



National Independent Fire Alarm Distributors Association

Summer 2015

Calendar of Events

NIFAD

Annual Meeting

June 11-13, 2016

Monte Carlo Hotel

Las Vegas, NV

NFPA Convention

June 13-16, 2016

Mandalay Bay

Conference and
Convention Center

Las Vegas, NV

ISC West

April 6-8, 2016

Las Vegas, NV

AFFA National Codes Conference

April 4-6, 2016

St. Petersburg, FL
(tentative)

From the President's Desk

As most of you are aware we just recently finished a very successful conference in Chicago. The weather was great, the hotel was superb, and the agenda seemed to be spot on. Judging from the reviews the attendees turned in, everyone enjoyed the speakers. The vendor speakers average 4.1 out of 5 while the two keynote speakers Rick Carroll and Joe McElvaney, average 4.6 out of 5. Rick and Joe even got into an impromptu "Codes Counseling" session taking questions and giving their two different perspectives. The roundtable discussion was again a big hit. Most of the comments concerning it had to do with what we can do to have more time for it. If you've never attended a NIFAD conference, the roundtable alone is worth the price of admission. I know it is early but go ahead and start making plans to attend next year's conference. It will be back in Las Vegas and we have already blocked our rooms at the Monte Carlo for June 11-16, 2016. Anna Gavin will be in charge of putting the program together and if you know Anna you know she doesn't do anything half way ... it promises to be a great program again. She will be happy to listen to suggestions and ideas for speakers.



Honeywell took a very active part in our meeting this year by sponsoring dinner, among other things, and sending attendees from other divisions besides just Notifier. I see that as a big positive because it lets me know they believe in our organization. HOWEVER, I would like to see more participation from other manufacturers as well. Please, talk to other distributors in your line. Talk to your reps, get them on board and they can recommend distributors for membership. Ask them if they would be interested in becoming a 'supplier member'. Though NIFAD started off as Notifier distributors, we must transform and look to others if we are going to not only survive but also see the growth we desire.

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From the President's Desk *Continued from page 1*

Finally, I would like to thank you for putting your trust in me to move the organization forward for the next two years. I have a hard act to follow in that Chuck has done a great job as President during his tenure, not the least of which is the new website. (www.nifad.com) Take a look at it, use the forum section. It can be a very useful tool as a continuation of our conference town hall meetings. If you have any questions or comments about NIFAD, please do not hesitate to call me, one of the board members, or Bev – the glue that holds it together. Our numbers are listed on the website and we are here for you. Have a great remainder of the summer – stay cool.

Mike Nelson, NIFAD President

NIFAD Annual Meeting Sponsors

NIFAD says thank you to the following companies for sponsoring events at our annual meeting June 24-25, 2015 in Chicago, IL

HONEYWELL FIRE SYSTEMS

- Wednesday Dinner

TECHNOLOGY INTERNATIONAL, INC.

- Wednesday Breakfast

GENTEX CORPORATION

- Thursday Morning Break

POTTER ELECTRIC

- Wednesday Morning Break

RATH MICROTECH

- Wednesday Afternoon Break

SYSTEM SENSOR

- Thursday Breakfast





Many Thanks to Chuck Muchoney

Chuck Muchoney, Fire Fighter Sales & Service Co., Warrendale, PA receives a plaque of recognition and appreciation for serving two years as President of NIFAD. Mike Nelson (on right) Volunteer Technology Systems, incoming NIFAD President, presented the plaque to Chuck on behalf of NIFAD members.

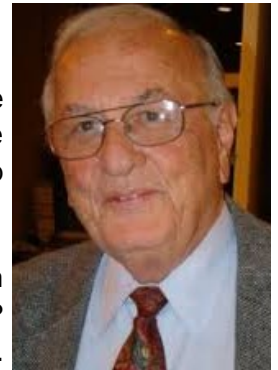
Chuck serviced two years, prior to the President's term, as the Vice President and was responsible for lining up speakers and training for the NIFAD Annual meeting. Chuck was also instrumental in developing a new website for NIFAD. Chuck will continue to serve two more years on the board as Past President.

What Do Prospects Care About?

By Harvey Eisenstadt

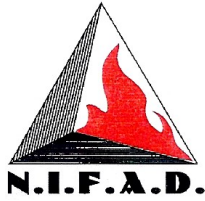
For those of you who have heard me speak, you know I have used the acronym WIIFM more than once. Simply stated, this translates to "What's In It for Me" and that is what is on the mind of prospects today. Prospects care about themselves and the challenges they face to grow their business and support and protect their families.

All too often salespeople will find it difficult to understand why they are not connecting with the prospect. Why isn't the prospect as excited as you are about what you are telling them? It's probably because you are talking about you, your company and your products or service. This is your favorite subject. And, well, you should be talking about how well you service your customers, the strength and reputation of your company and the quality and reliability of your products. However, you must never forget that the sales call is not about you, and although prospects may be interested in you, those are not the first comments the prospect is anxiously waiting to hear. Prospects have challenges, possibly problems, and they want to hear how the benefits and solutions of your products or service directly address those challenges and problems. When this resonates with them they will want to hear more. So back off, for a while, about talking about yourself and focus on discussing what matters to them.



Harvey Eisenstadt

To begin with you must learn from the prospect what their challenges and problems are. There are two very effective ways to get this information. First, you can ask. This is simple and right to the point. What are your challenges and problems? The prospect may or may not tell you all you need to know depending on how much they want to say at the time. I prefer the second method which is to begin very subtly with some of the benefits and solutions of your products or services. Once you are with the prospect for a while and have had an opportunity to develop a vision of the environment you already have an idea what benefits and solutions may apply to this prospect. You are the expert. You are the consultant. Act like one. You've done this before. By delivering some benefits and solutions to typical challenges and problems you show the prospect that you are familiar with developing and strengthening your relationship with the prospect. You may touch on one of their distinct concerns and even if you do not you have opened the door for them to tell you more about their needs. They now recognize you as being knowledgeable and understanding.



NIFAD Annual Meeting

June 24-25, 2015
Talbot Hotel, Chicago



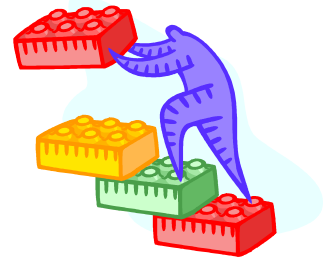
UPDATE from Vic Humm

There is still some controversy on the passing of NFPA 72 2016 edition. The writer of this article and Laurie Eisner of Mircom, Toronto, Ont. have initiated an appeal to the NFPA Standards Council, which has been accepted for processing. The hearing is in Quincy, MA on Aug. 18th.

Tyco submitted a public input, which was defeated and then processed a public comments, which carried ballot. In the normal process by the above mentioned people submitted a NITMAM to revert the proposed language in chapter 18 to change the maximum flash duration from 200 milliseconds to 20 milliseconds. The two NITMAM's were reviewed by the NFPA Standard Council and accepted for discussion at the annual Technical Sessions. The two CAM's [Certified Amended Motion] with extreme active discussion on the floor. Which if passed would have reverted the proposed language change to the previous edition [2013]. The vote failed with a count of 88 Yes and 168 No.

With the two above mentioned NITMAM submitter not satisfied, we appealed to the NFPA Standards Council and was accepted to present our case on Aug. 18th in Quincy, MA.

The reason for the proposed change was to challenge the ability of the LED technology to list an ADA UL 1971 strobe. Ironically, ULC listed the first strobe around 2006 to Signal Link of Vancouver, BC at a Flash rate of 200 milliseconds. Within the past months two more subscribers Cooper and Light Engine of China, got units listed at a flash rate of 100 milliseconds. Finally recently TYCO got their LED listed at a flash rate of 20 milliseconds.



There were two Task Groups working and trying to determine the best flash rate. One was from NFPA Chapter 18 and the other from UL, which this writer is chairing.

The basic problem is that the reasoning submitted by the NFPA Task Group does not muster solid science for normal evaluation routines and proper human factor study repeatable results. This is the basis for the appeal that the critical information was not available at the time the ballot voting occurred. There is a public report by the National Research Council of Canada that clearly states that the review data the time of ballot processing was clearly not sufficient to warrant standard change without human factors testing to determine proper values achieved from proper science evaluation.

The originator of proposed language left untouched language in Paragraph 18.5.5.5 which an exception allows the flash duration to be 100 milliseconds in large open areas and corridors and 20 milliseconds in all other areas. Underwriters Laboratories has taken the bull by the horns since, and installation standard should not include listing criteria.

Once the 2016 edition is published each listed visual notification product shall have flash duration. The UL writer of the attached email further stated that UL will list visual appliances at a maximum 100 milliseconds and that it will be the responsibility of the AHJ to enforce the proposed requirement of 20 milliseconds.

In jurisdictions that enforce earlier editions of NFPA 72, the 100 millisecond visual appliance is totally acceptable. In jurisdictions that will be or have adopted the 2016 and the 100 millisecond rule can be achieved by an equivalency.

NEW Class "N"

The new class "N" was passed at the annual meeting in Chicago. This now opens the door to allow the use of Ethernet for Life Safety. With the availability of product the immediate availability is IP speakers and combination paging and mass notification applications.

2016 NIFAD Annual Meeting June 11-15

Monte Carlo Resort and Casino, Las Vegas



Make your reservations now for the
2016 NIFAD conference.

NIFAD has sleeping rooms blocked June 11-15, 2016.
Our room rate is \$115 for Saturday, June 11 and \$55
for the remaining nights.

A daily resort fee of \$25 will be charged in addition to room rates.

*This fee includes: Wi-Fi in guest room and in all public areas on
1st and 2nd floors of hotel, including meeting space; fitness
center access from 6am-7pm (excluding wet area); unlimited
local and 800-number calls; daily newspaper pickup on guest
room levels; boarding pass printing at the Kiosk in hotel lobby and
limited copying & faxing at the Business Center.*

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

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

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

NIFAD Member Highlight

Reliable Fire Equipment Co.
Alsip, IL

Please see attached article
that was published in the
May edition of the
Security Sales & Integration
Magazine.

Member News



Mike Callahan, (FESSCO) and his wife are expecting
twins this fall, a boy and a girl.

Dustin Smyth, Midwest Alarm Services, plans to retire
the end of this year.

Rufus Web, WSA Systems, Inc. has retired and is probably sailing
around Bahamas right now!

New members Wayne and Deb Hall, Professional Fire Alarm
Systems, attended the NIFAD conference this year in Chicago and
said they really benefited from the meeting, espe-
cially the information shared at the town hall meet-
ing, and are planning to attend the meeting next year
in Las Vegas.

