

GOOD RIDDANCE 2020

ΒΥ ΔΝΝΔ GΔVIN



I think we are all on the same page here. No need to rehash that craziness. Let's start looking ahead. Upward and onward!

2021 is going to be a good year for us. We are going to finally renovate the Baltimore facility! If the timing is right, we should have a nice new office for our office staff to return to once COVID is behind us (fingers crossed).

Drawings are complete and we send out to the General Contractors for bid this month. With any luck we will start construction in early spring. It will be tricky at times, but I am excited to see this project finally underway. New beginnings after a tough year.

Prior to construction we will be doing a little housecleaning. We will have to clear out some items and move out furniture. Much of the furniture we will be offering to our employees first. We will let you know when the time comes.

The construction project is not the only thing we have to look forward to in 2021. We are continuing

to push for growth, with our sales teams leading the way. Our focus on water mist and hybrid suppression systems is continuing to see growth with a backlog of jobs already exceeding 2020's numbers. Service and Systems Sales teams are both working hard to make 2021 a great year. We plan to focus attentions on our growing customers, so we are able to grow with them.

I continue to be impressed with the new hires we have had join us these past few years and 2021 is no exception. Four new hires on the first Monday of the year! A great start to a year full of promise. We will do our best to make sure we invest in everyone here, both in your careers and your quality of life. Training classes are already being coordinated and we are making plans for activities that will bring us together in any way we can.

2020 may have been an unexpected challenge, but we proved that we were strong enough to make it work. And here we are in 2021, ready to make it a success. Remember what I said on the end of year call - **Tough times don't last, but tough people do!**



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THIS EDITION'S TOPIC: The MVPs of Managing the COVID-19 Pandemic

This past year was one like no other. Like so many other businesses, Fireline had to pivot quickly to keep the business operating. This edition we are highlighting those that really helped Fireline manage through this pandemic and all the uncertainty we faced.

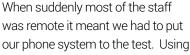
THE IT DEPARTMENT



We were all in awe when the IT Department (Ken Barnhart and

Mike Sirak) were able to get the entire office staff remote capability in less than 48 hours. This was no small feat as equipment needed to be ordered or relocated, installed and set up. The IT Department had to inventory all this equipment, track what went where and who had dual setup versus single. It was complete craziness. And yet we hardly missed a beat. None of this would have been possible had the IT Department not spent the past few years building out an infrastructure that safeguarded us from an event like the pandemic. By pushing much of our systems into the cloud including the Voice over IP phone system, they were able to move everyone offsite in no time at all. Thanks to their hard work these past few years we were far ahead of many other companies when it came to "going remote".

RECEPTION





UC-One as the main source of call management, both Liz Adkins and Tori Romano had a lot of changes they had to work through when the rest of the staff went remote. Both Tori and Liz really took on a lot to make sure things flowed smoothly for the customers with less backup than before. Tori has consistently stayed in the office "holding down the fort", managing calls and all the in-office tasks that needed to be handled such as mail and scanning. Liz had to be our after-hours answering service on multiple occasions due to challenges with the system, taking calls through nights and weekends until things were corrected. Thanks to these two ladies our customers were unaware of the logistical changes made at the office.

THE SALES TEAM



The Service Sales Team had an excellent year despite the challenges posed by the pandemic. With in-person sales contact greatly diminished they were still able to significantly exceed both quota and "stretch" annual sales goals. The team was able to achieve this by focusing on contracts with high level customers who value quality and service. The team never lost the focus and drive to excel and maintained personal, albeit distanced, customer contact. In addition, monitoring sales were outstanding, far exceeding 2019 totals. Both of these achievements were possible because of a commitment to teamwork and cooperation. Our associates in the Service Department delivered on the promise of quality and service, making the sales effort possible.

The Install Sales Team (FA, SH, Sprinkler, and Hood) sales saw a 26% increase above goal and a 73% increase from just three years ago in 2017. This was accomplished by two main methods of sales. First, we expanded the markets we quoted both vertically and geographically. The major accomplishment being Special Hazards with the Industrial Power Gen Upgrades and Fire Alarm with Electrical Utilities Upgrades. Second, was a dedicated involvement with our customers. This was to insure

that during this time of disruption, communication and understanding of what Fireline was doing was paramount for customer services and retention.

These teams worked diligently with customers to keep Fireline employees busy this year. They did this with teamwork between each other and with their operations teams.

MICROSOFT TEAMS

Can we get an "Amen!" for Microsoft Teams? This is a product that came with our Microsoft 365 package that was mostly underutilized prior to the pandemic. Thank goodness we had it because the whole company got a crash course come March. Teams allowed us to communicate effectively while remote. It allowed us to see each other's faces and talk to our whole team at once. When everyone was worried and confused in those early weeks, those company-wide calls were vital for communications. You could hear Anna's voice and see her face and communicate back on the chat for questions and answer. At times the calls were tough, and other times they were calls for celebration. Either way the message was visual and verbal - not a wordy email. Teams truly allowed Fireline stay together as a family when were forced to be apart.

THE WAREHOUSE TEAM

Remember in April when you were afraid to even pick up a box off your front porch without gloves and a anti-bacterial scrub down afterwards?



The Warehouse team had no such luxuries. They had to keep meeting with delivery reps, handling packages and making deliveries to jobsites. They stayed in the warehouse, implemented curbside pick-up and found ways to ensure our jobs were properly supplied despite massive shipping delays and challenges. Thanks to their determination and hard work we were able to keep jobs supplied and customers happy.

THE ACCOUNTING TEAM



As was mentioned in Melinda's Employee of the Year speech, we really owe a lot to those in Accounting that helped keep our cashflow properly managed so that we could manage through the uncertainty of those first few months. Even though most of the office was remote, many members of our accounting team came in regularly to manage the payments from customers and payment to vendors. Both Debbie Lanham and Rasanjali Wisidagama came into the office to ensure we were keeping cashflow moving. Barb Haas also came in regularly to ensure the invoices were getting out and lien releases were getting signed and notarized. All of this was important to help manage the cashflow information was up to date so we had real time numbers always available. It required new reporting and more strategic payment plans. Their efforts went a long way to assist the decision-making process as we managed our finances this year.

THE COORDINATORS



These individuals are directly responsible for scheduling

inspections, repairs, fire marshal tests and more. It is a job that requires a great deal of logistics and is complicated on a good day. Since March, they have all the regular difficulty of their jobs, but they have been faced with a unique challenge of scheduling with customers who were closed or issuing restrictions, many of whom had new standards and rules for entering facilities and jobsites. This includes Heather Meyer, Sally DeWitt, Danica Malone, Faith DeWitt, Heather Slagle, Michele Flanagan, Deanna White, Alley Tucker, Ashley Jones, Fran Whiting-Lewis, Jackie Ulloa and all the others working to keep our technicians busy.

Since the beginning of the pandemic, they have had to find innovative ways to convince customers to allow us to come to their sites. At times, they used negotiation, salesmanship and reasoning. And other times, it was begging, pleading, demands and everything in between. If it hadn't been for their successful efforts Fireline's teams would have spent several months with nowhere to go and we all know the unfortunate result if that had continued for very long. These individuals were behind the scenes keeping techs moving and work flowing.







New to the Team

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



William Henry Hall Leesburg Kitchen Install 11/23/20



Luke SchmittFire Alarm Service
10/12/20



Wilson CanalesVehicle Systems
1/4/21



Joshua Scheupner Vehicle Systems 1/4/21



Christopher Borkoski Leesburg Service 1/4/21



Ronald WatsonVehicle Systems
1/4/21



Congratulations!



Chris & Sarah Pressley
October 9th, 2020



Brett & Kassidy Nieves
November 22, 2020



Deanna White Levi Warren White October 11, 2020



Mia Eisele **December 2, 2020 10lbs 7oz**



Fireline's 2020 Employee of the Year Winners



Melinda Miller
Support



Danny Nieves
Sales



Rupert Mangal Field



Todd Marks
Rookie



Live Well, Work Well

Health and wellness tips for your work, home and life—brought to you by the insurance professionals at The Jordan Insurance Group LLC







OF COVID-19

The need for social distancing has put a pause on normal socializing activities, like family get-togethers, restaurant outings and music concerts. As the pandemic continues, social distancing doesn't need to mean social isolation. If you don't address it, isolation and loneliness during the pandemic may pose a risk to your mental health.

Why It Matters

Social connectivity is the feeling of closeness and connectedness to a community. Every connection has a lasting impact on our physical and mental health—so it's especially important during this time to focus on connectivity to support both yourself and others in your community.

Research shows that people who take part in meaningful, productive and social activities generally live longer, have a sense of purpose and maintain a better mood. Additionally, social connectedness has the following health benefits:

- Strengthened immune system
- Increased feelings of happiness
- Improved memory and cognitive skills
- Increased motivation for self-care
- Decreased levels of stress hormones

Staying connected virtually can help ease stress, reduce suffering and promote overall wellness.

Regardless of whether you're introverted or extroverted, everyone needs a varying amount of social contact to maintain their mental and physical health.

Staying Socially Connected

As social distancing continues to be a pandemic guideline from the Centers of Disease Control and Prevention, you may need to get creative to maintain social connections or reconnect with your network. Consider the following strategies:

- Embrace technology—Stay virtually connected with friends and loved ones through video calls, social media and other apps. A simple phone call can help as well.
- Never stop learning—Consider attending virtual classes or events to keep learning and meet new people with similar interests.
- Get moving—Exercise can make you feel energized and less stressed. Schedule a virtual or outdoor workout class and sweat with friends or your fitness community. Make it a daily goal to move, even if it's walking or doing chores. Anything counts.



HOLIDAY BOXES

We were all sad that we could not host the annual holiday party this year. The games, the drinks, the raffle - all of it was greatly missed.

Luckily Santa's elves were hard at work making holiday boxes to spread the cheer! This was a labor of love, but very much worth the effort. Thanks to all who helped, especially our Head Elf, Liz Adkins. Judging from the many pictures we received, the boxes were a hit. And it looks like those rocks glasses were put to use for spreading holiday cheer!



Prep work



Boxes boxes everywhere!



Delivery elves



Festive use of the glassware



John modeling his presents



Package received!







EXTINGUISHER TRAINING

What's a COVID-friendly outdoor training class you can do for your team? Extinguisher Training!

This fall, Fireline hosted extinguisher training for our newer employees. so they could practice putting out real fires and learn how to properly handle fire extinguishers. We may have gotten a little carried away with the size of the fires. But if any team can handle it it's the Fireline team!

Note: We also offer this training to our customers. It's a great outdoor training class. Spread the word!

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 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.

Questions?

Email Dave Taylor at dct@fireline.com















VOLUNTEER DAY

Even COVID-19 can't stop Fireline staff from participating in our annual "volunteer day". We once again teamed up with Baltimore Hunger Project, a non-profit organization that helps feed food insecure children in Baltimore City and Baltimore County.



Fireline employees were excited to be able to participate in their second food packing event. By moving the process outside and putting various safety measures in place it was very easy to hold this event in a safe manner during these uncertain times. Fireline employees gathered to build boxes, stuff food bags, and write motivational notes. Last year Fireline completed 480 bags in under an hour. Proud of the efficiency and out to beat their own record, employees managed to pack 500 food bags in just 40 minutes this year.

"Next year and will likely double the effort," says Fireline President Anna Gavin, "It's a great event. Not only do we get to contribute to an impactful local organization, but the food packing is a great team-building experience. Everyone has a lot of fun talking and working the assembly line. We all leave at the end of the day feeling like we really made a difference."

FIRELINE LOVES THE ZOO!

Employees got to enjoy a beautiful fall day at our annual Family Zoo Day this year. The weather could not have been better, and everyone agreed it was nice to get out of the house. The baby chimpanzees were a fan favorite!











Company Snapshots







Mt. Vernon Fall Wine Festival



Felix Guarding the Inventory



Field Day for Shannon



Fireline Christmas Ornament



Homemade Certificates are the Best!



Selfie with the Mt. Vernon Water Mist







Training Class

Matt in a Box







The Cup that Travels



The Cutest Fireline Elf



Wires for Days



Virtual Conferences are the New Thing

Safety Incentive Program Award Winners have no lost time accidents. Remember, STAY SAFE!



Greg Granger
Warehouse Leesburg
September / 2020



Eric McCloud
System Service Department
October / 2020



Tim Gott
Sprinkler Department
November / 2020



Brian Slacum
Fire Alarm Department
December / 2020



2020 - YEAR IN SAFETY REVIEW
ZERO LOSS TIME INCIDENTS
ZERO INJURIES
THAT'S A BIG DEAL!





Employee Recognition Awards



Eric Mayfield Vehicl Service Department Q3 / 2020



Mike Maloy System Service Department Q3 / 2020



Jason Litten **Restaurant System** Service Department Q3 / 2020



Stephanie Steinacker **Monitoring Department** 03 / 2020



Bill Bonney Fire Extinguishers Q4/2020



Elizabeth Adkins **PMO** 04 / 2020



Patrick Denbow Vehicle Systems Q4/2020



Heather Slagle **Systems Service** 04 / 2020

Get Yourself on the NICET Wall!

For more information about NICET and NICET prep, contact Matt Meyers at mmeyers@fireline.com

Getting NICET certified is a big achievement in the fire protection industry. Congratulations to those who achieved their NICET recently.





Edwin Montano Water Based Systems Layout - Level I



Joey Hipkins Water Based Test and Inspect - Level I and II



If you're looking to sell something, you can post it on our Fireline Marketplace in the Employee Resource Center on Firenet. (Field Staff can access via the Sharepoint app.)





It was a rough year, but many of us found at least one good thing to come from 2020. Fireline employees share their thoughts here.

ANGELA LESTER

STEPHEN DREYER

Curbside pickup from various

restaurants and stores is the

next best thing. Hopefully this

continues for years to come! Safe and convenient! Thank you to all our Grocery, Retail and Restaurant

I saved money on daily expenses, i.e., gas, wear and tear on my car, eating out. However, I've gain 20lbs in the process! Every time I try to say something good, something not so good is the residual from it. For real, for real, the good take away is 2020 BE GONE! Its good to see another year and the possibility for it to be better than the last!

RONALD D EURE

DAVE TAYLOR

Value my time with people, at work and at home.

We did not let the pandemic get in

the way of good customer service.

DANICA MALONE

We still got married in 2020 even though we had to postpone our wedding to 2021.:)

SHAUN AUSTIN

Being removed from social obligations creates free time for a lot of extra runs and bike rides.

CHRIS PRESSLEY

Got Married on October 9th 2020 to An Amazing Woman Sarah Pressley. Who is also on the frontlines as a Nurse at University Of Maryland.

STEVE TWAIN

My one and only Daughter was married on 10/10/2020!

LINDA ABDOW

To be clear, I am not a gamer and I may not be as technically savvy as some of you, but I figured out some ways to have fun virtually with others. The accounting team played virtual bingo using myfreebingocards.com which was very fun. I also played the app, Among Us on Christmas Eve with my family. I have not mastered it yet but I enjoyed being the Imposter!

JOHN PIERCE

This year started with Corona and ended with Twisted Tea so it sounds like 2021 will be filled with alcohol.

JACKIE ULLOA

Its okay to take some time for your self and self love that you don't have to feel guilty for it. If your mental health is good then everyone else around you will benefit from that positive energy and mindset I think 2020 proved that to be a fact for sure!

TORI ROMANO

I had a chance to slow down and refocus on my children and the simplicity of life. Something I missed about my childhood. we got outdoors more as far as parks and play. didn't run so many errands. spent more time together

LIZ ADKINS

Spending more time with my family. Actually cooking dinner! Used the heck out of my instant pot. While this year was challenging to say the least it brought a lot of things into perspective and that go go go mentality is no more.

AMANDA DRURY

coworkers! Even if it's just being in the same room together simply enjoying each other's company!

STEVE CLARKE

My life!

ANNA GAVIN

We found new ways to stay connected that will help improve our communication in the future. I also got to see some friends on Zoom that I don't normally see, spent much more time with my family and really stepped up my gardening game!

Kudos!



Howard Gross FROM A CUSTOMER

Howard is awesome, on site now finishing the address descriptions!!!! Very proactive, thank you. Tuesday the 17th should go very smooth!!! Thank you.



Blake Bankston, Scott Gore, Charlie Harris, Tyler Confer, Rob Kershner, Janet Werner FROM A CUSTOMER

We would like to take a quick moment to thank the teams you sent last Friday (11/13) to the Finksburg facility. They were all professional and patience as we address a number of facility issues at the same time. They cooperated and assisted with a number of other suppliers and customers to solve various issues within the site. Thank you again for supplying talent and skilled individuals.





Rob Stallings, Stephen Dreyer

Rob and Steve called me Friday night with some issues (dead panel) they were having in the field at the Carnegie Institute. They asked if I was interested in quoting an upgrade and of course I said yes. I asked for panel pictures and any relevant information. They sent me two very thorough emails and I am able to quote this without going to the site. Both were super professional and communicated great. Thank you!



Ron Eure FROM A CO-WORKER

We get crazy calls we don't know what to do with and I always ask Ron Eure. He is always so nice and helpful, he never gets annoyed with me. Thanks Ron!



Jason Litten FROM A CUSTOMER

Just wanted to drop a note to say Jason was awesome! By far the best technician experience I've ever had. Super thorough, professional and friendly. Would love to have him back next time!







Joe Dantoni, Lane Villers, Charlie Harris
FROM A CUSTOMER

I need to commend them for their excellent response & work !!! - (please pass my Kudos Along)



Cindy Rueppel FROM A COWORKER

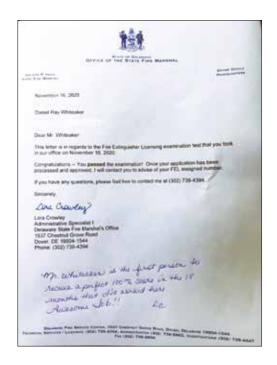
Cindy Rueppel is the absolute best of Fireline. I have never once spoken to her when she did not have a wonderful, pleasant tone in her voice. Every single time I have ever asked her for assistance she is right there to make things happen and help to get things done for her fellow Fireliners and Fireline's customers. She really is amazing and no amount of praise can accurately reflect how highly she is regarded. I'd like to nominate her for employee of the month, quarter, year, decade, or half century.



Dan Whitaker FROM A CUSTOMER

Mr. Whiteaker is the first person to receive a perfect 100% score in the 18 months that I've worked here!

[at the Delaware Fire Service Center, State of Delaware Office of the State Fire Marshal–Fire Extinguisher Licensing Examination]



Have an idea?

Submit it in the Suggestion Box located in the Employee Resource Center on Firenet



Happy Birthday!

JANUARY

Albert Riefflin	1
Marty Ibbott	5
Danny Nieves	6
Dennis Tetso	6
Ashley Reddinger	7
Kevin Young	7
Steve Imhoff	8
Richard Zink	10
Howard Gross	14
Reggie Burton	14
Eusebio Ventura	15
Jesse Simmons	15
Jim Handy	15
Fran Whiting-Lewis	16
Kenneth Radke	16
Edwin Montano	19
Steve Pleasant	21
Brandon Ernest	22
Troy Moseley	24
Frank Bernadzikowski	

Laura Papp......29

FEBRUARY

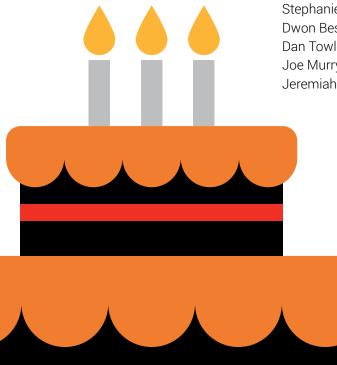
Guy Hornig	2
Mike D'Angelo	2
Sally DeWitt	2
Matt Williams	3
Mike Haas	5
Lisa Malone	6
Mike Maloy	11
Blake Bankston	12
Joe Dantoni	14
Frank Chenoweth	15
Jason Wenger	15
Janet Werner	
Jake Holladay	
Michele Flanagan	21
•	

APRIL

Linda Abdow	2
Bladimir Ventura	6
Angela Lester	7
Heather Slagle	7
Richard Kavlich	7
Daniel Whiteaker	10
David Henson	11
Dennis Bryant	11
Jeffrey Richards	12
Stephen Dreyer	14
Armando Morales	16
Kyle Miller	20
Kelly Keppley	25
Matthew Adams	27
Vee Ouk	28

MARCH

Chris Pressley	3
David Gates	6
Nick Richardson	6
Luke Schmitt	7
Tim Gott	8
Chris Grasser	10
David Taylor	13
Stephanie Steinacker	16
Dwon Bess jr	17
Dan Towle	27
Joe Murry	30
Jeremiah Schleunner	31



Happy Anniversary!

J	Æ	N	J	М	Ш
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Jake Holladay	1 Year
Heather Slagle	1 Year
Steven Gore	
James Mathews	1 Year
Jim Mathews	1 Year
Fran Whiting-Lewis	
Jason Eisele	2 Years
Mike Sirak	2 Years
Hermela Solomon	3 Years
Joseph Hipkins	3 Years
Jesse Simmons	4 Years
Danica Malone	4 Years
Elizabeth Zeledon	8 Years
Kenneth Radke	9 Years
Derrick Meilhammer.	9 Years
Robin Busch	18 Years
Lisa Malone	20 Years
Neil Walters	

FEBRUARY

FEDRUARI	
Michele Flanagan	1 Yea
Loren Crookshanks	1 Yea
Justin Fultz	1 Yea
Deanna White	3 Years
Mike Stewart	3 Years
Timothy Custer	3 Years
Blake Bankston	4 Years
Tom Cavin	4 Years
Tyler Confer	4 Years
Robert Stallings	5 Years
Dwon Bess Jr	
Jacqueline Ulloa	8 Years
Janet Griffin	9 Years
Charlie Miskimon	16 Years
Matt Meyers	20 Years
Sharon Waters	

MARCH

Brielle Hess		l Year
Alisa George2		Years
Todd Marks2		Years
Greg Granger2		
Faith DeWitt3	j	Years
Jeff Tressler3	j	Years
Antonio Scott4		
Todd Bates5)	Years
Dennis Tetso6)	Years
Brian Bartholme6)	Years
Chris Denbow6)	Years
Amanda Drury7	ı	Years
Lewis Lucas9		
Rachel Gibb9		Years
Rasanjali Wisidagama 13		Years
Julio Castro 13		Years
Gary Cox 14		Years
Charlie Harris 15)	Years
Gary Hoddinott 17	ı	Years
TJ Timpson 17	l	Years
Kevin Young 18		Years
Barbara Haas 23	}	Years
Bill Bonney 27		Years
Bill Donohue35)	Years
		11

APRIL

Chris Grasser3	Years
Brittney Schultheis3	Years
Caleb Chavis3	Years
Trae Hall3	Years
Abe Anderson3	Years
Eusebio Ventura5	Years
Heather Meyer5	Years
Cleyde Soto5	Years
Steve Weiss5	
John Pierce6	Years
Mike Ramiro7	Years
Mike Haas10	Years
Billy Carter 12	Years
Mike Grow 12	Years
Steve Twain 13	Years
David Henson14	Years
Danny Nieves 17	Years
Harry Lowman19	
Ken Scholl25	Years
1 1	

