

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

October 1, 2011

Quarterly Edition—Fall

Vol. LXIV, No. 4

# got sales?

*...Portables Does*

The Great Power  
**FAILURE**  
of 2011



*Get*  
**GRAND  
PRIX**  
*ed*

**DARE TO DISPATCH**

In This Issue...  
**Women,  
Explosions, Vets, More!**

# Steve's FAKE fish

# HURRICANES *blow*



*"I kicked @\$\$!"*

## Fireline in the Headlines

### Fireline Corporation Seeks Service Dispatcher

BALTIMORE, Md. (August 25, 2011) — The Fireline Corporation today announced a vacancy for a full-time Dispatcher within the System Service Department. The announcement was made by Lisa Douglass-Blair, Human Resources Manager of the Baltimore-based fire protection equipment contractor, distributor and service company.

“Response to the vacancy announcement has been massive, and phone interviews are already underway,” said Blair. Receiving and prioritizing calls for service, as well as directing mobile field-based teams of technicians reflect the major responsibilities undertaken by the individual who ultimately fills the position. Well-qualified candidates may be contacted for in-person interviews, and the candidate selected for the position will work in the corporate headquarters in Baltimore, Md.

### Fireline Corporation Attains Project Environment Credentials

BALTIMORE, Md. (August 29, 2011) — The Fireline Corporation today announced that Shannon Adkins has been awarded the prestigious Project Management Professional (PMP) credential from the Project Management Institute (PMI), according to Anna W. Gavin, president of the Baltimore-based fire protection equipment contractor, distributor and service company.

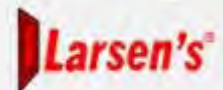
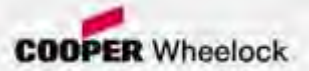
Distinguished by their global development and application, PMI credentials are transferrable internationally and across industries. Versatile certifications, like the PMP, which are not tied to any single method, standard or organization gain instant recognition and respect by governments, organizations and practitioners alike. First available in 1984, PMI’s PMP credential is accredited by the American National Standards Institute (ANSI) against the International Organization for Standardization (ISO) 17024 and additionally registered against the ISO 9001:2000 standard for quality management systems.

In addition to formal education requirements, certification coursework, and exhaustive exam preparation, strict ethics and experience criteria weighed heavily in the credentialing process. Gavin noted that, “Shannon is a lifelong student and always learning; she had graduated with a Business Administration degree in 2007 and earned an additional certificate in Business Management & Business Communications in 2010.” Adkins, who also holds the *6 Sigma Green Belt Professional* certification, gained thousands of hours of project team experience at Annapolis Junction-based Hillis-Carnes Engineering Associates and at the Fireline Corporation as a Business Analyst before joining the newly-formed Project Management Office (PMO) as a Project Manager in May.

### City Reviews, Certifies Local Fire Protection Company

BALTIMORE, Md. (September 13, 2011) — The City of Baltimore, Minority and Women’s Business Opportunity Office today announced that it has certified the Fireline Corporation as a Women’s Business Enterprise (WBE), and that it shall list the Fireline Corporation in the Baltimore City Minority and Women’s Business Enterprise Directory. This certification shall remain in effect for a 2-year period.

**Fireline**  
is a proud distributor of...



# WBE

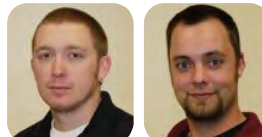
The Women’s Business Enterprise (WBE) Certification, available from and accredited by multiple agencies and municipalities, promotes **Fireline** to major corporations that are actively seeking to conduct business with a woman/women-owned business. Validating the role of women in ownership, control, operations and management, the WBE certification helps us compete for real-time business opportunities provided by program administrators and participants.

## Kudos from Colleagues & Customers

Colleague Email, Ref:

**Dan Reedy, Rupert Mangal, Jonathan Pegg, Jeremy Mohney, Bill Donohue & Jim Colgan**

"I just wanted to express to you my sincere appreciation of the time and effort that three people from Fire Alarm Install put in to help complete a recent project. Dan Reedy, Rupert Mangal, and Jonathan Pegg from FA Install, as well as Jeremy Mohney, Bill Donohue, and Jim Colgan from System Service, came in outside of their regularly scheduled days to complete an upgrade at my customer's site. Time was very important; a delay or incomplete job threatened an assisted living facility with shut-down, potentially displacing several elderly people."



Customer Email, Ref: **Lisa Malone**

"Due to the manner in which you've presented yourself, I have recommended that we accept your proposal. I feel that we will get a quality service."



Colleague Email, Ref: **Doug Henninger**

"I thought the guy was just being a good company man to take the time and help, but this goes above and beyond. I just wanted you to know what kind of guy he is. I really appreciate his effort, as do my guys. We need more people like him."



Customer Email, Ref: **Lisa Malone & Shaun Austin**

"Thank you for your professionalism throughout this transaction. Shaun did everything and more. I feel that you both are great assets to have on any team. I look forward to continuing business with your company."



Colleague Email, Ref: **Erik Noffsinger**

"I would like to say how great Erik Noffsinger has been. He has been a great help. The guy has been working non-stop, and I've been sending him all over creation. He handles a lot of calls with no complaints, and customers love him."



Colleague Email, Ref: **Jason Litten**

"I would like to personally thank Jason Litten for his outstanding hard work and dedication. Jason has stepped up and gone beyond all expectations. His willingness to see that customers are satisfied is outstanding. He is a hard worker and [has] a good working relationship with customers and coworkers. I am very thankful to have Jason as one of our team members. I couldn't do it without him."



## Anniversaries

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

### October

Shannon Adkins—2 Years  
Selvin Carcamo—6 Years  
Frank Chenoweth—27 Years  
Jim Colgan—6 Years  
Bill Donohue—11 Years  
Ken Humphrey—3 Years  
Dennis Perez—5 Years  
Laurie Pryor—5 Years  
Bob Turner—12 Years  
Dan Vecchioni—2 Years

### November

Steve Ayres—11 Years  
Kelly Coon—32 Years  
Dan Davidson—13 Years  
Ron Eure—3 Years  
Jared Fishback—1 Year  
Bill Gibb—15 Years  
Ralph Mason—14 Years  
Jon Pegg—3 Years  
Yetty Oreagba—1 Year

### December

Ike Austin—27 Years  
Dennis Bryant—15 Years  
Todd Everitt—28 Years  
Chris James—1 Year  
Louis Killmeyer—8 Years  
Nancy Larsen—25 Years  
Jeremy Mohney—2 Years  
Tammy Siddons—3 Years  
Lane Villers—7 Years

### On the Cover:

Portables team members  
(left to right) Paul DeMaria,  
Lisa Malone, and  
Frank Bernadzikowski.

# PAY

Remember that your SI WebTools online schedule and paystub username is not the same as your workstation, email/webmail and SharePoint username. For access and permissions, contact Brian (Ext.247) or Shannon (Ext.326). For password reminders and resets, contact Cindy. For time or compensation disputes, contact your Supervisor and/or your Department Manager before contacting the Human Resources Manager.

## Message from the President



### Kitchen Heat—*Standing Firm on UL300*

By ANNA GAVIN, *President*

Where are most home and commercial fires in the U.S. started? That's right... In the kitchen! Grease fires are some of the most frequent and dangerous fires in the U.S. Fireline services countless commercial kitchens throughout the Baltimore/DC/Virginia area. Most restaurant owners today are aware of the threat of kitchen fires and choose to have their systems tested semi-annually to prevent system malfunctions. Older restaurants should be aware that in 1994 UL released the UL 300 standard stating that due to the changes in fire hazards in modern day kitchens (using vegetable oils versus lard which have higher auto-ignition temperatures), all kitchen hood systems must be upgraded to wet-chemical systems.

Recently, a Massachusetts judge ruled in favor of an insurance company sued by a restaurant owner for not paying his claim for a damaging kitchen fire 6 years prior. The restaurant owner had not upgraded his 1974 dry fire suppression system, even after the manufacturer ceased supporting such systems. The court ruling is an important one in our business as it supports companies like Fireline who stood firm on the UL 300 standard and refused to service any system that was not upgraded. When Fireline first made this choice, we were concerned this would prevent us from gaining service business, but in the end it was not only the smart choice, but the right choice. People need to understand the dangers of kitchen fires and why proper fire protection is so important. If you know any restaurant owners still operating dry suppression systems in their commercial kitchen, please make sure you encourage them to upgrade their system (by Fireline, of course) as it is for the safety of their equipment, their property, their staff, and their customers.

### Health Insurance Woes—*Significant Price Increases Loom*

By ANNA GAVIN, *President*

Due to a variety of factors, Fireline's health insurance rates will most-likely increase significantly this year. We are currently working with our insurance brokers to get the price down as best we can. Since Fireline pays about 50% of the health insurance costs, increases affecting individual employees have an identical effect on the company. We are continually looking into alternate insurance options to ultimately make an affordable health plan available to every single person in the company. Please know we are doing all that we can, and we will always strive to find and offer the best options available for the entire Fireline team.

## Birthdays

### October

Ken Barnhart  
Michael Bradley  
Nicole Baublitz  
Bobby Joe Brewster  
Paul DeMaria  
Dan Evangelisti  
Tim Francis  
Mike Grow  
Norm Mason  
Rick Mohny  
James Porter  
Ken Scholl  
TJ Smallwood  
TJ Timpson

### November

George Armstrong  
Denise Campbell  
Fawn Dyson  
Barbara Haas  
Robbie Kershner  
Debbie Lanham  
Rose Leuschner  
Jeremy Mohny  
Jeff Smith  
Craig Steinbock  
Jim Vaught  
Stephen Walters

### December

Steve Ayres  
Daryl Blow  
Selvin Carcamo  
Julio Castro  
Karen Cobb  
Walter Crawley  
Jay Doyle  
Jared Fishback  
Tim Fogle  
Jack Harte  
Rupert Mangal  
Randy Parsons

# PDO

The Professional Development Outline (PDO) project has been underway now for months. Chances are, it's going to hit you or your department very soon. Some of you may even be asked to participate as department representatives or assigned to produce deliverables for this project. The personal impact and time required for participation is minimal, and it won't interrupt your daily operations. Call Brian (Ext.247) at any time with your questions or concerns about Fireline's PDO.

## Recurring Themes



### Executive Direction—*Administrative Notes for All*

By CINDY RUEPPEL, *Executive Director*

Hurricane winds, rain, and outages... Although I missed it all, it sounds like everyone worked together to complete our daily accounting tasks. Thank you all for your resilience and teamwork. I also missed the food drive; “stuffing the truck” seemed successful too, as I returned to see most of the food bins full and found most of the office folks wearing jeans.

Our 401K representative, Richard Osikowicz, met recently with several employees regarding their 401k account. Don’t hesitate to call me with general questions, and you can reach Richard at 301-543-6026 or osikowicz@psgplanning.com for questions regarding your individual account.

Fireline is offering flu shots October 24th and 25th in Baltimore and October 26th in Leesburg. Contact Lisa to sign up. Stay healthy, and get your flu shot! Open enrollment for health insurance is also coming up. Be on the lookout for important bulletins, including Lisa’s article on page 9. We are currently in the process of evaluating several options and will keep everyone posted.



### Financial Feng Shui—*A Mind on the Money*

By LINDA ABDOW, *Controller*

Fall is a great time of year for fall cleaning and organizing. Please join us for some fall cleaning by organizing your trucks, office area and warehouse space. Fireline will conduct the physical inventory counts during September and October. Preparing for the inventory counts will also help us get ready for the Open House on October 13th. Here are some changes we are making to our inventory locations and some important dates:

September 21 – The physical inventory count for Vehicle Systems will occur on this date. We will create a truck inventory for Vehicle System technicians. Vehicle Systems inventory will be transferred to the technician’s trucks or the Baltimore warehouse. Vehicle System inventory will no longer be stored at our Leesburg location.

October 19 – 20 – Baltimore (warehouse and trucks) and Leesburg Systems Service trucks will conduct the physical inventory counts on October 19th. Mark your calendar because we will be needing volunteers to count the warehouse inventory on October 19th.

October 24 – 25 – Leesburg warehouse and trucks (Restaurant and Portables) physical inventory counts will take place during these dates. Restaurant and Portables employees in Leesburg will be assigned a truck. Inventory currently located in the Leesburg warehouse that has not been assigned to a truck will remain in the Leesburg warehouse.

## Sixth Sense

### *Serious Responses to Your Strange Notions*

By SHANNON ADKINS, *PMP*



**MOVING FORWARD.** Technological advances continue forcing businesses to grow in order to stay relevant and successful. Realizing this, Fireline has assumed the responsibility of developing a sustainability plan that will ensure jobs for its employees for years to come. This plan delivers improved efficiencies, enhanced competitiveness, reduced risk, and a smaller environmental footprint.

Change is never easy, but it’s almost always necessary in today’s world. So, maybe things “ain’t broke”, but we can still fix (read, *improve*) them. As interdependent parts of a successful business, we must all work together to achieve goals.

Some tips that may assist us in working together and achieving goals include: (1) Be a good communicator as well as a good listener; you may be missing something important. (2) Remain calm under pressure, and keep a positive attitude; if you feel yourself getting stressed, stop take a deep breath, and smile. (3) Develop a good sense of humor; laughing at work makes the day go by quicker. (4) Be a team player; help others, even when it’s “not your job.”

#### **Test the strength of your own *Sixth Sense***

Be the first one to locate the ghost image of Shannon (hidden somewhere in this newsletter) and correctly answer the quiz below, to win this month’s prize.

Call (410) 247-1422 Ext.326

To whom, and on what occasion, do we attribute the following quote? “I kicked ass!”

- |                |                         |
|----------------|-------------------------|
| 1. Dave Taylor | A. Trip to Vegas        |
| 2. Lisa Malone | B. Awards Banquet       |
| 3. Anna Gavin  | C. Golf Tournament      |
| 4. Phil Bowers | D. Contract Negotiation |

Congratulations to last quarter’s winner, Billy Carter (FA Designer), who picked up a \$25 AMEX gift card.

# PMO

The Project Management Office (PMO) is here to help you establish and maintain efficient and effective processes in conjunction with formal project management methodologies, company-wide training and development, information management, and automation initiatives. We perform all administrator functions for *SI WebTools*, *SharePoint*, and the **Fireline** Technology Committee. Call Brian (Ext.247) or Shannon (Ext.326) any time with your questions or concerns.

## Dave's Rave—On Customer Service



### Measuring Customer Satisfaction

By DAVE TAYLOR, *Customer Service Manager*

In previous newsletters we've discussed internal and external customer service. Hopefully, we're all striving to provide exemplary customer service to our customers and co-workers alike. Good intentions aren't enough, however. We need objective information and measurements to know if our efforts are effective. So, the question is: How do we measure customer satisfaction? Of course, Fireline Corporation offers service customers the opportunity to complete a post-inspection or post-service survey. The results are compiled and posted on SharePoint so that we can get a general idea of what customers think about the quality of our performance. While this is a valuable tool, is it enough? Probably not, as it only measures a small segment of our business and is optional for the customer. What it doesn't do is evaluate all of our other business sectors and daily interactions that are so very important to the success of Fireline. Here are some of the other ways we can measure the effectiveness of our customer service efforts.

**FIRST CALL RESOLUTION.** This is a relatively easy way to measure good customer service but first call resolution can be difficult to achieve. Customers want to have their problems resolved as quickly as possible. First call resolution is just that: Solving the customer's problem on the first call, wherever possible. It's very important to remember this when routing calls. If it's a service problem we need to know what type. For example, is it a hood system or fire extinguishers? Leesburg or Baltimore? Inspection or service? Is the customer looking for a proposal? If so, which sales territory? Asking pointed questions goes a long way in first call resolution. Don't underestimate the importance of timeliness and thoroughness, especially at the beginning of the customer service process.

**CUSTOMER RETENTION / CHURN.** In the Service Sales Department we measure the number of lost contracts, including the reason for cancelling, on a monthly basis and calculate contract renewals as a percentage of proposals. In addition to knowing how much business we are losing, we use this information to know evaluate the quality and effectiveness of our service activities. We are looking for the following information: Did the technicians arrive on time? Were they courteous and professional? Did they complete the inspection or repair in a reasonable amount of time? For sales representatives we're looking to see that the site visit and proposal were completed in a timely manner, that our proposals are sufficiently detailed but easy to understand and whether our prices are competitive. All of this information can be used to retain customers, identify "at-risk" customers and to get lost customers back.

**RESPONSE TIME.** One of the metrics we use on the customer survey is response time. The 3rd section of the survey is: Were you happy with Fireline's turnaround time? Was your project completed in a timely manner? Was your inspection scheduled or repair completed in a timely manner? This information is used to measure the effectiveness of scheduling and dispatch activities in the System Service Department (for the record 93.8% of the 81 respondents were happy with our response time in this area). There are other areas of response time we don't measure. For example, how long do we leave customers on hold before picking up the call? Do we extend our response time by "bouncing them around" from department to department? Is the sales staff returning messages within 24 hours or on a Monday following a Friday? Are fire extinguishers returned from the shop in a timely manner after 6 year maintenance or hydro testing? What is the average turnaround time on submittals from the Design Department? What are Fireline's response goals for each of these activities? We should set these goals and achieve them. It's a sure way to beat our competition.

**TIME WITH THE CUSTOMER.** It should always be our goal to address a customer's issue promptly and on the first call, wherever possible. We don't want to be so short with them that they feel their problem has been trivialized or glossed over. There is a happy medium between overly solicitous attention and thoughtful and efficient service. Time with the customer should not exceed what is reasonable and necessary to address their concerns but should not be treated in assembly line fashion, either. Our goal should be a completely satisfied customer not requiring a follow up call or other action. Multiple calls to or from a customer may indicate that sufficient time or attention was not paid at the beginning of the process.

While this list is not all inclusive, it presents a brief guide to measuring our service delivery. Remember, we are providing a "customer service" of life safety system readiness, reliability and performance that is a result of our experience, expertise and attention to detail.

# ERA

Congratulations to our recent Employee Recognition Award (ERA) winners. Fawn Dyson, John Kneisley, and Selvin Carcamo won in July. Laurie Pryor, Jim Vaught, and Pee Wee Glenn won the award in August. Gary Cox, Debbie Lanham, and Jonathan Pegg won the award in September. Your colleagues recognize your contributions to our success and thank you for making **Fireline** such a great place to work!

## Messages from the Managers



### **Fire Alarm** By **NORM MASON**, *Vice President & General Manager*

Fire Alarm has just secured a large project with a major electrical contractor at a telecommunications facility in northeastern Maryland. We're continuing to increase our footprint within the telecommunications sector for the nation's largest and most-recognizable providers alongside highly-skilled electrical contracting firms. Managing to do this, not only in fire alarm but also in suppression and sprinkler, creates synergy in future business.



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

Congratulations to Art Decker who recently passed his DOT recertification exam in Philadelphia on July 7-8. I'd like to thank all the Portables Service Technicians who helped with the extinguishers, kitchen systems, and paint booths for the school system. We knocked out an astounding 127 schools in just 31 days, while still managing to keep up all normal service! Once again, NFPA 10 is in a revision cycle. If anyone has suggestions for changes or additions, please let me know as soon as you can so I can present them to the NAFED Portables Committee.



### **Sprinkler & Suppression** By **TED REITTERER**, *Department Manager*

It seems like all the other departments are heavily invested in huge jobs, and ours is no exception. Our current CO2 project is underway in Winchester, WV and going smoothly. Dennis and Rob have been selling a lot of sprinkler and suppression work, so all of our field crews remain busy. Tim Fogle lent us an electrician—Jon Pegg—to work with Pat Fitzgerald in Winchester. Speaking of... We'd like to welcome Pat back to Fireline!



### **Systems Service** By **FRANK CHENOWETH**, *Department Manager*

It's been a busy quarter for us in System Service. With a major (1000-plus heads) sprinkler relocation/replacement job at a local university, we've got no shortage of work on the sprinkler side. As for fire alarm and suppression, they'll be busy too with a major (1000-plus devices) contract now servicing five buildings for a nearby government agency. Meanwhile, Karen and I have been interviewing candidates for a new dispatcher position. With most of the interviewing now complete, hiring soon will help Karen detach from phone duty and focus on expanded management responsibilities.



### **Leesburg Branch Office** By **JUSTIN FISHBACK**, *Branch Manager*

Walter Crawley and I recently attended a training class (along with Reggie Burton) at Captive Aire's manufacturing plant in Raleigh, NC. Taking advantage of this training gives us a real advantage, as we're now one of only two nearby companies with personnel certified to install the new "Core System" by Captive Aire. Cathy and I would both like to welcome Kevin Federline and Dustin Breeden to the Leesburg team!



### **Systems Sales** By **RON EURE**, *Systems Sales Manager*

Year-to-date sales are up in multiple areas; hood, fire alarm, and suppression. Leading the way in sales right now is the Suppression Division, with a 62 percent increase over this date in 2010. If these trends continue, we should even top our banner (2009) year! Great service helps us sell more systems, and selling more systems means more systems out there for Fireline to service. It's a win-win situation for everyone; all the departments here at Fireline *and* our customers.



There are over 600 million users on Facebook. 194 of them like **Fireline**. Are you one of them?  
Find, follow, and share with friends today at [www.facebook.com/firelinecorp](http://www.facebook.com/firelinecorp).

## A Mixed Bag—Open House & In-House

### Save the Date—Adding **Fireline** to Your Fall Festival Schedule

We've cordially invited hundreds of vendors, partners, and customers to an Open House luncheon at Fireline Corporation main office in just a few short weeks—Thursday, October 13th. This will be a great opportunity for our guests to tour the facility, meet our staff and vendors, and interact with other professionals in the construction and property management industry. We're providing fall fare and refreshments amidst a sea of demos, displays, raffles, and more.

What does this mean to you? We're not going to interrupt service or the ongoing operations to which we've already committed. We will, however, require many of you to support this event in a variety of ways. Additional information about this event will be available soon.

### Counting Vets—Contractors Report to Department of Labor

Each year corporations and contractors across the country are required by law to submit an official report—the "VETS-100"—to the Secretary of Labor regarding the number of *protected veteran* employees and new hires in their workforce. Some of you may have recently been asked about details regarding your military service in conjunction with this reporting requirement. Fireline is proud to hire those who have served our country, and we've got dozens. That's a lot for a company of our size! We take pride in our vet-friendly attitude and employment practices.

That being said, the federal government does not classify all veterans as *protected*, even when discharged honorably. We may, however, count a single veteran more than one time; once for each category (up to four) in which an individual qualifies. The specific categories wherein we may count veterans on this form include [1] those who have a service-connected disability, [2] those who recently separated (within the last three years), [3] recipients of the Armed Forces Service Medal, and [4] *Other Protected Veterans*. To qualify for the *Other Protected* category, the veteran must have participated in either [a] an expedition or campaign for which an expeditionary or campaign medal was authorized, or [b] they must have received the Armed Forces Expeditionary Medal.

Fireline wants to do the right thing by all of our employees, and our veterans are no exception. We want to count you! If you are a veteran and unsure of your *protected* status or whether or not we may count you for the purpose of this report, please let us know. Consult your DD214 for qualifying awards, and contact Brian (Ext. 247) or Linda (Ext. 282) for a complete list of qualifying campaigns and expeditions or questions about your status.

## BOOM!

FENWAL Safety Systems expert Brian Baillargeon visited and led a training session



here at **Fireline** on Wednesday, August 31st. Matt Meyers, Ralph Mason, Mark Vestal, Matt Williams, and Frank Chenoweth from System Service, along with Todd Everitt from Sprinkler/Suppression certified in the reconditioning and refilling of explosion suppression system cylinders. Learning the ins-and-outs of the new valve assemblies was paramount for our technicians. The systems that these cylinders are a part of actually sense and stop impending explosions, during an initial (*deflagration*) stage, before shock waves can actually cause damage. See photos from the training in the strip below.

### Now You Know

Author photos always appear at the beginning (upper left) of each article, while photos of individuals who are the subject of an article appear to the right of the title.



# SIP

Congratulations to our latest Safety Initiative Program (SIP) random drawing winner, Ralph Mason. Stay safe out there, and do your part to help **Fireline** avoid lost time accidents. By doing so, you become eligible to win cash prize drawings which increase with extended accident-free periods—just like Ralph Mason did!



## The Secret to Health Care Planning Success



### Open Enrollment & Communicating in an Uncertain Environment

By LISA DOUGLASS-BLAIR, *Human Resources Manager*

Open Enrollment for 2012 will be more important than ever before—for all participants AND non-participants! We expect some changes for the upcoming 2012 plan year. So, we're looking forward to Open Enrollment as an opportunity to communicate all enhancements or changes to the employee benefits package as well as its value. During Open Enrollment's mandatory face-to-face employee meetings, our licensed Benefits Representatives will discuss all available core and voluntary programs and carefully explain their values, as well as any changes.

Given the dual impacts of U.S. health care reform and an uncertain economy—combined with renewed corporate focus on wellness and health care consumerism—relying on "the same old stuff" for open enrollment communication is no longer sufficient. Clearly, the era of *we'll take care of everything for you* is over, and the era of *we'll help you find your way* is here to stay. Employers have a responsibility to educate employees about making good short-term decisions and helping them to see the longer-term picture of how health and financial security stack up. Here are three ways Fireline hopes to be informative for all its staff:

**BEING PURPOSEFUL.** Fireline cannot solve systemic problems related to health care costs. Yet we absolutely CAN take simple actions to help control costs—for both the short and long term. Staying positive and focused on what's within reach encourages and motivates us, and makes health care reform an opportunity to change behaviors and better control costs. We'll focus on tangible behaviors that impact our pocket books—like preventive care, participation in biometric screenings and wellness programs, enrolling in more cost-effective plans, switching to generics, using prescription mail order programs, and utilizing tax-advantaged health savings accounts (HSAs) and flexible spending accounts (FSAs). Mandatory enrollment is a chance to promote great programs that go unnoticed or underused.

**BEING PERSONAL AND KEEPING IT SIMPLE.** Whether explaining a new program or re-engaging employees with existing benefits, Fireline focuses on employee needs and providing as much direct information as possible. We'll ensure that we keep open enrollment communications simple and direct; defining terms, repeating key concepts, exploring new ways to communicate, and avoid information overload through constructive use of visuals, bullet points, graphics, charts and Q&As. This is especially important as benefit plans become more complex. We must explain wellness programs and plan designs in a way that makes sense and doesn't unduly raise suspicion or fears.

**COMMUNICATING FREQUENTLY.** People are staying connected continuously with mobile applications and social networks. The gap between how the rest of the world communicates and how companies communicate their benefits is growing wider. To remedy this, Fireline uses tools like the Human Resources SharePoint site and direct emails as information becomes available from providers. There is also a Health and Wellness bulletin board in Building 1. We'll try to provide you with all available resources, tips and reminders to help you stay informed.

Annual Enrollment Meetings will occur in Baltimore on October 24th and 25th at 7:30<sup>AM</sup>, 12:30<sup>PM</sup> and 3:30<sup>PM</sup> on both days. They will be held at the Leesburg Office on October 26th at 3:00<sup>PM</sup>. Your Supervisors or Managers will inform you of your scheduled day and time. We strongly encourage you to invite your spouse to attend, enabling them to be thoroughly informed and ask questions too. We'll see you there! —not just because you *have* to be, but because you *want* to gain the advantage of knowing exactly what's available and how it impacts you.

# FLU

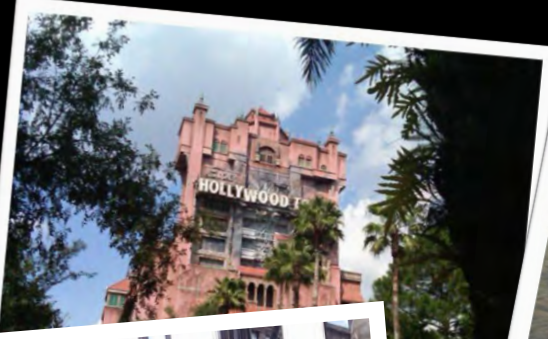
All **Fireline** employees may get their **FREE** (completely optional, yet highly-recommended) influenza vaccination from Concentra this season. Flu shots will be available for all employees 7:00-9:00<sup>AM</sup> on October 24th & 25th at the Baltimore office, and they will be available 2:00-4:00<sup>PM</sup> on October 26th at the Leesburg Office. If you can't make it to one of these onsite visits, you may obtain the paperwork from HR to travel to and receive your free flu shot at the nearest Concentra facility on your own.

**Summer Days & Fabulous Getaways** Inspired By BARB HAAS



**TOP DESTINATIONS:**

Deutschland, Harrods of London, Disney's Tower of Terror, U2 live in Philly, OBX, fishing charters, mountain retreats, and more!



**NEW**

Please help us welcome the newest members of our **Fireline** team. Pat Fitzgerald (Baltimore Special Hazards Electrician) and Kevin Federline (Leesburg Restaurant / Hoods Technician) are both returning. We also welcome the arrival of Ross Dyott (Baltimore System Service Sprinkler Technician), Mark Vestal (Baltimore System Service Fire Alarm Technician), Dustin Breeden (Leesburg Portables Technician), and Stevie Waters (Web Developer).

## Start Your Engines—*On Location at the Baltimore Grand Prix* With CHARLIE MOORE



On September 4<sup>th</sup>, my wife and I attended the inaugural *Baltimore Grand Prix*. Neither of us were race fans, and our previous race experience included only *Monster Jam* a few times with our youngest son years ago. We purchased tickets simply to be part of this historic event taking place in Baltimore. We knew—even if the race wound up disappointing—that we could enjoy people-watching and the concerts throughout the venue.



As we approached the track, however, our excitement grew. Spectators could even walk across the track between races. Within the circuit, the racing club displays awaited us, as did plenty of picture-taking opportunities. Everyone we talked to in the display area was gracious and had wonderful things to say about their experience here in Baltimore. Nearly every one of them said that they were already looking forward to coming back here next year. We found a great spot to watch the racing within 6 feet of the track; just north of turn nine in the parking lot of Camden Yards. As the cars approached the turn, I could feel my heart start racing. I was hooked instantly! We cheered for no driver in particular, but instead for each car that passed us. We even managed to get over to the finish line of each race for the final lap. Between races we wandered through staging areas taking pictures and asking questions of several drivers as they sat ready, waiting to be towed onto the track. They too were very friendly, entertaining all of our questions and joking with us. There was so much to do (for all ages) around the track, and we quickly regretted not having arrived earlier to take advantage of it all. We had a wonderful time downtown during our first Grand Prix. I may not start watching Indy Racing on TV, but I will attend this race every year it's here in Baltimore.



## Affairs To Remember

### OCTOBER

**National Disability Employment Awareness Month**  
US DOL Office of Disability Employment Policy  
<http://www.dol.gov/odep/welcome.html>  
Telephone (202) 376-6200

**Work to End Domestic Violence Day**  
Annually, October 1  
The Family Violence Prevention Fund  
<http://www.fvpf.org/>  
Telephone (415) 252-8900

**Domestic Violence Awareness Month**  
National Coalition Against Domestic Violence  
<http://www.ncadv.org/>

**Drive Safely Work Week**  
Annually, the first full week in October  
Network of Employers for Traffic Safety  
<http://trafficsafety.org/>  
Telephone (703) 891-6005

**Getting Organized Week**  
Annually, the first full week in October  
National Association of Professional Organizers  
<http://www.napo.net/>

**Energy Awareness Month**  
Federal Energy Management Program  
<http://www1.eere.energy.gov/femp/>

**Children's Health Month**  
US EPA Office of Children's Health Protection  
<http://yosemite.epa.gov/ochp/ochpweb.nsf>

**National Fire Protection Week**  
Annually, the week in which Oct 9 falls  
National Fire Protection Association  
<http://www.nfpa.org/>  
Telephone (800) 344-3555

**National Customer Service Week**  
Annually, the 1st full week in October  
International Customer Service Assoc.  
<http://www.icsatoday.org/>

**Breast Cancer Awareness Month**  
American Cancer Society  
<http://www.cancer.org/>  
Telephone (800) ACS-2345

**Drug-Free Work Week**  
Annually in October  
US DOL Drug-Free Workplace Alliance  
<http://www.dol.gov/workingpartners/>

**National Boss Day**  
Annually, October 16

**Freedom from Workplace Bullies Week**  
Annually, the third week in October  
The Workplace Bullying Institute  
<http://www.workplacebullying.org/>

### NOVEMBER

**National Family Caregivers Month**  
National Family Caregivers Association  
<http://www.nfcares.org/>

**National Adoption Awareness Month**  
Nat'l American Council on Adoptable Children  
<http://www.nacac.org/>

**National Flu Awareness Month**  
American Lung Association  
<http://www.lungusa.org/index.html>

**National Veterans Awareness Week**  
Annually, Nov 5-11  
US Department of Veterans Affairs  
<http://www1.va.gov/opa/vetsday/nvaw.asp>

**Great American Smokeout**  
Annually, the 3rd Thursday in November  
American Cancer Society  
<http://www.cancer.org/>  
Telephone (800) ACS-2345

### DECEMBER

**World AIDS Day**  
Annually, December 1  
National AIDS Trust  
<http://www.worldaidsday.org/>

**National Drunk & Drugged Driving (3D) Prevention Month**  
<http://www.stopimpaireddriving.org/>  
Telephone (202) 452-6004

**Safe Toys and Gifts Month**  
**Prevent Blindness America**  
<http://www.preventblindness.org/>  
Telephone (800) 331-2020

**National Hand Washing Awareness Week**  
Annually, the second week in December  
Henry the Hand Foundation  
<http://www.henrythehand.com/>  
Telephone (513) 769-3660



We spend most of our time addressing the fire protection needs of our customers. We should not, however, overlook keeping our own families, homes, and communities safe from fire. Visit [NFPA.org](http://NFPA.org) for public service announcements, blogs and webinars, a Fire Safety IQ quiz, tips & techniques for utilizing in-home life-saving technologies, home escape planning resources, and more!



# IDO

Congratulations to Frank Chenoweth, and Best Wishes to his beautiful bride Danielle Ellison, who surprised a small gathering of family and friends with nuptials on Saturday, September 3rd.

## Material Matters



### Winter Weather, Precarious Driving Situations Fast Approaching

By **BILL GIBB**, *Material Resources Manager*

With the heat and humidity of summer behind us, cold winds, snow, and ice are soon to follow. We're also acutely aware of the rising costs of insurance coverage. With that in mind, we all need to do our part to drive safely (*defensively*) and keep our company vehicle coverage rates as low as possible. Here are some tips from the National Safety Council on driving defensively. Yes, we've all heard this before, but it never hurts to review these common-sense rules which help reduce our risks on the road:

- ⇒ Don't start the engine without securing each passenger in the car, including children and pets. Safety belts save thousands of lives each year! Lock all doors.
- ⇒ Remember that driving too fast or too slow can increase the likelihood of collisions.
- ⇒ Don't kid yourself. If you plan to drink, designate a driver who won't drink. Alcohol is a factor in over 40 percent of all fatal motor vehicle crashes.
- ⇒ Do not use cell phones (including hands free) or any other mobile electronic devices while operating a motor vehicle. This includes answering or making phone calls, reading or responding to e-mails and texts, adjusting a Global Positioning System (GPS) and accessing the internet.
- ⇒ Be alert! If you notice that a car is straddling the center line, weaving, making wide turns, stopping abruptly or responding slowly to traffic signals, the driver may be impaired.
- ⇒ Avoid an impaired driver by turning right at the nearest corner or exiting at the nearest exit. If it appears that an oncoming car is crossing into your lane, pull over to the roadside, sound the horn and flash your lights.
- ⇒ Notify the police immediately after seeing a motorist who is driving suspiciously.
- ⇒ Follow the rules of the road. Don't contest the "right of way" or try to race another car during a merge. Be respectful of other motorists.
- ⇒ Don't follow too closely. Always use a "three-second following distance" or a "three-second plus following distance."
- ⇒ While driving, be cautious, aware and responsible.

## MEET MATT MEYERS: *DARE TO DISPATCH*

Matt Meyers, *Fire Alarm Technician Extraordinaire*, that is. Matt has been with Fireline for ten years, and he's been Karen's backup on more than one occasion. He enjoys dispatching as a break from his regular responsibilities but, more importantly, is proud to be able to lend a hand. Sitting in "The Chair" gives him a much better understanding of department-level operations and a huge appreciation for regularly having Karen behind the wheel. —Maybe a regular company job swap is in order ☺ Matt said he would "definitely fill in as a dispatcher again," adding that, "working with Nicole has been tremendous fun." Matt will be taking a much needed break soon though to help his wife at home with their new baby boy due later this month. If you happen to see Matt, be sure to stop and congratulate him!



# DAD

Congratulations to Matt Williams (System Service) and his wife Jill. They celebrated the arrival of their daughter Lexi Gabrielle Williams on September 12th. She weighed in at 8 lbs, 5 oz and was 21 inches long! Look for other new (or *repeat performance*) **Fireline** dads over the next few weeks including Jason Litten (Portables), Eric Robertson (Fire Alarm), Matt Meyers (System Service) and Jeremy Mohney (System Service).

## Force Majeure

### EARTH, WIND & FIRE-PROTECTION: EARTHQUAKE, HURRICANE SHAKE THINGS UP

With all essential people and supplies on hand (coffee, flashlights, batteries, generators, extension cords, and more extension cords), **Fireline** didn't miss a beat. Sustaining business operations and maintaining all lines of communication were key in keeping our own disruptions transparent to customers and taking care of their needs during widespread power outages following recent storm activity.



### SELLING PORTABLES: PRODUCTS, PROMISES, AND PEOPLE

Emerging from an outstanding quarter of sales and contracts, Lisa Malone has also generated a mountain of positive customer feedback. To what does she attribute all this recent success? —Her sales acumen? —Her great attitude? —Her new laptop computer? —Her new home office arrangement? *Nope*. The first and only thing she wanted to give credit to was the support she receives from the guys who actually deliver every product and every promise she sells. We had to grab every one of the portables folks that were still here on campus before she'd agree to take the cover photo for this month's newsletter.



#### Now You Know

**force majeure** (noun): 1. Unforeseeable circumstances that prevent the fulfillment of a contract. 2. Irresistible compulsion or superior strength.

#### Coming Soon

**Vol. LXV, No. 1 (Quarterly Edition—Winter)** arrives Friday, January 6, 2012

Although some contributors maintain recurring articles or features in the newsletter, any **Fireline** employee may submit ideas or material for publication (content may be edited).

The deadline for submissions is Friday, December 16th.

# BYE

Fireline wishes the best of luck to summer intern Danica Malone as she heads off to college and to Fire Alarm Systems Designer Mike Sinek as he pursues a management opportunity at Fort Meade.