

May 2023



HIGHLIGHT:

Leesburg Renovation



ALSO IN THIS ISSUE:

- NICET
- CONVERSATION CORNER
- FIRELINE NAMED HONOREE AND MORE!



Fire Flyer Vol. LXXVI No. 2

HIRING HIRING HIRING

Anna Gavin
May 2023

Last year we had some record breaking sales and this year we are certainly feeling the growth! Much of our focus this year has been on recruiting, hiring and building training programs.

I am very excited to welcome Tiffany Gaulden to our HR team. With almost 250 employees we are due for more HR resources! Tiff is working with both me and Elizabeth Zeledon to take on the people side of the HR process while Elizabeth focuses on the payroll, benefits and compliance side of HR. Tiff will be assisting with recruiting, onboarding, staff development and other HR related tasks.

Our investment into more HR resources is a reflection of our continued growth as a company. We are currently looking for all sorts of positions right now, specifically in the field.

Remember: Referrals from you = money in your pocket!

If you have anyone to refer for positions, please direct them to our website careers page:
<https://www.fireline.com/careers/> and if they get hired please let HR know by emailing HR@fireline.com.

Open Positions

These positions are open for all our service areas – whether in MD or VA

Experienced

Fire Alarm Service Technicians
Sprinkler Service Technicians
Pipe Fitter/Sprinkler/Mechanical Install Technicians
Fire Alarm Install Technicians/Programmers

Entry-Level

Extinguisher Shop Technician (VA -Leesburg Shop)
Restaurant/Extinguisher Service Technicians

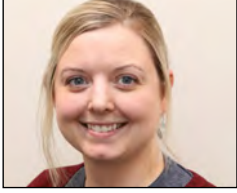


New to the Team

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



01/23/23



Makenzie Woodward
System Service
Coordinator

01/23/23



Jonathan Miller
System Service
Technician

02/06/23



Laura Vasilenko
Designer

02/06/23



Paul Thompson
Delivery Driver

02/13/23



John Parker
System Service
Technician

02/20/23



Jordan Kolb
System Service
Technician

03/13/23



Justen Harmon Jr.
Shop Technician

03/27/23



Sarah Tillman
Collections
Representative

03/27/23



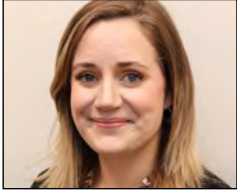
Patrick Nagle
Fire Alarm
Technician

04/03/23



Samuel Payne
Restaurant Systems
Technician

04/10/23



Bailey Robison
Staff Accountant

04/10/23



Byron Calderon
Restaurant Systems
Technician

04/17/23



Luis Trinidad-Baez
System Service
Technician

04/17/23



Adrian Ceballos
Special Hazards
Technician

05/02/23



Tracey Neatour
System Service
Coordinator

05/02/23



Tiffany Gaulden
HR Administrator

05/02/23



Robert Winneberger
System Service
Coordinator

05/02/23



Scott Easton
System Service
Coordinator

05/22/23



Brian Lipscomb
System Service
Technician

05/22/23



Dennis Thomson
System Service
Technician

05/22/23



Toby Schoettle
System Service
Technician

05/22/23



Prasperete Bailey
Customer Service Rep

05/22/23



Alex Dibbern
System Service
Technician

05/22/23



Terry Parkinson
Leesburg Shop
Technician



NEWBORN

Giovanni Acree

Son of Sierra Acree

April 24, 2023 | 6 lbs. 7 oz.

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.



Joe Dantoni IV

Inspection & Testing of
Water Based Systems
– Level I

**Morgan
Kotanko-Wattersmith**
Special Hazard Systems
– Level I

Charlie Harris
Inspection & Testing of
Water Based Systems
– Level II

LEESBURG RENOVATION

The Leesburg Office has been a part of Fireline since 1996 and the office was a fire extinguisher company long before that. In all those years the office and shop/warehouse space have had the occasional cosmetic change. Some new paint here and there, the floorspace in the warehouse rearranged.

It was long overdue to get a full makeover. The carpet was faded and pulled (possibly 30+ years old at this point?). The dry chem room was falling down. The roof slowly caving in. It was time.

At the beginning of the year a team of folks came together to build a plan. The 1980's cabinetry would be removed. The floors replaced. The walls painted. New cabinetry for the kitchen. And most ambitious of all – we planned to completely demolish and rebuild the dry chem shop.

A contractor was hired to handle the office space which is coming along nicely. We used the same flooring and color palette as the newly renovated Baltimore office – bringing a nice symmetry to the two offices. The same metal art prints were hung. There are still some small punch list items open such as blinds, fans and light plates, but overall the office space is mostly complete and looking much improved!

The shop renovation was trickier. Per Bill Donohue, "The cost to demo and rebuild the dry chemical shop seemed quite high and Anna asked if we thought we could do this work in-house. We discussed it for a few minutes and decided yes, we could handle the task."



The plan for rebuild was then developed by Bill Donohue, Greg Granger, and Will Haliko. The project consisted of demolition, framing, electrical, plumbing, hvac, drywall and more. Bill took point on coordinating members of his team to assist as well as other members of the Leesburg staff.

The project moved very smoothly and was a great experience bringing together many team members. Many who worked nights and weekends to get the shop built in just a matter of weeks.

See next page for more →

Bill Donohue provides his overview:

"The demo work begins, and some great teamwork starts. Will Haliko, Nick Clement, , Joey Hipkins and I start removing ceilings, electric, airlines and things. Mario Castillo shows up and removes the existing sprinkler piping and heads. By the afternoon, it's time to take down the walls. Into the picture comes Jason Litten to join the fun, and he has a creative idea of how to remove the walls. I'll just say that Jason's idea worked great, was quicker, and no one broke a sweat in this process. We did, however, leave one wall up for Shannon to participate in the fun of the demolition.

Onto the new construction and the team grows even larger during this phase of the project.

Building the walls and ceiling / floor for 2nd floor storage area team consisted of, Will Haliko, Joey Hipkins, Jason Litten, Mario Castillo. Next was the electrical work completed by Eric McCloud Sr. and Eric McCloud Jr. Then the part we all despise- sheet rocking. Completed by Joey Hipkins, Will Haliko, Jason Litten. Followed by our backflow technician, George Hampton who completed the plumbing work. George also added a hose bib connection for the technicians to wash their vehicles (hint, hint). And providing color to walls was restaurant technician, Matt Merson. And to complete the shop was Joey and Mario installing the new airlines that make it possible for shop to operate.

This team worked hard and some long days, and they worked great together as team to get this job done! "

**Thank you to everyone who contributed to the shop rebuild and who assisted with the office makeover.
The final result is well worth the effort!**

Greg Granger:

"I can only think of one word: TEAMWORK. Just as we always do here at Fireline we work together to get things done. So many people helped to get this done and I think it looks amazing. For my part I want to thank everyone who helped with the shop part of the remodel so I could focus on the office part and the contractors. Thank You Anna for investing so much on this building in Leesburg and to create a better working environment for us here."



Some of the renovation team (left to right):

Jason Litten, Bill Donohue, Will Haliko, Greg Granger, Joey Hipkins

Project Plan

- To Do's:
- Contractor Red Rock (Greg)
 - Request quote change – Paint doors not replace.
 - Sign Quote
 - Determine planned start, work schedule, work plan (1st floor/2nd floor start), timeline.
 - Move Fran upstairs to Shannon's office (Greg)
 - Workstation and needed office supplies.
 - Fran can pack up unnecessary items in preparation for office reno (Phase 2)
 - Furniture that will be replaced should be discarded.
 - Construction Notification
 - Email Technicians about shop timeline and plan (Greg)
 - Post notifications on doors at counter for customers (Greg)
 - Contact CO2 customers (Greg)
 - General office email (Shannon)
 - Create soft cost budget for shop (Greg)
 - Equipment
 - Tools
 - Benches
 - Mats
 - Other
 - Furniture & Cabinetry budget (Shannon)
 - Desks
 - File cabinets
 - Storage cabinets

Phase 1 – Shop Renovation March 6-31 (Estimated Timeline)

- March 6-10 (Week 1)
- Cylinder Prep (Greg/Will)
 - Service and stockpile FX
 - Clear shop roof (Greg/Will)
 - Tear out shop ceiling (Bill/Helper(s))
- March 13-24 (Week 2)
- Move HVAC Unit (ME Flow)
 - Move/Clean-up Electric & Plumbing in WH (McCloud/Hampton)
 - Move WH Racks (Greg/Will)
 - Move WH stairwell wall (Bill/Helper(s))
 - Tear down stairwell wall (Bill/Helper(s))
 - Rebuild stairwell wall (Volunteers)
 - Demo shop wall framing (Bill/Helper(s))
 - Build shop wall framing (Bill/Helper(s))
 - Stand shop wall framing (Bill/Helper(s))
 - Ceiling joists and plywood

- Stud prep - holes & electrical boxes (Bill/Helper(s))
- Set HVAC Unit – Full scope of work (ME Flow)
- Hang outer drywall (Bill/Helper(s))

- March 25-26 (Week 3)
- Electric work (McCloud)
 - Plumbing work (Hampton)

- March 27-31
- Hang inner drywall (Bill/Helper(s))
 - Dry wall finishing (ME Flow)
 - Paint Floors (Greg/Will)
 - Paint Walls (Greg/Will)
 - Prep shop for use (Greg/Will)
 - Equipment
 - Benches
 - Tools
 - WH Clean up/Setup

**WH wall for TV (Digital Signage) will be painted red following clean up.

Phase 2 – Office Renovation (Estimated Kick-off 4/6) *Contractor Update Needed to Finalize

- Misc. To Do's:
- Employees pack-up belongings (Storage/take home)
 - Furniture that will be replaced should be discarded.
 - Employees move to remote work locations until renovation complete.
 - Anna work with Contractor to select colors, brands, etc.
 - Anna selects bathroom and kitchen accessories.
 - Anna selects the wall and other decorative touches.



CUSTOMER SERVICE CONVERSATION

w/ Ashley Reddinger

Q) What does customer service mean to you?

A) Customer Service to me is the manner to provide a sense of respect to not only your audience but to oneself while providing support.

Q) Give an example of great customer service you have witnessed while at Fireline.

A) The Accounting Dept has had many new employees lately. I have seen a great amount of exceptional internal customer service. Existing employees in the Accounting Dept assist new employees without hesitation, regardless if their direct roles align. Employees exhibit patience, respect, and support while new employees learn their role, the company, and the processes.

Q) Give a time when you demonstrated great customer service.

A) When I am contacted in any manner, I ensure that I provide my full attention to the matter and support the result. I do my best to encourage all sides to be heard, possible solutions uncovered and tested, and respect shown throughout.

Q) Give a time when someone provided great customer service to you and how that made you feel?

A) Chick-fil-A is a great example of great customer service. From the time you approach the restaurant, you are greeted with eye contact, quickly taken care of, and thanked for your service. If any mistakes are made, they quickly resolve them without irritation. It is not the mistakes that are what matter rather how one handles those mistakes. Their level of customer service makes me want to continue to return.

Q) Who at Fireline do you feel provides excellent customer service?

A) Elizabeth Zeldon provides excellent customer service (internally). She is very patient, attentive, and respects the time to allow her audience to talk without interruptions. This allows her audience to

fully convey their thoughts so that she may properly address them.

Q) How do you feel Fireline as a company does with their customer service strategy?

A) Fireline successfully promotes ongoing conversations involving customer service. Conversations allow ideas to flow and standards of customer service to be held at the forefront of one's daily interactions.

Q) What do you think is the most important aspect of customer service?

A) The ability to not only listen but hear your audience.

Q) How important is customer service to you?

A) Customer service is the backbone of succession. Without customer service one would struggle with (business) relationships which feed businesses' futures.

Q) What would you do to help others adopt a great customer service attitude?

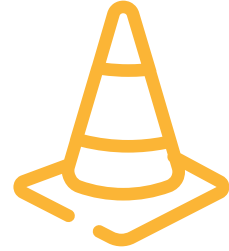
A) Encourage communication among co-workers both within their department and within other departments. This would help share struggles, ideas, and relationships. With a better understanding of co-workers, one would be able to provide a more in-depth customer experience through their relationships with their colleagues.





SAFETY CONVERSATION

w/ Antonio Scott



Q) What does safety mean to you?

A) Safety means everything. Safety is life. If you're not thinking or practicing safe practices you could easily put yourself or others in danger resulting in something catastrophic.

Q) Do you feel you've received effective safety training for the job you do?

A) Yes, Fireline provides all tools necessary to help keep me and my teammates safe.

Q) Would you consider Fireline a safe company?

A) Yes I would, I feel they go above and beyond when it comes to safety in the workplace.

Q) How do you determine what protective gear you need?

A) Depends on what type of job I am performing that day. Somedays I need to be prepared for electrical hazards, tripping hazards, cuts, abrasions etc.

Q) What are some potential hazards you've identified in our workplace?

A) Pressurized cylinder care, transporting and discharge hazards. Daily driving and keeping my head on swivel when working around moving buses. And Heathers Left Hook!

Q) What steps do you take when working around those potential hazards?

A) Precautions, slow and steady wins the race. Planning my day and movements. We are always looking for something hazardous and we report to WMATA when we see something.

Q) What's one safety improvement you'd make?

A) I would change WMATA's approach to safety on certain things we deal with on a day to day basis. Feels Fireline does a great job with safety.

Q) Do your coworkers show their dedication to safety?

A) Yes.

Q) Are you comfortable sharing your safety concerns with management or the safety committee?

A) Yes, I feel if there was something regarding safety or concerns I came across, management and the safety committee would address it and make it important.

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





Fireline Named Honoree in Baltimore Business Journal's Family-Owned Business Awards

BALTIMORE, Md. (March 31, 2023) – Fireline Corporation has been recognized by the Baltimore Business Journal for its longevity and contributions as a family business in the Baltimore area. The Baltimore Business Journal recognized 14 businesses in their annual Family-Owned Business awards.

Fireline President and owner Anna Gavin accepted the award on March 30th at the Martin's Valley Mansion in Cockeysville. "Baltimore is built on family businesses, it is important to our growth in the business world and theBBJ recognizes this," says Gavin. "As a third generation business I am fully aware how unique it is to make it this long. We work hard to continue to provide high quality fire protection services to the Baltimore community and it is nice to reflect on our contributions up to this point."

About The Fireline Corporation

The Fireline Corporation was founded in 1947 by John S. Waters as one of the first companies in the nation to specialize in the fire equipment distribution and service business. Now one of the largest portables and special systems distributors in the country with more than 170 employees, Fireline is headquartered in Baltimore and operates an office in Leesburg, Va. Instrumental in the development of the industry nationally, John Waters helped to create the National Association of Fire Equipment Distributors (NAFED) and was elected as the organization's third president in 1965; his son Stephen, Fireline's president from 1982 to 2009, served as NAFED president from 1985 to 1987. Fireline is also a member of the Fire Suppression Systems Association (FSSA), the American Society of Safety Engineers (ASSE) and the National Fire Protection Association (NFPA). For more information, call 410-247-1422 or visit www.fireline.com





Safety Incentive Program



Mario
Castillo
JANUARY



No Winner
FEBRUARY



No Winner
MARCH



Nick
Hall
APRIL

Safety Incentive Program Award Winners have no lost time accidents.

REMEMBER, STAY SAFE!





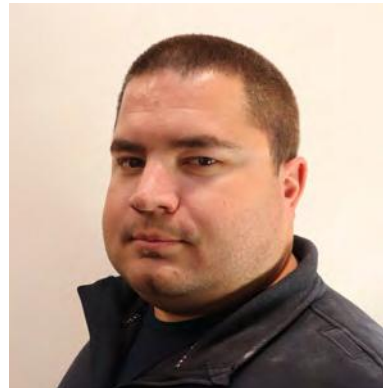
Employee Recognition Awards



**Billy
Johnson**



**Heather
Slagle**



**Zach
Eberly**



HAVE A TEAMMATE WHO'S *On Fire?*

Nominate him/her for the quarterly
Employee Recognition Awards (ERA)!

Your nomination can be made on
the form on *Firenet* or by emailing
ERA@fireline.com with your nominee
and a brief description of why they
deserve the award.



Kudos!



Sean Weiss

FROM A CO-WORKER

I am not sure the best way to go about doing this but I had a customer who needed fx services within the week because the fire marshal was going to shut them down. I submitted the contract last week and I just received an email this morning from the customer at Safe Harbor Behavioral Care praising Sean Weiss for his excellent service. I just wanted to let you know because it is always a nice feeling getting recognized for your hard work.



Mike Ramiro and Jeff Dyer

FROM A CUSTOMER

I just wanted to share some praise and appreciation for Mike and Jeff. Aside from Mike's stellar work and initiative that he always has shown here at the airport over the years and continues to show as a real champion for us, we encountered a recent problem that was new territory for all three of us.

Despite my best efforts, we could not get the latest fire protection issue resolved and hit a roadblock for every bit of progress we've made. This had been going on for weeks as we would try something new and come back to the issue.

Today, Mike and Jeff were able to put their heads together and get it done. I believe Mike came up with the idea, and Jeff leveraged his experiences to make the idea work. Our issue is resolved and it felt like the biggest win for BWI fire protection this week, possibly the month.

With their help, experience and ingenuity, it looks like we may be able to save the airport tens of thousands of dollars by refurbishing existing fire suppression infrastructure as opposed to endeavoring a lengthy demolition and complete replacement.



Daniel Whiteaker and Thom Jarrell

FROM A CUSTOMER

To whom it may concern. I wanted to pass along to Fireline Corporation that we had recently used your services for a new hood install and set-up. We have used your company in the past for our steakhouse concept and it has always been a good experience. However, this latest job on a new concept we are creating, the service was outstanding. While many vendors and suppliers continue to use the excuse of a pandemic as a reason for poor service or delays in completing jobs, your company not only did everything they promised, but made it happen around our schedule and the inspector's schedule.

I wanted to point out two of your outstanding staff members who I dealt with on this job. Daniel Whiteaker who installed and tested the system was very professional, experienced, knowledgeable, and very courteous to me and my team. His work made it possible to get our job done on time. He was a real pleasure to work with. Second individual I'd like to recognize is Thom Jarrell who was always available for me to answer questions, schedule work, and guide us through this project. While many businesses have chosen to save money and compromise customer service by using answering services, Thom was always there to answer my call. Both of these individuals went above and beyond to get us operational, especially, while the majority of other contractors came up short at times.

So please make sure they get the recognition they deserve. I rarely take the time to write a letter like this, but I felt compelled to recognize excellence when I experienced it.

Best Regards,
George



Will Haliko and Gary Cardoza

FROM A CUSTOMER

Customer wanted to relay his comments regarding Will and Gary. He wanted to let you know both were very helpful, professional and outstanding customer service.



Coordinator Team, Charlie Harris and Marty Ibbott

FROM A CUSTOMER

I have been with Fireline for years. I wanted to tell you that your office staff do an outstanding job supporting [our] needs . They are always polite and very helpful and work with me. They make a difference in my work day and I appreciate it. I also want to tell you about two special technicians. Charlie comes out monthly to do my churn test. Always respectful, Happy, Great Spirit, lets me know he is here and best of all fills me in prior to leaving. It is a pleasure to work with him. He is a great asset to you and I. The last person I wanted to tell you about is Marty. One of kind Marty. He has supported me with a few large issues. He is always checking in on the progress and solutions. Marty also spent time with our system and found a few serious issues. I just got my repair quote today because of Marty. I would say he is old school, which I appreciate tremendously. Your Charlie and Marty are a huge asset to us all. I felt a need to tell you about what your customers see`s from Fireline. What I see is that you're very blessed to have this team that works for you. They represent you every day. They get an A score. Please let know that we appreciate them. They make our job so much easier. Thanks for letting me let you know. Thanks



Kyle Miller and Wilson Canales

FROM A CO-WORKER

During our monthly meeting with WMATA, their Project Coordinator had mentioned he had met up with Kyle Miller and Wilson Canales at their Cinderbed Division. He also said how impressed he was with both our technician's knowledge about how the fire suppression system works.

"They were able to explain the system to me in great detail and answer any questions I had. They are clearly very knowledgeable with the fire suppression systems, and I appreciated their help."



Tim Gott and Ken Radke

FROM A CUSTOMER

We tested 11 fire pumps at Cove Point between May 8-11. It was the most enjoyable, less stressful and no doubt the most compressed test cycle we've attempted. With the addition of the Hose Monster software, we were able to review the results instantly and if unsatisfactory, isolate additional valves and retest immediately. Previously it was taking days, sometimes weeks to get the results and then a retest had to be rescheduled. Thanks again to Kenny and Tim for your leadership, and to the team for their customer focus, flexibility, and commitment to excellence.



Brett Carter and Ryan Malloy

FROM A CUSTOMER

We have a truly critical week at a daycare project we are delivering, and are threading the needle trying to get final inspections all done by Friday. Brett and Ryan have been tremendously responsive, and helpful. In one business day (yesterday) we were able to get our fire panel and elevator contracts signed up, and installation/service set up planned for this Thursday. I am not sure how we would have been able to keep our timeline without their responsiveness.



Heather Slagle

FROM A CO-WORKER

Good Morning Everyone,

I know everyday there is something always go on with the Techs or a customer. However, yesterday we had 3 issues, with scheduling, customers, and the FM. (The problems were NO fault of Fireline's). Heather helped us resolved all the problems with a very professional and positive attitude.



John Pierce

FROM A CO-WORKER

Good Morning Everyone,

I asked John for your information because I wanted to pass along an email of gratitude and praise for him. He is a true joy to work with. He is always early, prepared and so knowledgeable. Truthfully, we had thought about switching companies before I first met John. Now, there's no way that would happen as long as he's with your team. If there's ever anything amiss after a testing, he always stays to ensure everything is back as it was when he arrived. His communication is top notch - quick to respond to both emails and texts. I really can't say enough positive things about working with him. We hope we have him as our tech for a very long time!



Eric McCloud

FROM A CO-WORKER

Good Morning Everyone,

I just wanted to pass along this information about a job that was completed yesterday to everyone. Fireline completed the installation of a Fire Pump Controller in Hodson Hall at Washington College, they had been on FIRE WATCH for about 1 month while waiting for the Tornatech Controller to arrive from Canada. The customer was notified in our quote we sent that the MAIN power had to be shut down from the outside transformer (Delmar Power) to the fire pump controller so we could replace the equipment, we were notified last week it had been taken care of.

Upon arrival Eric McCloud double checked the power and found it to still be HOT, we notified maintenance and was told they dropped the ball somewhere in getting the power turned off. Eric went above and beyond and decided to disconnect the power to be able to complete the job and get the college off fire watch. Eric put on ALL the E70 equipment and the rubber floor mat and disconnected the power for the fire pump controller without turning the power off to the entire building allowing the building to operate without any interruptions. Eric then removed the old fire pump controller and installed the new fire pump controller with help from Tim Gott and myself. Eric reconnected the Main power (Delmar Power) to the fire pump controller after the installation was complete, test all the equipment and the building was put back in service for the sprinkler system. Bill Gibb showed up for a surprise safety check during the reconnection process and was there until the completion of the job, I believe everything was done correctly and safely to complete the job. I just wanted everyone to know Eric did a GREAT job and was calm and collected while working with the HIGH VOLTAGE, that was above and beyond as far as I am concerned. Just wanted to give Eric a THANK YOU for the work he did yesterday.

RETIREMENT - ON TO THE *Next Chapter!*



Linda Abdow Retires

by Anna Gavin

In August of 2004 Linda Abdow started work at Fireline as our part-time Controller in charge of financial reporting and the monthly statements. This role quickly escalated to full time and more – overseeing not just the financials, but taxes, budgets, the accounting team, software implementation and more. Linda played a vital role in Fireline's success and growth as an organization.

I would like everyone at Fireline to know just how big an impact Linda had at Fireline. While Linda's position had her largely behind the scenes at the company, **there is no doubt that I might not have survived those early years without her.** It is nearly impossible to run a business without strong financial reporting, without someone you can trust managing those numbers. Linda was a blessing to me from the minute I took over the company.



When my father passed, Linda, who was already carrying a heavy load, made time to take me under her wing. To train me on business management, on accounting, on keeping our finances healthy and strong like my father and grandfather did. Those early years were tough. Very tough, for all of us. But I had the good fortune of having my two guardian angels at the end of that hallway with me. I had Cindy as my caretaker. And Linda as my teacher. I am eternally grateful for the support she gave me personally these past 13+ years.

And I know her impact has spread to others. She worked closely with the accounting team, her successor Ashley Reddinger (leaving us in good hands!), the management team, and especially Cindy Rueppel. Linda and Cindy's friendship runs deep, and it makes me happy to know they have had each other for support over the years.

While I am going to miss Linda being a part of my working life, I know she will make time to continue to share herself with me and others in her Fireline family. I anticipate I will still get to see pictures of Fireline swag at National Parks, get fun new recipes and maybe even another crochet character to add to my collection.

Linda – We all wish you so much happiness as you start this new chapter in your life. Congratulations and enjoy!

Hey History Buffs! Did you know Linda's daughter Emily recently wrote a book on the Boxer Rebellion? Check it out here: <https://www.history.navy.mil/research/publications/publications-by-subject/boxer-rebellion.html>



LEADING THE WAY

Fireline is always trying to grow our business and opportunities come from all sorts of places. Whether referrals from our existing customers, cold calls by our sales team or lead emails from our own staff who notice their favorite restaurant uses someone else for their fire extinguishers. Leads come in all shapes and sizes.

What are leads?

Examples of Service Leads:

- Add on services not currently provided by Fireline (for example they use us for extinguishers but not alarm and sprinkler)
- Businesses using other fire protection vendors
- Specialty services such as 5-year internals

Examples of Install Leads:

- System Upgrades such as fire alarm or sprinkler systems that are old or obsolete
 - Referrals to contractors with project opportunities
-



Lead Master - Lisa Malone

Lisa Malone has been with Fireline for over 22 years, most of which have been spent in various sales roles. All of those years have made Lisa an vital resource on "all things Fireline". In her current role as Sales Liaison, one of Lisa's main tasks is to manage all leads coming into Fireline. Some come from call-in prospective customers, others from the website or online bid postings. Most however – come from our staff.

Per Lisa, "Technicians are the experts on site for our customers. If you see something, say something. Talk to them, make a recommendation, take a picture. Get a business card. Most of all, make a little extra money while doing your job!"

If you email leads@fireline.com Lisa Malone is the lady behind the email!



Lead Leader - Morgan Kotanko-Wattersmith

Top of the lead list nearly every quarter since starting is Morgan Kotanko-Wattersmith. A NICET certified System Service Technician in our Leesburg team, Morgan has taken the leads seriously from day one.

Since starting in June of 2021 Morgan has submitted a whopping 107 leads, earning several thousand dollars along the way. To put it in perspective, other high lead submitters typically submit 10-15 leads a year. Morgan definitely knows the way to submit a successful lead!

Here are some tips from Morgan on how to generate successful leads:

See next page for more →

1. Sprinkler 3-year and 5-year Inspections - I look for any signs of the sprinkler system being due for a 3-Year / 5-Year inspection and testing. I tend to look at the age of the system and how well the customer keeps up with regular maintenance on the system. I see a lot of need for 3-Year / 5-Year sprinkler inspections.

2. Monitoring - I also hear from a lot of customers that they are unhappy with their current monitoring. In these cases, I take the opportunity to inform the customer of the benefits of 3-year/5-year inspections and inform them of our monitoring services.

3. Ask Questions - I find the best way [to get leads] is to speak with the customer about their systems. Find out if this type of maintenance that was conducted in the past. Inform the customer about their type of system and the benefits to conducting this inspection.

4. Educate - I tend to find some customers have issues understanding what is really on site and what should be conducted. All of our customers rely on us to give the best advice to maintain their systems, so I always try to explain to them how exactly everything works and why. Including any applicable code. There are times, customers are upset with whomever they're currently using, but I've found that through building healthy relationships built on trust and helping the customer understand why and how we do work on their systems it tends to foster more positive experiences for both them and our company. Which leads to more inquiry for services.

Year to Date Leads 2023

90

Submitted Leads

25

Awarded Leads

Tech leads are leads submitted to leads@fireline.com that give the sales team an opportunity to sell a new service or system upgrade.

Submitting Leads

Prepare an email to leads@fireline.com

The better the information submitted, the better chance of being awarded the contract.

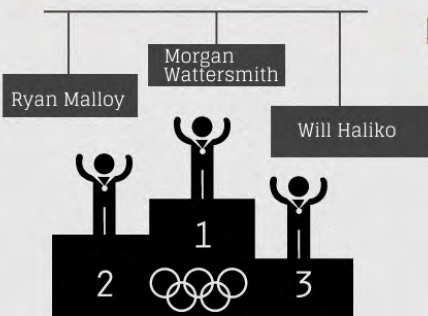
Include the following content:

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



Lead Leaders

Number of Leads Submitted by Leaders



Bonus Amounts*

Monitoring

\$50

for each account

Service Contracts

\$100-\$600

System Upgrades

\$25-\$200

*Amount depends on size of contract awarded

Total Bonus \$ Paid for Leads YTD

\$3,250

When leads are submitted they are sent to the sales rep to follow up. If the lead turns into a contract, the tech receives a bonus.

ANOTHER YEAR, ANOTHER SUCCESSFUL NFM&T SHOW

Each year at the Baltimore Convention Center Fireline exhibits at the National Facilities Maintenance & Technologies Show. We set up our lovely booth and our sales team members take turns working the floor. We meet prospective customers and get an opportunity to chat with many of our current customers as well. Many facility managers visit the exhibit and take an opportunity to learn about vendors and services available to them.



GAME DAY

Sponsored by the Customer Service Committee, staff members from both Baltimore and Leesburg offices got together during lunch to compete in various games. The goal? Encourage interaction between team members who don't always get to interact. Get to know others who you may not know as well. Games included checkers, backgammon, connect four, Jenga and other childhood favorites.



Photos



Anna on ABC Tech Summit Panel



Rotary Bullroast volunteers



Artsy truck



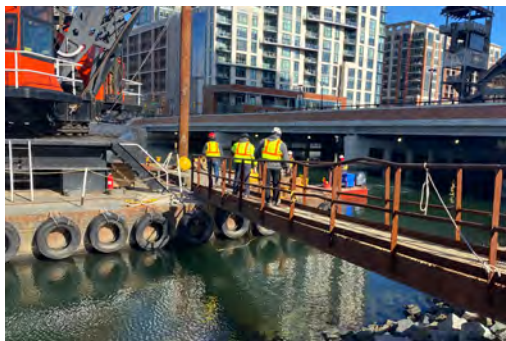
Joey getting a nice view on the roof



Derrick the car model



Kelsey - hard at work



Pier work



Dottie the Sales Dog getting a workout in



Reggie and Frank



Driver safety training



Sales lunch selfie

Photos



Vehicle training



The Crew at NAFED



George and Steve Fire Pump Certified



Barb Haas - 25 Years!



Chris working on a vehicle tank



Parking lot



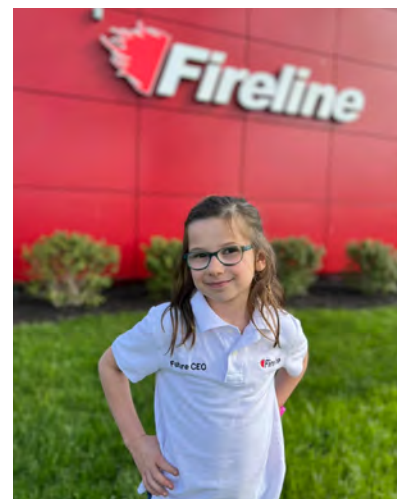
Tight space



Reviewing drawings



Good ear and eye protection is important!



Future CEO



Happy Birthday!

MAY

Jeffrey Brown	1
Matthew Meyers	1
Paul Thompson	2
Laura Vasilenko	3
Landen Barber	4
Deanna White	7
Richard Sigethy	8
William Bonney	9
Susan Hunt	12
Steven Twain	15
Bailey Robison	17
Tyler Smith	17
Gary Cox Jr.	18
Brandon Wright	18
Gregory Smith	20
Eric Mayfield	22
Michael Stewart	23
Nick Hall	24
Cameron Justice	26
Charles Harris III	31
John Pierce III	31

JUNE

Phillip Chavis Jr.	1
Davon Bess	3
Johnnie Johnson	4
Nathaniel English	8
Stephen Austin	12
William Gibb	12
Terence Kirks	12
William Haliko	14
Loren Crookshanks	16
George Clayton III	17
Ami Berlanga	18

Tracey Neatrou	19
Sean Weiss	19
Sarah Tillman	21
Dylan Bates	22
Christopher Troutman	24
William Donohue III	25
Kalcie Offer	25
Svetlana Reitterer	25
Theodore Richter III	25
Jason Wenger Jr.	25
Christopher Weaver	28

JULY

Shaun Austin	1
Morgan Kotanko-Wattersmith	1
Elizabeth Zeledon	1
William Carter	7
Antonio Scott	7
Gregory Diaz	8
Quinn Sims	9
Gary Hoddinott	17
Michael Ramiro	19
Bryan Shirley	19
Joey Gunther	20
Joseph Parmer	20
Ronald Eure	21
Abraham Anderson	24
Jason Litten	29
Angelo Santos	29
Johnny Mosley	30

AUGUST

Anna Gavin	1
Daniel Jackson	4

Jason Swieczkowski	5
Michael Romingo Jr	10
Hermela Solomon	12
Stephen Clarke	14
Rasanjali Wisidagama	18
Shannon Adkins	22
Nicholas Copsey	22
Georgy Reitterer	25
Alexander Evans III	26
Todd Everitt	28
Todd Bates	29
Eric McCloud	29
Charles Miskimon	29

SEPTEMBER

Kenneth Humphrey	1
Ralph Lauredan	1
Lewis Lucas	1
Julio Castillo	2
Matthew Benfield	3
Faith DeWitt	5
Luis Trinidad-Baez	5
Harry Lowman	8
Logan Stegall	10
Dwon Bess	13
James McGraw	14
George Thompson	15
Jeffery Dyer	16
Janet Griffin	18
James Colgan	21
Jeffrey Tressler Jr.	21
Mark Meyer Jr.	24
Robert Stallings Jr.	24
Patrick Nagle	29

Happy Anniversary!

MAY

Marty Ibbott	33	Ken Barnhart	14
Al Riefflin	23	Edwin Montano	9
Eric Robertson	15	John Mosley	9
Rupert Mangal	14	Mike Maloy	9
Craig Steinbock	13	Nick Copsey	8
Gorsha Reitterer	6	Ted Richter	8
Mike D'Angelo	6	Joe Murry	7
Mitch D'Angelo	5	Kyle Miller	7
Davon Bess	3	Daniel Jackson	3
Keith Oliver	1	Jason Wenger	3

JUNE

Anna Gavin	22	Alexander Evans	2
Dave Gates	21	Brandon Wright	2
Chris Troutman	19	Candace Slagle	2
Guy Hornig	9	Eric McCloud Jr.	2
Mark Meyer	9	Joseph Dantoni IV	2
Stephen Dreyer	8	Kelsey Payne	2
Angela Lester	7	Leonel Cartagena	2
Kristi Hampton	6	Mario Castillo	2
Tori Romano	6	Brett Carter	1
Deion Minor	5	Chase Redden	1
Eric McCloud	5	Logan Stegall	1
Jeff Richards	5		

Lisa Tiedemann

Lisa Tiedemann	5		
Matt Merson	5		
Cameron Justice	2		
Joey Gunther	2		
Morgan Kotanko-Wattersmith	2		
Mike Jones	1		
Sean Harper	1		

JULY

Steve Imhoff	49		
Fawn Dyson	25		
Frank Bernadzikowski	17		

AUGUST

Steve Clarke	46		
Reggie Burton	29		
Greg Diaz	19		
Rich Sigethy	19		
Shaun Austin	17		
Dwon Bess	16		
Dave Taylor	15		
Debbie Lanham	14		
Ross Dyott	12		
Dave Krenzer	11		
Rick Kavlich	11		

Greg Smith	8		
Bladimir Ventura	7		
Joe Dantoni III	6		
Jason Wenger Jr.	3		
Michael Romingo Jr	1		
Mike Jeffers	1		
Ralph Lauredan	1		
Sierra Acree	1		