

National Independent Fire Alarm Distributors Association

Winter 2014

Calendar of Events

NIFAD

Annual Meeting

June 7-9, 2014

Monte Carlo Resort

Las Vegas, NV

NFPA Convention

June 9-12, 2014

Las Vegas, NV

ISC West

April 2-4, 2014

Las Vegas, NV

AFAA National Codes Conference

April 22-25, 2014

Big Island, HI

ASIS

International

Sept. 29-Oct. 2, 2014

Atlanta, GA

From the President's Desk

Even though the famous Pennsylvania weather prognosticator, Punxsutawney Phil, saw his shadow several weeks ago, and a declaration of six more weeks of winter was presented, I think we are all ready for spring to arrive. The North East continues to battle the cold and snow while the South West looks to be preparing for an early dry spring. The North West and Central US are predicting a slow transition to spring where southern Florida is expecting a quick warm-up. And our friends in the Mid South region expect to be dry and warm before the end of March. Wherever you call home, we hope you enjoy a beautiful and refreshing spring.



We have been busy since our last issue. If you haven't had the opportunity to visit the new website, please take a minute and see what it has to offer. Here is the link for your convenience - www.nifad.com. It has a new sleek professional appearance and is very user friendly. It is easy to get from page to page and has a few new features for which we can all use. We added a NIFAD news section to the home page that allows you access to current events related to our industry and the latest NFPA blogs. We have updated pages for the Board of Directors, Members and Scheduled Events so they are easier to read and you have the ability to request updates for your company information directly from the site. There are links to join NIFAD for new members as well as industry links for all those manufacturers and associations that support the NIFAD cause. And last, we have added a Member Only section to establish a forum for which we can submit questions and share ideas between our members. The first step for all current NIFAD members is to register your company so you can begin to use the forum. You can do this by selecting the 'MEMBER LOGIN' button in the upper right corner of the header of the website's home page. This will take you to the member's login page where you can register your company or login to the forum. The Webmaster has been given a list of current members and will setup your account once you register. It's very easy to register, just enter a Username, Password, and Email Address, check the box that you agree to the Forum Terms and Rules, and Submit your Entry. You will receive a validation email once your information is verified, and will be notified you account is active and ready for use.

We will provide a user guide to help navigate the forum once we get additional members registered. It will explain how to use the forum to submit questions and topics for discussion and what you can expect to see once a question is submitted and how a typical forum topic is distributed to the group, as well as how to participate in the discussion or add your comments to the topic. We will also review it at our upcoming annual meeting in sunny Las Vegas! Sharing ideas and helping

each other is one of the best benefits NIFAD has to offer. Let take advantage of this technology and wealth of knowledge we have within the group. Your participation is directly related to its success.

I would also like to welcome our newest member, ABCO Fire Protection located in Cleveland Ohio. Mr. Robert Titmas Jr. is the CEO and Mr. Jarret Ryan the Sales Manager. They came to NIFAD as a referral from Mark Murrell of American Fire Equipment in Phoenix, AZ. We look forward to welcoming them to our NIFAD family and hope to see them at the Annual Meeting which is only about three months away so make sure you mark your calendars now. Mike Nelson has been putting together a great program and we are using your feedback from last year to make this year's meeting even better. Bev reports several sponsors have already been secured and we will be focusing our efforts over the next few months in securing additional ones. Be sure to remind your supplier's representative to participate and encourage them to become a manufactures member; we need all the support we can get. I wish safe travels to all and I'm looking forward to seeing everyone in Las Vegas!

Best Regards,
Chuck Muchoney

Should You Hire a Link Wheel Service?

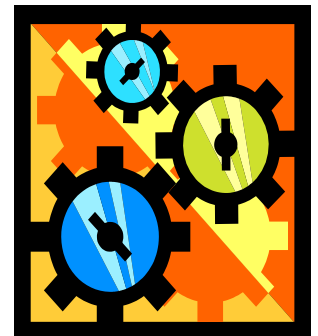
By Jenni Henderson reprinted from ArticleCity

Getting your website into the top ten results of Google for competitive, high search volume terms that directly relate to your business can be quite challenging. These types of search terms are highly desirable because they are what your potential customers type in when they're ready to buy what you offer. Of course, your competitors are aware of this too, and that's why there is so much competition. Getting onto the second and third pages of Google can be relatively simple, but getting that extra push to be on the first page is not. However, link wheels can give you the boost you need.

Creating link wheels is very time consuming, as it involves building Web 2.0 properties and placing useful articles on them. You then have to properly link the properties to one another in a special fashion so they're all increasing the value of the other properties. After doing this, they'll have a lot of link juice which can then be passed to you main web-site. This powerful technique is used by the big companies because it gives them the edge they need to remain ahead of their competitors on the first page. With that said, they are not the ideal strategy when you are first starting out.

You shouldn't go through a link wheel service if your site is not ranked at least on the second page of Google for competitive terms. They are not very effective when your site doesn't have much authority or visibility, as the powerful boost a link wheel gives the site might look suspicious to Google. However, when you are ranking in Google's top 20 the boost from a link wheel is acceptable and even expected, so it will shoot you onto the first page without any risk of getting your site penalized.

You will find that hiring a link wheel service to handle the creation of link wheels is the most cost effective way to go. The best ones have writers that will create the content for the Web 2.0 properties, and they'll even make a short YouTube video for you. They are experts at properly linking the Web 2.0 properties, and will be able to give your site a dramatic boost to put it on the first page of even very competitive terms.



UPDATE from Vic Humm

There are several things happening and I will try to address the updates on each issue.

First NFPA 72 2016 edition is accepting public comments by two methods. The first is the new online method. Online comments are due by the close of business on May 16th. To use the online method one must sign in with their NFPA profile or establish a profile.

Here are detailed instructions for the procedure. Proceed to the First Revision Report, formerly public proposals. You will see text on the screen. I would suggest prior to starting your public comment(s) that you print them on paper. When the screen opens, the submitter can delete and revise at will. Once you hit the submit TAB, the Terra View Program under lines all new text and reinstalls existing text with a strike-through line. This feature allows the submitter to go back and revise submittals to the edition prior to closing. When a new submitter opens Terra View, other public comments are not available for viewing. The other methods for submitting public comments are by paper or fax. The deadline for these options of submission are April 11, 2014.

The second issue the CPSC is evaluating the effects of smoke detector testing media on all the technologies of CO sensors. With the increasing use of combination smoke/co alarms and detectors, this information is critical. The test includes several brands of canned smoke due to the different formulas listed and in use. The anticipated completion date is the second quarter of this year.

The third item discussed was the UL 464 Standard Technical Panel (STP). This panel has a task group (UL STP 1971) reviewing the issues of indirect view. It is also testing parameters of LED strobes verses the traditional Xenon Strobes. Some testing done by the Lighting Institute and funded by NEMA in regards to response and the defining of pulse width. Early review teleconferences indicate the pulse width is probably an issue on the 15 and possibly the 30 candela listed products. Task group discussion suggest that as the candela value increases, the two technologies may parallel. A second testing may be required for the light measuring equation to be used for the lower candela values of LED strobes, enabling the spacing tables in NFPA 72 to remain uniform. I am currently chairing that task group.

Effective January 1, 2014, a new requirement for the use of the low frequency in commercial sleeping rooms is now required. Recently the City of Des Moines Fire Marshal's office issued a letter advising of this and referencing the 2010 edition. This implementation date is in both the 2010 and the 2013 editions. Currently there are two manufacturers that have listed horn/strobe sounders. These manufacturers are System Sensor and UTC (Edwards). It can also be noted that the UL appliance label needs to show Low Frequency. Lifetone was the first listed accessory to have the low frequency listing. This listing covers not only residential smoke alarms, but commercial sounders that generate the T-3 sound either in the low or high frequency T-3 pattern. Lifetone is also listed to Canadian Standards.

The NFPA Standards Council granted Chapter 29 household detectors and systems jurisdiction over installation, testing and maintenance whenever these products are used. This has now generated some conflicts in both editions.

The Standards Council of NPFA has an administrative procedure called a Tentative Interim Amendment (TIA). This is a corrective measure. TIA's for any NFPA Standard are posted on the NFPA website under the tab of Codes and Standards. TIA's can be processed only for the current edition and in this case 2013. The 2010 will remain with the published conflict in place. A TIA for the 2013 edition is in the initial stages of processing and by Standards Council Procedure will have a time-period for the public to comment on. Below is a summary prepared for both editions.

Use Smile Power

By Angela Nunez

You can increase your health, better your mood, and be more attractive with one simple movement. As unbelievable as this may sound, it is true. With as little as just a smile, you can reap a list of health benefits and look good while doing it!

Health Factor

One of the benefits of smiling is its ability to reduce anxiety and stress. In today's hectic world it is hard not to get bombarded with stress which has come to be known as the leading precursor to many chronic health problems such as heart disease, hypertension, diabetes, cancer, and even mental disorders. Smiling in the face of difficulty helps to slow down the physiological reaction of stress by producing endorphins, a chemical known as the body's natural pain killer, which then relieve the associated symptoms. So the next time stress come knocking, answer with a big smile! Even if it's forced, the brain will react by sending positive messages that will relax and calm both your body and mind.

Mood Factor

Your mood is affected by an endless amount of stimuli. Our surroundings, our thoughts, our interactions all play a major role in how we feel. When we are in a negative mood it usually shows in our facial expressions. When we smile, those "feel good" endorphins are yet again released and our mood can improve instantly. What happens when someone makes us smile? Our mood changes drastically—it's like magic. Keep this in mind the next time you feel in need of a quick pick me up. It's effortless and a whole lot cheaper than therapy.

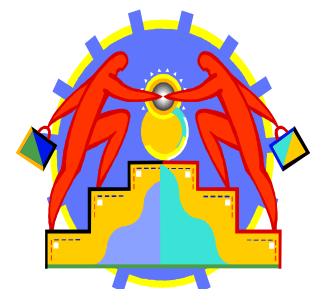
Attraction Factor

Who would you rather interact with? A person who is scowling or one who is smiling? It's pretty obvious. A smile can help make friends, create a better work environment, even lands sales—all because a person that smiles frequently is viewed as more friendly, approachable, confident, and attractive than those who don't. It is the easiest way to make a good first impression. People like to be around others who are happy, and a smile is the simplest gesture to express happiness.

A smile can brighten a room, ease tension and make others feel good. Smiles are contagious, and when you smile, the mood is altered in a positive way. A smile can bring people, opportunity, and possibly love into your life. So smile for your health, smile for your mood, smile for confidence!

Receive Benefits of 2014 Dues

Please remember to send in your NIFAD dues if you have not done so yet. Members receive a listing on the NIFAD website, a quarterly newsletter and a membership Directory and an Annual Conference where you can participate in the town hall meeting, receive product updates and network with your peers.



New Member Highlight



Making It Safer

How ABCO pleases by explaining why



It gives Karen Considine a great deal of comfort to know that ABCO Fire Protection Inc. is on the job to ensure that the four medical buildings she manages for Parma Hospital are in compliance with all fire regulations.

Considine has worked with ABCO on these properties for the past four years and she says each encounter has been a pleasure. Whether it was a new fire alarm system that was needed in one building or the numerous issues that resulted in calls, needs are always addressed in a quick and seamless fashion.

This ease in dealing with ABCO stems from a philosophy that begins at the top with President and CEO Bob Titmas. The goal is to show customers why the product or service they are proposing is a good idea, rather than just tell them it is and leave it at that.



Bob Titmas
President and CEO

ABCO employees want customers to understand that the company always has their best interest and safety in mind.

The company's pricing is not the lowest, but Titmas and his team believe that the value the customers get from the company make it less of a factor. By focusing on that expertise, ABCO builds relationships with customers that endure.

Once pricing is explained in the context of that overall value and expertise, its reasonableness becomes clear and a key factor in winning the business.

Pricing is customized to a certain degree for each customer depending on needs and circumstances and can vary depending on discounts offered, product options, incentive programs and rebates. ABCO's sales team and technicians are always well prepared to thoroughly explain pricing matters to ensure the customer's understanding and satisfaction.

Electronically reprinted from June 2013 Smart Business Cleveland



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.

NIFAD 2014 Conference June 7-9

Monte Carlo
RESORT & CASINO

The 2014 NIFAD conference
will be held at the
Monte Carlo Resort and Casino.
*Enjoy networking with colleagues
and learning about what's new
in the industry through educational
seminars and suppliers
presentations.*



Make your reservations now for the
2014 NIFAD conference.

NIFAD has sleeping rooms blocked June 7-11, 2014.

Our room rate is \$120 for Saturday, June 7 and \$60 for the remaining nights.

The number to call for
reservations is 1-800-311-8999

To receive the group rate callers must identify their affiliation with NIFAD Annual Meeting.

NIFAD conference registration/agenda will be mailed out in early April.