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New Era

©
2024

REGISTER NOW!!! PAFED / PBFAA Annual Meeting

September 18-19, 2024

Valley Forge Casino Resort

About the PAFED
Annual Conference Host City

Valley Forge is a perfect place for a getaway

Valley Forge and King of Prussia combine to offer some of the most diverse experiences in all of Montgomery County. Featuring unparalleled history at Valley Forge National Historical Park, the best shopping in the country at King of Prussia Mall, incredible dining and nightlife, and the biggest parties in Montco, Valley Forge and King of Prussia are great places to start your next getaway.



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PAFED Conference Host Hotel - September 18-19

As the region's only full-amenity gaming resort, Valley Forge features a 40,000-square-foot gaming floor, plus 100,000 square feet of meeting, conference, and banquet facilities, and two luxury hotel towers. They also offer dining options, live entertainment, and an exciting nightlife scene. Every Valley Forge team member is dedicated to a culture of impeccable service that is conceived, nurtured, and supported by the theme "The House Is Yours."



President's Column

by: Ron Ford, PAFED President



I am starting this Presidents article about Dale Eller. Dale and his wife

Paula managed the PAFED Office for almost 20 years. I have known Dale for 12 of those years.

On April 29th I got a text and a phone call that he passed away in the morning. That was a tough day for me. I had the honor to go to his viewing and funeral. The viewing was a steady flow of people from friends, business associates and people from the fire industry. Dales' funeral started with the music of Styx's song Renegade playing.

I turned to my wife and whispered I didn't know Dale was into rock. The pastor came on right after and explained. It was the Steelers fight song at the stadium. Everyone who knows Dale, even a little, knew he was a Hugh Steelers and sports fan. That was fitting for him!

I will always remember him as the guy would help, with that funny sense of humor. Even though Paula and Dale retired at the end of 2022, they were not going to let me fail. Dale was helping every week with the transfer of management companies. Not only did I lose a business associate but lost a friend too.

I also would like to say Thank You to all the PAFED/PBFAA members that reached out to Paula. The show of support was greatly appreciated by Paula. She is doing good and has the right approach one day at a time and that she has this. Dale looking down and smiling, he knew she would have this. She was taught by one of the best. Dale's gone but never will be forgotten.

We the board of PAFED on April 9 voted anonymously to switch our management company from SMG to For Your Org. We hired Jason Etter of For Your Org based out of Chester, NY. (Continued on page 3)



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President's Message, from front cover

Jason has over 20 years of experience in the fire alarm/security side of the business. He was a past president of the NY Association. I feel he will be a great fit for the PAFED/PBFAA membership.

I have been working with Jason to get the services switched over. Some were easy, but others were not. The banking, which I thought would be simple, turned out to be the opposite.

We are now in control of the accounts. Once everything is transferred over, the new board in 2024 will be set up and ready to go. The board will be going over

We should have the conference line out very soon. The conference will be in Valley Forge Casino Hotel in Valley Forge, PA. It's an exciting line up with a few new speakers to PAFED.

The Wednesday before we will have our golf charity outing, benefiting the Burn foundation's Camp Susquehanna.

That night will be our welcome event at the casino from 6 to 8PM, and after the casino or visit the many places in the area.

We are expecting a good turnout for attendance and some new companies never at a PAFED conference. Hope to see all of you at the conference.

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

Sincerely,
Ron Ford
rford@kobfire.com

PaFED New Era



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888-923-3473

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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.

LPI worked with me through the process. They tried different sizes and materials through demo collars. They finally were the right size, but it could be stretched around the valve. So back to work again.

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 Haubenstock 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/PBFAA



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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 30th 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 14-18th. 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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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

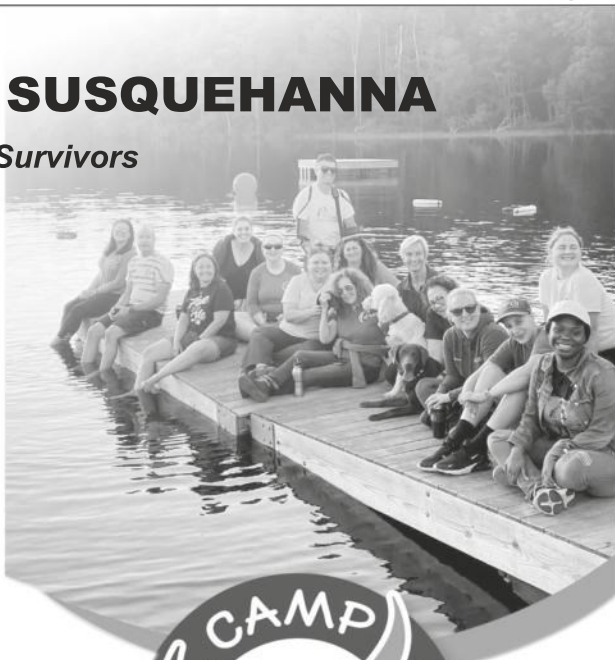
Camp Susquehanna is completely free of charge to our campers and families.

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



CONTACT INFORMATION:

Camp Susquehanna is a program of the Burn Prevention Network.

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burnprevention.org/camp-susquehanna

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2024 PAFED ANNUAL FUNDRAISER AND MEETING

Valley Forge Casino Resort – September 18-19, 2024

ANNUAL DONATION SPONSORSHIPS

Sponsorship allows PAFED to host Equipment Distributor company owners and senior managers and provide receptions, program and great food and entertainment that supports the ongoing programs of the association. Please call the PAFED office at 888-923-3473 for more information or to discuss customized packages.

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- Six Attendee Registrations including Golf.
- Golf Tee Sponsorship
- Premium recognition w/ logo on website
- Premium recognition w/ logo on all e-mail communications regarding Convention
- Premium Recognition in The New Era - October & December
- Premium recognition on all signage at Convention

VIP GOLD \$2,000

- Four Attendee Registrations Including Golf
- One Golf Foursomes
- Golf Tee Sponsorship
- Premium recognition w/ logo on website
- Premium recognition w/ logo on all e-mail communications regarding Convention
- Premium Recognition in The New Era - October and December
- Premium recognition on all signage at Convention

VIP SILVER \$1,000

- Three Attendee Registrations Including Golf
- Golf Tee Sponsorship
- General recognition w/ logo on website
- General recognition w/ logo on all e-mail communications regarding Convention
- General Recognition in The New Era - October and December
- General recognition on all signage at Convention

VIP BRONZE \$750

- Two Attendee Registrations Including Golf
- Golf Tee Sponsorship
- General recognition w/ logo on website
- General recognition w/ logo on all e-mail communications regarding Convention
- General Recognition in The New Era - October and December
- General recognition on all signage at Convention.

LEADERSHIP \$500

- General recognition with logo on website
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- General Recognition in The New Era October and December
- General recognition on all signage at Convention.

DONOR \$300

- General recognition Company name on website
- General recognition Company name on all e-mail communications regarding Convention
- General Recognition in The New Era - October and December
- General recognition on all signage at Convention.

DEALER REGISTRATION (FIRST 2 DEALERS FROM EACH COMPANY ARE GUEST OF THE SPONSORS)

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DEALER REGISTRATION

(All non-dealer companies must register as vendor)
2024 PAFED Annual Meeting and Fundraiser

Valley Forge – September 18-19, 2024

Registration includes Golf, Opening Reception, all meals,
and workshops on Thursday.

TELEPHONE REGISTRATION 888-923-3473

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DEALER REGISTRATION FEES

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| ___ VIP PLATINUM | \$ 3,000 |
| ___ VIP GOLD | \$ 2,000 |
| ___ VIP SILVER | \$ 1,000 |
| ___ VIP BRONZE | \$ 750 |
| ___ LEADERSHIP | \$ 500 |
| ___ DONOR | \$ 300 |

See complete details of inclusive Sponsorship Packages in Convention flier.

NON-PACKAGE REGISTRATION

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___ Attendee (after first two guests) \$175
(One Full Registration)

___ Friends of PaFED/Spouse \$75
(One Full Registration, All functions)

GOLF TEE SPONSORSHIP

___ Golf Tee Sponsor \$ 100

GOLF REGISTRATION

___ Golfer(s) \$ 100

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PROGRAM

Wednesday

| | |
|-----------------------|----------------------------|
| 8 a.m. | Golf Check-in |
| 9 a.m. – 3 p.m. | Golf at Course |
| 8 a.m. – 5 p.m. | Vendor Set-up |
| 6:00 p.m. – 8:00 p.m. | Welcome Reception/Exhibits |

Thursday

| | |
|-----------------------|--------------------------------|
| 7 a.m. – 8 a.m. | Registration/Buffer Breakfast |
| 8 a.m. – 9:15 a.m. | Business meeting |
| 9:30 a.m. – 11 a.m. | Keynote Speaker |
| 11:15 a.m. – 1 p.m. | Exhibits/Lunch in Exhibit Hall |
| 1:15 p.m. – 2:15 p.m. | FEMA Presentation |
| 2:30 p.m. – 4:30 p.m. | Workshops |
| 4:30 p.m. – 4:45 p.m. | Town hall meeting |
| 5 p.m. – 8 p.m. | Happy Hour Exhibits |
| 5:30 p.m. – 5:45 p.m. | Door prizes give away |

HOTEL: Book online at www.pafed.com on the **Events page**. You can also call the Valley Forge Casino Hotel, King of Prussia, PA at 610-354-8118. Rate is \$164. Mention group name: Pennsylvania Association of Fire Equipment Distributors (PAFED) and use reservation code PAF124C

SCAN AND EMAIL COMPLETED FORM TO:

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**For information or to register by
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| Getz Equipment Innovators | 888-747-4389 |
| Guardian Safety Solutions Int | 800-786-2178 |
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2024 Schedule of Events

PAFED Board of Directors Meetings:

- July 24

PAFED Conferences:

- September 18-19 Annual Meeting -
Valley Forge Casino Resort

NAFED Regional Conferences:

- May 23 - New Orleans, LA

AFAA Annual Fire Expo:

- April 29 - May 1 - Providence, RI

NFPA Conference & Expo:

- June 17-19, 2024 - Orlando, FL

AFSA Annual Convention:

- September 18-21 - Aurora, CO

ISC Security Expos:

- ISC East - November 19-21

Renew Your Membership for 2024!

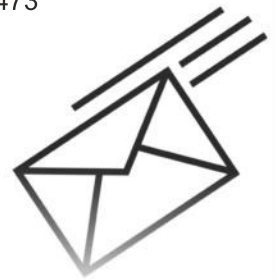
Membership Dues for 2024 are \$250

What does your membership support?

- Legislative Advocacy & Updates
- Networking Opportunities
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- Public Relations Activities

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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

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 _____

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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 (814) 838-5127 FAX

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PaFED “New” ERA

Official newsletter of the Pennsylvania Association of Fire Equipment Distributors

Advertising Rate Information

| 2024 | | Four Issues Pay Total In Advance 25% SAVINGS | Two Issues Pay Total In Advance 10% SAVINGS | Individual Issues Pay Per Issue |
|----------------------------------|----------------|---|--|------------------------------------|
| Mechanical Size (Width X Height) | | | | |
| 1/8 Page | 3.5" Wx 2" H | \$165 | \$99 | \$55 |
| 1/4 Page | 3.5" Wx 5" H | \$312 | \$187 | \$104 |
| 1/2 Page | 7.5" Wx 5" H | \$576 | \$346 | \$192 |
| Full Page | 7.5" Wx 10" H | \$945 | \$567 | \$315 |
| Inside Cover | 7.5" Wx 10" H | \$1,035 | \$621 | \$345 |
| Back Cover | 7.5" Wx 7.5" H | \$1,035 | \$621 | \$345 |

About Our Publication

Size: 8 1/2" x 11" 20 to 28 pages

Frequency: (4) issues annually - Professionally typeset, printed and mailed

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

Circulation: 150+ issues mailed & distributed – AND – archived on PAFED.com
 500+ emailed to industry contacts and distributor employees

Advertising Deadline: 15th of the month proceeding publication

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

Advertising Reservation 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 Total In Advance ☐ Pay Per Issue

Authorized By: _____ **Date:** _____

Company: _____

Billing Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____ **Email:** _____

Send completed Advertising Reservation Form with Advertising Copy to the PaFED 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,

Shaun McNally Sr.

S.M.E./New Business Development



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2024 PAFED ANNUAL FUNDRAISER AND MEETING

Valley Forge Casino – September 18-19, 2024

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Your sponsorship allows PAFED to host Equipment Distributor company owners and senior managers and provide receptions, program and great food and entertainment that supports the ongoing programs of the association. Please call the PAFED office at 888-923-3473 for more information or to discuss customized packages.

***YOUR SPONSORSHIP ALLOWS US TO EDUCATE OUR MEMBERS
ON THE LATEST PRODUCTS AND SERVICES
ALL-INCLUSIVE SPONSOR PACKAGES***

VIP PLATINUM \$3,000 (\$3,250 NM)

- Six Attendee Registrations including Golf.
- Golf Tee Sponsorship
- 5 Minute Pitch to Membership at General Meeting
- Two Exhibitor Tables
- Premium recognition w/ logo on website
- Premium recognition w/ logo on all e-mail communications regarding Convention
- Premium Recognition in The New Era - October & December
- Premium recognition on all signage at Convention

VIP GOLD \$2,000 (\$2,250 NM)

- Four Attendee Registrations Including Golf
- One Golf Foursomes
- Golf Tee Sponsorship
- 3 Minute Pitch to Membership at General Meeting
- One Exhibitor Tables
- Premium recognition w/ logo on website
- Premium recognition w/ logo on all e-mail communications regarding Convention
- Premium Recognition in The New Era - October and December
- Premium recognition on all signage at Convention

VIP SILVER \$1,000 (\$1,250 NM)

- Three Attendee Registrations Including Golf
- Golf Tee Sponsorship
- 2 Minute Pitch to Membership at General Meeting
- One Exhibitor Table
- General recognition w/ logo on website
- General recognition w/ logo on all e-mail communications regarding Convention
- General Recognition in The New Era - October and December
- General recognition on all signage at Convention

VIP BRONZE \$750 (\$1,000 NM)

- Two Attendee Registrations
- General recognition w/ logo on all e-mail communications regarding Convention
- General Recognition in The New Era - October and December
- General recognition on all signage at Convention.

VENDOR REGISTRATION (Non-package member rates)

| | |
|----------------------------|--------|
| EXHIBITOR TABLE & ATTENDEE | \$ 500 |
| EXHIBITOR NO TABLE | \$ 300 |
| EXHIBITOR EXTRA ATTENDEE | \$ 175 |
| GOLFER | \$ 100 |
| GOLF TEE SPONSOR | \$ 100 |



VENDOR REGISTRATION

(All non-dealer companies must register as vendor)
2024 PAFED Annual Meeting and Fundraiser

Valley Forge Casino – September 18-19, 2024

Registration includes Exhibit Table, Opening Reception,
and all meals on Thursday.

TELEPHONE REGISTRATION 888-923-3473

COMPANY _____

BILLING CONTACT _____

TEL _____ FAX _____

E-MAIL _____

ADDRESS _____

CITY _____ ST _____ ZIP _____

ATTENDEE NAME _____

EMAIL _____

ATTENDEE NAME _____

EMAIL _____

ATTENDEE NAME _____

EMAIL _____

VENDOR REGISTRATION FEES

SPONSOR PACKAGES

Includes registration and sponsorship Member rate
Non-Member (NM) in ()

| | |
|------------------|-----------------------|
| ___ VIP PLATINUM | \$ 3,000 (\$3,250 NM) |
| ___ VIP GOLD | \$ 2,000 (\$2,250 NM) |
| ___ VIP SILVER | \$ 1,000 (\$1,250 NM) |
| ___ VIP BRONZE | \$ 750 (\$1,000 NM) |

See complete details of inclusive Sponsorship Packages in Convention filer.

NON-PACKAGE REGISTRATION

PAFED MEMBERS ONLY

Please reserve the following:

___ Vendor Registration/Table \$500
(Exhibit Table, One Full Registration)

___ Vendor Registration/No Table \$300
(One Full Registration, All functions)

___ Additional Person \$175
(One Full Registration, All functions)

GOLF TEE SPONSORSHIP

___ Golf Tee Sponsor \$ 100

GOLF REGISTRATION

___ Golfer(s) \$ 100

PAYMENT TOTALS

CONVENTION PACKAGE: \$ _____

CONVENTION REGISTRATION: \$ _____

TOTAL DUE: \$ _____

METHOD OF PAYMENT

___ CREDIT CARD

___ VISA ___ MASTERCARD ___ AMEX

NAME ON CARD _____

EXPIRES _____ SEC CODE _____

BILLING ZIP CODE _____

___ CHECK ENCLOSED

___ Member Vendor Bill with P.O. # _____

PROGRAM

Wednesday

| | |
|-----------------------|----------------------------|
| 8 a.m. | Golf Check-in |
| 9 a.m. – 3 p.m. | Golf at Course |
| 8 a.m. – 5 p.m. | Vendor Set-up |
| 6:00 p.m. – 8:00 p.m. | Welcome Reception/Exhibits |

Thursday

| | |
|-----------------------|--------------------------------|
| 7 a.m. – 8 a.m. | Registration/Buffer Breakfast |
| 8 a.m. – 9 :15a.m. | Business meeting |
| 9:30 a.m. -11 a.m. | Keynote Speaker |
| 11:15 a.m.– 1 p.m. | Exhibits/Lunch in Exhibit Hall |
| 1:15 p.m. – 2:15 p.m. | FEMA Presentation |
| 2:30 p.m. – 4:30 p.m. | Workshops |
| 4:30 p.m. – 4:45 p.m. | Town hall meeting |
| 5 p.m. – 8 p.m. | Happy Hour Exhibits |
| 5:30 p.m. – 5:45 p.m. | Door prizes give-away |

HOTEL: Book online at www.pafed.com on the **Events page**. You can also call the Valley Forge Casino Hotel, King of Prussia, PA at 610-354-8118. Rate is \$164.

Mention group name: Pennsylvania Association of Fire Equipment Distributors (PAFED) and use reservation code PAF124C

SCAN AND EMAIL COMPLETED FORM TO:
admin@PAFED.com

For information or to register by
phone call 888-923-3473

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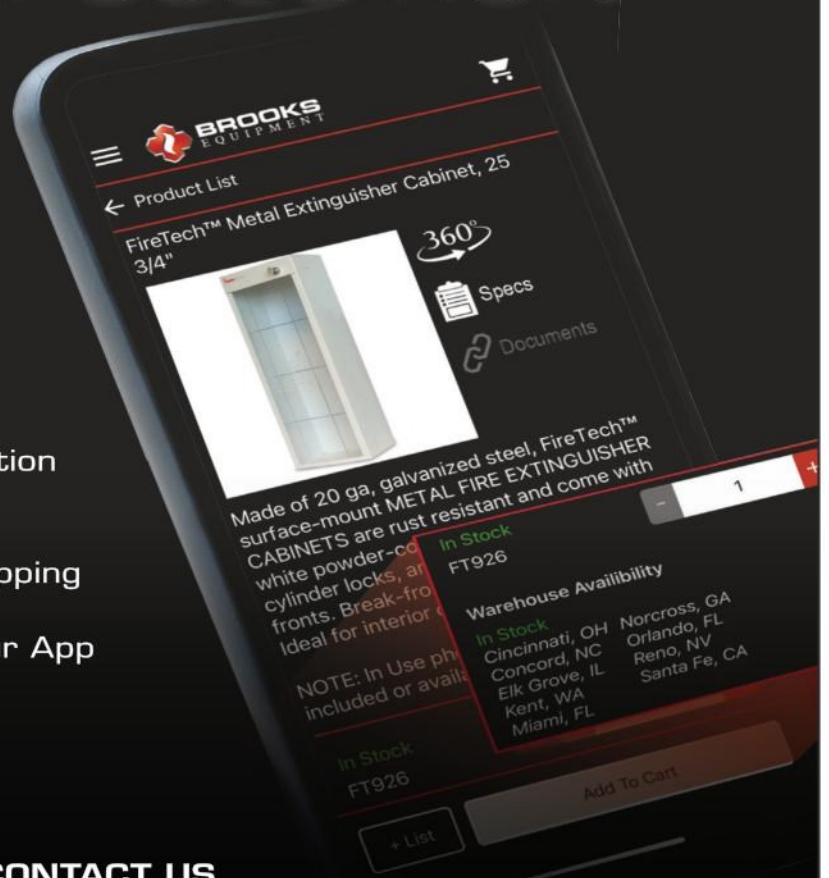
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