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Florida Fire Equipment Dealers Association

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President's Message



I hope everyone's New Year is off to a great start. The FFEDA wishes you the best as we begin 2017.

As a reminder, this is a renewal year for License and Permit Holders. You must receive all 16 credits by December 31, 2017.

All Fire Equipment Dealer License Holders (licensees) must have a minimum of:

- 14 hours of Technical content
- 1 hour Business Practices
- 1 hour Workers Compensation

All Fire Equipment Permit Holders (permittees) must have a minimum of:

- 14 hours of Technical content
- 1 hour Business Practices
- 1 hour Workplace Safety



2016 FFEDA Annual Conference

Check the FFEDA Calendar for dates and locations to get the CE you need! A great way to satisfy your credits is by attending Quarterly Educational Seminars and/or by attending the FFEDA Annual

Conference & Trade Show. We hope you consider joining us whether you need the credits or not. This year's schedule is packed with education and great tips to take back and use in your daily life.

One constant in our industry, for over 50 years now is FFEDA. Rest assured FFEDA is and will, be here for you. If you need help please let us know, we have many individuals who are able and willing to help you succeed and continue to do your part to protect the life safety and fire protection industry.

Please enjoy this issue of the Fire Line, and we hope to see you in Tampa next month and definitely looking forward to the Annual Conference and Trade Show June 16-18, 2017 in Orlando at the Renaissance Orlando at SeaWorld. Plan to bring your families and enjoy SeaWorld just across the street. Watch for some fun activities to be included in the agenda at the annual this year!

Sincerely,

Robert "Bob" Tolle
President, Florida Fire Equipment Dealers
Association

BE IN THE SPOTLIGHT WITH FFEDA!

If you're interested in being featured in our Member Spotlight section, please contact the FFEDA Office at ffeda@executiveoffice.org for more information!

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Member News



Footgolf Tournament. Last year we were able to raise \$3,418.00 during our inaugural event for the Children's Burn Foundation. With your help, we hope to double that contribution this year. Thank you for all that were able to offer support last year.

To participate contact Tricia Kane at Piper Fire Protection, Inc. at 727-581-9339 or by email at triciak@piperfire.com.

Help us reach our goal and help child burn survivors.

Footgolf Tournament

Piper Fire Protection, Inc. ("Piper Fire") is a full service fire protection company. As such we understand that all fire protections systems work in concert to provide a safer world for our customers and the community with firm beliefs that our customer's life safety is our life mission. We understand that we are part of an industry that is passionate about saving lives and protecting the innocent. No group of people we protect is more innocent than our children. We appreciate the opportunity to join with our Fire Protection Community and our friends in F.F.E.D.A to help support an amazing organization dedicated to making the lives of the youth effected by fire more fun and fulfilling.

Children's Burn Foundation is a nonprofit organization dedicated to providing support services for child burn survivors, ages 0-18 and their families. This organization also promotes burn prevention and fire safety education to thousands of children and caregivers nationally. Because the control of every fire is not in our hands, we feel that our contribution to this charity can help make a difference in the lives of young burn victims. We hope to continue supporting the Children's Burn Foundation in the many years to come.

We are proud to announce, in conjunction with our industry partners, our 3rd Annual Charity

OSHA Injury and Illness Recordkeeping and Reporting Requirements

Recordkeeping Requirements

Many employers with more than 10 employees are required to keep a record of serious work-related injuries and illnesses. (Certain low-risk industries are exempted.) Minor injuries requiring first aid only do not need to be recorded.

- How does OSHA define a recordable injury or illness?
- How does OSHA define first aid?

This information helps employers, workers and OSHA evaluate the safety of a workplace, understand industry hazards, and implement worker protections to reduce and eliminate hazards –preventing future workplace injuries and illnesses.

Maintaining and Posting Records

The records must be maintained at the worksite for at least five years. Each February through April, employers must post a summary of the injuries and illnesses recorded the previous year.

Continued on Page 14



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2017 Day on the Hill



2017 FFEDA Day on the Hill

January 23rd and 24th, FFEDA Board members traveled to Tallahassee and joined with members of the American Fire Sprinkler Association - Florida Chapter and the Florida Fire Sprinkler Association for their Legislative Day on the Hill. This important event provided an opportunity for FFEDA members to learn more about the legislative process, and educate and build relationships with legislators, regulators, and key allies like the sprinkler associations.

The event began with a FFEDA-specific briefing at our association headquarters in Tallahassee Monday afternoon, and then fellowship and a group meal with the sprinkler associations Monday evening. On Tuesday, participants received a breakfast briefing on all the fire safety and small business issues in play this Session. Then, the action moved to the Capitol, where FFEDA members met with their local state Representatives and Senators in pre-arranged meetings.

Finally, after lunch and a debriefing back at the hotel, members were on their way home, having flown the

FFEDA flag high in the halls of power during a successful Legislative Day on the Hill.

We look forward to seeing everyone again next year!
William H. Stander

First time Experience by Ben Ward:

I wish I could have made the trip when I was in high school to actually see the differences between the senators and representatives. The offices were different, the staff was different and the state officials conducted business differently. It was a great learning experience. The one thing I did pick up

from the meetings both within our organizations and at the capital is that the lobbyist really do play a very important role in the legislative process. The one issue that we mentioned during our visit was the adoption of current codes. My senators response was that the state was leaning to a longer than 3 year cycle. Not something we would like in this industry. Overall I thought it was well worth my time. Thanks to all involved for making this happen.

First time Experience by Janet Rotshtyn:

Last month I attended the "Day on the Hill" as part of the FFEDA board. This was an event put on by the fire sprinklers association who included both the fire alarm associations and FFEDA. The day started early at 7am with a briefing from the fire sprinklers association. Everybody attending was scheduled to have meetings with both Senators and Representatives at the Capitol. Our agenda was threefold.

1. Talk to them about the coalition of the three arms of the fire protection industry and offer to provide them with any support they may need in those area in the future.

2. Mention the Workers Comp issues and how they will affect our businesses.

3. Bring to their attention a matter that affects the sprinkler industry, namely the retrofit of sprinklers and the clarification of the meaning of “high-rise”.

I was scheduled to meet with Senator Daphne Campbell and Representative Barbara Watson, who both represent the area I live in.



The following FFEDA Board Members attended: Gary Blair, John Gioseffi, Dale McCracken, Janet Rotshtyn, Bob Tolle and Ben Ward.

As I have never had any involvement in politics I was fortunate to be able to tag along with John Gioseffi. We first visited Senator Bobby Powell and his staff. They had recently had some contact with their constituents with regard to the sprinkler retrofit and just at that moment William Stander stopped by so they were able to have a constructive conversation about the issues, and pass along their contact information for future help.

Senator Campbell was not available, so we presented our contact information and moved on to Representative Watson’s office. After informing her of the reasons for our visit she talked about her own experience as a small business owner, and was aware of the impact workers compensation issues have on business. She was impressed with the coalition and

spoke about some of her constituent’s problems with the fire sprinkler retrofit. Representative Watson gave us a lot of her time and again we left her with FFEDA contact information.

After the appointments we returned to the hotel for a debriefing with everyone that attended. The conclusion that I came away with was that the experiences of those attending were similar. Most of the politicians were impressed with the coalition and expressed that the larger the group the more

influence was possible.

They were also aware of the fire sprinkler high-rise issue and were pleased to have met contacts that could give them further information on this topic. Also the workers compensation issue was on their minds and the group was glad to have the opportunity to mention the affect changes may have on our businesses.

I have never been to the Capitol before and that, along with meeting the politicians that represent

my area made the experience really rewarding. I felt proud of the FFEDA organization and their hard work to keep our industry at the forefront of politician’s minds. I’d also like to thank John Gioseffi for allowing me to tag along with him. His knowledge of the issues is impressive and I learned so much from him and this experience.

If you would like to submit an article for the Fire Line Magazine, please email FFEDA at ffeda@executiveoffice.org.

Fire Safety Successes

Military Veteran with Fire Extinguisher Hailed as a Hero

CHARLOTTE, NC October 21, 2016 - As a retired military veteran was driving in his company van he spotted a car on the off-ramp that was on fire. He quickly made a U-turn to make his way back to the car. The veteran then grabbed the portable fire extinguisher that was in his work van and ran to the car. He and another person used the fire extinguisher to keep the flames down while they helped the woman from her car. Authorities stated that had the fire gotten any worse, the car could have exploded.

Extinguisher Stops Dryer Fire Bradford County Jail

BRADFORD COUNTY, FL October 25, 2016 - An on duty shift sergeant was alerted to a dryer fire by inmates at the Bradford County Jail. The sergeant saw flames coming from the bottom of the dryer unit, so he used a portable fire extinguisher to put them out. The corrections officers extinguished the fire just as the Starke Fire Department arrived at the jail. The fire was contained to the laundry area and no evacuation of the jail was required.

Fire Extinguisher Puts out Flames from E-Cig on Flight

KETCHIKAN, AK October 30, 2016 - An Alaskan Airlines flight from Seattle to Anchorage was delayed over five hours after a pair of E-cigarette batteries ignited in a passenger's backpack. A passenger who witnessed the event said that he saw the backpack start smoking and burst into flames as the plane readied for takeoff. Flight attendants acted quickly, using a fire extinguisher to stop the flames and putting the device in a fire proof bag. In statement by the airline, they said that they believe the batteries came into contact with metal keys and coins which caused it to spark. No injuries were reported and damage was limited to a small patch of the plane's carpet.

Extinguisher stops fabric fire in commercial building

NAPERVILLE, IL November 9, 2016 - Workers inside of a larger commercial building called 911

after they discovered some fabric that was on fire. The workers were able to successfully put out the fire using a portable fire extinguisher before fire crews arrived on the scene. The fire was also extinguished before the buildings smoke alarms were triggered, and no evacuation was required. Damage was limited to the fabric section of the store.

Suspicious fire put out using extinguisher

WOODSTOCK, IL November 13, 2016 - Woodstock fire authorities labeled a small fire at the city's Dollar General as suspicious. Luckily, the stores employees acted quickly by evacuating the store, calling the fire department, and using a portable fire extinguisher to put out the flames. An employee had the fire extinguished before the fire crews were able to respond. There were no injuries reported, and the fire caused only about \$1,000 in damage.

Fire in a Long John Silver's kitchen contained by fire extinguisher

GREENCASTLE, IN November 28, 2016 - The Greencastle Fire Department was called to respond to a structure fire at the town's Long John Silver's. The fire started in the restaurant's kitchen near the fryer area. Restaurant employees acted quickly and put out the grease fire using a portable fire extinguisher. When the fire crews arrived on the scene, the building had been evacuated and the fire was completely extinguished. No damage or injuries were reported by the fire department.

Electrical fire at elementary school stopped with fire extinguisher

FAIR GROVE, MO December 5, 2016 - Students at the Fair Grove elementary school had to be evacuated after an electric fire in one of the bathrooms filled the school with smoke. The teacher that discovered the fire, first notified the administration, and then used a portable fire extinguisher to put out the flames. Upon arrival, the fire department made sure the fire would not reignite, and then helped clear smoke from the school. The fire was started by a fan in the bathroom that shorted out.

Continued on Page 12

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Continued from Page 10

School bus fire put out by portable fire extinguisher

MCALESTER, OK December 14, 2016 - No students or school personnel were injured when a fire ignited underneath a school bus. Two sisters, who were going to the school to pick up their nieces, discovered the fire and acted quickly to alert the bus driver. Once alerted, the bus driver evacuated the students from the bus, while the sisters and another bystander put out the flames with a portable fire extinguisher. Officials stated that all those involved in the incident acted exactly as they should have, and that the fire started after a battery cable shorted out near a transmission fluid leak.

Extinguisher puts out e-cig fire on American Airlines flight

DALLAS, TX December 16, 2016 - An American Airlines flight from Dallas-Fort Worth, TX on route to Indianapolis, IN had to be diverted to Little Rock, AR after a passenger's e-cigarette caught fire in the airplane's restroom. Crew members responded swiftly by using a portable fire extinguisher to put out the flames. Passengers reported that while the flight attendants were able to extinguish the fire quickly, the plane still performed an accelerated descent to the Little Rock airport. None of the passengers or crew members were injured, and upon inspection, no damage to the plane was discovered.

Woman honored for halting living center blaze with fire extinguisher

TAHLEQUAH, OK December 21, 2016 - The Tahlequah Fire Department honored an employee of the Grace Living Center for her bravery while extinguishing an attic fire earlier in the month. According to fire officials, a fire broke out in the attic of the living center, and due to proper training and quick action, the employee was able to put out the flames with a portable fire extinguisher. The Tahlequah Fire Chief said that the fire could have spread quickly and caused much more damage. No resident or staff injuries were reported.

This data supplied by Fire Equipment Manufacturers' Association (FEMA).

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Sales Tip

It seems un-natural to even type it . . . 2017...Two thousand and seventeen! It seems like only a few days ago we were all struggling to get used to typing, writing and saying. So now that it is here, what goals have you and your sales and service team put in place for the New Year?

Will the team's quotas or production goals be increased? No, you say . . . really . . . why not? I'd just about bet there is a pretty good chance that many of your suppliers raised their prices to you in 2015. Perhaps you should consider a price hike to your customers. Raising your prices in 2017 should make handling a small quota increase easier for sales and service people to handle, right?

And besides (I'm talking to you sales and service reps now) are you going to tell me that you are not at least ten percent more skilled at your job of servicing and selling than you were this time last year?

Well, you certainly should be! With a ten percent improvement in sales and service skills, a reasonable hike to the quota should pose no real problem at all.

If you are a sales and service rep looking at a production (quota) increase in 2017. Don't panic - instead be resolved to simply work harder and smarter to meet the challenge in the coming year.

- Get up and into work (then down to work!) ten minutes sooner each day.
- Stay out in the field working just ten minutes later each day.
- Commit to reading three good books on selling in 2017.
- Attend at least one good sales training seminar in 2017.

Make up your mind that 2017 is going to be a terrific year and the odds are positively in your favor that it definitely will be! Happy New Year!

Bruce Carter, North American Fire Sales
nafs3@msn.com

OSHA Reporting Update - Continued from Page 6

Also, if requested, copies of the records must be provided to current and former employees, or their representatives.

- Get recordkeeping forms 300, 300A, 301, and additional instructions.
- Read the full OSHA Recordkeeping regulation (29 CFR 1904).

Electronic Submission of Records

Starting in 2017, many employers will be required to electronically submit the summary of injuries and illnesses to OSHA.

- Learn more about OSHA's rule on submitting injury and illness records electronically.
- Injury Tracking Application

Severe Injury Reporting

Employers must report any worker fatality within 8 hours and any amputation, loss of an eye, or hospitalization of a worker within 24 hours.


- Learn details and how to report online or by phone.

For additional information or to reference the links above please visit: <https://www.osha.gov/recordkeeping/index.html>

*Information provided by Earl Speigel, PEO
Searcher*

For more information about OSHA requirements for fire equipment dealers, go to the Occupational Health and Safety Administration's website at **www.osha.gov** It includes important information for Employers, Laws and Regulations and Enforcement. You may also sign up for email newsletters from OSHA and the Department of Labor from this website.

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Detection Options for Commercial Cooking Fire Suppression Systems

by Craig Voelkert

Commercial cooking operations present an inherent fire risk. According to NFPA's 2012 "Structure Fires in Eating and Drinking Establishments" fire departments in the U.S. responded to an annual average of 7,640 structure fires resulting in \$246 million in property damage. Roughly 57% of those fires were caused by cooking equipment. Clearly there is a need for reliable, efficient automatic fire suppression systems to suppress fires in cooking appliances, grease filters and exhaust ducts.



Beginning with adapted industrial dry chemical systems in the 1960's, commercial cooking fire suppression systems have evolved to specially designed and tested wet chemical systems. These systems are tested mechanically and on live fires through various test agencies and test protocols including Underwriter's Laboratories (UL) Subjects and Standards. Like the systems themselves, the test standards have evolved over the years as new cooking operations, methods, appliances, grease capture and grease vapor exhaust systems changed. As commercial cooking operations strived to maximize profitability and efficiency by using appliances that cooked faster through increased energy output, the

fire risk increased dramatically.

In 1995, the commercial cooking industry had to deal with the new test standard for fire suppression systems – ANSI/UL 300. Many technical changes took place regarding the suppression of fires in various appliances as a result of the new UL300 test standard. One portion of the suppression system that didn't change at that time was the fire detection hardware components for those systems. Every fire suppression system manufacturer continued to use fusible links, tied to a cable under tension, with a detector over every appliance and in the duct opening per NFPA 17A - Standard for Wet Chemical Fire Extinguishing Systems.

Since 1995, advancements in detection technology for wet chemical systems have started to change. Fire suppression system manufacturers are looking at new ways of designing detection hardware in an effort to detect fire faster, improve systems reliability and performance and make installation and maintenance of suppression systems easier. There are options regarding the type of cable that is used, different fusible links, different deployment of fusible links and a system that doesn't use any fusible links. Let's look at some of the options available today.

Link & Cable Detection



The most common or traditional detection system for wet chemical systems is still being used today. This consists of a stainless steel cable run through corner pulleys and conduit to detector brackets inside the hood behind the filters. Per the National Fire Protection Association 17A: Standard for Wet Chemical Extinguishing Systems, a detector and bracket connected with conduit and cable, is placed

over each appliance and in the duct opening. The cable is placed under tension so that when the link separates, the release of tension fires the system and discharges the wet chemical onto the appliances, throughout the plenum and the exhaust duct. Proper placement of the detector in the path of the exhaust and proper temperature selection of the fusible link would lead to a faster response to fire.

This arrangement is still viable and used in a vast number of existing systems. Because grease can accumulate in the conduit to the point where the cable can become seized, it is essential that the conduit be cleaned or replaced on a periodic basis. Because they are constantly under tension or “load” and are subject to accumulating grease all systems using fusible links must have the links replaced every six months with fresh links.

Quick Response Links

Some manufacturers allow the use of “quick response” fusible links in an effort to detect and react to a fire faster. A faster detection and reaction time will provide better fire protection by minimizing the amount of damage sustained in a fire incident. The faster the fire can be detected, the faster it can be suppressed.

Alternate Detector Placement

Instead of placing a fusible link and bracket over each appliance and in the duct opening, some system manufacturer’s installation and design manuals are allowing the fusible links and brackets to be located on 24” (61 cm) centers throughout the hood length regardless of the placement of the appliances. This accomplishes effectively having detection throughout the entire hood, regardless of appliance placement or size. It also deals with the dilemma of adequate detection for large appliances such as large ranges or griddles. Because it still uses conduit and brackets it is still susceptible to grease accumulation and therefore should be cleaned or replaced periodically and the links replaced semi-annually.

Sheathed Cable

Another new option that has emerged is the use of sheathed cable. Looking much like the cable used on bicycles, this cable is encased in a flexible sheath

that eliminates the need for conduit and corner pulleys both outside and inside the hood. By using sheathing instead of conduit, the ability to accumulate grease between the sheathing and the cable is lessened. Because there is no conduit to measure and cut, the installation can be accomplished in less time and maintenance is also easier.

Carabineer / Lanyard Cable

This option consists of carabineers attached to lengths of stainless steel cable that is pre-measured and pre-cut and assembled at the factory. Carabineers clip on to the fusible links inside the hood on 24” centers or less. This eliminates the need to use brackets and conduit inside the hood, thus making cleaning of the lengths and replacement of the links easier. The maximum spacing of fusible links at 24” centers covers the entire hood and solves the dilemma of large appliances. Since the carabineer cannot fit through a corner pulley, this system is only available for use on either single hoods or hoods that are butted up end-to-end. It cannot be used for multiple, separate hoods, or hoods that are located back to back of each other. Since there is no conduit to measure, cut and fit, the installation tends to be faster and maintenance is easier.

Pneumatic Tubing



This system does not use fusible links at all. Rather, a heat sensitive tube that is pressurized with air or nitrogen is run from a control device to the hood and then throughout the full length of the hood.

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When the tube is exposed to overheat or flame, it bursts, releasing the pressure and discharging the system. The entire length of tubing within the hazard area is a detection device. This allows for a faster response to a fire condition which could result in less damage from a fire. Unlike fusible links, the tubing must be replaced every three years instead of every six months. It does however, require cleaning every six months. Like the sheathed cable and the lanyard cable, there is no conduit to be measured, cut and fitted, so installation is faster and easier in some respects. Maintenance is easier as well. Without the conduit, there is no accumulation of grease that can cause the system to malfunction during a fire incident.

Electrical Detection



This system uses either electrical “spot” detectors or a single linear heat detector that runs the length of the hood. The spot detectors are of a fixed-temperature type and can either be arranged for placement every 2.0’ (70 cm) throughout the length of the hood, or placed over individual appliances. The linear heat detector is also a fixed temperature device where the wire insulation will melt at a pre-determined temperature and cause the twisted wires to make contact, thus sending an alarm signal.

Both types of detection are connected to a control and agent release panel. The detection circuits and the actuation circuits are fully supervised so a problem with the detection or actuation will result in a trouble signal at the panel, notifying the restaurant

staff of a problem. The entire system is self – sufficient in that it runs off of lithium batteries. There is no connection to electrical power supply from the building. All electrical connections are “plug and play” using factory assembled connectors. This makes the entire system easy and fast to install.

The Future

It can be assumed that commercial cooking fire suppression system manufacturers will continue develop and advance new fire detection solutions for their systems. Look for innovations that will make the systems more reliable, easier to install and maintain while providing superior fire protection.

Craig Voelkert is Vice President of Sales – Special Hazards for Amerex Corporation. Craig entered the fire protection industry in 1973 and has served on several trade association board of directors and industry technical committees including the Fire Equipment Manufacturers Association (FEMA) and the National Fire Protection Association (NFPA). Craig is a Certified Fire Protection Specialist – (CFPS) and Certified Fire and Explosion Investigator – (CFEI).



**Check out the FFEDA website
at www.ffeda.com for**

- Important Notifications
- Membership Information
- Regulation Updates

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Fire Protection System Contractor IV	• Basic Business Communication Skills
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Pets in Your Workplace?

Assess the Risks and Draft a Policy



There are very few resources on the internet to help. And, you will need a written policy before you allow pets in.

A reader recently emailed the following question: Some people need service dogs to get to work. But many more simply want to take their dogs to work. What is the protocol? What are the HR rules on this? And what are the penalties for illegally taking a dog to work?

Are you thinking about opening up your business to employees' pets? You will find very few resources on the internet to help. And, you will need a written policy before you allow pets in. Here are some considerations:

People come first. Despite your desire to allow pets — whether as a perk, a recruitment tool or both — your employees still make up the core of your enterprise. If you have to choose between an employee or a pet, you should always choose the employee.

One of the biggest legal risks is the Americans with Disabilities Act. If an employee is allergic to animals, pet owners must understand that they may have to leave their animals at home as a reasonable accommodation. Other possible accommodations include creating sufficient separation between the

allergic employee and the pet, segregating the pet to a specific part of the facility, or improving ventilation. Ignoring the pleas of an allergic employee, though, will open you up to potential ADA liability. On the converse, in all but the most extreme circumstances, you are likely required to allow a service dog (or miniature horse) as a reasonable accommodation, even if you prohibit all other pets.

Animals must be “office broken.” Animals with any bite history should not be permitted. Moreover, any aggressive behavior, such as growling, barking, chasing, or biting, should result in the animal’s expulsion on the first complaint. Animals should also be house broken, friendly towards people and other animals, and not protective of their owners or their owners’ spaces. Finally, you should define when animals must be leashed or caged, and what is expected of employees when they have to leave the workplace during the work day.

Respect for property. Designate a specific area outside for animals to go to the bathroom (preferably away from the entrances), and make sure pet owners understand that it is their responsibility to clean up messes outside and accidents inside.

Licenses and vaccinations. Before being permitted to bring animals to work, owners should verify that vaccinations are up to date, and that the animal is licensed and free of parasites and insects.

Liability. Employees should verify, in writing, that they have sufficient home owners’ or renters’ insurance to cover any damage to person or property caused by the animal. You should also consider indemnification in case your business gets sued, and a written paycheck deduction authorization for any damage caused.

If you are considering having a pet-friendly workplace, I recommend contacting employment counsel to walk you through the risks and to assist in drafting an appropriate policy.

by Jon Hyman, Workforce.com



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Retaining and Growing Existing Customer Sales

Too often I see small businesses concentrate only on getting new customers and completely neglect their existing customer base. It is so easy to focus only on bringing in new sales, but you must not forget retention and upselling efforts.

Best practices tell us that for most businesses, new customers should represent only 10% of sales. The other 90% should come from existing customers. With existing customers generating the bulk of your sales, it becomes very important to have strategies for keeping and growing these existing accounts.

The secret to growing and retaining customers is making sure you have regular contact with them. One of the best ways to do this is to have a loyalty program.

Many companies now use loyalty programs to cultivate repeat business, but I have found that some are obviously set up to help the firm and not the customer.

For example, I was recently in a pet store buying a treat for my wonderful lab, Sophie. After I paid, they gave me a rewards card that stated if I spent \$200, I would receive 10% off my next purchase. I immediately threw the card away because I knew it would take me over a year to spend that amount. Plus, the 10% offer just was not much of an incentive.

To have a successful loyalty program, rewards must be easily attainable and have direct value to the customer. At AMC Theatres, for example, they frequently offer discounts on ticket prices. In addition to that, members get their popcorn and drinks upgraded to a larger size automatically when showing their loyalty cards.

In addition to loyalty programs, e-mail communication can be very effective as a retention strategy. A recent study showed messages that were sent via e-mail were far more effective than via social media. The key is communicating frequently but not over communicating. If you have not heard from a customer in a while, it is also very effective to send them a nice note to reinforce that relationship.

Another great way to cultivate repeat business is to delight your customers in unexpected ways. Sending a box of cookies or a Starbucks gift certificate is an easy way to tell a customer you appreciate them.

When your customers feel valued, they are more likely to remain loyal and do more business with you. In fact, a recent study showed the longer you keep a customer, the more products and services they will use, which makes your profitability higher.

For example, I hired Dickerson Landscaping just to do routine maintenance – mowing and shrub trimming – at first. After some time, however, I had built up some trust, and I enlisted their help putting in a driveway extension and redoing our landscaping completely. What started as just routine service became a much more profitable relationship, and all it took was time and keeping me as a customer.

Now go out and make sure you have implemented effective strategies for retaining and growing your existing base. By doing so, you will improve the quality of service you provide and increase your profits as well. And, as most of these strategies have minimal costs, there is very little at risk.

Dr. Jerry Osteryoung
Jerry.Osteryoung@gmail.com

IMPORTANT

Don't forget to go online or call the State Fire Marshal's Office to receive your Student ID number!
(https://floridastatefirecollege.org/public/pb_index.asp)

This will allow FFEDA to auto-upload class attendance into the FCDICE system following each class and will allow fire equipment dealers to renew their licenses and permits online!

Please email this number to FFEDA at FFEDA@executiveoffice.org.

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1st Quarter Educational Seminar

FFEDA 1st Quarter 2017

Educational Seminar

Saturday, March 25, 2017

DoubleTree Suites by Hilton Tampa Bay,
Tampa, FL

Saturday, March 25, 2017

7:30 a.m. - 8:00 a.m.

Registration and Continental Breakfast

8:00 a.m. – 10:00 a.m.

2 Hours of Technical Credit

10:00 a.m. – 12:00 p.m.

2 Hours of Technical Credit

12:00 p.m. - 1:00 p.m.

Lunch

1:00 p.m. – 3:00 p.m.

2 Hours of Technical Credit

3:00 p.m. – 5:00 p.m.

2 Special Hours

****8 hours of state approved continuing
education**

Breakfast Sponsor



Lunch Sponsor



Hotel Information

**DoubleTree Suites
by Hilton Tampa Bay**
3050 North Rocky Point Dr. West
Tampa, FL 33607



For reservations, please contact the hotel directly at (813) 888-8800; mention you are with FFEDA to receive the reduced rate of \$129.00 per night.



FLORIDA FIRE EQUIPMENT DEALERS ASSOCIATION

325 John Knox Rd #L103, Tallahassee, FL 32303 • Phone: (850) 224-0711
Fax: (850) 222-3019 • Email: amy@executiveoffice.org • Website: www.ffeda.org

FFEDA 1st Quarter 2017 Educational Seminar

Saturday, March 25, 2017, DoubleTree Suites by Hilton Tampa Bay – Tampa, FL

Registration Form

Please list the registrant's names below. Please print legibly as this information will be used to print attendance certificates.

Name of Registrant(s) & Student ID:

	Name of Registrant	Student ID
1		
2		
3		
4		

*** (Please make copies of registration form for additional registrants.)

Company: _____

Address: _____

City: _____ State : _____ Zip Code : _____

Phone: _____ Fax : _____

Email: _____

Fees: Includes breakfast, lunch and continuing education seminars with up to 8 hours of continuing education.

FFEDA Members - \$125.00 per registrant

Non Members - \$225.00 per registrant

Refund Policy: All refund requests must be received in writing by Friday, March 10, 2017. The full registration fee, less a \$25 service fee, will be refunded after the seminar. No refund requests received after March 10, 2017 will be processed. Registration transfers to another person in the same company are acceptable.

Payment:

Check enclosed for total registration fees (made payable to FFEDA)

Credit Card MC VISA AMEX

Card Number: _____ Expiration Date: _____ CVV#: _____

Name on Card: _____ Signature of Card Holder: _____

Please register early so that name badges and registration kits can be completed prior to the seminar. Complete the enclosed registration form and fax to the FFEDA Office at (850) 222-3019 or email to ffeda@executiveoffice.org Check payments should be mailed to: FFEDA, 325 John Knox Rd #L103, Tallahassee, FL 32303.

Please contact FFEDA at (850) 224-0711 or ffeda@executiveoffice.org with any questions.

FFEDA Membership

2017 Calendar of Events

March 24 - 25, 2017

FFEDA Board Meeting & Educational Seminar

DoubleTree Suites by Hilton Tampa Bay
3050 North Rocky Point Dr. West Tampa, FL 33607
Room Rate: \$129.00
Room Deadline: February 18, 2017
Reservations: (813) 888-8800

June 16 - 18, 2017

FFEDA Annual Conference & Trade Show

Renaissance Orlando at SeaWorld
6677 Harbor Dr, Orlando, FL 32821

August 4 - 5, 2017

FFEDA Board Meeting & Educational Seminar

Marriott Fort Lauderdale North
6650 North Andrews Ave Fort Lauderdale, FL 33309
Room Rate: \$119.00
Room Deadline: July 10, 2017
Reservations: (954) 771-0440

November 3 - 4, 2017

FFEDA Board Meeting & Educational Seminar

Florida State Fire College Ocala, Florida - Board meeting will held at the Holiday Inn Suites Ocala. All other events held at the Fire College.

Board Meetings are held on Friday afternoon (open to Members) and Educational Seminars on Saturday.

2017 Continuing Education Requirements

All Fire Equipment Dealer License Holders (licensees) must have a minimum of:

- 14 hours of Technical content
- 1 hour Business Practices
- 1 hour Workers Compensation

All Fire Equipment Permit Holders (permittees) must have a minimum of:

- 14 hours of Technical content
- 1 hour Business Practices
- 1 hour Workplace Safety

Member Benefits

Are you taking advantage of everything FFEDA has to offer to your company and your employees?

State Approved Continuing Education

FFEDA offers over 24 CE hours each year. Classes are approved and feature professional, knowledgeable speakers on topics that are critical to the industry.

Free Human Resource Hotline

Unless you have a dedicated, full-time Human Resources manager on staff, you could be violating the law when it comes to employee relations and not even know it. FFEDA offers members this HR Hotline and provides peace of mind at no additional cost to you.

Professional Lobbyist

FFEDA has a professional lobbyist that focuses on legislative and regulatory issues. This lobbyist works the halls of the Capitol and work closely with the State Fire Marshal's Office and other regulatory agencies.

Professional Management

FFEDA is managed by a staff of association professionals that bring decades of experience and success. The staff focuses on membership, meeting planning, continuing education, publications, regulatory relationships and other important factors.

Collaboration with Industry Leaders

FFEDA has been working hard to expand our relationships with other fire protection associations to strengthen our associations and help cross train industries.

Contact your association office today at ffeda@executiveoffice.org, phone 850-224-0711 or fax 850-222-3019 to find out more about your membership.

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