts in the system.
- After all counts are updated in the system, the Controller will balance the reports on Friday and over the weekend.

Thank you all in advance because we couldn't do it without you!



Tailgate Touchdown

Hot Crab Dip

A Tim Francis Favorite

Ingredients:

2 (8 ounce) packages cream cheese, softened
4 tablespoons mayonnaise
2 cups shredded cheddar cheese
2 (6 ounce) cans crabmeat
1 1/2 tablespoons fresh lemon juice
2 teaspoons hot sauce (substitute with old bay)
2 tablespoons Worcestershire sauce
Paprika for garnish



Directions:

Preheat oven to 350 degrees.

In a medium bowl, mix the cream cheese, mayonnaise, cheddar cheese, crabmeat, lemon juice, hot sauce and Worcestershire sauce.

Transfer to a shallow 9x13 inch baking dish. Garnish with paprika, old bay and shredded cheese.

Bake in the preheated oven for 30 minutes or until golden brown and bubbly.

Serve with crackers or soft hot pretzels.



DAD

Congratulations to Frank Bernadzilowski (Portables) and Jon Pegg (Sprinkler & Suppression)! Frank and his wife Shannon celebrated the birth of their son Parker Troy Bernadzikowski on July 26th. Jon and his wife Tara became the proud parents of their daughter Codie Alexandra Pegg on May 19th.

Dave's Rave—On Customer Service



The 5 Best Customer Service Ideas

By DAVE TAYLOR, *Operations Manager*

Hire The Right People

Recently, I was interviewing candidates for an open position. We had the luxury of having several qualified individuals apply for the job. On paper, there were a couple that appeared to have superior technical experience. There were also a couple of applicants that didn't have quite the technical experience we were looking for but had an employment history that indicated good customer service skills. During the interview process the more technically qualified candidates didn't seem to have the personality or experience that translated to good customer service. The lesson? Sometimes it's better to hire someone who fits the customer service profile over the candidate who is technically superior but is lacking good customer service skills.

Make Service A Core Value

This is the reason we discuss customer service in every newsletter and emphasize it at departmental meetings. It is vitally important to the future success of Fireline. If we don't pay attention to customer service each and every day our customers will find someone else to be their fire protection provider. Customer service must be first and foremost. You must think with the customer in mind when making decisions on all aspects of our business. There will be times when customers are making what seem to be unreasonable requests but consider the outcome if we can fully or partially fulfill their request. The tendency is that they will not only remain Fireline customers but will also sing our praises.

Empower Front-Line Employees

Sometimes there is a fear amongst front line employees that they aren't able to make any decision that significantly affects customer service, good or bad. That is simply not true. They can. But they must be permitted to do so. Empower sales personnel to make modest offers for labor reductions or billing department staff to make customer accommodations on disputed invoices, for example. This can go a long way to letting everyone know that Fireline is serious about customer service.

Solicit And Use Feedback

In order to give good customer service we really need to know what customers think is good customer service. How do we do that? It can be as simple as asking them. When we provide an accommodation ask the customer if it is satisfactory. Fireline also uses a customer survey that asks several customer service oriented questions. We also keep measure how long it takes to get inspection reports to customers as well as tracking those customers who have missed certain inspection intervals. These are some ways we can be proactive with customers but nothing beats direct personal contact.

Pick the Right Customers

How do you pick the right customers? Well, the old adage, "The customer is always right", isn't really true. Some customers are simply too demanding, asking for things that aren't justified by the prices they receive. We must think about who our core customers are. Have you ever heard the old saying: "Some people know the price of everything and the value of nothing"? The ideal Fireline customer is the one who understands value and is not necessarily a price shopper. We want customers who desire good customer service but understand that the cheapest price doesn't normally include the best service or quality. It is very difficult to provide good service and quality if you're the cheapest guy in town.

Birthdays

Continued from page 5

December

Cindy Rueppel
Daryl Blow
Dustin Breeden
Eric Robertson
Jared Fishback
Jay Doyle
John Meilhammer
Julio Castro
Karen Cobb
Khamloun Chanthapa
Lane Villers
Laurie Pryor
Randy Parsons
Ross Dyott
Rupert Mangal
Selvin Carcamo
Ted Reitterer
Tim Fogle
Walter Crawley

About this article:

This issue's column is adapted from an article written by Mark Hendricks on Entrepreneur.com

Dave thought it would be interesting to look at his ideas while adapting them specifically to Fireline.

ERA

Congratulations to our recent Employee Recognition Award (ERA) winners. Jared Fishback, Al Riefflin and Steve Twain won the award in June. Bill Gibb, Ken Humphrey and Kevin Federline won in July. Cindy Rueppel, John Kneisley and Frank Chenoweth won in August. Lewis Lucas, Ralph Mason and Mike Haas won in September.



Serious Responses to Your Strange Notions

By SHANNON ADKINS, PMP

Standardize and Save. Although it seems inconvenient to initiate, standardizing things such as processes, company assets and vendors is a great way to save money in ALL areas of business. Standardization is not only beneficial when applied to items of significant expense or complicated processes but possibly even more beneficial when applied to smaller expenses and less complicated processes encountered more frequently but never really analyzed.

Standardizing processes allows the company to document training material. In turn, the time required to train new employees would be reduced. Documented standardized processes reduce errors by providing a reference for those who may need assistance. Finally, the repetitiveness of standardized processes ultimately speeds up the pace at which a process is carried out.

Standardizing office equipment can reduce training time, increase employee ability to diagnose a problem, fix it and move on and allow for bulk purchasing of supplies. Office supplies are a large cost of doing business and can be reined in with a preapproved list of supplies and agreed prices.

Standardizing vendors allows the company to establish price agreements and to build customer/vendor relations. A good relationship with a vendor improves customer service, response time and pricing. Company time spent finding vendors, the contact and how to reach them would be greatly reduced.

Standardizing is a four step process:

1. **Locate.** Find cases where the company owns products, systems or processes with overlapping functionality. Any time you can remove a redundancy you will produce reductions in spending.
2. **Standardize.** This step requires making decisions. Ask: What to keep? What to merge? What to get rid of?
3. **Communicate.** An easy and effective method to communicate standards to employees needs to be determined.
4. **Educate.** Once the capital expenditure has been made to purchase the asset or develop and document a process, employees need to be provided with knowledge in order to take full advantage of standardization. Provide easy to access resources, so as employee experience increases, they can more readily expand their knowledge and expertise of equipment, systems and processes within the company.

SharePoint

Did you miss your opportunity to purchase an Elliptical on the Fireline Flea Market for 1/3 of the retail price? Do you want to know the secret to Cindy's famous buffalo chicken dip?

Did you know SharePoint can send email alerts when new content is uploaded?

Fireline's Flea Market and Recipe Book are updated regularly. Don't miss the great finds on Fireline's Flea Market including furniture, vehicles, exercise equipment and more! Cindy's mouthwatering Buffalo Chicken Dip recipe and others can be found on Fireline's Recipe Book.

If you would like to receive email alerts from SharePoint when a new item or recipe is posted or you would like to contribute to either the Fireline Flea Market or the Fireline Recipe Book please contact Shannon Adkins or Julia Mooney.



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.

Read Up on the Resources



Resources the Right Way—Human Resources That Is

By CINDY RUEPPEL, *Executive Director*

It's that time of year again – open enrollment for medical insurance! We are in the process of working with our insurance reps to finalize options for the upcoming year. Unfortunately, we are being hit with a steep increase from United Health Care on both medical and dental. Vision benefits are remaining the same. The reason for such a high increase is due to our loss ratios.

Our reps are putting our plan out to bid to see what types of other plans there are to choose from (for example – a traditional plan versus HMO/POS). We will aggressively shop to find a plan that is both affordable (for Fireline and employees) and user friendly.

We will no longer be carrying Panamed insurance. Those employees on Panamed will need to sign up for the health plan offered or waive coverage.

We will keep employees informed of our decisions through email, correspondence given to individual department managers and announcements on SharePoint's Human Resources page.

On another note – we are not offering flu shots this year. Under our current health plan the flu vaccine is covered at 100% now under preventative care since it is one of the CDC Recommended vaccinations (annually), so deductible and copays do not apply if employees have the shot at their PCP office as part of a preventative visit. Local drug and grocery stores also carry the vaccine usually at a discounted rate.

Please be on the look-out for emails/announcements on open enrollment – and feel free to let me know if you have any questions or concerns.



Focus on the Fleet

By BILL GIBB, *Materials Resource Manager*

What is the Materials Resource Office? Who are they? What do they do?

The Materials Resource Office (MRO) is comprised of four employees, Bill Gibb, Jim Handy, Mike Grow and Rachel Gibb. The MRO oversees and maintains the assets of Fireline including the facilities, the vehicles, the Verizon phones, the tools, the furniture, and Safety.

The Environmental Services division keeps the offices clean, changes light bulbs, empties the trash, and provides any other custodial duties as needed.

The Fleet Division purchases and tracks the company provided vehicles. They keep track of maintenance and locations of the Fireline trucks. They schedule repairs and upkeep of the fleet.

The Facility Division oversees the building as far as heating and cooling, lights, water, and electricity. Your comfort is our concern.

The MRO purchases tools and ladders for the technicians to perform their duties. The tools are assigned to each Department based on the needs of the department.

So the next time you are looking for "Somebody" to do something...Give us a call. We will happily accommodate your request or find the "Somebody" who can.

EXPENSE-ive Fact

Average gas price in Maryland
\$3.79

Average miles per gallon *
14.66

Average miles driven/month*
203,814

Average amount of gas per month*
\$52,691.34

* **Fireline** Vehicles



SOP

A Standard Operating Procedure (SOP) is a written procedure prescribed for repetitive use as a practice, aimed at increasing productivity and accuracy. Has your department documented your SOP's? In preparation for new and improved software, integrated systems and technology upgrades the PMO will be focused on assisting you with this task in 2013. Complete SOP's are posted on SharePoint and can be referred to for instruction or as an example when creating your own.

Quarterly Recap Summer 2012



JOB **Fireline** is seeking an experienced Vehicles Systems Service Technician, Fire Extinguisher/ Restaurant Service Technician and Contractor Sales Representative (Extinguishers & Kitchen Systems) in our Baltimore location and an experienced Sprinkler Service Technician in the Northern Virginia Area. Good pay and benefits. Please email resume to web@fireline.com or come in to our Baltimore Office to fill out an application.

Quarterly Recap Summer 2012



FAQ

Check out the IT tab on SharePoint to see answers to frequently asked IT questions like "How do I fax from my computer?" From this tab you can also submit a service request for your computer such as, "The printer is not working" or "I need a new mouse", directly to Ken Barnhart.

Messages from the Managers



Fire Alarm By NORM MASON, Vice President & General Manager

Fireline goes international. The fire alarm department was recently hired by a firm that does work for the State Department to provide onsite technical services for a fire alarm project in Naples, Italy. Rich Sigethy spent a week in Italy representing Fireline and completing the project on time.

During the past several months, the fire alarm department has continued to obtain a steady amount of new contracts. On several contracts, the Fire Alarm and Suppression departments are working on joint projects. The design on these jobs has been admirably handled by Al Riefflin & Dave Riggs and the projects managed in the field by Rich Sigethy & Charlie Moore.

Ron Eure, Gary Hoddinott, & Lewis Lucas continue to pursue work with new customers. Tim Fogle has done an excellent job with his main client in Baltimore city who recently extended their contract with us for another year.

The fire alarm design department & field tech group continue to meet project deadlines & complete jobs in a timely & efficient manner. Kudos go out to all members of both of these groups.

Fireline was recently invited to be a member of the Notifier distributor Technical Advisory Committee. Ken Scholl will be representing Fireline at this meeting at Notifier's headquarters in Connecticut in November. This is a committee that only 8-10 distributors from the entire United States are invited to participate. Also on the Notifier front, Anna & I will be attending the annual Notifier Distributor Conference in Florida in October.

We would like to welcome Laura Smith back to Fireline & the fire alarm department. After moving to the Norfolk area for a few years, Laura has returned to her previous position as an administrative assistant.



Leesburg Branch Office By JUSTIN FISHBACK, Branch Manager

One of this year's top priorities for the Leesburg office has been to keep better track of our inventory. An area of focus has been for each technician to better maintain their working supply of materials by keeping an organized truck, and signing out each item from shop inventory. By keeping an itemized list of each truck's contents, we are able to better maintain our shop's inventory.

This has been an ongoing project, and my team has done a wonderful job at implementing these new procedures. For the first time, I am looking forward to our annual inventory count so I can evaluate our new system. I would like to thank everyone who has worked hard to help us achieve this goal. Keep up the great work!

SWES

Got Food?

In 2011 one in six Marylanders were unable to afford enough food.



The pantry inside Southwest Emergency Services is bare due to declines in donation while demand remains steady.

This holiday season **Fireline** will be collecting nonperishable foods to donate to SWES.

So gather your jars of peanut butter, cans of sauce or soup, tuna and more to donate to those who need it most!

Click on 'Got Food?' to learn more about current food shortages.

Give Joy with a Toy

Last holiday season **Fireline** contributed to a Toy Giveaway that supplied Christmas gifts, clothes and decorations for 400 local families.

Fireline will sponsor Southwest Emergency Services again this holiday season.

Dolls, toy cars, books and board games are among the most popular gifts. Help us spread the holiday cheer to those less fortunate!

Click 'Give Joy with a Toy' to read about last years toy drive.



SIP

There were recordable incidents in July and September so no SIP awards were given. Rich Sigethy won in August. Stay safe out there, and do your part to help **Fireline** avoid recordable incidents. By doing so, you become eligible to win cash prize drawings which increase with extended accident-free periods!



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

We are winding down to the final quarter of 2012 and after coming off one of the best years that our department has ever had. The challenge that I'm issuing to all technicians in our department is to step up and catch up on all our service work by the end of the year while increasing our customer base by picking up new service accounts in their territories (if you don't have time to follow up on a new lead please bring the information that we have discussed at our meetings into Bernadette to follow up on).

I would also like to ask all the service technicians in our other departments, while they are working at customers locations, to take a few minutes to look at a couple fire extinguisher tags. Is Fireline currently servicing their fire extinguishers? Are they in date? If they are not currently being done by us contact me with the following information: name of the company now doing the service, date that they last serviced the extinguishers and if possible a contact name and phone number.

I would also like to thank all of my technicians who have helped to clean and straighten up our shop areas for the open house now the real challenge to maintain this way all of the time.



Sprinkler & Suppression By TED REITTERER, *Department Manager*

I'd like to welcome to the department Rick Kavlich and Dave Krenzer. Rick has over 17 years experience in the sprinkler trade and is a foreman in the Sprinkler Department. Dave has been in the industry for 5 years as a Suppression System Designer, he comes to us from Healey Fire Protection in Orion Michigan. Dave K will be filling in for Dave Riggs allowing Riggsy to concentrate his efforts on consulting, overseeing design work, and assisting the suppression salesman with bids.

Thanks to Dennis Bryant and Pat Fitzgerald the 4th quarter should be a very busy one for the suppression department. We have many air sampling and FM-200 jobs on the books along with a decent sized foam system. Mike Clark continues to sell day works and tenant jobs and is keeping the sprinkler crews busy.

Although this year has been tough for install I am optimistic and look forward to a profitable 4th quarter.



Systems Sales By RON EURE, *Systems Sales Manager*

Pat Fitzgerald is making a smooth transition from Suppression Field Technician to Suppression Sales Representative. Since making the move in mid-April, Pat has begun to make inroads into the highly competitive Washington, DC and Northern Virginia suppression markets. Fireline is targeting General Contractors and large End Users due to the density and continued growth of the high tech business sectors in these areas.

Using his many years of field experience, Pat has already secured contracts with several Northern Virginia government entities at the local and Federal levels. Pat has also continued to cultivate relationships and continue to book business begun by Rob Wakes in the western reaches of Virginia. With the addition of Pat's efforts, and the continued excellence of Dennis Bryant's sales; the Suppression Group is 89% ahead of last year's YTD sales and has already surpassed total sales for 2012. We expect only greater results in the future.

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.



Systems Service By KAREN COBB, *Department Manager*

With summer ending we welcome the finer things of fall, Ravens football, hunting season for some, the O's post season push and of course the cooler weather to come. The summer months were great for the system service department with everyone doing their part to make us a more efficient, productive TEAM.

With a dispatch team in place we have been able to start sending our dispatchers out on jobs to see what the techs are really up against on some jobs and so they have a better understanding of what they do every day. This is something I hope to continue and will be including myself and Nicole on the tech days.

I will be working over the next month or so to evaluate our team and work towards pairing up our techs based on their strengths/weaknesses so we can learn from one another and continue to become a stronger department.

Kudos to Nicole on closing over 1.1 million in repair quotes to date, I believe this is in response to her follow up with the customers on the quotes she is sending out proving that Fireline cares that the customers life safety systems are functioning properly and will work when needed the most.

Thank you to everyone in this department for the hard work you do every day!!

Anniversaries

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

October

Laurie Pryor—6 Years
Mike Levasseur—1 Year
Dan Vecchioni—3 Years
Bill Donohue—12 Years
Bob Turner—13 Years
Matt Benfield—1 Year
Jim Colgan—7 Years
Frank Chenoweth—28 Years
Selvin Carcamo—7 Years
Dennis Perez—6 Years
Shannon Adkins—3 Years
Ken Humphrey—4 Years

November

Kelly Coon—33 Years
Ralph Mason—16 Years
Bill Gibb—16 Years
Dan Davidson—14 Years
Jon Pegg—4 Years
Yetty Oreagba—2 Years
Ron Eure—4 Years
Jared Fishback—2 Years

December

Ike Austin—28 Years
Todd Everitt—29 Years
Nancy Larsen—26 Years
Lou Killmeyer—9 Years
Jeremy Mohny—10 Years
Lane Villers—8 Years
Dennis Bryant—16 Years
Chris James—2 Years

Fireline Funny's

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"MEMO: All rules and consequences regarding office behavior, attitude, language, and violence shall be temporarily suspended while we upgrade to new computers and software."

EAT

Share your favorite EAT's (Exceptionally Appetizing Treats) with coworkers and Fireline followers: Submit recipes to Shannon Adkins (sadkins@fireline.com) and she will upload them to Fireline's Recipe Book on SharePoint. One favorite will be chosen each quarter and will be featured in the current edition of the Fire Flyer. Healthy food, comfort food, appetizers and entrees, all EAT's are welcome and enjoyed.

Affairs To Remember

October, November & December

Baltimore

[Russian Festival](#)
October 19—21

[First Sunday Arts Festival](#)
October 7

[Historic Federal Hill Ghost Tour](#)
Now—November 17

[Baltimore Beer Week](#)
October 19—28

[Maryland Renaissance Festival](#)
Weekends Now—October 21

[Six Flags Fright Fest](#)
Weekends September 29—October 28

[ZooBOOO!](#)
October 26—28

[Oktoberfest](#)
October 13

[OktoBEARfest](#)
October 20

Baltimore Thanksgiving Parade
November 22

[Festival of Trees](#)
November 23—25

[Winterfest of Lights](#)
November—December

[The Mayor's Annual Christmas Parade](#)
December 2

District of Columbia

[Taste of DC](#)
October 6—8

National Harbor Restaurant Week
October 8—21

[Halloween Pub Crawl](#)
October 26—27, 31

[Boo at the Zoo](#)
October 26—28

[Manassas Veterans Day Parade](#)
November 10

[Temple Hill Corn Maize and Fall Festival](#)
September 28—November 6

[ICE! 2012](#)
November 16—January 6

[Holiday Boat Parade](#)
December 1

[The Water-Skiing Santa](#)
December 24

[Manassas Christmas Parade](#)
December 1

[Christmas Light Displays 2012](#)
Washington DC, Maryland & Virginia

Election Day
November 6

Fireline Festivities

Halloween Costume Party

Have fun with your coworkers and dress up for Halloween. Food and costume contest.

Holiday Decorating Contest

Make your work area feel like home and decorate for the Holiday's. Lights and tinsel are sure to brighten everyone's day. Prizes for best decorations.

Holiday Gift Exchange

Office staff, let's say thank you to those in the field this year, without their hard work everyday where would we be? Instead of worrying about what little gift you can afford to give without leaving anyone out just give a gift to one instead. Draw a name and personalize a gift for one field employee to be presented at the Technician Christmas Party!

Nugget Eating Contest

Back by popular demand. How can watching Mike L., Eric P. and Ryan W. force down 60 nuggets as fast as they can not be entertaining? Green faces, sweat beading on their foreheads and the feeling of never wanting McDonalds again – PRICELESS!!

Want to win a prize?

Be the first to locate the ghost image of Shannon (hidden somewhere in the newsletter) and complete the Fall 2012 Fire Flyer crossword puzzle.

To win this month's prize email: sadkins@fireline.com

Last quarter's winner was Mike Clark.

Coming Soon

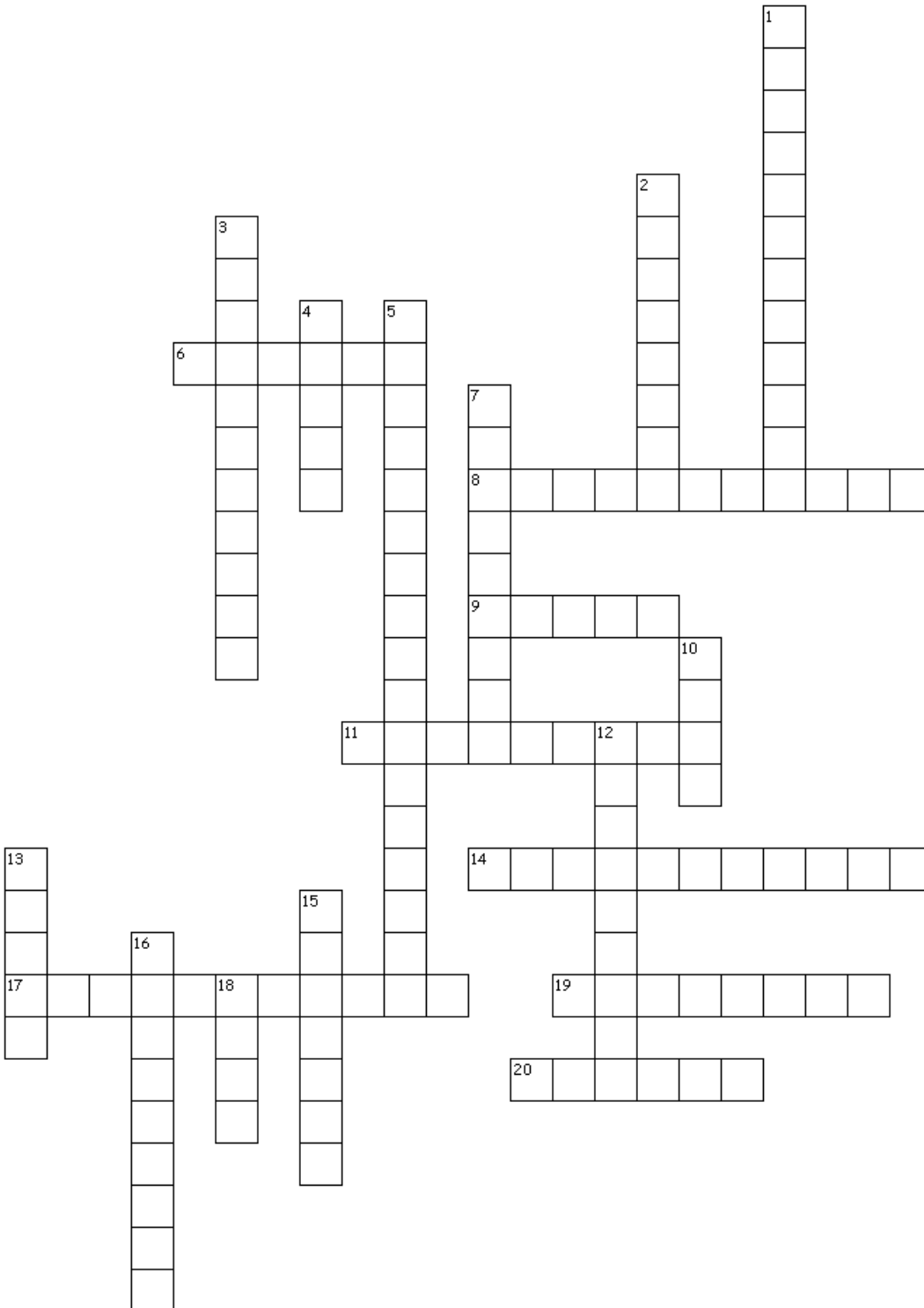
Vol. LXVI, No. 1 (Quarterly Edition—Winter) arrives Friday, January 4, 2013

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, December 14, 2012.

BYE

Fireline wishes the best of luck to Tammy Siddons and Aaron Douglass who are pursuing new opportunities.

Did you read the newsletter?



Across

6. Bullfighting is the national sport
8. SIP award winner in August
9. The Pine Tree State
11. Fireline employee who has provided 33 years of dedicated service
14. _____ to save time and money through all areas of business.
17. Travel back in time on weekends now – October 21 at this Maryland festival
19. The last name of the new HR Administrator
20. Fireline is a proud distributor of _____.

Down

1. The Granite State
2. Don't miss Fright Fest at this popular amusement park
3. Who was requested to perform all Ayrshire Farm's inspections?
4. Technician tickets must be handed in by October _____ in order to prepare for inventory.
5. The capital city is Santo Domingo
7. Who is Nancy Larsen's arch nemesis?
10. What month did Joe and Julia Mooney get married?
12. Second annual Fireline event held on September 20, 2012
13. _____ me now.
15. Tailgate touchdown featured recipe of the quarter
16. Caterer of the Open House
18. The nonprofit organization Fireline donates toys and food to each year.