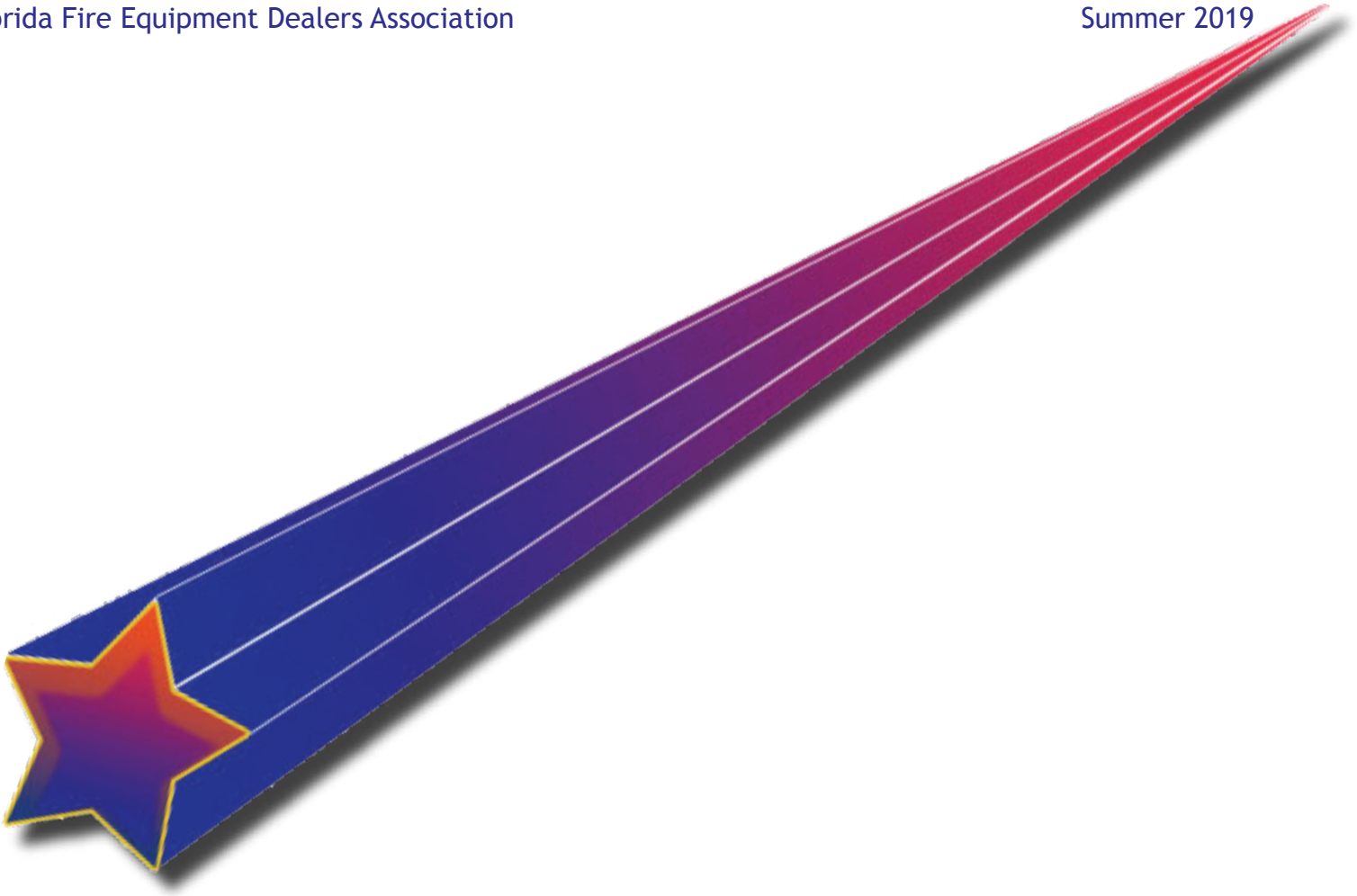


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WELCOME ATTENDEES



Welcome to the Florida Fire Equipment Dealers Association's 2019 Annual Conference and Trade Show!

2019 is FFEDA's 56th Anniversary and we are glad that you can join us and help celebrate FFEDA and

the Florida fire equipment industry.

We deeply appreciate the support that each of you has extended to FFEDA through membership, attendance at meetings and conferences and your dedication to promoting life safety throughout the State of Florida.

Be sure to experience our trade show, investing some quality time meeting and talking with each of the vendors. Our vendors not only provide your company with quality products throughout the year, they also lend much needed support to our industry and our association. This is a rare opportunity to begin to establish or reestablish relationships with these vendors and this extra effort will prove to be extremely valuable to your business as well as your career.

You are encouraged to attend and actively participate in all the seminars, learning firsthand from industry leaders what is happening, right now, within the fire protection business. Your Board has diligently worked to ensure that your experience at this conference will be rewarding, educational and well worth the time spent.

We would like to offer our sincere appreciation and thanks to the 2019 conference sponsors and exhibitors as well as all the attendees. All of you, along with your

families and fellow employees, current and past, have contributed to FFEDA's success for the past 56 years. And without the continued support of all of you, this event would not be possible.

Also be sure to thank our sponsors and exhibitors onsite during the conference and trade show. This will help ensure that they continue to offer their support to FFEDA and the Florida fire equipment industry for years to come.

We hope you enjoy this weekend at the conference and get to spend quality time with old friends, make new friends and enhance your personal and business' success in the fire equipment industry.

The Board of Directors and I extend our heartfelt appreciation for your support, sacrifices and commitment in sharing this time with us. Thank you for participating and enjoy the conference!

Gary Blair, FFEDA President



Check out the FFEDA website at FFEDA.com for:

- Important Notifications
- Membership Information
- Regulation Updates

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2019 SCHEDULE OF EVENTS

Friday, June 28

1:30 p.m. - 3:30 p.m.

Florida Fire Safety Board Meeting

Palazzo G

(This is a public meeting and attendees will receive technical credit hours approved for both portable extinguishers and preengineered systems from the SFMs Office for this seminar.)

The Florida Fire Safety Board is a seven member board created per F.S.S. 633.302. The board acts in an advisory capacity to the State Fire Marshal and meets regularly as the need presents itself. The board has the authority to review complaints and disputed administrative action and make recommendations for disciplinary action to the division at the request of the license holder, permit holder, or certificate holder. The board serves in an advisory capacity to the division regarding rules, codes, standards, interpretations, and training.

The two fire equipment representatives on this important board are John Gioseffi, Broward Fire Equipment, Ft. Lauderdale (currently serving as chair of the board) and Bill Johnson, Mid State Fire Equipment, Lake Placid. Both have served as past presidents of FFEDA with John currently serving as Treasurer on the FFEDA Board of Directors.

This technical seminar is approved for both portable extinguishers and preengineered systems. CE Hours will be tracked on your FFEDA Conference Attendance Certificate and by the SFMs Office through their sign in sheets.

3:30 p.m. - 4:30 p.m.

Website Fundamentals: Building a Site That Converts Business

Dave Diaz, Redfork Marketing

Palazzo F

Explore the true role and purpose of a small business website, from fulfilling sales funnel requirements to bringing comfort to your potential leads and customer. This course will give you an inside look at the fundamental building blocks of a website that's designed to convert visitors to leads and customers who are excited to do business with your company.

1 HOUR BUSINESS PRACTICES

4:45 p.m. - 5:45 p.m.

Social in a Mobile Age: Engaging in Meaningful Connections on Social Media

Dave Diaz, Redfork Marketing

Palazzo F

Discover the power of social media and learn why more than ever, small business is relying on social media to meet their bottom lines. This course will provide a better understand of why social media matters, how to utilize it correctly, and how to monetize social connections to grow your business.

CHOOSE ONE ONLY: 1 HOUR BUSINESS PRACTICES OR WORKPLACE SAFETY

6:15 p.m. - 8:00 p.m.

FFEDA Reception

Palazzo A-C

Saturday, June 29

9:00 a.m. - 11:30 a.m.

Trade Show and Continental Breakfast

Palazzo D-E

3 HOURS TECHNICAL

11:30 a.m. - 1:30 p.m.

Lunch and Industry Reports

Invited: State Fire Marshal's Office: Director Julius Halas, Casia Sinco, Keith McCarthy, NAFED:

President Tim Krulan and NAFED Staff

Palazzo A-C

These leaders will give reports and updates on everything affecting our industry in 2019 and beyond.

2 HOURS TECHNICAL

1:30 p.m. - 2:30 p.m.

Reputation Management: Managing your Online Reputation with Ease

Dave Diaz, RedFork Marketing

Palazzo F-H

Discover how simple it is to push your business forward by actively managing your online reputation. This course will provide you with the tools, tips and tricks that you and your team need to create a unique online reputation that surges you past your competition.

1 HOUR BUSINESS PRACTICES

2:45 p.m. - 3:45 p.m.

Breakout Educational Seminars
CHOOSE ONE:

Workers Compensation Seminar
Scott Lugering, Insurance Solutions
Mediterranean Salon 3

This seminar will focus on the latest laws and rules affecting businesses today. This special hours seminar is approved for licensees for both portable extinguishers and preengineered systems.

1 HOUR WORKERS COMPENSATION

Workplace Safety Seminar
Bob Mete, Brooks Equipment Company
Palazzo F-H

This seminar will focus on workplace safety issues that fire equipment technicians face every day and teach tips on how to ensure the safety of themselves and the public while working in the fire equipment industry. This special hours seminar is approved for permittees for both portable extinguishers and preengineered systems.

1 HOUR WORKPLACE SAFETY

3:45 p.m. - 4:15 p.m.

Break
Palazzo F-H Foyer

4:15 p.m. - 5:15 p.m.
Business Ethics for Fire Equipment Professionals
Robert Bowersox, A-Line Fire & Safety, Inc.
Palazzo F-H

In the face of complex ethical dilemmas in the workplace, employers and employees must anticipate a variety of difficult situations and ethical dilemmas in the workplace. And business ethics situations don't always have one right solution and could have multiple implications for the company. This seminar will discuss the following concepts and ways that employees can approach these dilemmas in a professional way.

1 HOUR BUSINESS PRACTICES

5:00 p.m. - 6:00 p.m.

FFEDA Annual Meeting
Palazzo F-H

1 HOUR TECHNICAL

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!

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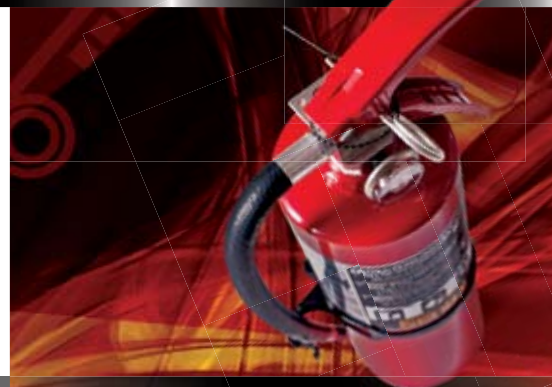
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HR UPDATE

Personality and Time Management Skills

I have recently been struck by the number of references to the concept of time in song, literature, science and drama, going back about as far in time as you want to go.

Most physicists think that time began at the Big Bang, some 15 billion years ago. Before the Big Bang, there was no such thing as time.

Greek mythology says time began with the Greek god Chronos (from which we may get our English word “chronology”). The first two verses of Genesis seem to be talking about the beginning of time, as well.

For most of us, especially in business and the professions, time, like parenting, never ends and we live our lives on a time schedule that determines what we do each day and what time of the day we do it. Indeed, one of the most popular planners for management is the Day-Timer. You may have attended a management workshop called “Time Management,” a course that teaches us to how to get more things done in less time, thus leaving us more time for getting more things done in less time

Time and Your Personality Temperament.

If you’ve undergone a personality temperament assessment at some point in your career, you know that some working styles are more tuned in to time issues than are others.

Type A = Hard Charging: Hard Charging Type A thrives and flourishes on a time schedule and feels intense and concentrated pressure to abide by it, right down to the exact minute. If a Type A gets off schedule, watch out . . . the fireworks are starting soon. Hard charging Type A’s make good managers but are often unaware

that they generate nuclear level energy that can be intimidating to others. On the other hand, Hard Charging Type A’s think that nuclear energy is a good thing and that you should generate a little of it, too. According to Florence Littauer,³ the motto of a Hard Charging Type A is, “Let’s do it, let’s do it now, and let’s do it my way.” If you’re dealing with a Hard Charging Type A, he or she has only a certain amount of precious time to give to you, so you must get in, do your business and get out quickly. Time, for a Hard Charging Type A, is premium currency.

Type B = Sanguine: A Sanguine is a people person, for whom the most important part of life is being around other people and talking, telling stories, swapping anecdotes, and generally enjoying the company of others. For the most part, Sanguines seldom think of time. In fact, time is not even on the radar screen and most Sanguines don’t even have a radar screen. Sanguines generate a ton of good will and are excellent representatives of the company. They are terrific in sales, customer service, patient care, public relations, and almost any other position that involves being around other people. Sanguines lead with the heart and are very empathetic. Everyone likes a Sanguine. On the other hand, since time is not on the radar, Sanguines are often late for meetings and, in many cases, forget where the meeting is and what time it is to start. But you’ll like them a lot when they finally arrive!

Type C = Phlegmatic: The Phlegmatic personality temperament is aware of time but is scared of it. A Phlegmatic needs plenty of time to get the job done. Phlegmatics are totally dependable but want to avoid conflict at all costs. If you have a job where time is not an issue, and if you give that job to a Phlegmatic with plenty of time to get it done, you will get a good reception. But if you give a task to the Phlegmatic and say you need it by 3:30 this afternoon, you can almost visibly see the stress

and tension building. Plegmatics don't like time pressures so if you're dealing with a Phlegmatic, keep time out of the picture to the maximum extent possible.

Type D = Perfectionistic And then there is the Perfectionistic personality temperament that loves detail and systems and Excel spread sheets. As Florence Littauer says, the motto of the Perfectionistic is, "It has to be right. And there is only one way for it to be right. Seay Management Consultants Time Goes to Work

Seay Management Consultants offer FFEDA members access to the Human Resource Hotline to help with your HR problems and issues. Contact the FFEDA Office today for more information.

*By Raleigh F. "Sandy" Seay, Jr., Ph.D.
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BUSINESS MANAGEMENT

Is Change A Straight Line?

When businesses talk about change it is often discussed as being a straight line. It goes from A to Z. That's how it is. But change isn't always a straight line or even straight forward.

A client was sharing a story of a man trying to cross a river to get to the other side. He was a farmer. His livestock soon had to make the crossing for their survival, but he wanted to test the waters himself. He picked out a spot on the other side of the river. He focused on it. It was a straight line between A and B. The river wasn't deep. That was encouraging. He soon realized, however, that the current was stronger than he imagined. It was very strong. Soon he was off course. He had to correct his direction multiple times. He stayed focused, but he didn't fight the flow of the water.

He went with the flow. And guess what? He reached the other side of the river - his intended destination. What's the lesson?

Every business needs to change. It needs to adapt. You've heard that many times before. The lesson is change should be planned out. Change needs focus and direction. Change needs a vision. And even when all of that has been calculated, you need to go with the flow of change. Rarely is change a straight line. It moves, it ebbs and it flows. Change doesn't need to be overwhelming or too big. A small change in your business can have a big impact.

What's one small change you can make this week - to help you and your business?

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FIRE SAFETY SUCCESSES

Citizens Reminded of Why to Have Fire Extinguishers

April 24, 2019 - CALIFORNIA, MD

A photographer for Southern Maryland News Net was in the right place at the right time. When the Bay District Volunteer Fire Department was dispatched to a residence on Nicholas Court for a kitchen fire, he was only one block away. After arriving a few moments later, the photographer found the home's occupants standing outside, where they told him they had attempted to put out the fire using a bag of flour, but were not successful. Luckily, the photographer had recently bought a portable fire extinguisher for his vehicle, and was able to use it to put out the rest of the flames, saving the family's home.

Sawdust to Blame for Small Fire on Campus

April 24, 2019 - LANSING, MI

Students at Lansing Community College were able to return to class after a fire broke out in the school's wood working shop. The fire department was called to the college after a fire was discovered and had started to fill a portion of the building with smoke. Thanks to the quick action of a staff member, the fire was put out using a portable extinguisher before they were able to arrive. The fire department determined that sawdust got into the external dust collector, where it smoldered and caught fire.

Fire Equipment Manufacturers' Association
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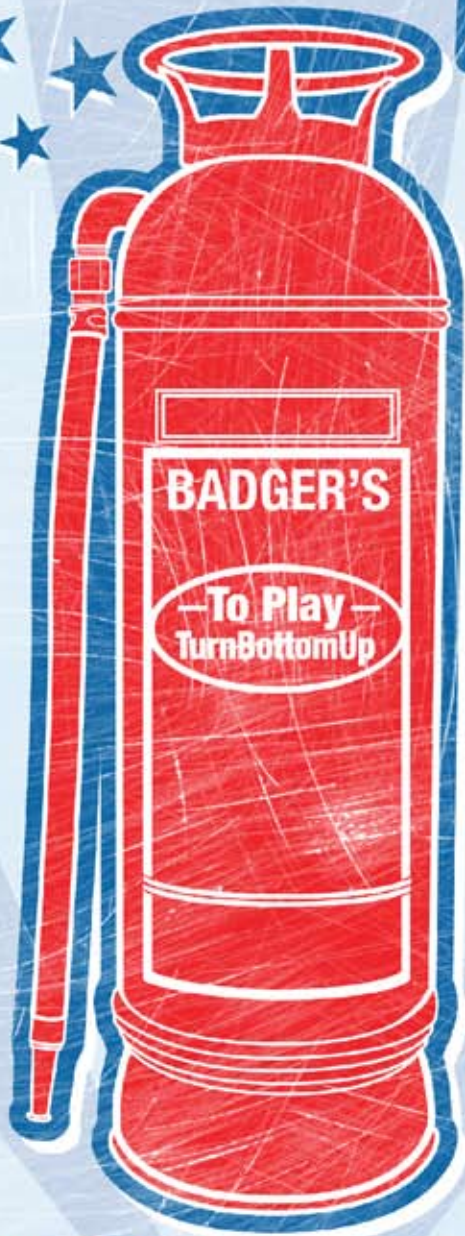
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TAX STRATEGIES

5 Tax Reduction Strategies

Americans pay more in taxes each year than they spend on food, clothing, and housing combined, so reducing your taxes to the legal minimum can greatly increase your ability to build wealth. Judge Learned Hand said, "Anyone may so arrange his affairs that his taxes shall be as low as possible; he is not bound to choose that pattern which will best pay the treasury; there is not even a patriotic duty to increase one's taxes." Supreme Court Justice Sutherland declared, "The legal right of a taxpayer to decrease his taxes or to altogether avoid them by means which the law permits cannot be doubted." This article from the American Society for Asset Protection will teach you five strategies to reduce your taxes to the legal minimum.

Strategy #1 - Create Non-Taxable Income

The IRS allows you to rent out your home for up to fourteen days each year without having to declare the rent as income. When a business partner or client comes into town and stays at your home, you can charge your corporation rent for the room. You can also have a company party or trainings at your home and rent your home to your corporation for the day. The corporation deducts the rental expense, and you enjoy the rental income tax free. If your tax advisor has not taken advantage of this strategy maybe it is time for some expert advice from the American Society for Asset Protection.

Strategy #2 - Spread Income

If you are in a federal tax bracket higher than 15%, you may be able to reduce your taxes by setting up a Nevada C corporation and have up to \$50,000 of your income flow to this corporation. Nevada has no state income tax and has a federal tax rate of 15% on the first \$50,000 of taxable income. Your corporation can retain these earnings so you are not double taxed. If you had a personal marginal federal

income tax rate of 28% and a state income tax rate of 7%, you would pay \$17,500 in federal and state income tax on this \$50,000. If, however, this \$50,000 flowed to a Nevada C corporation, you may only pay the federal corporate tax rate of 15% (depending on the activity of the corporation), or \$7,500, saving you \$10,000 in taxes.

Another application of this strategy is to spread income to children in lower tax brackets. Instead of paying your children's expenses directly with after-tax dollars, hire your children and pay them for the work they do and have your children pay for their own clothes, food, school, etc. from the money they earn. You can deduct the wages as a business expense, and your children will pay taxes at their lower tax bracket.

Strategy #3 - Maximize Deductions

There are thousands of items that are allowed as business expenses. You want to make sure as many expenses as possible are deducted as business expenses. Expenses you may not be taking full advantage of as a business deduction are your medical expenses. Within a sole proprietorship or an S corporation, there is a limit on the medical expenses you can deduct. With the right provisions in a C corporation, you can deduct all medical insurance premiums and all out-of-pocket medical expenses for co-pays, medications, first aid items, etc. The American Society for Asset Protection can help you evaluate to see if adding a C corporation to your planning would be wise.

Strategy #4 - Defer Income

One way the IRS allows you to defer income is by contributing to a retirement plan. A retirement plan that works well for a business with no employees (you may have another business with employees) is a Simplified Employee Pension Individual Retirement Account (SEP IRA). The IRS allows you to contribute 18.58% of net profit (maximum of

\$50,000 per year) to your SEP IRA for retirement. If you have \$100,000 net profit in your business, you would be able to contribute up to 18.587%, or \$18,587, to your retirement account. You would get to deduct the contribution, saving you thousands in federal and state taxes. Thus, money goes into your SEP IRA tax-free and grows tax-free. SEP IRA funds are taxed at ordinary income tax rates when qualified withdrawals are taken after 59.5 years of age.

Strategy #5 - Proper Use of Entities

The tax rules are different for S corporations, C corporations and Sole Proprietorships. You want to use the entity or entities which require you to pay the least amount of tax. For example, if you operate your business as a sole proprietor, all profit (up to the taxable maximum) is subject to Social Security and Medicare taxes. In an S corporation, profits are distributed through a K-1 and are not subject to Social Security and Medicare taxes. Having your profits flow to you as K-1 income, instead of as profit from a sole proprietorship, could save you thousands each year in Social Security and Medicare taxes.

For example, if a sole proprietorship has a profit of \$100,000, a 15.3% tax (12.4% Social Security tax and 2.9% Medicare tax) would have to be paid on the entire \$100,000, totaling \$15,300 ($\$100,000 \times 15.3\%$). In comparison, if an S corporation has a profit of \$100,000 and you pay yourself a reasonable salary of \$40,000, the other \$60,000 would flow to you as profit (K-1) and is not subject to Social Security and Medicare taxes. You only pay social security and Medicare tax on the \$40,000 salary, for a tax of \$6,120 ($\$40,000 \times 15.3\%$). In this scenario, using an S corporation would save \$9,180 (\$15,300 - \$6,120) in taxes each year. While it would be nice to have the whole \$100,000 excluded from Social Security and Medicare tax, the IRS requires that owner-employees of an S corporation be paid a salary that is a “reasonable amount” for the work being performed.

Conclusion

Every tax reduction plan done by the American Society for Asset Protection is unique and tailor to the individual and their income sources. According to the IRS commissioner, millions of taxpayers are overpaying their taxes each year. Are you paying more taxes than is required?

Larry Oxenham, Senior Advisor, American Society for Asset Protection

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**FLORIDA FIRE EQUIPMENT DEALERS ASSOCIATION'S
40 HOUR PRE-ENGINEERED SYSTEMS INSTRUCTIONAL SEMINAR
MONDAY, AUGUST 12 - FRIDAY AUGUST 16, 2019
FLORIDA STATE FIRE COLLEGE, OCALA, FL**

FFEDA HAS DEVELOPED A 40 HOUR PRE-ENGINEERED SYSTEMS INSTRUCTIONAL SEMINAR THAT WILL COVER FLORIDA STATUTES CHAPTER 633 AND ADMINISTRATIVE RULE 69A, NFPA CODES 12, 12A, 17, 17A, 96, AND MANUFACTURER SPECIFIC STANDARDS. THIS COURSE WILL ALSO INCLUDE HANDS-ON TRAINING ON MOST BRANDS OF PRE-ENGINEERED SYSTEMS.

THIS COURSE HAS BEEN APPROVED BY THE STATE FIRE MARSHALS OFFICE AS A PREREQUISITE COURSE (NO CEUS).
(FOR THE PRE-ENGINEERED SYSTEMS TEST.)

THE NEXT CLASS WILL BE HELD AT THE FLORIDA STATE FIRE COLLEGE IN OCALA MONDAY, AUGUST 12TH - FRIDAY AUGUST 16TH, 2019. THE SEMINAR WILL START AT 8:00 A.M. AND RUN THROUGH 5:00 P.M. EACH DAY.

IF YOU HAVE A TECHNICIAN ON STAFF THAT YOU WOULD LIKE TO TAKE THE FLORIDA PRE-ENGINEERED SYSTEMS TEST, PLEASE CALL THE FFEDA OFFICE AND ADD YOUR NAME TO THE ATTENDANCE LIST FOR THIS CLASS OR FUTURE CLASS.

WE PLAN TO OFFER THIS CLASS 2-3 TIMES PER YEAR AROUND THE STATE.



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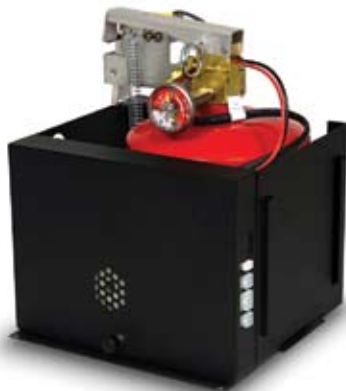
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2019 NAFED Lifetime Achievement Awards Presented to:

Thomas Bower

Thomas Bower of Buckeye Fire Equipment was selected for his contributions to the industry. Mr. Bower passed away after a brief illness on November 14, 2018, and his award was accepted posthumously. Mr. Bower got his start in the fire protection business in Cleveland, Ohio, at Atomic Fire Equipment. He effectively retired in 2002, although he was still involved in day-to-day business transactions and continued his relations in the fire equipment industry. Today, Buckeye Fire Equipment has become a leader in the industry with over 500 employees, including ten distribution centers throughout North America. Tom Bower's legacy

and vision for fire protection will continue to thrive in the years to come.

Craig Voelkert

Craig Voelkert has spent forty-six years in the fire protection industry working for both distributors and manufacturers. He has been involved with the sale and service of fire extinguishers, pre-engineered systems, engineered systems, and fire alarm systems. He remained involved with all the state associations until his retirement last year. He has written and conducted many training classes and made sure the attendees were clear on the distinction between a training session and a sales presentation. He has received special recognition and awards from the DoddBeals Fire Academy, NAFED, FEDOT, FFEDA and PAFED. He also served as the first supplier director on NAFED's board.

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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, 850-224-0711 or fax 850-222-3019 to find out more about your membership.

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Show your Pride and Support of FFEDA by placing a FFEDA Member Decal on each company vehicle. Decals are available to FFEDA Members Only.

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☐ FFEDA Systems Drawing CD

The FFEDA Systems Drawing CD was developed by fire equipment dealers and provides tools and tips for drawing system plans within Microsoft Word. No special drawing equipment required! This drawing system is currently utilized by many fire equipment dealers throughout Florida and the U.S. CD will be mailed to customer.

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Shipping/Handling = \$5.00 per order except extinguishers (\$15.00 per extinguishers). Order processing may take up to 7-10 days.

Total Amount Due = \$_____ (products + \$5.00 s/h - FL Sales tax included in price of product)

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☐ Check enclosed. (Please make checks payable to FFEDA.) Check # _____ Check Amount # _____

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Credit Card# _____ Exp. Date _____

CVV# _____ (Vi/MC users: 3 digit number on back of card. Amex users: 4 digit number on front of card.)

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Authorized Signature: _____

Return completed order form and payment to FFEDA at 325 John Knox Rd, L103, Tallahassee, FL 32303 fax: 850-222-3019 or by email at ffeda@executiveoffice.org.

INFO YOU NEED TO KNOW

2019 Calendar of Events

August 23 - 24, 2019

FFEDA Board Meeting and Educational Seminar

Miami Marriott Biscayne Bay

Room Rate: \$125.00

Room Deadline: August 8, 2019

Reservations: (305) 374-3900

August 12 - 16, 2019

FFEDA 40 Hour Pre-Engineered Systems

Instructional Seminar

Florida State Fire College, Ocala

October 25 - 26, 2019

FFEDA Board Meeting and Educational Seminar

Sandestin Golf and Beach Resort Bayside

at Sandestin Resort

Room Rate: \$132.00

Room Deadline: October 4, 2019

Reservations: (800) 320-8115

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

Go to ffeda.com for more information.

2019 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

Deadline for paperwork to be sent to State Fire Marshal: December 31, 2019

Want to be a Speaker and/or Speaker Sponsor?

Do you have an interest in speaking at an upcoming Educational Seminar?

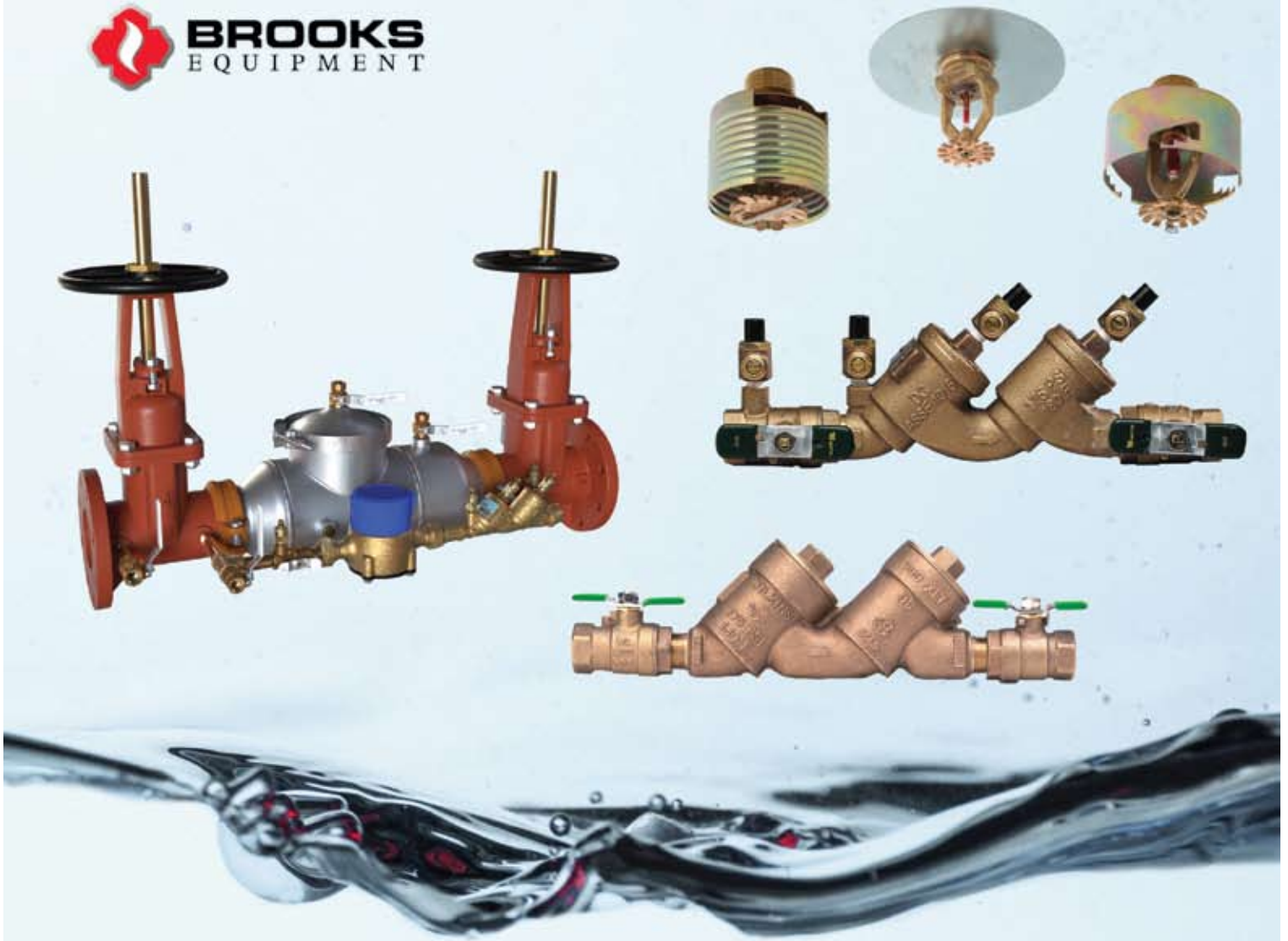
- Your Company will be listed as a Speaker Sponsor
- Recognition on marketing materials and website
- Company logo on seminar materials

Want to speak for 1, 2, 3, or 4 hours at an Educational Seminar? We are looking for speakers who are able to provide relevant information to educate and inspire.

Presentations and speakers must be approved by State Fire Marshals Office. FFEDA will assist in approval process.

You don't want to miss out on this opportunity!

If you would like to speak or sponsor a speaker please contact the FFEDA office at (850) 224-0711 or ffeda@executiveoffice.org.



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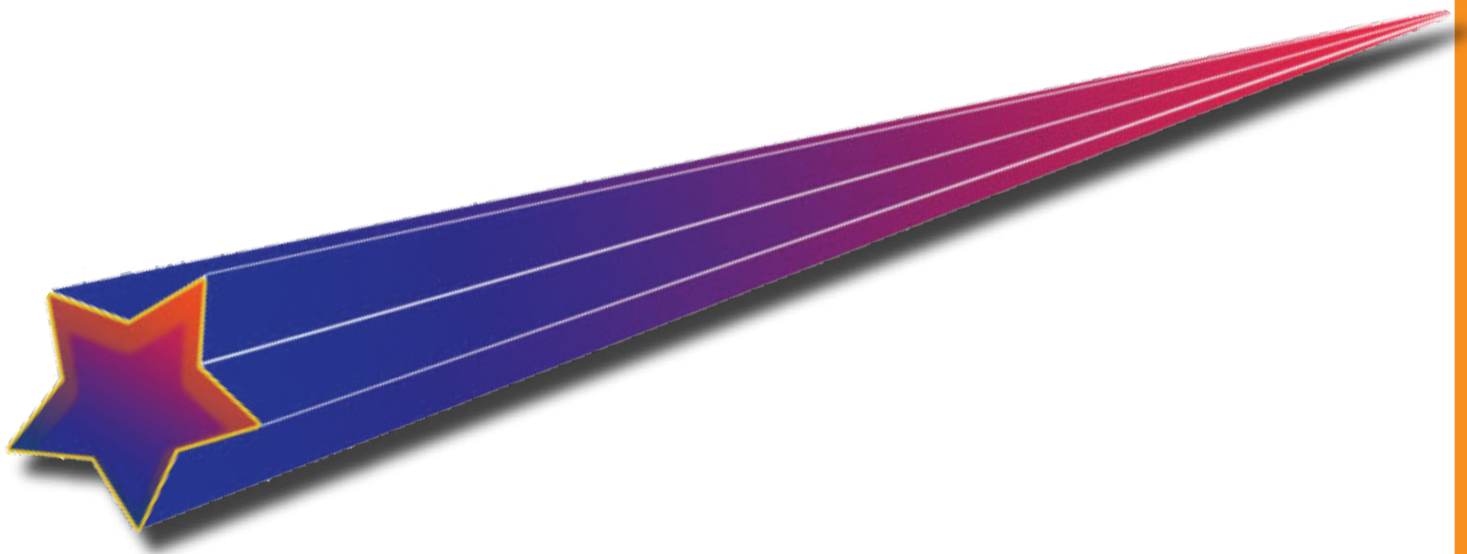
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