

# **National Independent Fire Alarm Distributors Association**

Fall 2014

## **Calendar of Events**

### **NIFAD**

#### **Annual Meeting**

June 24-25, 2015

Chicago, IL

#### **NFPA Convention**

June 22-25, 2015

Chicago, IL

#### **ISC West**

April 15-17, 2015

Las Vegas, NV

#### **AFFA National**

#### **Codes Conference**

April 21-24, 2015

San Antonio, TX

## **From the President's Desk**

I hope everyone has been enjoying Fire Protection Month and is taking advantage of this marketing opportunity. Get your name out there! Fire Safety is the buzz right now, so do something to make a difference. We helped by providing lectures on Fire Safety to several Junior High Classes on how important basic fire safety is. Know the drop and roll technique. Know if you have a fire extinguisher in your house, where it is, and how to use it. Establish an escape plan in case of a real emergency, and of course, ensure the batteries actually work in your smoke and CO detectors. We also set up a table and display at a local University for their safety expo. Again, it's getting your name out there. There are a few days left so make the best of it. Please share your initiatives and ideas on what your company does during this dedicated time for our industry with all our members.



I recently attended a presentation where a speaker from a national foods company reminded me of a very important aspect that really influences how we operate in today's business environment and what constitutes a successful leader! He declared the time of the directive boss is no longer effective with today's work force. Most valued employees want to be part of the solution and not just told what to do. They want to think for themselves and demonstrate their abilities. It is both motivating and rewarding for them, and provides more time for you. The key in today's industries is being a coach for your team and not just a director. This concept also compliments a recent article I read on INC.com, a website that lists articles focused on growing your company.

Individuals within your organization will come to you because you are a problem solver. Most times it's easy for you to provide them a solution and they can be on their way, but have you really helped them? Are you being an effective coach? Maybe you should take a difference approach, and it's as easy as asking them these four words; "What do you think?"

Your patience may be tested at that moment, but here is some sound reasoning why you may want to consider this approach.

1. The person posing the question is closer to the situation and will most likely have more data, more background, and probably more experience in this particular matter than you do.
2. Your team member will have a different perspective than you, no matter what. Listen to what they have to say as their view will be from a different light. This will help you, help them, develop multiple ways in approaching the situation and in developing the best solution.

## From the President's Desk

3. You'll improve morale! There is nothing like the boss (implicitly) saying "I value your take on this; tell me what you would do" to create a motivated employee.

If you spend all your time answering everything, your people will stop trying to solve things on their own. Coach them on how to be a better player. Don't take the ball and run it for the touchdown, tell them to use their blockers, make the smart cuts, drive for the goal line, and most important, let them feel the excitement after the score! It will be contagious and they will want to do it again and again!

These four words have helped me in coaching our team, and I hope you give them a try to help yours.

In closing, I would like to wish everyone and their families a wonderful holiday season as it quickly approaches. Take time and spend it with your family and friends and celebrate the holidays for what they are. We will soon begin detailed planning for the annual meeting. If you have any ideas to make the meeting better, please share them and we will do our best to include them. Bev is finalizing arrangements and will forward the information to all with the specific dates and times.

## How to Write Emails That Sell

A great way for making money on the internet is through email marketing. There are many benefits to sending out effective emails, such as improving customer loyalty, encouraging people to use your products and services, and increase website traffic.

The first and most essential step when writing promotional emails is to know your customers. You should also understand what goes on in the minds of your customers— particularly, what makes them want to buy your products. Take advantage of this and make sure your emails play up your product's strengths. Don't forget to emphasize the benefits of your product along with several reasons why they should buy it from you, and not from anyone else. Keep everything short and simple to keep your recipients interested .

Start your email with a catchy heading. The subject line following the heading should be attention grabbing as well. Next, identify your customers' needs, frustrations or problems. Try to sound personal using a friendly tone. Use bullets to make emails easier to read.

The middle body should sound positive and make people feel they have found the solution to their problem through your product and they can get the solution right now. Make your offer with a link luring them to your site. You don't have to close everything in a single email, because your site should be able to do that for you.

The last part of your email should include your contact information along with the address of your site.

Mastering how to write emails that sell are important to help you maximize your email marketing strategies.

## Seven Ways to Support and Grow Your Top Performers

Here are seven tangible and practical ways that leaders can shift their focus and time to top performers to help them grow, develop and become even more valuable .

Treat them as valuable. You probably “know” that these top performers, while not irreplaceable, are extremely valuable to your company. If this is true, are you seeing and treating them in that way? While all of your people are valuable, your top folks are extra-valuable. Treat them this way. It starts with this mindset. Without this, it will be more difficult for you to implement the other six suggestions on this list.

Learn their goals and aspirations—and help them reach them. Do you know what motivates them? Do you know what career path they have in mind? Do you know what skills or experiences they would like to have next? If not, find out. The inquiry and genuine interest will go far in building trust and respect with people—plus the information will help you coach, mentor and develop people more effectively.

Appreciate them and show it. When was the last time you gave them genuine feedback on their performance and results? Make a point to do this regularly in a meaningful and specific way.

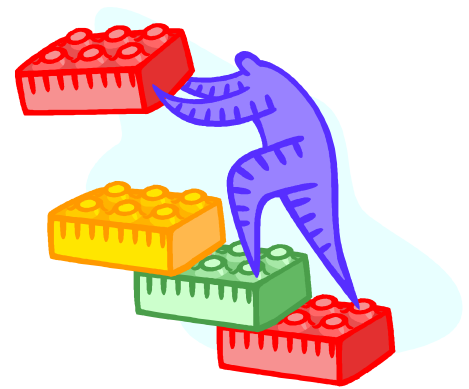
Help them focus on strengths. Top performers are often more aware of their weaknesses and shortcomings than they are their strengths. Perhaps one of the best things you can do is help your top performers see their strengths and encourage them to use, hone and improve those strengths.

Provide them with more resources, tools and skills. Are you giving your top performers the fuel they need to propel their growth? Knowing their strengths, goals and potential gives you the sense of what they might need next, but also ask them. Determine what barriers you have to help remove and what resources, training, connections, and experiences will help them move forward faster.

Give them a challenge. As a leader or supervisor, you likely can provide a project, situation or experience that could help them grow as they do the work required by that project.

Let them mentor others. Consider having them mentor people in another department or even provide a different voice and perspective to their peers. If you are hoping to promote this performer into a supervisory or leadership role, mentoring is a great way to build those skills.

Few of these cost anything except your time, energy and focus. Six of the seven can be done regardless of your company culture, budget or circumstances. All of them will make a difference, and the more of them you can implement over time, the more your people will grow. These behaviors will help your top performers excel and can also help improve those who aren't currently meeting all the needed standards.



# 2015 NIFAD Annual Meeting

## June 24-25 • Chicago, IL



The 2015 NIFAD conference will be held at the Talbott Hotel, located in the heart of Chicago.

The hotel offers business center services onsite as well as valet or self parking, a full-service spa, lap pool, and privileges at Equinox Health Club. Dining options include The Little Market Brasserie and 24-hour room service. Complimentary wireless internet access and daily newspapers are also offered.

NIFAD has rooms blocked for June 22 - 25 with a group rate of \$209

*Enjoy networking with colleagues and learning about what's new in the industry through educational seminars and suppliers presentations.*

## Fires by the Numbers

- 1.24 million fires were responded to by public fire departments, a decrease of 9.8 percent from the year before
- 487,500 fires occurred in structures, a slight increase of 1.5 percent
- 369,500 fires, or 76 percent, of all structure fires, occurred in 1- and 2- family homes and apartments, a slight increase of 1.2 percent
- 164,000 fires occurred in highway vehicles, a decrease of 4.9 percent from the year before
- 564,500 fires occurred in outside properties, a significant decrease of 19.3 percent

## Fire Frequency

- Every 25 seconds, a fire department responds to a fire somewhere in the United States. A fire occurs in a structure at the rate of one every 65 seconds, and a home fire occurs every 85 seconds. Fires occur in vehicles at the rate of one every 167 seconds, and there's a fire in an outside property every 56 seconds.



# UPDATE from Vic Humm

## NFPA 2016 Edition Processing Status

The public comments have been balloted by each respective 72 Technical Committee and submitted. When one or more negative votes are submitted, then re-circulation occurs with the deadline being October 15<sup>th</sup>.

A technical committee member can change their vote or vote if they failed to do so by the first ballot deadline.

One of the pressing items is the issue of indirect viewing of strobes of different technologies. In public comment SR (Second Revision) # 71, the technical committee voted **15 Yes** and **6 No** to require the installation criteria reduce the pulse-width below the current criteria as published in UL 1971.

If this is finally issued, then the current listings of strobes based on LED technology would have to be withdrawn until satisfactory coordination is established in NFPA 72 Chapter 18 and the referenced document UL 1971.

In the light of ongoing strobe-related task group activity, the vote

- may have been premature,
- may create a conflict between NFPA 72 and UL 1971,
- and may in the end have to be undone in the light of new data.

The proposal was based on the results of two experiments that suggested that the alerting effect of reflected light was greater with shorter pulse durations. However, those results may be more complex than it appears at a glance and are open to other interpretations.

Compared to over 30 research reports from multiple independent laboratories that led to the adoption of the low frequency (520Hz) requirements, these two experiments do not represent a compelling body of scientific evidence that points to a mandated 20 or 100 millisecond light pulse as the solution

Nonetheless the two experiments challenged some assumptions about visual alerting and quite properly raised the issue of indirect alerting by means of reflected light as a separate modality to consider.

There are two task groups considering strobe performance requirements. The first under the direction of the 72 Correlating Committee and the second under UL addressing the 1971 standard. Communication between the two groups has not been as well-coordinated as it might be, in part because Canada or ULC does not have an equivalent of ADA or 1971 at this time. It may be noted that UL 1638 for direct viewing may be affected by the recommendations from these two task groups as well. This is true both in Canada and the US.

The UL STP Task Group chaired by this writer will summarize the two face to face meetings at UL Northbrook, one of which was electronically connected with the Canadian S Standard Task Force. In addition to these, there have been several teleconferences between two and three hours in duration discussing the issues and options involved.

The UL 1971 Task Group is addressing the issue of the light required for effective *indirect* alerting by means of *reflected* light from strobes. Unlike direct alerting where light sources are inside the visual field, there is (surprisingly) no well-established body of scientific data at this time that is directly applicable to indirect alerting with reflected light alone.

While it may be noted that there appears to be no data that bear on the role of indirect alerting failure in fire deaths or injuries, the issue of an indirect visual alerting modality nonetheless merits attention.

The existing performance requirements of CUL, FM and UL use direct polar distribution measurements of light from the source, and do not evaluate reflected light. They have remained largely unchanged since UL 1971 was originated in 1992. After 22 years, it may be time to revisit the UL 1971 requirements with indirect alerting as well as new light source technologies in mind.



Therefore UL is going to do human factors testing on a small number of subjects to guide Oklahoma State University in the design and conduct of more extensive human factors studies. These will address the effects of light source characteristics in varying ambient lighting and other environmental conditions on indirect alerting, where the light source is outside the visual field.

The purpose of the UL 1971 task group is to develop well-considered standards criteria supported by scientific human factors data that are technology-neutral and directly relevant to field conditions. The criteria are to be designed to mitigate the potential impact on light source spacing requirements where alternate technologies may be considered. That is, appliance spacing is to remain unchanged.

Standards and codes contain dependencies on other documents. Premature acceptance of a proposal altering NFPA strobe performance requirements will create conflicts where there are references to other ANSI documents. These include UL 1971, UL 1638, and Canadian S526, and can indirectly affect documents such as ADA 2010 where chained references are assumed.

Conflicts are confusing and disruptive to compliance. Reconciling them can be time-consuming and difficult after the fact—even where scientific evidence demands it. Pending the results of the independent scientific research being initiated by UL, caution is appropriate.

It has been noted that some strobe products based on LED emitters have passed the existing UL requirements, have been brought to market, and are in service. It is reasonable that the manufacturers should be entitled to continue production during the time that the research is in progress and the results evaluated.

I will request a special newsletter when the Correlation Committee has voted.

The NFIAD Membership should discuss this topic, and the new Class “N” at their annual meeting. This should include any issues that might develop if their system connects to a network communication pathway as well as how to obtain an equivalency to use Class “N” for example if your service area uses an edition earlier than NFPA 72 2016.

### **Consumer Safety Product Commission Recalls**

Recently the CPSC has issued recalls on Siemens (1 issue) and UTC (2) issues on fire alarm equipment.

I have verified the UTC Recall of Smoke Alarms with both the CPSC and Jeff Van Keuren of UTC, whose is on NFPA 72 PRO with me and the 72 Correlating Committee.

I would suggest that on customer support calls Lifetone should inquiry if any of the units below are on their respective premise.

#### **Recall Details**

Units: About 141,000 in U.S. and 13,000 in Canada

Description: This recall involves thirty-three models of the 400 and 500 series Edwards (ESL)-branded and Interlogix smoke detectors hard-wired into a security system. Edwards and Interlogix smoke detectors are identical. The 2-wire or 4-wire detectors are round, white and measure 6 inches across by 2 inches high. The smoke detectors were made for professional installation and used primarily in commercial buildings, schools, hotels/motels, apartments, dormitories and homes as part of the fire alarm system. Recalled units have date codes 13084 through 14059 with the first two digits representing the year, for example: 13 for 2013 and 14 for 2014; and the last three digits representing the day of the year, for example: 084 is the 84th day of 2013, which is March 25, 2013. The initials ESL, the date code and one of the following model numbers are printed on a label on the back of the detector's cover and on the product's packaging.

400 series: 429AT, 429C, 429CAD, 429CRT, 429CST, 429CT, 429CTAD, 449AT, 449C, 449CRT, 449CSRH, 449CSRT, 449CST, 449CSTE, 449CT and 449CTE.

500 Series: 511C, 518C, 521B, 521BXT, 521B-10PKDMP, 521B-10PKG, 521BXT-10PKG, 521BXT-DMP-10PKG, 528B, 528CRXT, 541C, 541C-10PKG, 541CXT, 541CXT-10PK and 548C.

ESL, Interlogix Hard-Wired Smoke Alarms Recalled Due to Failure to Alert Consumers of a Fire

Recall Date: August 13, 2014

Recall Number: 14-255

ESL, Interlogix Hard-Wired Smoke Alarms Recalled Due to Failure to Alert Consumers of a Fire

WASHINGTON, D.C. - Consumers should stop using this product unless otherwise instructed. It is illegal to resell or attempt to resell a recalled consumer product.

#### Recall Summary

Name of Product: ESL and Interlogix brand 400/500 series smoke detectors

Hazard: Radio frequency interference can cause the smoke detectors to fail to alert consumers of a fire.

Remedy: Replace

Consumer Contact: Edwards at (800) 655-4497 select option 5, from 8 a.m. to 5:30 p.m. ET Monday through Friday or online at [www.edwardsfiresafety.com](http://www.edwardsfiresafety.com) and click on Contact Us. Interlogix toll-free at (855) 286-8889 select option 2, from 5 a.m. to 5 p.m. PT Monday through Friday or online at [www.interlogix.com](http://www.interlogix.com) and click on Customer Service for more information.

#### Recall Details

Units: About 141,000 in U.S. and 13,000 in Canada

Description: This recall involves thirty-three models of the 400 and 500 series Edwards (ESL)-branded and Interlogix smoke detectors hard-wired into a security system. Edwards and Interlogix smoke detectors are identical. The 2-wire or 4-wire detectors are round, white and measure 6 inches across by 2 inches high. The smoke detectors were made for professional installation and used primarily in commercial buildings, schools, hotels/motels, apartments, dormitories and homes as part of the fire alarm system. Recalled units have date codes 13084 through 14059 with the first two digits representing the year, for example: 13 for 2013 and 14 for 2014; and the last three digits representing the day of the year, for example: 084 is the 84th day of 2013, which is March 25, 2013. The initials ESL, the date code and one of the following model numbers are printed on a label on the back of the detector's cover and on the product's packaging.

400 series: 429AT, 429C, 429CAD, 429CRT, 429CST, 429CT, 429CTAD, 449AT, 449C, 449CRT, 449CSRH, 449CSRT, 449CST, 449CSTE, 449CT and 449CTE.

500 Series: 511C, 518C, 521B, 521BXT, 521B-10PKDMP, 521B-10PKG, 521BXT-10PKG, 521BXT-DMP-10PKG, 528B, 528CRXT, 541C, 541C-10PKG, 541CXT, 541CXT-10PK and 548C.

Recall Date: September 11, 2014

Recall Number: 14-275

Kidde Recalls Smoke and Combination Smoke/CO Alarms Due to Alarm Failure

Recall Summary

Name of Product: Kidde hard-wired smoke and combination smoke/carbon monoxide (CO) alarms

Hazard: The alarms could fail to alert consumers of a fire or a CO incident following a power outage.

Remedy: Replace

Consumer Contact: Kidde toll-free at (844) 553-9011 from 8 a.m. to 5 p.m. ET Monday through Friday or online at [www.kidde.com](http://www.kidde.com) and click on Recalls for more information.

Recall Details

Units: About 1.2 million in the United States and about 112,000 in Canada

Description: This recall involves Kidde residential smoke alarm model i12010S with manufacture dates between December 18, 2013 and May 13, 2014, combination smoke/CO alarm i12010SCO with manufacture dates between December 30, 2013 and May 13, 2014, and combination smoke/CO alarm model KN-COSM-IBA with manufacture date between October 22, 2013 and May 13, 2014. They are hard-wired into a home's electric power. The i12010S and i12010SCO come with sealed 10 year batteries inside. The KN-COSM-IBA model has a compartment on the front for installation of replaceable AA backup batteries. The alarms are white, round and measure about 5 to 6 inches in diameter. Kidde is engraved on the front of the alarm. Kidde, the model number and manufacture dates are printed on a label on the back of the alarm. "Always On" is also engraved on the front of alarms with sealed 10-year batteries.

Incidents/Injuries: None reported

Remedy: Consumers should immediately contact Kidde for a free replacement smoke or combination smoke/CO alarm. Consumers should keep using the recalled alarms until they install replacement alarms.

Sold at: CED, City Electric Supply, HD Supply, Home Depot, Menards Inc. and other retailers, electrical distributors and online at Amazon.com, HomeDepot.com and shopkidde.com from January 2014 through July 2014 for between \$30 and \$50.

Importer: Walter Kidde Portable Equipment Inc., of Mebane, N.C.

Manufacturer: Fyrnetics Ltd. of Hong Kong

Manufactured in: China

The important issue for the membership is that their technical inspection, their staff needs to be aware of these recalls.