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# New Era

©  
2024

Season's  
greetings



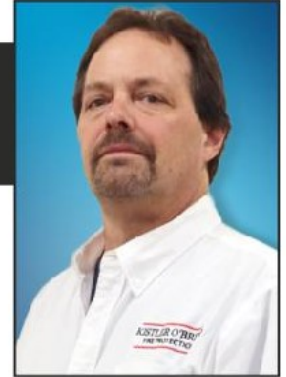
2025

HAPPY NEW YEAR

## President's Column

by: Ron Ford, PAFED President

2024 has been a very busy year for me  
and also for PaFED.



I want to take a moment to thank everyone that was involved with and attended our conference this year at Valley Forge. It was a tremendous success. We owe that success to each and every person that helped to make it happen, that sponsored, exhibited, presented, and attended. Thank you!

We are pleased to announce that we intend to return to the same venue for 2025. Mark your calendar and block out time to attend. The dates for 2025 are September 16th and 17th. The conference will be in Valley Forge Casino Hotel in Valley Forge, PA. We will have our golf charity outing, benefiting the Burn foundation's Camp Susquehanna. There are more details about the foundation and how you can help year round elsewhere in this publication.

As part of the PaFED annual meeting, board elections were held. I want to thank Adam Andrews for his years as part of the PaFED board. Look for updated board member introductions in our first issue of 2025.

I'm thankful to have a great board and for all of you for being a part of PaFED.

As we wrap up 2024, do be on the look up for your 2025 dues renewal invoice. I thank you for your continued membership and support. If you are not a member, please consider joining. We would love to have you and your company as part of PaFED!

*continued on page 3*



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*President's Message, from front cover*

PaFEd grew last year. We were please to have former members of PBFAA join us. We continue to work to engage former PBFAA members and incorporate more training and vendors in the life safety and security space into the PaFED family. Thank you for being a part of PaFED during this exciting time. We also encourage you to reach out to use and let us know what more we can do for you. PaFED is working with ESA and NTS to continue to offer value to you including access to great insurance, training, and member savings.

If there is anything you need from PaFED, reach out to a board member or our management office at 888-923-3471.

Happy Holidays and New Year Everyone!

Sincerely,  
 Ron Ford  
 rford@kobfire.com

# PaFED New Era



Published quarterly by

## Pennsylvania Association of Fire Equipment Distributors

2501 West 12th Street - Suite #253, Erie, PA 16505  
 888-923-3473  
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*–Henry Ford*

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## New LPI Verification Collar

By: Ron Ford

### New LPI Verification Collar for 17 & 17A Cylinders

Six years ago, I wrote an article about there were no current collar sizes that fit a lot of the 17 and 17A cylinders. The industry needed a collar for these cylinders. NFPA states in 17A- 8.6.5 "The collar Shall be a singular piece of interrupted material forming a hole of a size that does not permit the collar assembly to move over the neck of the container unless the valve is removed"

A couple of years ago, LPI Fire Equipment approached me about the collar ideal. They wanted my dream of a new collar for those cylinders to happen.

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Now we believe we have the correct size, material and design.

While no collar will fit every cylinder out there, it will fit quite a bit of them.

I personally want to Thank Seth Haubenstein and Rob Glass from LPI, for all their work to make this collar happen. Without their hard work and desire this collar would be nothing other than an article.

I look at this collar as a PAFED achievement that I helped on and will help better the industry. They will have the collars at the PAFED Conference.

Stop by the LPI booth and check them out.

Ron Ford  
President  
PAFED



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# Camp Susquehanna:

## Where Young Burn Survivors Build Community and Confidence

A serious burn injury is one of the most painful traumas a human being—especially a child—can endure. Most severely burned children are put into a medically induced coma for the first several months of their recovery because they might not otherwise survive the pain of their initial healing process. Recovery often takes years or even a lifetime of difficult treatments.

Emotional suffering and social isolation compound these physical healing challenges. Maimed and facially disfigured survivors tend to be stigmatized whatever their age, and children especially face ostracism and bullying.

For kids in this situation, nothing is more healing than just “being a kid” with other children and adults who truly understand and are able to help. That’s why Camp Susquehanna exists.

### What is Camp Susquehanna?

Camp Susquehanna is a sleepaway summer camp experience for children ages 7-17 who have had a burn injury. It creates potentially life-changing opportunities for children to have fun, connect with peers who are also burn survivors, and learn invaluable life skills in a safe, supportive environment.

Camp Susquehanna is the charity of choice for PAFED. It is a program of the Burn Prevention Network, a Pennsylvania statewide 501(c)(3) non-profit with the mission of reducing the risk of burns and empowering burn survivors and their families. Thanks to the support of many generous donors including PAFED, Camp Susquehanna is completely free to campers and their families. Participants can also take advantage of free roundtrip bus transportation from several different burn centers and other locations across Pennsylvania, including Pittsburgh, Philadelphia, Lewistown, and Lehigh Valley.

Camp Susquehanna participants vary widely in age and abilities, so activities are tailored towards each camper’s unique developmental needs. Kids can choose to participate in an impressive range of activities, including a climbing

wall, ropes course, towed tubing, swimming, fishing, campfires, music, skits, arts and crafts, and much more.

We are celebrating Camp Susquehanna’s 30<sup>th</sup> year. It is currently being held at beautiful Camp Westmont in Poyntelle, PA. Bracketed by scenic woodlands and a lake, indoor amenities include excellent dining facilities and air-conditioned cabins. Yes, the fun here is first-class.

### Supporting Camp Susquehanna

There are many ways for individuals, businesses, and groups to support Camp Susquehanna. One is supporting PAFED’s fundraising events. The camp is completely free for all who attend, and there is room at the current facility for many more campers if funding permits.

Other possibilities include:

- Acting as a chaperone on a bus bringing kids to or from camp.
- Helping to inventory, pack, label, and move camp supplies.
- Provide a lunch stop along one of the bus routes to or from camp. The kids love to stop at a fire hall and meet firefighters!
- Making possible online/virtual activities, such as regular Zoom calls with the children and their families.
- Helping to spread the word about Camp Susquehanna within your own community.

Camp applications are currently open! This year’s dates are June 14-18<sup>th</sup>. For more information about Camp Susquehanna, including this year’s volunteer application and donation links, please visit <https://www.burnprevention.org/camp-susquehanna/>.

*Additional information also on page 9 in this issue.*



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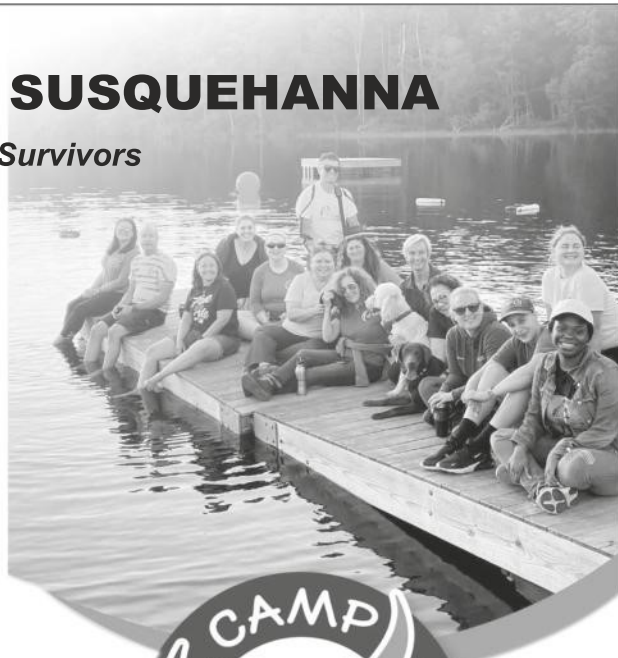
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# VOLUNTEER FOR CAMP SUSQUEHANNA

*Camp for Young Burn Survivors*



## A LIFE CHANGING EXPERIENCE

Camp Susquehanna is sleep away camp for children with burn injuries. Volunteers make one-on-one connections, learn and have new experiences, while enjoying the great outdoors in the beautiful Pocono Mountains.

**Each year, the Burn Prevention Network welcomes 100+ volunteers to make Camp Susquehanna a success!**

On-site volunteer opportunities for in-person camp include counselors, fun squad, psychosocial team, photographers, nurses and more! If you cannot commit to the entire time at camp, we have other opportunities as well!

- Chaperon on the buses that bring campers to and from camp
- Packers who label, organize, inventory, and move camp supplies
- Fundraisers! Hold a raffle, a fundraising event, or recruit donors
- Assist with virtual events throughout the year (Soliciting donations, packing materials, etc.)
- Help with a lunch stop along the bus routes for the campers

## VOLUNTEER REQUIREMENTS:

- Have experience working with children
- Complete the application
- Be at least 21 years of age
- Complete a phone interview
- Attend all days of camp
- Must have Criminal and Child Abuse check completed and mailed prior to attending camp. Anyone who has not lived in the state of PA for the last ten consecutive years must also complete an FBI fingerprint check. Clearances are valid for 60 months from date of issue.
- Burn survivors ages 18-20 may apply to the Leaders-InTraining Program

**Camp Susquehanna is completely free of charge to our campers and families.**

## WHAT VOLUNTEERS SAY:

*"Camp Susquehanna is a life changing experience. Once you attend, you will never be the same."*

*"Camp is just what I need to recharge my batteries for the rest of the year."*

*"I feel as though I get just as much from camp as the campers do. It feels like family here."*



## REGISTRATION

To see more information or register to volunteer for camp, visit our website. You can also email us at [Jessica@burnprevention.org](mailto:Jessica@burnprevention.org)



## CONTACT INFORMATION:

*Camp Susquehanna is a program of the Burn Prevention Network.*

6081 Hamilton Blvd  
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[burnprevention.org/camp-susquehanna](http://burnprevention.org/camp-susquehanna)

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PAFED ANNUAL CONFERENCE  
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### APPLICATION FOR MEMBERSHIP

(Please print or type)

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**Associate Membership** – Annual Dues \$250 (**For 2025 Membership**)

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Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_  
Co. Website: \_\_\_\_\_ Year Company Started: \_\_\_\_\_

#### COMPANY CONTACT:

Designated Voting Rep: \_\_\_\_\_ Title: \_\_\_\_\_  
Email: \_\_\_\_\_

#### CONDITIONS THAT MUST BE MET FOR ACTIVE MEMBERSHIP:

- 1) Do you follow the provisions of the National Fire Protection Association standards and other local codes and regulations within your service area which are applicable to your business? Yes \_\_\_\_\_ No \_\_\_\_\_
- 2) Do you have a D.O.T. certified hydrotest facility? Yes \_\_\_\_\_ No \_\_\_\_\_
  - a) If yes, list your D.O.T. Number and Expiration Date \_\_\_\_\_
  - b) If no, list the name and D.O.T. number of the Company that performs your hydrostatic testing  
Company \_\_\_\_\_ D.O.T. # \_\_\_\_\_
- 3) Is firm or company owned, controlled, managed or operated by any full or part-time member or employee of a regulatory agency? Yes \_\_\_\_\_ No \_\_\_\_\_
- 4) Does the firm conduct its business at a location which clearly identifies the business through a permanent commercial sign? Yes \_\_\_\_\_ No \_\_\_\_\_
  - a) Photo of permanent commercial sign must be provided
- 5) List of References: Provide at least (3) references, these may be customers, vendors or competitors.
  - a) List to include company name, address and phone number
- 6) Company maintains insurance which includes general liability and workers compensation coverage. Yes \_\_\_\_\_ No \_\_\_\_\_
  - a) Proof of Insurance – copy of Certificate of Insurance must be provided

#### RESPONSIBILITY OF MEMBERSHIP:

If accepted for membership in this association, we acknowledge the responsibility inherent in sale and maintenance of fire protection distributed by the industry. We pledge to perform our work and serve our customers with the highest degree of honesty, skill, and integrity that such responsibility infers.

We pledge that we will perform all work in strict accordance with legally applicable national, state and local fire codes and that violation of this pledge may mean termination of membership in this association. I further state that I have the authority to commit my firm to such precepts and principles and do so without reservation.

I and my assignees also agree that any property of PaFED will be returned upon termination of membership. I hereby certify that I have read the contents of this application and that the information provided herein is true and correct.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

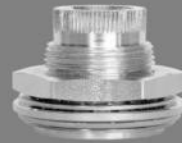
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**Please submit this application and first full year's dues payment to PaFED at the address listed above**  
*Membership is not transferable. Dues are not refundable. Membership is based on a calendar year (January 1 thru December 31).*

## THANKS to this Month's New ERA "Sponsors"

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## 2025 Schedule of Events

### PAFED Board of Directors Meetings:

- January 22
- April 23
- July 23

### PAFED Conference:

- September 16-17 Annual Meeting - Valley Forge Casino Resort

### NAFED Regional Conferences:

- March 6-7 - Las Vegas, NV
- April 10-11 - Atlantic City, NJ
- May 8-9 - St Louis, MO

### AFAA Annual Fire Expo:

- April 14-16 - Lake Buena Vista, FL

### NFSA Regional Seminar:

- May 7-9 - Nashville, TN

### NFPA Conference & Expo:

- June 16-20 - Las Vegas, NV

### AFSA Annual Convention:

- October 15-18 - Washington, DC

### ISC Security Expos:

- ISC West - March 31 - April 4
- ISC East - November 18-20

## Renew Your Membership for 2025!

Look in your email for your renewal invoice coming soon!

Membership Dues for 2025 are \$250

### What does your membership support?

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- Networking Opportunities
- News via The New Era Newsletter
- Public Relations Activities

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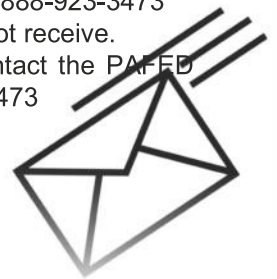
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## Support Dancheck's After Tragic Building Fire

It was recently announced that Dancheck's Fire Extinguisher Company was compromised in its entirety as a result of a building fire on February 15. Dancheck's is a second generation family business and long time member of PAFED. It has been a devastating time for Charlie Dancheck and his family, and PAFED members have a chance to help during this difficult time. A GoFundMe account has been set up by Cassandra Muller, daughter of Charlie.

<https://www.gofundme.com/f/help-danchecks-fire-co-rebuild>

Please consider supporting the Dancheck family and their employees in their effort to restore a trusted business in the Edwardsville community for several decades.

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Quality is Behind the Diamond

## How can customer service attract new clients and retain existing customers

By: Shaun McNally Sr.

Membership/Nominations Committee Chair & Treasurer



Hello. First let me start off by saying “Thank you” to everyone who made this year’s PAFED Conference a success. It was great seeing many of you again since the last one. And it was great meeting some new faces as well. I also want to give a huge shoutout to those members of PAFED who put in the time and effort day after day to make this year’s conference as successful as it was. In an effort to remain transparent, please be sure to submit any feedback you may have to the board, for evaluation & consideration. You can go online to our website at <https://www.pafed.com/contact/> to submit your feedback. Or you can submit a direct email to us at: [Admin@pafed.com](mailto:Admin@pafed.com)

Now. On to the good stuff. When I came into this industry 19 years ago, I quickly learned that providing property and life-saving services & products was not all we did as a company. I learned quickly that this is a highly competitive industry. With demanding customers who have expectations of excellence, quality service, quality materials, all at a fair price. So not only did I have to become knowledgeable in my area of expertise, I also had to become a customer service “expert”. And with that, I learned that we as a company demonstrate some of the best customer service possible. Something that can set us apart from our competitors. It’s also something I never thought I’d do. But here I am, 19 years later, still learning and building that expertise every day. I feel that this is important because every customer is different. But not only that, being a customer service “expert” will be what helps bring in new clients & keep the existing ones.

But what does customer service really mean? The answer may be different for everyone. Some people just want you to show up, do your thing, and get out as fast as possible, without any interruption. Others want to take the time to walk the building with you. Sit down and chat for a while to talk about deficiencies, recommendations, or the weekend. Either way, customer service is dependent on what the customer wants and/or pays for. Some may want to make that “emergency” call to you in the middle of the night, on a weekend. Others are okay with the problem waiting until Monday. No matter the circumstance, customer service is being there for your client, when they need you. Even if it just getting them a price for fire extinguisher inspections. Or a question about an invoice. Or providing the service they need when you say you’re going to provide it.

Relaying the level of customer service you can provide is a great tactic when prospecting new customers. That first business meeting should include what services you provide & how you provide them. Really “sell” that brand’s mission or motto. Let’s not forget what the expectations are for both the provider and the client. Find out what their needs are. Ask those questions you may not think are important. You won’t be able to provide excellent customer service if you don’t. Make a list if you have to. Inform the possible client, in detail, how the services you can provide them will benefit them. Let them know how the business model for your company works and explain those processes to them. This will help ease any possible tensions that may arise in the future. Tensions that are often built from lack of understanding. Build that relationship. From the ground up if necessary. (Continued on page 20...)



# PAFED is Seeking New Board Members - Apply Today!

PAFED (Pennsylvania Association of Fire Equipment Distributors) is an organization that prides itself on increasing the already high standards of the fire protection industry. Membership is open to any legitimate companies providing fire protection services in the Commonwealth of Pennsylvania. We work with & share information with state and local governments, various government agencies, insurance providers and the public. We also discuss common concerns, share ideas and address key issues.

- Board / Committee Member Responsibilities and Duties
- Serving on the PAFED Board of Directors and/or Association Committees
- Assisting staff and members with contacting possible new members, increasing support, attendance to virtual and in-person meetings, and PAFED functions
- Serve as a point of contact
- Contribute to the New Era newsletter
- Abide by the Bylaws set forth by the PAFED organization as outlined on the PAFED website
- Operating under the Code of Ethics as outlined on the PAFED website
- Actively seeking a candidate that could possibly replace your position on the board upon term limit expiration

**Information to include for interested volunteers:**

Name \_\_\_\_\_

Employer  
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Full Contact Info  
\_\_\_\_\_

Reason for Applying  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Achievements, Certifications, etc.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Indicate other organizations in which you are affiliated or member of:  
\_\_\_\_\_  
\_\_\_\_\_



Pennsylvania Association of Fire Equipment Distributors

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# PaFED "New" ERA

Official newsletter of the Pennsylvania Association of Fire Equipment Distributors

## Advertising Rate Information

2025 Mechanical Size (Width x Height)	Four Issues Total (When Paid in Advance)	Two Issues Total (When Paid in Advance)	Per Issue
1/8 Page 3.5" W x 2"H	\$240	\$130	\$75
1/4 Page 3.5" W x 5"H	\$400	\$220	\$125
1/2 Page 7.5" W x 5"H	\$600	\$400	\$225
Full Page 7.5" W x 10"H	\$1,100	\$640	\$350
Inside Cover 7.5" W x 10"H	\$1,200	\$700	\$400
Back Cover 7.5" W x 7.5" H	\$1,200	\$700	\$400

## About Our Publication

Frequency: Quarterly - 4 issues annually

Issues: January-March, April-June, July-September, October-December

Advertising Deadline: 15<sup>th</sup> of the month preceding publication

Advertising Copy: Camera Ready or Electronic (PDF files preferred)

## Advertising Insertion Form

Size of Ad (*select one*)     1/8 page     1/4 page     1/2 page     Full Page

Ad Frequency (*select one*)     4 Issues     2 Issues     Individual Issue

Ad Run Cycle    Beginning mm/yy: \_\_\_\_\_ to Ending mm/yy: \_\_\_\_\_

Ad Billing Frequency:     Pay In Advance     Pay Per Issue

Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

Company: \_\_\_\_\_

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Send completed Advertising Insertion Form with Advertising Copy to the PaFED via email or to address listed above



# PAFED FIRE EXTINGUISHER INCIDENT REPORT

Company: \_\_\_\_\_ Date of Incident: \_\_\_\_\_  
 Person Reporting: \_\_\_\_\_ Date of Report: \_\_\_\_\_  
 Location: \_\_\_\_\_

**TYPE OF FIRE**

- Class A                       Class B                       Class C  
 Class D                       Class K                      What was burning: \_\_\_\_\_

**INDICATE SIZE AND QUANTITY**

ABC: \_\_\_\_\_ Press. Water: \_\_\_\_\_  
 BC: \_\_\_\_\_ Water Mist: \_\_\_\_\_  
 PK: \_\_\_\_\_ Loaded Stream: \_\_\_\_\_  
 CO2: \_\_\_\_\_ Class D: \_\_\_\_\_  
 Clean Agent: \_\_\_\_\_ AFFF: \_\_\_\_\_  
 Class K: \_\_\_\_\_ FFFP: \_\_\_\_\_

**Did the extinguisher(s) extinguish the fire?** .....  YES  NO

*If NO, how was fire extinguished?*

- Fire Department                       Occupant-used Hose                       Sprinkler System  
 Self Extinguished                       Other System: \_\_\_\_\_                       Other: \_\_\_\_\_

**If extinguisher failed to extinguish fire, why?**

- Fire Too Large                       Extinguisher Not Full                       Operator Error  
 Extinguisher Not Pressurized                       Operator Not Trained                       Extinguisher Malfunction  
 Wrong Type Unit                       Unknown                       Other: \_\_\_\_\_

**REASON FOR MALFUNCTION**

- No Maintenance                       Valve Failed To Open                       Improper Recharge  
 Unknown                       Extinguisher Damaged                       Other: \_\_\_\_\_

**Was the fire department called?** .....  YES  NO

**Did the fire department extinguish/overhaul?** .....  YES  NO

If known, approximate time fire department arrival? \_\_\_\_\_

**Did the fire area have fire suppression systems?** .....  YES  NO

*If YES, did they activate?* .....  YES  NO

What type systems were present? \_\_\_\_\_

**TYPE OF OCCUPANCY**

- Assembly                       Residential                       Industrial  
 Educational                       Lodging                       Storage  
 Day Care                       Residential Boarding                       Vehicle  
 Healthcare                       Mercantile                       Construction  
 Detention/Correction                       Business                       Other

**Please describe incident:**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Please submit completed incident report to PAFED.

## How can customer service attract new clients and retain existing customers

### Continued from page 16

The same can be said for existing customers. You are just as likely to get more work from existing customers, by providing excellent customer service, than you are by going out and getting new clients. Existing clients should be contacted often. In my opinion, at least once per year (more if warranted). Check in with the customers. See how things are going. BE TRANSPARENT. Provide customer care calls. Have your technicians give the clients survey cards when they are there providing a service. Evaluate those cards, the processes, and the relationship consistently.

You may (or may not) be surprised how many times a client has said to me "I didn't know you guys did that?". Or "what all do you guys do?" The reason they asked those questions is because of a lack of communication and knowledge. Something we are responsible for! Sometimes, buildings you service may use different providers to handle their services. And maybe they are disgruntled with a provider. If you provide excellent customer service on a consistent basis, guess what? You just created an opportunity for yourself. If even you don't sell them on all of the services your company provides, maybe that customer will remember the services you did provide with excellent customer service, and give you more opportunities in the future. Which leads to more revenue. Or maybe they won't. It's really up to you.

Customer service also means not misrepresenting yourself or the services you may or may not offer. Don't offer a service you can't deliver on. Don't offer a service if you're going to half-a\*\* it. Tell the customer you can't. They'll be thankful for that. It won't end up costing them thousand upon thousands of dollars in damages when you screw up & it won't put you in a position to file an insurance claim or pay out of pocket for those damages. Instead, form alliances with other providers. Become "friendly" competitors. But keep the circle small.

Now there may be some points I didn't cover. Maybe you won't agree with everything I said. That's ok. This is just an opinion article anyway & my space is limited. This is, however, an article that is designed to make you investigate and explore your customer service levels (and the services) you provide. And adjust them as necessary. Train & invest in your employees to "level up".

Let me leave you with this thought: When you go out with friends, or take your family out to a restaurant, what is it that you're seeking besides that delicious meal? It's the EXPERIENCE. The waiter or waitress is your customer service rep from that establishment. It is their job to provide you with the food & drinks you ordered, promptly, and at a fair price. If you have a great experience, and receive excellent customer service, you pay your tab, tip generously, and will MOST LIKELY return. Maybe next time you'll try the sirloin steak instead of the burger. But, if your waiter or waitress is non-attentive, food is served cold, and your drinks are flat, you most likely won't return for the same service. Especially if the manager doesn't even bother to try and save the evening. And you know, there are plenty of other places to go out to eat at. In the fire protection industry, it's really no different. Keep that in mind when you don't take customer service into account when pursuing new clients. Or trying to keep the one you got.

Thank you,

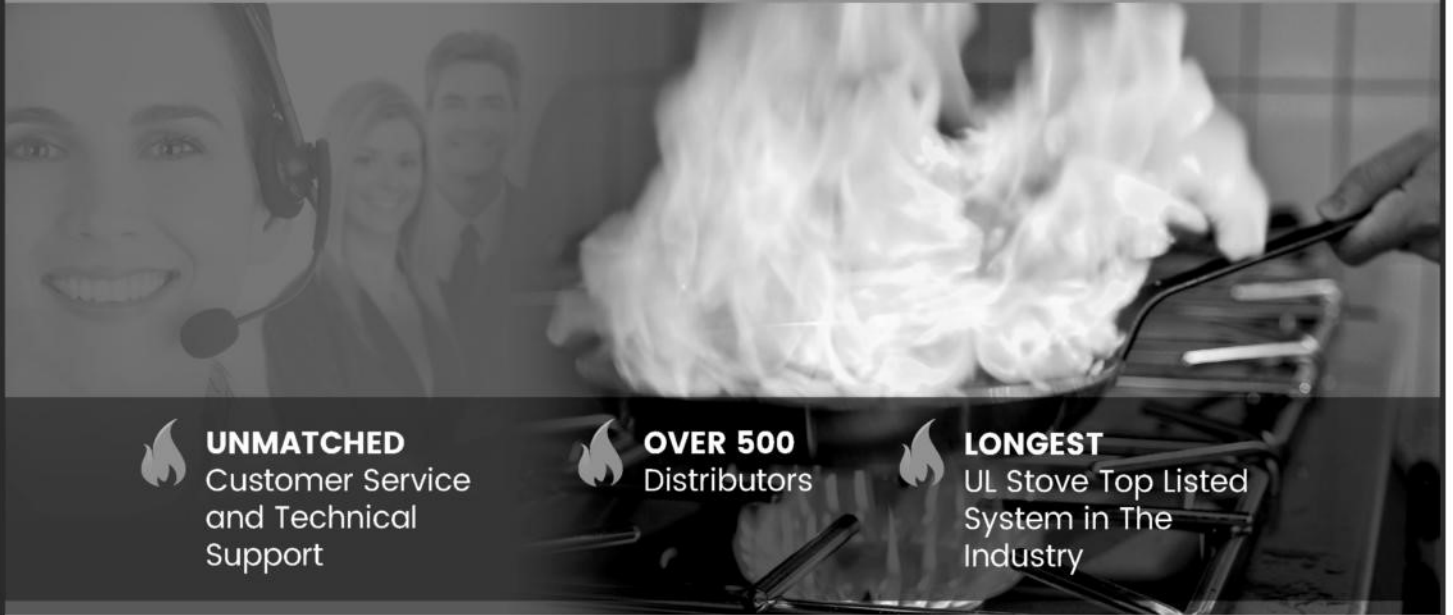
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S.M.E./New Business Development



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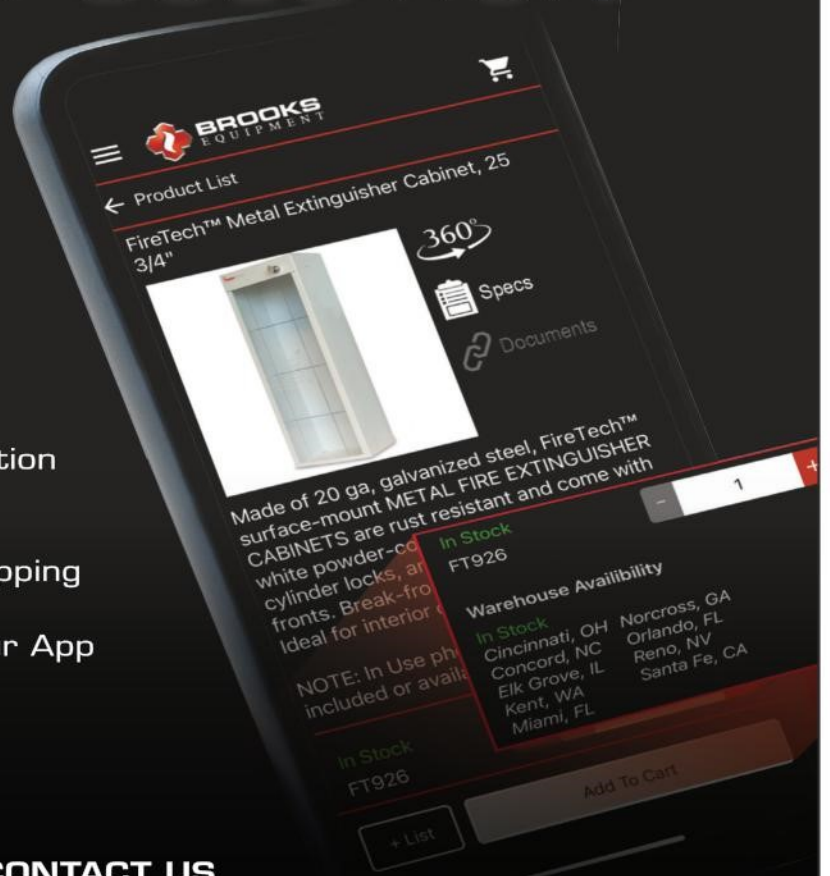
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