

National Independent Fire Alarm Distributors Association

SUMMER 2013

Calendar of Events

NIFAD

Annual Meeting

June 7-9, 2014

Las Vegas, NV

NFPA Convention

June 9-12, 2014

Las Vegas, NV

ASIS

International

Sept. 23-26, 2013

Las Vegas, NV

ISC West

April 2-4, 2014

Las Vegas, NV

AFAA National Codes Conference

April 22-25, 2014

Big Island, HI

From the President's Desk

It was great to see everyone at the Annual Meeting in Chicago this year. The Windy City is a fantastic place to visit and meet with colleagues and friends. I would like to thank everyone for the opportunity to chair the president's seat for the next two years. I am committed to helping make a difference for the Association and all its Members.

The Annual meeting proved to be very beneficial for all who attended. The meeting feedback forms reported everyone truly enjoyed the networking "Town Hall" session which I believe is the focal point for our meeting. That is really why we are in existence; to learn from each other and to help each other. We also had some great presentations focusing on company financials (Dave DeMeo, CFO - Honeywell Fire Systems), communications (Todd Rief, President - Honeywell Fire Systems and Tom Von Essen, former Commissioner of NYFD), IBC and NFPA codes updates (Tom Hammerburg, President of the AFAA), and existing products as well as some new ideas to help expand our offerings (Gentex, Xtralis, STI, Rath Microtech, Potter Signaling, and Contechnical design services). We appreciate the support from all of our Supplier Members and hope to see them again next year. We will be using your feedback to help improve the program. We offer a lot of information in basically two days and will work to keep things more focused and presented in a manner geared toward our audience. We'll strive to keep the sales pitch or manufacturer's promo part of the presentation to a minimum, and concentrate specifically on current topics at hand. Our first goal moving forward will be to increase attendance for next year's meeting in Las Vegas. The board will be developing the action plans over the next few months to ensure that occurs!

I would also like to thank Mike Guetzke for his support and for championing the efforts of our group over the past few years, as well as all the board members. As Mike has stated in the past, and I wholeheartedly believe, there is much benefit from being a NIFAD affiliate. My goal over the next two years is to help make NIFAD better, which in turn will help make each of our companies better. We all have potential for growth and improvement. It's utilizing the resources we have with each other to help accomplish that, and I am looking forward to contributing to that effort. We will focus on acquiring new member representation from all the major metropolitan areas, as well as recruiting those companies that have built an upstanding reputation in our industry. We will improve our image, by starting with a new website within the next few months. This will give us a new appearance and technology refresh, and a private forum to share information and ideas with each other. As the economy seems to be recovering, we need to position ourselves in the best possible place we can. Working together will help us all accomplish that.

I wish you all the best of what summer has left to offer. Take advantage of it and never forget to live life or show yours how much you truly love and appreciate them!

Best Regards,
Chuck Muchoney



QUESTIONS HAVE MORE POWER THAN ANSWERS

How easy it is to assume that when someone says something to us, we know exactly what they are saying. How easy it is to assume that, in fact, they know exactly what they are saying. How easy to do this in sales.

A few weeks ago, I got a call from a potential client who was referred to me by a past client. He asked if I would be able to come in and teach their sales staff some better telephone sales techniques. Apparently, they were looking for better closing techniques to use. Immediately, I thought to myself that a good friend of mine would be far better suited for this assignment.

Unfortunately for my friend, I started to ask questions to clarify what, in fact, this company wanted to have happen. After asking a number of questions about the company's current situation, the salespersons' training and performance, the goals of the company, the parts of the sales process that are working and the parts that are not, we both arrived at the conclusion that the company would benefit a lot more from something entirely different than telephone skills. Funny. I wouldn't have guessed.

In your sales process, do you assume that your customers know what they want when they ask for something? Ask questions about what they need and why. Don't assume. Clarify, for the customer's sake and yours!

NIFAD

Board of Directors

President

Chuck Muchoney
412-782-2800
Fire Fighter Sales & Service
1721 Main Street
Pittsburg, PA 15215

Past President

Mike Guetzke
262-548-0100
Guetzke and Associates, Inc.
W 222 N 615 Cheaney Dr., Ste. D
Waukesha, WI 53186

Vice President

Mike Nelson
731-660-8878
Volunteer Technology Systems
125 Miller Ave.
Jackson, TN 38305

Director

Mark Murrell
602-433-2484
American Fire Equipment
3107 W. Virginia Ave.
Phoenix, AZ 85009

Treasurer

Anna Gavin
410-247-1422
Fireline Corporation
4506 Hollins Ferry Road
Baltimore, Md 21227

Director

Mike Callahan
502-776-1551
FESCO/FASSCO
868 Dr. W J Hodge
Louisville, KY 40210



Executive Director

Bev Thomas
515-440-6057
1001 Office Park Road, Suite 101
West Des Moines, IA 50265

Free Classified Ads for Members

NIFAD will run for its members at no charge a classified ad to dispose of products no longer wanted or needed.

To place your information in the newsletter you may write to the office at 1001 Office Park Road, West Des Moines, IA 50265. Call the office at 515-440-6057, fax to 515-440-6055 or email at apmsthomas@aol.com.

Please contact the NIFAD office for submission deadlines.

Update From Vic Humm

The first half of the NFPA 72 2016 public input Technical meeting was held in St. Louis, MO at the Sheridan City Center. The Protected Premise (Building Fire Alarm Control panels, pathways and wiring) will be meeting in September at the Union Station Hotel in St. Louis.

The public is permitted to come, observe and permitted to speak as recognized by the TC Chair. The networking Task Group Public Input (formerly Public Proposals) has not yet been posted on the committee web page by NFPA.

Additional 72 TC meetings include Fundamentals, Emergency Communication (Mass Notification), Protected Premise, Testing and Maintenance.

If there are issues, please forward them to me written in Legislative text, meaning in revised text—new verbiage is underlined and deleted text has a strike through. The TC can prepare Committee Input Proposals at the meeting.

As a reminder, as of January 1, 2014, the low frequency 520 Htz tone is required in all new sleeping occupancies such as hotels, motels, dorms, bed & breakfast establishments, etc. Currently UL only has two listed manufacturers for the 520 Low Frequency and they are Lifetone Safety Technology of Oklahoma City and System Sensor.

States such as California, Louisiana, Massachusetts, Minnesota, and Puerto Rico currently had adopted either the 2010 or the 2013 edition of NFPA 72 which requires the low frequency. Also isolated areas such as Denver Co, Rio Grande, NM, Harrison, CO, and San Antonio, TX have adopted the 2010 or 2013. Arizona and Georgia are pending states.

System Sensor has a data sheet online. The power consumption is up some based on the type of sounder as well as the type of strobe used.

The Lifetone Unit with the bed shakers are shown for a residential accessory, but are also listed for commercial sounders too in both Canada and the United States. These are listed and can be used in existing facilities such as dorms, hotels, motels and Bed and Breakfast establishments.

In Chapter 24 of the Emergency Communications (formerly Mass Notifications), the low frequency tone is required for alerting tone. Fire Alarm Voice speakers are listed and have a range from 400 Htz to 4,000 Htz.

I will be attending the NFPA 72 Fall TC meeting as a Principal on the PRO TC and an alternate on Testing & Maintenance. I am also a principal on the 72 Correlating Committee.

The 72 Correlating Committee has not yet processed the Public Comments on NFPA 720 2015 edition.

NIFAD Annual Meeting

June 8-10, 2013

Chicago, IL



Left to right: Frank Tomberlin, Tom Von Essen, Chuck Muchoney, Dustin Smyth, Todd Rief, and Neil Biederman



Mark Murrell, American Fire Equipment, Phoenix, AZ and newly elected NIFAD Board Member



Mike Guetzke, on right, receives a plaque from Chuck Muchoney in appreciation for serving a two year term as president of NIFAD



Town Hall Meeting



Tom Hammerburg, AFAA, and Neil Biederman



Tom Von Essen, former Commissioner of N.Y.F.D. and Chuck Muchoney, NIFAD President



John Chetelat and Debbie Horvath



Bob Sorensen, Travis DeGoi, Sarah and Rich Vance

NIFAD Annual Meeting

June 8-10, 2013

Chicago, IL



Norm Mason, Chuck Muchoney, John Durkin, Mike Nelson and David Nelson



Nanci Donahue and Mike Nelson



Mark Murrell, Debbie Horvath and Anna Gavin



Mike Donahue and John Papuga



Neil Biederman and Frank Tomberlin



Dave DeMeo and John Papuga



John Durkin and
Chuck Muchoney

NIFAD Annual Meeting

June 8-10, 2013

Chicago, IL



Norm Mason, Mike Donahue, Dustin Smyth and Nanci Donahue



Vic Humm and August Conte



Debbie Horvath and
Mike Guetzke



Mike and Lindsay
Callahan



Tom Stilwell, August Conte and Mike Venturini



NFPA Dates

Mark your calendar and plan to attend these NFPA Conferences.

2014	2015	2016	2017
June 9-12	June 22-25	June 6-9	June 4-7
Las Vegas	Chicago	Las Vegas	Boston
Mandalay Bay Convention Center	McCormick Place Convention Center	Mandalay Bay Convention Center	Boston Convention Center & Exhibition Center

NIFAD Website

Check the website for current news and information on events for our organization.

Newsletters, conference brochures and conference registration forms can also be found on the website, NIFAD.com.

Is Marketing an Expense or an Investment?

Since most professional services firm accounting systems treat all strategic costs as expenses, it can be difficult to make the shift to thinking of marketing as an investment. Expenses are costs to be reduced where possible. Yet marketing is an investment and like any well managed investment can increase firm value and partner income.

Thinking of marketing dollars as strategic costs, rather than expense costs, it is easier for firm management to set the ground rules for how to invest those dollars to get the best return. Like other strategic costs, it is a long term investment. Firms that fight the urge to reduce their marketing investment in the bad times and increase it in the good times will have a better payoff over the years than those with a more short-term view.



How Much Should We Invest in Marketing?

Various studies by the AICPA and MAP indicate that most firms spend between one and three per cent of their firm revenue on out-of-pocket marketing costs. This average does not typically include the value of staff time spent on marketing related activities. Other surveys have show that firms spend 2-5%, These typically include all marketing related costs.

Four Building Blocks of Marketing Priority

Four audience categories should be included in marketing planning: clients, referral sources, target markets and the general business community. The way you market to each group is different because the outcome you want from each group is different.

- **Clients.** Immediate objectives for marketing to this group— satisfaction and continuity, additional or add-on services, and referrals. The greatest potential for short-term payback comes from existing clients.
- **Referral Sources.** Longer-term developmental objectives for marketing to this group—making more and even better referral contacts, more or improved interactions with these sources, and ultimately, more referrals.
- **Target Markets.** Long term objectives—to identify and prioritize the markets where you can make the most impact, and to focus the marketing effort on those activities that will result in the greatest potential payback in each market segment. A substantial part of your marketing budget will be spent on this category.
- **General Business Community.** Since you are unlikely to gain new business quickly from this group, goals are more general and long-term firm exposure, reputation building, and personal interaction.

While the marketing tactics used to reach each group helps to build awareness, build the firm's reputation and get face to face contact, it's still the personal partner or professional staff's involvement that gets the business.

NIFAD Annual Meeting Sponsors

*NIFAD says thank you to the following companies
for sponsoring events at our annual meeting
June 8-10, 2013 in Chicago, IL*



HONEYWELL FIRE SYSTEMS

- Sunday Reception and Dinner

XTRALIS

- Saturday Opening Reception

SAFETY TECHNOLOGY INTERNATIONAL, INC.

- Sunday Morning Breakfast

CONTECHNICAL

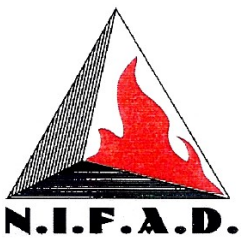
- Sunday Morning Break

GENTEX CORPORATION

- Monday Morning Break

Potter Electric Signal

- Flash drives



National
Independent
Fire Alarm
Distributors

1001 Office Park Road, Suite 105
West Des Moines, IA 50265
Phone: 515/440-6057
Fax: 515/440-6055
Email: apmsthomas@aol.com