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**October 2008**

## **Victory! NFSA Pushes ICC Proposal to Approval, Requiring Fire Sprinklers in All New Single- and Two-Family Housing in the U.S.**

The NFSA has reported that members of the International Code Council (ICC) approved a life- and property-saving residential sprinkler code proposal that had significant backing from the NFSA at the just-concluded 2008 Code Hearings in Minneapolis.

Requiring a two-thirds majority to pass and become part of building codes across the nation, the code change proposal received 73 percent of the votes on the September 21 ballot. This strong support for requiring fire sprinklers in new homes showed a large majority of code officials in the U.S. believe fire sprinklers are an integral part of safety in new one- and two-family housing.

ICC's voting members – who were government or municipality representatives engaged in the administration, formulation or enforcement of laws, regulations or ordinances relating to public health, safety and welfare – passed the proposal, which stated that effective January 1, 2011, an approved automatic fire sprinkler system shall be installed in new one- and two-family dwellings and townhouses in accordance with NFPA 13D.

In addition, fire sprinklers will be required in all townhomes effective immediately with the publication of the next International Residential Code (IRC), receiving almost 75 percent of the votes at the hearing.

“Countless lives will be saved as a result of these historic code changes,” said John Viniello, president of NFSA. “I am proud of America’s fire service communities and representatives, the voting members of the ICC, and building officials for joining together for such an important cause. It has been a long fight but we’ve never wavered. Our collective dedication and perseverance has prevailed as we emerge victorious on this critical public safety issue.”

NFSA played a critical role in educating code officials on the importance of this change. NFSA mobilized its members to carry the positive messages about fire sprinklers’ benefits to local officials throughout the country, while debunking myths promoted by the main opposition to this code change: large national and regional homebuilders.

“This code change, which will affect local and state building codes nationwide, will provide tremendous benefits to the public, saving lives and property in every state of the union,” said Fred Benn, Chairman of NFSA’s

Residential Committee. “We are incredibly proud of our work in taking the simple idea that fire sprinklers save lives and property and convinced a large segment of the country’s governmental code professionals to adopt a code change that would be truly revolutionary for our nation’s residents.”

Among NFSA’s key activities in promoting this code change:

NFSA’s Regional Managers played a leading role in assisting the International Residential Code Fire Sprinkler Coalition with a massive, nationwide “Get Out the Vote” campaign

NFSA’s Regional Managers played a leading role in educating industry members on how to discuss the important issues with their local officials

Its Engineering Department provided technical data on sprinkler function and systems to voters

The NFSA Public Fire Protection unit helped show the real effects of fire, staging burn trailer demonstrations for ICC delegates and showcasing members of the NFSA’s Advocacy Coalition – people affected by fires through personal injury or the loss of a loved one

NFSA joined forces with the International Residential Code Fire Sprinkler Coalition – a large alliance of fire industry professional organizations, including fire chiefs and fire marshals, fire code associations, and citizen advocacy groups – through educating and canvassing ICC members to vote for the code change. The International Residential Code Fire Sprinkler Coalition garnered the support of over 100 allied organizations from over 45 states under the leadership of past Chief Ronny Coleman and code consultant Jeff Shapiro.

“This is not a one person or one organization victory,” added Viniello. “We are grateful to the ICC for implementing a process that allows for the call for change to be heard and provides a forum for change to take place. In addition, we thank the International Residential Code Fire Sprinkler Coalition for joining so many organizations together to bring us to victory.”

NFSA’s efforts helped the industry rise above an earlier narrow defeat. “At the previous vote in 2007, we saw 58 percent of voters vote for these fire sprinkler requirements in the national code,” Viniello noted. “With the gains shown in this 2008 vote, we have proven that fire sprinklers should be an important requirement in all new single-family and two-family homes. In achieving this goal, we have made a significant, positive impact on the lives of Americans.”

### **The Garrison Report #2008-8 (The Report on Strategic Thinking)**

#### ***General George Patton on Leadership***

Involving everyone in the strategic planning process is important because leaders who maximize their performance surround themselves with other able leaders. Theodore Roosevelt said, “The best executive is one who has sense enough to pick good people to do what he wants done and self-restraint enough to keep from meddling with them while they do it.”

While I never served under General Patton, I did serve as a lieutenant in his old division, the Hell on Wheels Second Armored Division, during the Vietnam War. As a result, I’ve always had a certain attraction to some of Patton’s words of wisdom. I trust you will find his thoughts as valuable as I have.

While Patton was never known as a mild-mannered leader, he did believe “no one is thinking if everyone is thinking alike.” While companies need consensus to move forward, it doesn’t require the suppression of ideas. Instead, leadership requires the stimulation and encouragement of independent thought. The reason is simple: the more independent the thought, the more diverse the opinions, and the more likely the best solution will be found.

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There is nothing wrong with creative dissent; in fact, it can actually stimulate everyone's thinking. This is why you want everyone involved in the strategic planning process; it's the only way to ensure all perspectives are covered.

Information Measurement Theory advised that subjective decisions should be avoided because they place you at risk. Patton understood this principle, as he believed in working from data in order to learn. Therefore, he was always collecting data with the aim of improving performance. Again, everyone should be involved in the strategic planning process because those in the field are the data collectors. They are the people who are in direct contact with the client and directly experiencing the impacts of the marketplace.

Without their input of data collected from the front lines, today's CEO would be attempting to provide direction while in the dark.

Never assume. Patton always tried to gather the necessary facts to avoid making decisions based upon assumptions. A colonel whose forward movement was bogged down due to bad weather came under attack from Patton. The colonel explained, "General, we cannot predict the weather. We must assume average weather conditions and plan accordingly."

Patton responded, "We never assume anything is average. If we do any assuming, we will assume the worst weather."

What is important is seeking the facts, and where the facts are not available, we should assume the worst. This approach is result driven. Involving everyone in the strategic planning process emphasizes results—not mere activity. We aren't paid for working; we are paid for results.

Patton said, "No man can do anything without knowing what he is doing . . . Generals and staff officers don't win wars! Soldiers win wars! The soldier must know what he is doing at all times. He must know the objective." His comments can be changed to reflect the facts in the construction industry: "Executives don't construct buildings! Craftsmen construct buildings! The craftsmen must know what they are building at all times. They must know the objective." Is there a better reason to justify sharing the information through the strategic planning process?

Robert Allen reported in *Drive to Victory*, "Patton never launched a campaign without first thoroughly exploring it with his senior commanders. He never jammed an operation down their throats. It was his practice to assemble the corps commanders in the War Room, have the planning group outline a proposed operation, and then invite the former to 'work it over.' He encouraged free and frank discussions." So why should the CEO of a construction company do any less with his company's strategic plan?

Involving everyone in the strategic planning process makes sense for the employees, as we discussed in earlier reports, but it also makes sense from the CEO's chair because that is what effective leaders do!

## **Campus Fire Safety Right-to-Know signed by President Bush**

The Higher Education Act, which contains provisions from the Campus Fire Safety Right-to-Know Act introduced by Congressman Pascrell (NJ-8) and Senator Lautenberg (NJ), was signed into law on August 14, 2008, by President Bush.

The Campus Fire Safety Right-to-Know Act will require colleges and universities to report fire safety information annually to the U.S. Secretary of Education and to make this information available to the public. This includes

information such as how many fires, deaths and injuries have occurred; how many beds are protected by automatic fire sprinklers and fire alarms and how much fire prevention training is provided.

This landmark legislation was first introduced in 2001 and has been under consideration in every session of Congress since then. In a prepared statement, Congressman Pascrell said, "I would also like to recognize the dedication of Campus Firewatch and the Center for Campus Fire Safety over the last 8 years to help provide information, advocate our cause and organize the support Senator Lautenberg and I needed to move this legislation through Congress."

### **Contribute to writing the regulations**

To assist in writing the regulations for this landmark legislation, Campus Firewatch has initiated a collaborative project (<http://edcomeau.googlepages.com/campusfiresafetyright-to-know>) where anyone can contribute to recommendations on the regulations. You can download the language of the Campus Fire Safety Right-to-Know provisions, join an online chat group to discuss your concerns or ask questions and help write the regulations through a wiki.

### **2008 National Fire Safety Month Celebrated 999**

On September 9 at 9 minutes past 9 AM, about fifty students from the University of South Carolina and the University of North Carolina traveled to DC to take part in the 2008 National Fire Safety Month. A contingent of parents who have lost children in campus-related fires joined with us along with fire officials, members of the Ohio Fire Safety Coalition and other advocates.

A press conference was held that featured Bonnie Woodruff, Karen Mann, Shawn Simons (a survivor of the Seton Hall University Fire) and five Member of Congress was held (Senator Lautenberg, Congressman Pascrell, Congressman Clyburn, Congressman David Price and Congressman Joe Wilson). Each of the Members spoke of the need to protect our students, the passage of the Campus Fire Safety Right-to-Know provisions in the Higher Education Act and the need for the Fire Sprinkler Incentive Act.

The afternoon was given to almost 30 meetings with Members of Congress and staff members by teams of students, parents and advocates to discuss the importance of fire safety education. In addition to the events in Washington, the Cheshire Fire Brigade in the UK was doing a simultaneous launch as well that incorporated events, websites, online video ad, t-shirts, liveried cars and more.

The students were absolutely incredible and did an outstanding job throughout the day. They made a significant impact upon the cause of campus fire safety and were excellent role models for students everywhere.

Thanks to all of your support for this cause, both nationally and in your communities. To date, 30 states and the District of Columbia that have issued proclamations and it is growing each day.

There are pictures of the Washington and UK events available online

<http://picasaweb.google.com/edcomeau/2008NationalCampusFireSafetyMonth#>

### **NFSA to Send Sprinkler Message Airborne**

NFSA is pleased to announce that it has contracted with Sky Radio and Video Network, the largest producer of in-flight entertainment in the country, to take the fire sprinkler message to the air-traveling consumer. During the month of November – one of the highest volume travel months of the year – an interview with NFSA President John Viniello will be broadcast on American Airlines' "Business and Technology Report" In-Flight Radio

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Channel. Viniello's interview brings focus to fire sprinkler facts and the growing trend of sprinkler installations in single-family homes. The interview will be played on 29,000 audio-equipped American Airlines worldwide flights reaching approximately 4.2 million travelers. As a bonus, the interview will also be rebroadcast on USAir flights through the months of November and December reaching an additional 500,000 travelers throughout the holiday season. The interview can be heard by visiting the NFSA website at [www.nfsa.org](http://www.nfsa.org).

In addition to bringing an audio fire sprinkler message to nearly 5 million air-traveling listeners, NFSA's program with Sky Radio also includes an exciting partnership with CNN Airport Network. To be included in a "Best of Breed: Associations at Work" segment, is a video featuring NFSA that will be played on the CNN Airport Network. The video will be played at 44 of the busiest airports at over 2,000 gates in the United States during the CNN broadcast reaching nearly 16 million viewers through the month of November.

Commenting on the introduction of the program, NFSA's Chairman of the Board of Directors Gregg Huennekens of United States Fire Protection of Illinois said, "This is an extraordinary opportunity for NFSA to bring the fire sprinkler message to a captive audience of millions who include executive business travelers, key decision makers and early adopters with high household income." He added, "While President Viniello's interview brings the fire sprinkler message into focus for the consumer, the NFSA video being seen by millions will help to solidify the Association's leadership position as the voice of the fire sprinkler industry."

## **Sprinklerman<sup>TM</sup> Pitches Fire Sprinkler Concept**

In a continued effort to promote the property and life-saving benefits of automatic fire sprinkler systems, NFSA took on a new initiative. This summer, Sprinklerman<sup>TM</sup> made several appearances at minor league baseball games in New York, New Jersey and Connecticut. NFSA had an informational table at each event where Sprinklerman<sup>TM</sup> coloring books, NFSA bumper stickers, "*Fire Sprinklers Are Green*" tote bags and other promotional items were given away. They were a huge hit with the younger set! Also, a contest was held in which parents took pictures of their children with Sprinklerman<sup>TM</sup> and emailed the photos to NFSA headquarters where they were entered in a random drawing to win a \$50 gift card. The winners will be published in the November/December issue of *SQ* magazine.

## **RelMark Launches Risk Purchasing Group for Fire Sprinkler Contractors**

Insurance program manager RelMark has announced the launch of the Fire Sprinkler Risk Purchasing Group, a risk purchasing group dedicated to addressing fire sprinkler contractors' general liability insurance and risk management needs. NFSA contractor members can seek membership and coverage from the purchasing group through their local insurance agent. Find more details at the NFSA website at [www.nfsa.org](http://www.nfsa.org). Scroll down to the subject article and follow the link for more details.

## **It's Time Again for the Sprinklerman<sup>TM</sup> Coloring Contest**

Fire Prevention Week is October 5-11, 2008 and to celebrate, NFSA is having a Sprinklerman<sup>TM</sup> coloring contest. Entries will be separated into four categories based on age: 3-4, 5-7, 8-9 and 10-12. The prize for each category will be a \$50 US Savings Bond. Entries must be postmarked by October 31, 2008. Winners will be notified by November 30, 2008 and published at the NFSA website, in the March/April 2009 issue of *SQ* magazine and other NFSA publications. View Official Rules

([http://www.nfsa.org/news/articles/2008\\_Sprinklerman\\_Coloring\\_Contest\\_Rules.pdf](http://www.nfsa.org/news/articles/2008_Sprinklerman_Coloring_Contest_Rules.pdf)) or Contest Form ([http://www.nfsa.org/news/articles/2008\\_Sprinklerman\\_Coloring\\_Contest.pdf](http://www.nfsa.org/news/articles/2008_Sprinklerman_Coloring_Contest.pdf)).

## **Fire Sprinkler Incentive Act Appears to be headed to 110<sup>th</sup> Congress**

The Fire Sprinkler Incentive Act of 2007 has had some legislative support for public sponsorship these past months but not enough for passage this year. With the slow economy, there is optimism that another economic stimulus may be in the mix and probably looking to the 110th Congress. The Incentive Act offers something to help that stimulus. The bill creates tax incentives for property owners to retrofit buildings with automatic fire sprinkler systems. Similar legislation was introduced in the 108th and 109th Congresses where it garnered over 140 cosponsors each time. As of mid August, 145 Congressmen and 26 Senators have signed onto the monumental legislation. The bill is identified as HR 1742. The Senate equivalent bill identified as S 582. There is every indication that the bill will again be introduced early next session.

## **Sprinkler Saves**

### **Sprinkler systems handle 2 fires in Rochester**

Two fires in Rochester, MN were limited when sprinkler systems were able to contain flames until firefighters arrived.

The first incident occurred about 7:30 p.m. on August 18 at 2076 11th Ave. S.E., Unit A. A pot left cooking on a stove apparently started the fire in the condo. The sprinkler system put the fire out, said fire marshal Vance Swisher. However, water from the sprinklers seeped into two other condo units, Swisher said, which resulted in damage estimated at \$10,000.

In the second incident, smoke began filling Kindercare Learning Center, 2460 Clare Lane N.E., about 8 a.m. Tuesday. Firefighters said combustible storage materials were placed too close to a water heater. The children were evacuated. The building's sprinklers put out the fire, Swisher said. No one was injured; damage has been estimated at \$3,000 to \$5,000.

### **Sprinkler system minimizes fire damage in apartment complex**

Submitted by Lori Casey, Appleton Fire Department.

You care for your family and do the right things regarding fire safety. You use candles carefully, never leave cooking unattended and make sure smoke detectors are working. Then, someone else comes along—a neighbor—next door or down the hall in the same apartment building who may not exercise the same diligence. Now the decisions they make, impact you whether you want them to or not. Unfortunately it's not a rare story—it's all too common of a story.

It was Monday, August 18 at 6:40 p.m. A call comes in to the Appleton Fire Department as a fire alarm sounding in a 10-unit apartment at 2420 E. Peter St. Upon arrival there was nothing showing outside the apartment and the building was evacuated. In one apartment, a fire began in a closet. A five-year-old child playing with fire could have lost her life that day. This type of a fire could have easily taken this entire room, the entire apartment or the entire building. It could have taken the child's life, the lives of the family and all that reside in this apartment complex. For this family and all that reside here, they count blessings that a sprinkler head activated and extinguished this fire. Without a sprinkler system—the outcome of this situation could have been very different. In this case, a young child's life spared and nine other families not displaced from their homes because the fire was held in check by the activated sprinkler head.

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“Fire sprinklers save lives and minimize damage,” says Neil Cameron, Appleton Fire Department Fire Chief. “In this case, firefighters didn’t even need to pull a hose line, the sprinkler system did what it was designed to do...contain the fire and minimize damage.”

Sprinklers automatically contain a fire, preventing it from spreading. This results in less overall damage to the property from smoke, fire and water compared to if the fire continued on without the help of a sprinkler system.

“Despite what most people think, generally only one or two sprinklers open up directly near the fire. The heat causes the heads to open and flow water, so if the heads are not in the area where the fire and heat is building, they will not be activated. If more businesses and homes had automatic fire protection, we’d see much less property loss, life loss and injury.”

“Sprinkler systems are like having a firefighter with you 24-hours a day, seven days a week, 365 days a year. They engage when needed, contain the fire, minimize smoke, fire and heat damage; and prevent injury and death. In this case a 5-year-old child’s life could have been drastically cut short. Thanks to the sprinkler system—firefighters were able to go home safely, and a young child and her family, and the neighbors around them all able to carry on with life.”

## **Another Sprinkler Save in La Crosse**

This article was submitted by Jeffery L Brohmer, La Crosse Fire Department Division Chief of Inspection.

On August 1, 2008 at 1848 hours, the La Crosse Fire Department was dispatched to the Amie Mathy Center at Viterbo University for a fire alarm. Upon arrival, firefighters were informed by Security that the building was filled with smoke. Investigation revealed that a sprinkler head had fused and had extinguished a large plastic cooler that had been placed on the burner of an electric stove. Only about one-fourth of the cooler was consumed. No damage to the kitchen cabinets and very little smoke damage in the kitchen. The building was occupied the next day. Without the sprinkler system, the fire would have certainly caused extensive damage to the kitchen and would have made the building unusable for a period of time.

The Mathy Center is just a couple of years old and houses the Boys and Girls Club and the indoor athletic facilities for Viterbo. Without sprinklers it would have been shut down for a while and probably wouldn’t have opened in time for the fall semester.

## **RF Technologies Can Stay in Business with Sprinkler Save in Brookfield**

On September 9th at 11:30 PM, the Brookfield Fire Department responded to a water flow alarm at RF Technologies. Fire crews found a fire in the electronics lab. A single sprinkler head had activated confining the fire to the area of origin. Two additional sprinkler heads were replaced later to re-activate the system. The fire was extinguished. Mutual aid had been received from Elm Grove FD. No injuries were reported and the building was unoccupied at the time of the fire. The fire was controlled within 10 minutes of the alarm, and damage is estimated at \$100,000 with no structural damage. Business not being interrupted as the company was able to open the next morning.

There was a change of occupancy with new ownership in 1999 thus requiring the building to be retrofitted. Brookfield Fire Inspector Dennis Hibbard stated that the owner was not happy about the additional investment then and was ecstatic that he had done it. Hibbard said, “The grief I go to sometimes when enforcing the state and local codes makes it worthwhile when an incident like this make the building owner glad he complied.” The value of the building is \$5.2 million.

## **Sprinkler Saves – We need this info to help promote the industry**

Contact me **A.S.A.P.** at (262) 245-5255 or e-mail: [dannfsa@aol.com](mailto:dannfsa@aol.com) if you have information regarding a Major Fire or Sprinkler Save. A major fire is defined as “one where there is extensive property loss, multiple death or injury to citizens or firefighters, or any other significant circumstances regarding fire sprinkler protection or lack thereof.” Sprinkler Saves will help inform others that the systems do work and will provide life and property saving values.

## **NFSA Expert of the Day-You Can Get Great Advice**

While most of the questions are answered within a few hours of being asked, there have been instances where the response to a request has been longer than what our membership considers optimal. To that end, we are instituting a series of checks and balances on our end to insure that your request is answered as soon as possible.

You can help us by following one simple procedure. When you have a request that you want answered, please e-mail your request to [eod@nfsa.org](mailto:eod@nfsa.org) or call the NFSA at (845) 878-4200 and ask for the Expert of the Day. That way, your request will go directly to the individual assigned the duty that day and we will have mechanisms in place to track it.

Since many of our staff travels extensively, they can't always respond in a timely manner to their individual voice mails and emails. When emailing your requests, we would appreciate if you would use our general email address, [eod@nfsa.org](mailto:eod@nfsa.org), if calling in, please follow the prompt for the expert of the day. These procedures will allow us to insure quicker responses to your questions. Your assistance is greatly appreciated.

For more information, contact: NFSA, PO Box 1000, Patterson, New York, 12563; by telephone at (845) 878-4200, by Fax at (845) 878-4215 or at our website: [www.nfsa.org](http://www.nfsa.org)

## **Need an Ordinance? Check this Process**

If you are looking for the prototype ordinance, go to the web. Start by entering this: [www.municode.com](http://www.municode.com). To access the needed information, click “online library”, pick state then pick a community you know has ordinances that favor sprinkler protection. For a quick look at some also go to the Northern Illinois Fire Sprinkler Advisory Board site at: [www.firesprinklerassoc.org](http://www.firesprinklerassoc.org) and go to the Square Foot Upgrades by Town button.

## **NFSA Academy Trains You at Your Desk**

To answer the call for a quality distance-learning program, NFSA has introduced the NFSA Academy. With 80 modules to pick from, dealing with beginner to advanced training, the Academy has something for everyone!

Save on lost billable hours and travel expenses by getting your continuing education needs right from your own desktop. Log onto [www.nfsa.org](http://www.nfsa.org) and click on the banner below and sign up for the NFSA Academy, your competition is! Wisconsin contractors, get your CEU's here!

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**MINNESOTA:** [www.nfsamn.org](http://www.nfsamn.org)



Viking Automatic Sprinkler Co. employee, Peg Bohn, NFSAMN, Dan Gengler, NFSA and Alexandria Fire Marshal Dennis Stark handing out tote bags to fair attendees

Carol Molnau, MN Lt. Governor, Bill & Mary Conner before the Lt. Governor sat in the sprinkler trailer demo

## **NFSA MN Chapter Exhibits at State Fair**

Members of the NFSA-MN Chapter helped the Minnesota Fire State Service educate the attendees of the Minnesota State Fair on August 22. It was my first exposure to the MN Fair and boy was I impressed. Chapter members staffed a booth with fire sprinkler information next to the fire sprinkler trailer facilitating burn demonstrations throughout the day. Bill Conner, Midwest Fire Protection, Inc. goaded MN Lt. Governor Carol Molnau into sitting through a demonstration.

## **BurnAid Outing Another Hole in One**

The 12<sup>th</sup> Annual BurnAid Golf Classic held September 8, 2008 was a great event for the 138 golfers on a fantastic sunny day and a return to play at the North Oaks Club. The annual outing is co-hosted by the NFSA-Minnesota Chapter, Regions Hospital Foundation and is in cooperation with the Minnesota State Fire Marshal Division. Teams were paired in six-sums that made for some pro-like and entertaining golf shots. Silent and verbal auctions were coupled with a wonderful dinner to make the evening portion worth the stay.

A highlight to the evening event was a presentation by burn survivor Michelle Anderson with her mom and sister adding to a courageous story of survival. Mom gave a compelling review of Michelle's injury and journey to being a healthy young lady. Her twin sister, Katherine added her view of love and support. Michelle finished with an account of her burn injuries and painful recovery at Regions Burn Unit. She reported to the later

standing audience that her journey is filled with happiness due to the proceeds of the BurnAid event and she thanked all.

The annual fundraiser gave participants memories of golf and good times but also left all knowing they helped a great cause, the Regions Hospital Burn Unit in St. Paul. Monies generated will benefit many children and families for those who for unwanted seconds suffer the pain of burns. The evening closed with a check presentation for \$42,000 making the twelve year total nearly \$592,000. Many thanks and kudos go to the Golf Steering Committee consisting of NFSA Chapter members Bill Yorkson, Co-Chair with John Hoppe, John Berres, Mark Conner, Peg, Ray & Jon Bohn, Candy Kuehn and Angela Kingsley of Regions Hospital Burn Center and Bob Dahm, MN State Fire Marshal's Division.

Mark your 2009 calendar for September 14 for the 13<sup>th</sup> Annual BurnAid Golf Classic.

**WISCONSIN:** [www.nfsawi.org](http://www.nfsawi.org)

### **Portage Building Owner Challenges Sanity**



The city of Portage continues its quest to retain/repeal their home grown ordinance having a 7,000 square foot trigger for fire sprinkler installation. Mentioned in previous newsletters, a company wanted to expand their working space with an addition. The addition fell under a threshold provision of the local ordinance requiring the installation of fire sprinklers to both the addition and, because the addition was more than 50% larger than the existing building, the existing building required protection too. Building owner Ken Klein has launched a personal attack against the city to rescind this ordinance.

Mr. Klein had made some very ridiculous claims that fire sprinklers and smoke detection systems are dangerous commodities to his equipment and efficient operation of the imaging process his company employs. He threatened to pull his business from the city and did not. He said he wasn't going to expand because he would have been required to retrofit his existing building along with the addition. He opted to expand just enough not to require sprinklers anywhere. He claims the ordinance may be a cause for Portage's new business woes.

As viewed above, Mr. Klein has invested into a publicly visible sign on State Hwy 16 with viewing from I-39 calling for the repeal of the ordinance as it is a deterrent to business recruitment for the city of Portage. Your regional manager and NFSA members and Local 669 representatives are involved with this issue.

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## WI-Chapter Enters Media Campaign

Be looking for the NFSA- Wisconsin Chapter's fingerprints on several Fire Prevention Week activities. Side-by-Side Burn Demonstrations will be conducted to start and finish the week. On October 4 at 11 AM, the Germantown Fire Department will host the first burn. The program lasts about twenty minutes with a full description of the global fire safety formula and ending with one of two units set afire reaching a spectacular flashover stage. The unit has to be extinguished by firefighters. The second unit reaches a progression in the fire scenario that actually has a fire sprinkler activate to stop flame spread and may even extinguish the fire. The value of residential fire sprinklers versus none becomes the highlight. Concepts of prevention, early warning and evacuation planning complete the very important fire safety message. Another demonstration will take place a week later in Fitchburg for their "Fire Safety Day." Event.

Milwaukee area billboard advertising is being introduced this year. Peg Paul & Associates, Chapter public information strategists, created billboard ad concepts with the message that fire sprinklers save lives, fire sprinklers offer a life-saving benefit to civilians and firefighters and high-rises without fire sprinklers is not a place to live or work, it is too often it is a place to die. There will be seven digital billboards located throughout the Greater Milwaukee area and Waukesha County displaying the ads during Fire Prevention Week beginning midnight on Monday, Oct. 6<sup>th</sup> through midnight, Sunday, Oct. 12. Each billboard displays the ad eight seconds, rotating every minute, 24 hours/day for seven days. A total circulation of 4,776,870. Cost per spot .20 cents.

The locations are: I-94 & Highway 16 (faces west), Zoo Freeway & Silver Spring Drive (faces north), I-43 & North Avenue (faces south), I-94 & 25th Street (faces east), I-94 & Washington Street (faces south), I-94 & 13th Street (faces east) and I-43 & Hampton (faces north)

The Chapter continues with its annual WTMJ Radio Campaign. A 60-second spot focusing on the important role fire sprinklers play in protecting life and property in schools, hotels, housing, campuses and public buildings will run during Fire Prevention Week, October 6 – 12, two times per day. The spot will run once during the morning drive time (7 a.m. to 9 a.m.) and once during the afternoon drive time (5 p.m. to 6 p.m.)

## 20<sup>th</sup> Annual Burn Center Golf Invitational-Another Major Success

The organizing committee for the Twentieth Annual Burn Center Golf Invitational (BCGI) was extremely pleased with the outcome of the August 25, 2008 event. The outing was held for the 15<sup>th</sup> consecutive year at the award winning Grand Geneva Resort & Spa and is sponsored by the Wisconsin Alliance for Fire Safety and co-presented by the Midwest Sprinkler Industries and the Milwaukee Fire Department.

The Brute and Highlands courses in Lake Geneva, WI offered more than 180 golf participants with a challenging round of scramble format golf. Ideal weather helped ease the level of difficulty. An additional 40 dinner guests joined for the evening program and auction. The tally for the day was another successful story of many enjoying a day of fun and an evening of satisfaction. Just over \$110,000 was generated to the causes of burn prevention and treatment for Columbia St. Mary's Hospital and the Wisconsin Alliance for Fire Safety (WAFS). The twenty year total for the event has reached an astounding \$1,724,000.

Proceeds for the event are for the Wisconsin Alliance for Fire Safety Newspapers in Education Fire Safety Program, an interactive state certified educational linkage program delivered to more than 2,200 Wisconsin schools. Seventy percent of the remaining monies go to Columbia St. Mary's for the George Collentine

Scholarship Fund allowing burn care nurses to further study. Additionally, more is targeted to the Columbia St. Mary's Burn Prevention Education Fund providing Wisconsin with burn prevention programming brought directly to the workplace while monies is also scheduled for the construction of the new *burn unit* for the new hospital. The remaining 30% is earmarked for the Wisconsin Alliance for Fire Safety for its programs including the *Summer Camp for Burn Injured Youth*.

In addition to great golf, food, raffles and auction, camaraderie among attendees was evident with a social hour of altruistic means. Many old friends were seen making new acquaintances and friendships. All left knowing their day of fun and enjoyment will mean a lot more to those who for seconds will endure a lifetime of pain and scarring.

The generosity of the sponsors created the opportunity for the event to reach financial and meaningful proportions. Fire sprinkler suppliers, manufacturers, contractors, construction contractors, financiers, labor unions and other supporters contributed to the several categories of sponsorship equating to a formidable equation of wonderful levels.

The evening program included a presentation by burn survivor and motivational speaker Bill Ester. Ester accentuated the cause of the BCGI by stating that had not the generosity of the earlier outings been there, he may not have lived through his pain and suffering at the St. Mary's Regional Burn Unit in 1994. He expressed his most sincere appreciation by telling his story of courage and commitment to survive. He finished his short presentation with a very emotional piano rendition of the *Impossible Dream*.

Chairman Dan Gengler expressed his appreciation of a steering and event committee that met all year to make the event fun and beneficial to the charities. Co-chair, WAFS Treasurer Kay Luedke, Freedom Fire Protection, Germantown, was recognized for her leadership and coordination of the most minute details making the event the success that it has been. Gengler also acknowledged the help received from the Columbia St. Mary's staff as being instrumental in the effectiveness of the outing.

For those looking ahead, mark August 31, 2009 for the 21<sup>st</sup> Annual BCGI in Lake Geneva, Wisconsin

## [NFSA Online Interactive Seminars Schedule - \\*\\*\\*Get Wisconsin CEU's](#)

The 2008 On-line Technical Seminars have been scheduled. All seminars are conducted by NFSA staff or consultants on Tuesdays and will start promptly at 10:30 A.M. Eastern Time and run approximately 1.5-hours.

Seminar topics are designed to different levels of understanding, Basic (B), Intermediate (I) and Advanced (A) levels. There are several seminars that cross two levels.

NFSA Member Cost: \$125.00\* per seminar per computer

Non-member Cost: \$250.00\* per seminar per computer

Members Participation Verification w/Certification: \$25.00

Members Participation Verification w/Certification: \$50.00

# REGIONAL REPORT

North Central Edition



## Technical Tuesday Schedule for Fall 2008

### October 7, 2008 – **Test Arrangements for Fire Pumps**

Kenneth E. Isman, P.E., Vice President of Engineering  
Basic Level

NFPA 20 indicates that there are three different methods that can be used to test a fire pump and that consideration needs to be made during the design of the fire pump system as to which of these methods is going to be used. However, NFPA 25 indicates that one of these methods is not allowed to be used all of the time, so designers need to account for the differences between the two standards. In addition, this program will discuss issues of water discharge and other safety concerns regarding the conduction of full-flow tests.

### October 21, 2008 – **Explosion Prevention and Suppression Systems**

Russell P. Fleming, P.E., Executive Vice President  
Intermediate Level

This seminar provides an overview of the NFPA standards that address explosion prevention and suppression, including NFPA 61 – Prevention of Fires and Dust Explosions in Agricultural and Food Processing Facilities and NFPA 69 – Explosion Prevention Systems. It focuses on the use of sprinkler and water spray systems for dispersion and suppression, including ultra high-speed water spray systems.

### October 28, 2008 – **Sprinklers and Ethanol Plants**

Jeff Hugo, Manager of Codes  
Intermediate Level

The largest single use of ethanol is a fuel additive, averaging 7 billion gallons a year. Current construction shows approximately 72 construction projects in 2007-2008 alone to produce an additional 6.4 billion gallons. The seminar will address the challenges to installing and designing sprinklers in ethanol plants.

The topics for the 2008 “**BUSINESS THURSDAY**” Seminars have been specifically selected to help the fire sprinkler contractor deal with current problem areas in the business environment. The instructors bring varied backgrounds relevant to the subjects they will be teaching.

From the desktop of an office or the comforts of a home, one can watch the 1½-hour live-interactive seminar and receive credit. When registering for the seminar, the registrant needs to inform the NFSA that they are in need to receive Wisconsin CEU's. Those needing CEU's for their 2008 license need to have their 12-hours of CEU's completed and submitted prior to March 30, 2008. We can help! **NFSA is offering to all AHJ's the member rate for these live on-line seminars. Order all 10 and save 30%. For more information on this offer and information on these seminars please contact Dawn at [Dawn@nfsa.org](mailto:Dawn@nfsa.org) or 845-878-4200 x133.**

**October 16**

**Strategic Planning for Contractors**

**Don Pamplin**

The majority of public and private sector organizations do not perform effective strategic planning. They think they do and in many situations, they even call it “strategic planning” but the planning model that they use is not really strategic. In the business world, the bottom line is to make profit and the more profit you consistently make, the better insulated you are from the disastrous effects of economic and/or social change. By practicing effective and efficient strategic planning, you can be better prepared to change direction to meet new market demands and technology shifts. All business organizations within the Fire

Sprinkler Industry need to use effective strategic planning to create a realistic and achievable road-map to lead them to where they want to be in the next three to five years.

**You can attend a NFSA Seminar without traveling to a classroom. For more information and to view a demonstration, visit our Website at [www.nfsa.org](http://www.nfsa.org), or call Dawn at (845) 8784200 x 133. Check these on-line programs:**

## **SIX WEEK ON-LINE PROGRAMMING:**

*NEW HYDRAULICS FOR FIRE PROTECTION SYSTEMS,*

*PUMPS FOR FIRE PROTECTION*

*RESIDENTIAL SPRINKLERS HOMES TO HIGH-RISE*

*INSPECTION, TESTING & MAINTENANCE OF WATER BASED FIRE PROTECTION SYSTEMS*

## **NFSA North Central Regional In-Class Seminars**

Check the NFSA web site to register and to link to our other regions for seminars that may fit your educational needs.

The Town of Menasha Fire Department is co-sponsoring ½ Day Introduction to Sprinkler Systems, ½-Day Commissioning and Acceptance testing of Sprinkler Systems, 1-Day Plan Review Procedures & Policies and 1-Day Inspection, Testing & Maintenance of Water Based Fire Protection Systems seminars October 28-30, 2008 at their 1326 Cold Spring Road station. Get Wisconsin CEU's for attending if you are willing to travel.

Contact Dawn Fitzmaurice, NFSA @ (845) 878-4200 ext. 133 for information or registration for any NFSA training program. Check the NFSA web site, [www.nfsa.org](http://www.nfsa.org), to register and to link to our other regions for seminars that may fit your educational needs.

### Special Discounts:

Register 5 Attendees for One Class; get a 6th Free for that Same Class.

**Non-Member Fire & Building Officials:** When a building or a fire official wants to take an NFSA “full-day in-class” seminar, they can get a special discount package that pays for the seminar and also gives them a one-year membership in the NFSA. The regular seminar fee is \$99.00 dollars and the regular one-year subscriber membership is \$85.00 dollars. That totals \$184.00 but when you join the NFSA as a subscriber member when you register for the NFSA seminar, you only pay a combined fee of \$149.00 dollars which saves you \$35.00 dollars on the total package.

Just make sure you check-off the “F&B” box with red pricing on the seminar registration form.

By becoming a member and taking an NFSA seminar all at the same time, you're getting valuable industry information both ways.

### **NFSA Honor Role - Thanks for your industry support!**

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