

Take On Alarms

ALSO IN THIS ISSUE:

- 2017 RECAP AND 2018 PLANS
- HOLIDAY PARTY PICTURES
- FIRELINE AT THE NOTIFIER CONFERENCE

Fireline Fire Flyer Vol. LXXI No. 1

Fireline



Is 2018 our year?

By Anna Gavin

This year will mark ten years since the economy first went into the recession. Since then we have come back quite strong. The economy is on an upward turn (for now). Everyone is busy and we are no exception.

I am looking forward to a year of healthy growth. The past few years have been a whirlwind, and just recently I feel that we are finally getting our footing. We have brought on strong support teams, we are investing in more and more training, and we have hired some outstanding field staff to join an already strong team.

This year I will continue to work on our facility upgrade, a sign of our growth and success. As many of you know, we have outgrown the Baltimore facility and need to rebuild it. I am working with a variety of people to make this happen. The rebuild will require funding, lots of planning and the ever-so-fun approval process. My hope is to be breaking ground by 2019. In the meantime, we can at least get started on relocating our Portables Shop to the old warehouse – I very much hope to have that finished before year end. Just the fact that we are moving into the next phase is extremely exciting. I know all of you are as eager to see this happen as I am.



Since this is a major project, our other goals for 2018 are focused on improving existing processes. We plan to invest time and resources in customer service programs and internal communications this year. Technology will continue to evolve as it always does. And the staff training is an absolute must for our success. Overall I am looking forward to seeing what 2018 has in store for us and I hope you are as well. Here's to a great year!



2 FIRELINE.COM January 2018

HALLOWEEN OUTAKES







IRELINE CORP.





TOPIC Department Recap

TJ SMALLWOOD PRE-ENGINEERED SYSTEMS

The Vehicles and Pre-engineered departments have been busy to say the least and the saying "hind sight is 20/20" has true meaning to me these days.

The pressure of managing an increased workload and an already short staff in the Vehicles department was amplified by the temporary loss of 4 of our guys all for a variety of reasons at overlapping times. Everyone is okay, and should all be back to work in a few months.

I quickly realized that staffing up needed to be my priority and have plans to hire 3 additional techs.

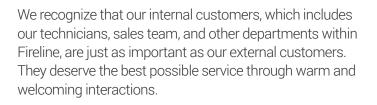
In addition to hiring I will be working on multiple projects in the upcoming months to increase external and internal efficiency and productivity.

TED REITTERER SPRINKLER DEPARTMENT

2017 was an interesting year in department 290. We resolved two issues that were hurting us internally. We promoted within and moved a top foreman into the sales position and we hired a NICET Level 3 designer. During the year a few or our crews spent time cross training with the special hazards group so moving forward we can share manpower to make both departments stronger. We learned what our strengths and weakness' are and that it's okay to be selective in the work that we bid even if we ruffle a few feathers as a result of it.

ANTHONY CAMPOS SYSTEM SERVICE

Big things are happening in System Service. We have new office staff, that some of you may have met, Sally, Tommy, and Jasmine. We also have lots of new processes designed to deliver our customers the best service they have ever received. Importantly for all of you, System Service defines our customers as both internal and external.



Some of our new processes include, zoning to ensure that our technicians are not crisscrossing the state unnecessarily. System Service office staff are now assigned to individual zones in an effort to promote continuity and consistency in service delivery. We also assign technicians a home zone that allows them to start and end their day closer to home. It won't always work perfectly, but when it does, it is a much better experience for our technicians and our customers.

Overall, System Service has a renewed commitment to lead Fireline in providing world class customer service.

Going into 2018 our goal is create relationships with management companies and smaller general contractors. We are aiming for retail and office tenant work, we have found this type of work to produce better margins and quicker pay. We are still hoping to install a few larger jobs throughout the year but being selective is key.

As our crews gain more knowledge and experience we plan to bring in some young helpers to learn the trade.

JUSTIN FISHBACK LEESBURG BRANCH

2017 has been a great year for Leesburg. Each department had some great achievements this year. The service department well exceeded expectations and increased their profit by 4% over last year. The install department booked several large jobs including James Madison University in Harrisonburg and the Capital One Headquarters in Tyson's Corner.

We also made some great changes and added some great new members to our family. Amanda Whitehurst joined the admin staff, Mike Touch joined the install department and Mark Trent joined the portables department, taking over the shop. Mark recently obtained his DOT training for recertifying



THIS EDITION'S TOPIC continued

high pressure cylinders, it was only a week later when DOT decided to perform a surprise inspection of our facility. Mark did a fantastic job with the inspector and they left with no violations, great job Mark!

Thank you all for all the hard work. I am truly excited to see what 2018 has instore for us.

MIKE LEVASSEUR PORTABLES DEPARTMENT

2017 was a very exciting year. As a department we did great and closed out 2017 with the best billing year in over a decade. We also rolled out several new procedures this year which went very smoothly and helped improve things for our admin teams.

Some truly valuable people were added this to the department and our shop is stronger than ever. All of our new staff are great assets to the team. Mark and the shop team worked well together which made the rest of the department run smooth. The drivers had a key part with the outcome of our success this year they all did amazing job this year with all the changes that have been made.

Steve Imhoff had a great start in his new position as contractor sales, and Lisa Malone landed us some large sales that were big wins for the department. The only bad thing about 2017 is its ending. But it is okay because I am looking forward to an even better 2018.

AL RIEFFLIN SPECIAL HAZARDS DEPARTMENT

Last December Special Hazards was waiting on a shipment from over seas for a new type of water mist installation, and this year we are gearing up for our next. This one will be a system in a well known historic site in Nashville Tennessee. We anticipate the project taking about 3 months and with the assistance of the Sprinkler Division we feel confident our crews will meet this schedule. We are also expecting to start installation on a new system at Mt. Vernon later in the spring. In addition to these prestigious projects we have several other opportunities that we hope to see increase.

Late last year we started assisting the Fire Alarm division with installation of some their projects. Mike Bryant has been spearheading these efforts and so far, the results look promising. A good deal of the year was spent on education, Dave Krenzer has been to several classes that have brought us up speed on required standards. The electrical and mechanical crews have been to several certification and new product training programs.

Last year was a year of many changes for our department, we stumbled a little, but learned from it and are stepping up to meet our next set of challenges.

LINDA ABDOW ACCOUNTING DEPARTMENT

The Accounting Department has continued to make improvements as we review our various processes. We started off the year with the new COD policy which requires COD customers to maintain a credit card on file to be used for future service. This policy allows our technicians to focus on delivering great customer service and has resulted in two other important benefits, reduced collection efforts and improved cash flow. Other accomplishments include identifying our Key and Premiere accounts in Profit Zoom which ensures we are providing timely service and communicating account issues with sales staff.

The department has experienced some personal changes and some realignment of tasks during the year. Alisa George has joined Fireline as our new Project Biller. Kathy Coffey is now assisting Ras Wisdagama as our growth over the past few years has created a need for assigning more resources to the accounts payable function. We have also re-evaluated the collection process and have assigned responsibilities to various staff members including sales staff. I look forward to the New Year and new projects which will create even more efficiencies. Thank you all for working with us!

DAVID TAYLOR

BUSINESS DEVELOPMENT AND SERVICE SALES

2017 was a very exciting year for the Service Sales Department. At the beginning of the year we welcomed Steve Imhoff to the department as the Fire Extinguisher Contractor Sales Representative. Steve has excellent corporate knowledge and has opened up new markets to Fireline.



THIS EDITION'S TOPIC continued

The Service Sales Department continued their strong 2016 with an equally impressive 2017. Much of that success can be attributed to the continuity and experience of the team. They have a unique ability to be both sales representatives and account managers, a skillset that can't be overestimated.

Moving into 2018, we will be refining our sales strategy, focusing our sales and marketing efforts to growing business segments in the Mid-Atlantic region. We are well positioned to take advantage of a healthy economy by merging our superior technical abilities with a dynamic sales strategy. The sales and service teams have been integral to the process and I thank them for their cooperative efforts.

Business Development activities have been many and varied. We are always communicating Fireline's unique qualifications and experience to potential clients, developing relationships in successful and growing markets. We maintain visibility in key associations and at technical conferences to learn about market trends and business opportunities. Fireline is a recognized leader in the fire protection industry and we will make sure to spread the good word!

CINDY RUEPPEL HUMAN RESOURCES

2017 has been a challenging year for our HR department. Elizabeth conducted 59 new hire orientations this year, a record number! We now employ over 200 employees.

We changed our medical insurance program substantially this year. This change gave our employees their first decrease in medical payroll deductions in years. I can't remember the last time there was a zero co-payment for generic prescription drugs. We would like to thank everyone for their patience during this transition. Please contact either Elizabeth or me if you are having any continuing issues with our new plan. Jordan Insurance Group will be sending us claim forms for anyone that paid out of pocket for medical or prescription expenses. Please contact us if you need a form.

Never search for your paystub again.

See Elizabeth Zeledon x270 for more information.

https://workforcenow.adp.com

THIS EDITION'S TOPIC continued

We also changed 401K vendors. In October we converted from John Hancock to Principal Financial Group. Transferring our group to Principal has provided us a more expansive plan with considerable lower fees. Your 401K retirement savings plan at Fireline is one of the best ways to save for your retirement and we encourage you to participant. Please contact Cindy for questions and enrollment forms.

KAREN COBB MONITORING DEPARTMENT

In July of 2017 Fireline decided to develop a new department dedicated to our monitoring accounts specifically focused on the growth of our AES Mesh Network. With that we decided to brand our network as FireLink. In October Ted Richter of our FA installation department joined the monitoring department full time. While the startup was initially slow it is beginning to take off and in December Angelo Santo's joined the department to assist with the installations and we have also brought on Stephanie Steinacker as an Assistant to help with the day to day duties. We are consistently adding accounts each month, with many of them added to our FireLink Network.

I look forward to 2018 with the continued growth of the department. With the phone carriers doing away with the standard phone lines and going with FIOS there are numerous opportunities for the department to grow and the company.

SHANNON ADKINS DIRECTOR OF SERVICE OPERATIONS

2017, my first full year as DSO, can best be described as a roller coaster.

Lots of ups and downs, so many twists and turns, moments of excitement and joy and others of scary realizations that I could derail at any moment. After so many times around the track the scary parts faded away and I have been able to relax and enjoy the ride more and more each day.

As 2017 comes to end I look back on the year and can't believe how much the service departments have accomplished.

There have been some great new hires and promotions throughout the year that are already having a positive effect

on our culture and bottom line and I'm confident this trend will continue in 2018.

I have witnessed several new and renewed relationships forming and collaborative conversations taking place regarding improved communication, processes and moral. Some of which are already being successfully implemented thanks to the new trust, support and teamwork founded in these relationships.

I am truly looking forward to a brighter and even more successful 2018!!

GUY HORNIG FIRE ALARM DEPARTMENT

As we look back on 2017 we can see a number of accomplishments and challenges for the department. This past year has provided us with success in a number of areas; department profitability, expanded staffing within the sales, design and install groups, and meeting Notifier's Multi-Million Dollar Award in sales for the second year in a row.

We've taken and will continue to take steps focusing on everyday issues and procedures to improve inefficiencies within all areas of the department. We welcome these challenges so we can address them head on and not permit ongoing problems to go unseen and keep us from becoming our customer's Life Safety solution.

This has been an exciting year overall and we are very fortunate to have such a great team of individuals. Synergy between the groups has greatly improved and we expect it to continue grow even more in 2018. Fireline's reputation has been built on many things, but first and foremost are its employees that provide an invaluable service to our customer's every day.

I would like to say that I am personally very excited for the coming year as the new manager and look forward to working closely with everyone to continue the department's success.



January 2018 FIRELINE.COM 7



THE SLACUM BROTHERS

Fireline is a family business, in many ways. Many of our staff has relatives that work here. We have fathers and sons, mothers and daughters, cousins and more. However Brandon and Brian Slacum are our first set of twins to work at Fireline. And they work in the same department – Fire Alarm Systems. Brandon started at Fireline in January of 2016 and Brian just recently joined us in October of 2017. These brothers have a great deal of knowledge and experience in the industry and Fireline is lucky to have them here. President Anna Gavin asked them a few questions so we could get to know them more.

AG: How did you guys get started in the Fire Alarm industry?

BS: We were working for an HVAC company cleaning kitchen hoods. Very dirty work. We were playing high level paintball with the owners of a fire protection company. They saw that we loved fixing guns for the team, so they thought we would be good fire alarm techs since we like fixing electronics. guns

AG: What were your favorite hobbies as a kid?

BS: We had a lot of fun fixing and riding BMX bikes.

On the Cover continued





AG: What was your favorite job site you ever programed?

BS: My favorite was the Watergate Hotel, there was so many problems on that job on all ends, it's was an ordeal to get running

AG: You are both known to love technology gadgets. What are your favorites and why?

BS My favorites seem to be the 3d printer's we both have built 2, from scratch. By far the most complicated item I made work. We don't differ in hobbies too much mostly all the same things.

AG: Any fun stories from working on jobs together?

BS: The Beacon Claridon, was the most problematic job, but we were put on the job to get the company out the whole. The job was a great learning experience and it really excelled my career.

AG: What are you looking forward to in 2018?

BS I look forward to the good ole days when working with my brother. When we were working on finding and solving problems with the best of them. We worked very well together for 12 years!





Ashley Jones' baby boy Ashton Jones Born 10/7/17 • 6lbs 2oz.



Brandon Slacum's son Elijah Slacum Born 11/20/17 • 8lbs 3oz

Don't let this be your retirement savings plan.

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- Employer contributions
- Secure investments for your future

See Cindy Rueppel, crueppel@fireline.com for more information.



Company Snap Shots



Baltimore Shop Team



Victaulic Training



Justin Fishback at Ansul Fire School.



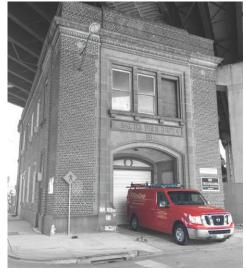
NFPA 10 DOT Training with Phil Bowers



Fransisco Martinez at the Hermitage



Sprinkler team



Firehouse



Matt Adams representing Fireline on the Course



Fireline installed demo system at Jensen Hughes



Happy Birthday!

JANUARY

Reggie Burton1
Al Riefflin1
John Robinson2
Marty Ibbott5
Dennis Tetso5
Danny Nieves6
Kevin Young7
Steve Imhoff8
Nicole Manzanera-Davis 10
Jim Handy15
Jesse Simmons15
Eusebio Ventura15
Ken Radke16
Edwin Montano19
Troy Moseley24
Frank Bernadzikowski27



FEBRUARY

Mike D'Angelo 2)
Sally DeWitt 2)
Guy Horning2)
Matt Williams3)
Joe Dieumegarde5)
Mike Haas 5)
Lisa Malone 6)
Mike Maloy11	
Blake Bandston12)
Justin Fishback12)
Joe Dantoni14	ŀ
Frank Chenoweth15)
Janet Werner17	,
Josh Downey24	ŀ
Alberto Armesto26)

MARCH

Chris Pressley	3
Dave Gates	6
Tim Gott	8
Dave Taylor	13
Stephanie Steinacker	16
Dwon Bess, Jr	17
Kathy Coffey	26
Bob Nicewander	26
Woody Woodward	28
Joe Murry	30



Local Middle Schoolers Working to Improve Sprinkler Head Design

Ken Scholl of the Fire Alarm Department recently worked with a local boys club, the First LEGO League in Maryland. Here is his story:

In November, I was contacted through parent contacts to meet with this group of children to hear their ideas and plans to improve sprinkler head design in residential environments. They are a team member of the First LEGO League in Maryland. Teams of middle and high school-aged students are challenged to design, build, and program a robot to play a floor game against other teams' creations.

They also have an overriding theme for the season. This year, it is Hydro Dynamics. In addition to the LEGO Robot competition, they are challenged to think about real world issues that relate to the theme of the year. Their idea involved designing a sprinkler head that the Fire Fighter could easily turn off as soon as the fire threat has been removed. They heard stories about the added damage done to structures and contents as the sprinkler water continues to spray from the head(s) after the fire in controlled. I had a few conversations with Ted Reitterer and he was a wealth of information for me. I decided that I would meet with the boys and take several different types of sprinkler head designs to the meeting to show each of them the way they work and answer questions about fire protection and detection. I took several heads that I was told were from jobs where we were switching out old style heads with new ones. The boys really enjoyed having a real, used, sprinkler head to inspect and study.

I met with the boys at a club meeting. I also took my son in law who is a Washington DC Fire Fighter who gave first hand involvement with this very situation. We had a great evening and the boys were very interested in all we had to discuss. They apparently listened well and prepared quite a project for the competition they were in. They placed in the preliminary round and will be moving on to the next step in the competition.

Learn about the organization: https://firstinmaryland.org/firstlego-league-program/maryland-fllchampionship

NEWS FROM FQMS

Congratulations! - The Water BuffaLEGOs, made up of six Folly Quarter Middle School 7th graders - Alex Patrone, Benjamin Yu, BJ King, Joshua Hull, Nik Anna, and Otto Schlanger - received one of three Champions awards (2nd place overall) and received a Global Innovation award for the quality of their project which focused on improving the design of water safety sprinkler heads. As a result of their performance, they were selected to advance to the State Championship at UMBC in February/March. Good Luck!



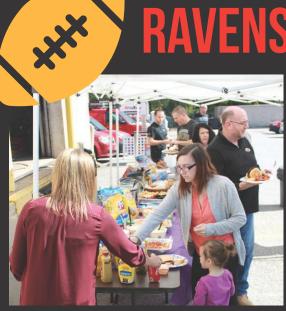


Computer Problems?





















REGGIE BURTON • SEPTEMBER



DAN EVANGELISTI • OCTOBER



ROSS DYOTT • DECEMBER



FIRE ALARM SYSTEMS TEAM, FROM A CUSTOMER

From a co-worker

"I'm taking this belated opportunity to thank you and the entire Fireline team for going beyond, well beyond, requirements to make our affordable housing building safe. As we perform an "extreme makeover" of this property, several new voice notification and fire alarm projects needed to be accelerated or scheduled at odd hours within the past several months. Fireline was on site, timely and patient with our residents. We appreciate your team spirit and we wish you a prosperous New Year.'



DWON BESS

From a customer

"I want to say a heart felt Thank You to Dwon Bess. In a very critical position on the job he showed up ready to do whatever it takes. He found issues and went to work to not let us fail. Even once we had passed with conditions he stayed with our team to rewrite the program and leave with everything correct and all changes made. I have to say he could of walked away once we received the inspection and I would not been upset after we got what we had to have, however he went over and above and did what I believe a "GREAT" tech that cares does. I appreciate the effort and the service he provided. "



ROBBIE KERSHNER AND MIKE MALOY

From a customer and coworker

"Many thanks for your efforts in getting us on line as soon as possible. Without the help of Robbie and Mike this installation would be still be floundering. You saved the day!"

"I also have to say I wish we had more techs like Robbie. Robbie is taking on his own accounts, self-scheduling and really taking ownership. The customers love him and commented on the level of customer service Fireline is offering compared to other vendors. They love knowing who their tech is and how to reach him and even if he can't make it they trust that he is sending someone prepared to the job in his absence."



MANAGEMENT PLANNING RETREAT



Get Yourself on the NICET Wall!

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





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ETH



New to the Team

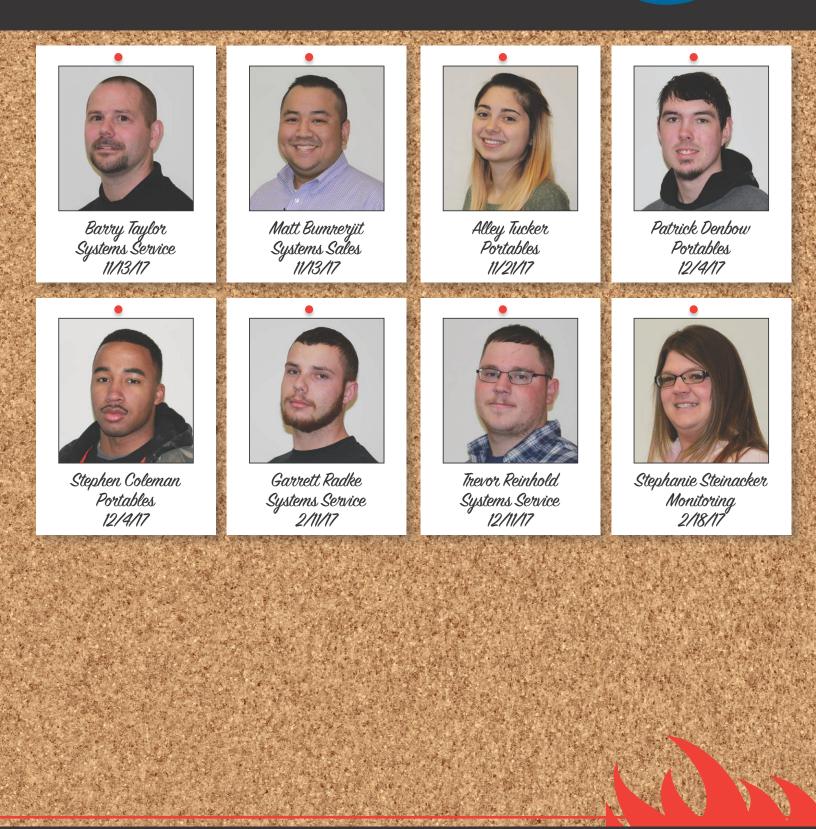
Join us in welcoming these new Fireline employees. Lots of new faces to learn so take note!



NEW TO FIRELINE?

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

A



Holiday Party Outakes

































PROVIDE CUSTOMERS...

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





EMPLOYEE Recognition Award



3RD QUARTER - JULIO CASTRO Leesburg Portables



3RD QUARTER - GARY COX Fire Alarm



3RD QUARTER - KEVIN YOUNG Sprinkler



3RD QUARTER - ALAN HOLMES Leesburg restaurant/portables



4TH QUARTER - JOE MURRY Special Hazards



4TH QUARTER - JOE DANTONI System Service



4TH QUARTER - GARY COX Fire Alarm - Back to Back Winner!



2017 NOTIFIER Conference

The 2017 Notifier Conference was another great event for Fireline. Anna Gavin and the team were once again featured at the opening general session (click here see the video). Anna was even a panelist speaker in the breakout group "Women Leaders in Fire Alarm" and the Fire Alarm team took home a Multi-Million Dollar Award. Oh, and Christ Troutman was called up on stage to impress a room of a thousand with his participation in "Don't Forget the Lyrics". Great job to the Fire Alarm team for another successful year!











WOMEN IN LEADERSHIP: PANEL DISCUSSION







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. If we do, you will get the following bonus:

Questions?

Email Dave Taylor at dct@fireline.com





8 years

7 years 6 years

5 years

6 years

6 years

5 years

4 years

2 years 2 years

1 year

1 year

1 year

22 years

17 years

13 years

6 years

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3 years

3 years

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1 year

JANUARY

Niel Walters	1
Lisa Malone	1
Karen Cobb	1
Robin Busch	1
Derrick Meilhammer	
Ken Radke	
Elizabeth Zeledon	
Clinton Shell	
Mike Bryant	
Brandon Slacum	
Jessica Ganzermiller	
Danica Malone	
Jesse Simmons	

FEBRUARY

Sharon Waters Matt Meyers Charlie Miskimon Janet Griffin Steve Hale Jackie Ulloa Dwon Bess, Jr. John Oliver Josh Downey **Robert Stallings Devin Adams Blake Bankston Tom Cavin Tyler Confer** Dante Cromwell Kandyce Kiser John Robinson

MARCH

Bill Donohue	3
Bill Bonney	
Barb Haas	2
Kevin Young, Jr.	1
Gary Hoddinott	1
TJ Timpson 🧪	1
Charlie Harris	1
Gary Cox, Jr.	1
Julio Castro	1
Ras Wisidagama	1
Paul DeMaria	٢
Rachel Gibb	
Lou Lucas	
Amanda Drury 🍼 🌈	
Brian Bartholme	
Kathy Coffey	
Chris Denbow	
Dennis Tetso	l
Todd Bates	
Bob Nicewander	
Antonio Scott	

32 years 24 years 20 years 5 years 4 years 4 years 2 years 1 years 0 years 0 years 7 years 6 years 6 years 4 years 3 years 3 years 3 years 3 years 2 years 1 year 1 year

