

# FIRE SPRINKLER TIMES

The Wisconsin Chapter of the NFSA

Spring 2005 Edition



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## Fire Prevention Education In Wisconsin Effective With Hundreds



Side-by-side burn demonstration at West Bend Fire Department's Open House during Fire Prevention Week.

Although Fire Prevention Week is held the first week of October, communities recognize and host fire prevention educational activities most of the year. Last year, hundreds of people watched fire sprinkler and live burn demonstrations in 16 communities throughout the state.

Utilizing the national fire prevention week notoriety in October, communities such as Menomonee Falls, Cedarburg, Grafton and West Bend all held fire prevention events. Trailer presentations were among the educational activities at all events. The West Bend Fire Department also held a live burn demonstration at its open house, as did Menomonee Falls at its "Safety Days" event.

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## New Video Educates Home Builders About Residential Fire Sprinklers

Move over Hollywood!

In October, the shooting of a new video produced for the Home Fire Sprinkler Coalition (HFSC) took place in a western Chicago suburb in a 200 home development designed with fire sprinkler systems.

The video is the cornerstone of HFSC's new "Built for Life" kit. It is designed exclusively for home builders/designers and their sales staff, and intended to educate them about the value residential fire sprinklers add to the homes they build.

"Built for Life" is the first national sprinkler education effort directed at the tens of thousands of contractors/developers who build homes in the U.S. The campaign is sponsored by HFSC and funded, in part, through a 2003 FEMA Fire Prevention and Safety Grant.



HFSC spokesperson Ron Hazelton narrates a video to help homebuilders understand the design and installation of a residential fire sprinkler system. Hazelton is the Home Improvement Editor with ABC's Good Morning America.

In a recent HFSC national survey, nearly 90 percent of homebuilders said they would find such a sprinkler educational effort helpful.

HFSC's "Built for Life" video will dispel troubling myths that lead to sprinkler installation rejection

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The Wisconsin Chapter of  
THE NATIONAL  
FIRE SPRINKLER  
ASSOCIATION, INC.

# Updates

By Jim Galbraith, Chapter Director

Contact Jim at (414) 764-1115 or e-mail: [JimNFSA@aol.com](mailto:JimNFSA@aol.com)

## NFSA Offers Resources for Fire Inspectors

As we begin another season of trailer demonstrations and live burns, I would like to recap some of the activities that concluded last year and what is ahead for this year.

Recognizing Fire Prevention Week last fall, there were two live burn demonstrations in the Milwaukee area. Menomonee Falls and West Bend Fire Departments invited NFSA-WI and Local Union 183 to perform live burns for their safety day and open house events. The weather cooperated and both presentations went off without a hitch, educating more than 100 viewers about the effectiveness of residential fire sprinklers. The sprinkler trailer also showed the success of fire sprinklers at these events and many others throughout the summer.

This year, the sprinkler trailer is being upgraded with an NFPA 13D residential pump and fire water storage tank to serve two purposes. In the past, we were always dependent

on a fire hydrant or other water supply to run the demonstration. The upgrades will allow sprinkler demonstrations to be held in more remote locations such as parking lots. It will also show viewers the ability to have fire sprinklers installed in homes not connected to municipal water supply by instead putting in a water storage tank. Upgrades also include a power generator so that the trailer will be a total stand-alone demonstration. The goal is to have the tank and generator installed by early summer.

While the trailer is great for safety days and open houses, it is also an excellent tool when there is a need to educate elected officials. If you are in the process of upgrading your codes or introducing new ordinances, consider using the trailer before a town board meeting. Please call me at (414) 764-1115 or Corey Gall, Sprinkler Fitters Local 183, at (262) 252-0183 to reserve the trailer.

Last September local union 183 hosted a dedication of their new facility in Menomonee Falls. It was well attended with more than 150 people participating in the dedication along with guest speakers business manager Chris Schoenbeck and lobbyist and former Governor of Wisconsin Marty Schreiber (representing Governor Jim Doyle). Frank Busalacchi presented Local 183 with a commendation plaque signed by Governor Doyle, NFSA Regional Manager Dan Gengler and United Association General President Marty Maddaloni.

The new facility includes a classroom and training modules, live burn room, meeting rooms and offices. If you haven't seen the new facility, call (262) 252-0183 to arrange a tour. It is worth a visit. ■

## NFSA Midwest Notes

By Dan Gengler, NFSA Midwest Regional Manager (IL, WI)

Contact Dan at 262-245-5255 or e-mail: [DanNFSA@aol.com](mailto:DanNFSA@aol.com) • [www.nfsawi.org](http://www.nfsawi.org)

### Fire Sprinkler Incentive Legislation and NFPA's 100th Anniversary

#### Fire Sprinkler Incentive Legislation Re-introduced

March 3, 2005, Senator Rick Santorum (R-PA) and Congressman Curt Weldon (R-PA), authors of landmark fire protection legislation intended to drastically reduce the depreciation time for fire sprinklers, re-introduced the bills in the 109th Congress. The authors, accompanied by co-sponsors Senator John D. Rockefeller (D-WV) and Congressman James Langevin (D-RI), conducted a press conference that afternoon on the Capitol grounds. The press event included a dramatic live fire demonstration of fire sprinkler effectiveness.

Watch for assignment of numbers to the bills and information regarding how to support these important pieces of fire protection legislation.

#### NFPA Will Celebrate 100th Anniversary in New York City

Mark your calendar for April 30 to May 3, 2005. The NFSA's Annual Seminars & Exhibits will be held at the Grand Hyatt in the heart of midtown Manhattan. Observing the 100th Anniversary theme as well as the FIRST automatic fire sprinkler exhibition ever held in New York City, NFSA Board of Directors and the Annual Seminar Planning Committee have put together an outstanding program. A major presentation will cover the NFSA's "First Hundred Years" along with a variety of educational workshops, the ever-popular contractors forum, and extended exhibition hours.

To register and for more information visit: [www.NFSA.org](http://www.NFSA.org). ■

## Fire Prevention Education

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Getting the word out about the benefits of fire sprinklers from our demonstrations also includes the media and its coverage of fire prevention events. We thank the many local newspapers in Southeastern WI who provided articles with photos and captions. Also realizing the importance of the educational demonstrations of the live burns and the fire sprinkler trailer demonstrations this year was Milwaukee's WISN, ABC Channel 12 and WDJT, CBS 58 that responded by providing some video coverage during their news program.

To view the various communities that held demonstrations last year, log onto [www.sprinklerfitters183.org](http://www.sprinklerfitters183.org). The 2005 calendar can also be viewed for dates available. If you are interested in reserving the fire sprinkler trailer, don't wait. Schedule your date today. You may call Local Union 183 at (262) 252-0183 or Jim Galbraith at (414) 764-1115 or e-mail at [JimNFSA@aol.com](mailto:JimNFSA@aol.com). ■

# Fire Sprinklers at Work: SUCCESSFUL ACTIVATIONS

OCTOBER 2004

## Elder Home

Ashwaubenon, Green Bay Press-Gazette

A fire that started in one of the resident's rooms at around 6:19 p.m., from careless use of smoking materials, was extinguished by a fire sprinkler that saved the lives of residents and the structure of the Fairfield Elder Home. "The sprinkler system worked so well to quickly put out the fire that it's almost material for a commercial on the benefits of these sprinkler systems," said Ashwaubenon Public Safety Commander Tim McNulty.

The Ashwaubenon Public Safety Department was on the scene for about an hour. "The sprinkler quickly put out the fire. It could have been really bad," said McNulty. The six residents of the home were given extra rooms in the facility to stay, so all were warm and dry, McNulty added. Damage was estimated at \$25,000.

## Manufacturer

Racine, Journal Times

Two incompatible chemicals, stored next to each other, caused a fire at the PDI printing plate manufacturing company at around 5:00 p.m. Investigators believe the oxidizer leaked from its cardboard box, soaked the cardboard which then dried out and caused a combustible reaction.

The fire activated the sprinkler system, which contained the fire and diluted the chemicals. "The sprinkler system most definitely kept it from becoming a very large incident," said Racine Fire Department Lt., Kevin Bush.

No one was injured in the fire. Most of the damage caused by the fire would be from the value of the lost chemicals – damage to the structure was negligible, Bush said.

## We Want Your Successful Activations!

Send your "Successful Activation" stories to:

Jim Galbraith, Chapter Director,

(414) 764-1115

or via e-mail: [JimNFSA@aol.com](mailto:JimNFSA@aol.com)

Dan Gengler, (262) 245-5255;

Fax: (262) 245-5258

or via e-mail: [DanNFSA@aol.com](mailto:DanNFSA@aol.com)

## Residential Activations Will Be Tracked Online

The U.S. Fire Administration has partnered with the National Association of State Fire Marshals (NASFM), the National Institute of Standards and Technology (NIST) and the Residential Fire Safety Institute (RFSI) to create a web-based reporting system of residential fire sprinkler activations.

The purpose is to develop a current database of activations to help dispel myths and provide meaningful data regarding where, when and why activations occur. The 19 data fields gather information such as type of sprinkler, reason for activation, dollar loss averted and potential lives saved.

Fire departments can enter reports after being provided with a log-on and password, which can be obtained from RFSI Director Roy Marshall via e-mail: [rfsirlm@netins.net](mailto:rfsirlm@netins.net).

Sprinkler contractors aware of residential activations are asked to either inform the fire department of this reporting system or advise Marshall, who will contact the fire department and solicit a report.

For additional information contact:  
Roy Marshall, (712) 829-2734 or  
Dan Carlson, (605) 770-7850. ■

## Hollywood Could Learn Fire Sprinkler Facts From TV Reality Shows

Fictional Hollywood scripts are a flourishing factory of popular myths that could lead moviegoers astray, particularly when it comes to inaccurate stories about fire-sprinkler operation.

In two entertaining new movies just released, "The Incredibles" and "Sponge Bob Square Pants," the entire fire sprinkler system activates, instead of a single sprinkler. In "The Incredibles," characters are to be commended for having life- and property-saving sprinklers in their home and office. But the praise comes to an abrupt halt when, in one scene, a small fire occurs in single room and all the sprinklers throughout the entire house go off at once.

Of course, viewers may get a chuckle from the drenched characters on the screen. However, the momentary humor might also make those viewers wonder if they want to wade through a released "ocean" of fire sprinkler water should flames trigger the fire protection systems in their homes.

Similar scenes are depicted in other films such as "Changing Lanes" with Ben Affleck, "The Matrix" with Keanu Reeves, "Die Hard" with Bruce Willis, "Hocus Pocus" by Disney; and even in commercials such as the Doritos

spot with model Ali Landry that aired during the Super Bowl.

The watery visual effect may range from stunning to funny, but the perpetuated myth is far from humorous when a real fire takes place.

"Most people think the entire system is activated when there is a fire," said Fire Chief Jim Spiegel of the Countryside Fire Protection District. "However each sprinkler is individually activated by heat, so only the sprinkler closest to the fire will activate and put out or control the fire."

In simple words: there's no flood watch necessary ... and the fire is controlled or extinguished with fire sprinklers.

To counter the myths reinforced by Hollywood, millions of TV viewers will learn about the life-saving benefits of residential fire sprinklers thanks to two popular network reality shows. FOX TV's "Renovate My Family" and ABC's "Extreme Makeover: Home Edition" have included fire sprinklers in their programs.

"Renovate My Family" featured Dr. Phil and his son Jay McGraw. They helped a California firefighter and his family who experienced many hardships. The father was injured on

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## Insurance Agent Touts Many Benefits of Home Sprinklers

Twenty-six communities in neighboring Illinois now have NFPA 13D regulations on the books, requiring new single-family homes to be sprinklered in accordance with the national installation standard.

Beyond what should be the obvious benefits of increased life safety and property protection, sprinklered homes also provide their owners with welcome financial savings.

From potentially lower tax burdens in areas where sprinklered homes help alleviate municipal fire service staffing pressures to lower installation costs and discounts on homeowner's insurance policies, homeowners benefit directly from valuable incentives as fire sprinkler usage in single-family dwellings grows in the state.

State Farm Insurance Agent John Sutton said it would be great if all the homes he insures had fire sprinklers installed. An agent with State Farm for nearly 15 years, Sutton has customers all over the state of IL. Though 13D is still new in his region, and most of his communities contain established homes, he has become an enthusiastic advocate of residential sprinklers.

"New houses can still have fires," he said. "Sprinklers protect lives and keep insurance costs down. Over all, they're a real good thing."

Insurance companies like State Farm increasingly recognize the double benefit of offering their customers discounts on homeowner's insurance premiums when fire sprinklers protect their homes.

According to the Insurance Information Institute (III), the category "fire, lightning and debris removal" has led the property damage "Cause of Loss" category since 1999. In 2003, the category included 33.22% of losses incurred.

"It's a step in the right direction," Sutton said of NFPA 13D requirements. "If we can save lives and keep the cost of claims down, we can keep the cost of premiums down, too. We don't want to have premiums keep going up and up and up."

Homeowner's insurance rose 5.5% nationally in 2001, according to III's estimate of annual expenditures. With an average premium of \$428, Wisconsin ranked lowest with an average \$308, while neighboring Illinois ranked 38th in the Institute's 2001 survey of

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## Retired Fire Inspector Protects His Rural Resort with Fire Sprinklers



*Retired Fire Inspector, now owner and operator, Jim Onarhein stands in front of a sprinklered cottage at his resort.*

Since his recent retirement as fire inspector for the Eau Claire Fire Department, Jim Onarhein has taken his passion for fire safety to his new endeavor, operating a vacation resort in Hayward, WI. Even though it was not required by local code, Onarhein decided to install a fire sprinkler system in one of the main buildings at the Mystic Moose Resort when the building was being renovated.

Onarhein has a conviction for the life- and property-saving benefits of fire sprinklers because of his experience as a firefighter and inspector.

"I had too many experiences that convinced me sprinklers were critical in buildings," Onarhein said. "Such as the time when Nestle Foods had a fire in their lab. One sprinkler activated and the fire was extinguished. Had the building/lab not been sprinklered, I believe they would have experienced a lot of loss. The lab is the heart of that building's existence and a fire would have more than likely caused a shut down. Although people were in the building, nobody was in the lab at the time, or it would have been life threatening as well."

The sprinklered building is a 48' X 36' cabin with living space on one side and his wife's crafts on the other. The sprinkler system was installed when the building was renovated. A 400-gallon tank and pump were also installed to provide water for the system.

It all worked out so well, thanks to many supporters who were part of the installation process. Ahern Fire Protection installed the entire system with particular assistance from

Bobby Jacobchick, project coordinator, and Dean Gehler, who did the actual installation. The system was designed by Bruce Dorr, while the CPVC was donated by the Spears Company from Chicago. The holding tank and electric fire pump was donated by Advanced Fire Tech from St. Louis.

"Because we are in a rural location, we are supported by a volunteer fire department. The response time is dependent on the location of the fire," he said. "It would probably take about 10 minutes for a truck to get here. A fire can cause plenty of destruction during that time, as a fire doubles in size every 30 seconds."

"It's relieving to know that if we did have a fire in that building, the sprinkler system would control or even extinguish the fire while the fire department is responding," Onarhein said. "Most important, it's relieving to know that our guests in the building would be safe."

It is no surprise that Onarhein installed sprinklers at the Mystic Moose. His conviction for fire sprinklers is so strong, he was one of the originators of the state sprinkler bill that now calls for all high rise dormitories in the state of Wisconsin to have sprinklers by the year 2005.

As a fire inspector, Onarhein was upset that the University of Wisconsin – Eau Claire was building a high rise dormitory and sprinklers were not in the plans. Knowing that taller buildings pose specific problems for firefighters because upper floors are difficult to reach and emergency evacuation is

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# RETRO s e c t i o n

## St. Norbert College Installs Sprinklers In Dorms

Students living in Burke and Michels halls on the St. Norbert campus in De Pere can feel safer in the instance of fire now that fire sprinklers have been installed. Burke Hall, being the oldest residence hall on campus, was just recently retrofit, having completed the project in November.

It is a requirement that all state colleges install fire sprinklers in their high rise residence halls. However, as a private college, St. Norbert's is not required to have fire sprinklers installed in any of its residence halls. "Student safety is a top priority. We think it is a good idea to have all of our buildings sprinklered, and we will continue to do it as we have the resources available," said Gregory Garber, V.P. Business and Finance.

St. Norbert's College has 11 housing complexes. The newest residence hall is Michels, built in 1996. "When building Michels Hall, the decision was made not to have sprinklers installed. It wasn't mandated because the college is private, and the building didn't meet the code requirements anyway," said Corday Goddard, Director of Residential Life. "However, the fire department wished we

would have, so a couple of years ago when we had the funding and opportunity, the building was retrofit."

The Dennis M. Burke Hall, is the oldest residence building, built in the 1940s. When funding became available, because of the age and occupancy, it was concluded that Burke Hall would be a good step in the beginning of sprinklering all of the halls, said Garber.

Approaching the college approximately six years ago to ask them to consider installing fire sprinklers in their residence halls, Assistant Fire Chief James Stupka feels that St. Norbert's is making a planned effort to protect its students better than any other college. "The administration understood what I was sharing when I informed them that it is easier to install sprinklers and proactively work toward firefighting rather than waiting on the fire department to start fire suppression techniques with a fire hose," said Stupka. "St. Norbert's College works very well with the fire department in many ways, as they care very much about the safety of their students. ■



Sprinkler fitters (left) complete the project adding soffits and Burke Hall (right), the most recent residence hall, has been sprinklered.

*RETRO-SECTION is a feature of the Fire Sprinkler Times that highlights a special retrofit project. Contact Jim Galbraith to submit a special project.*

## National Fire Sprinkler Association Wisconsin Conducts Survey

The NFSA-WI has been conducting a survey of fire departments and municipalities throughout the state to help determine their needs and the resources that NFSA can provide to help upgrade codes.

The Hartford, De Pere and Village of Pleasant Prairie Fire and Rescue Departments, Watertown Building Safety, City of Two Rivers, Oak Creek, City of Hudson, Altoona, City of Madison, Germantown, Green Bay, West Bend, Northshore, City of Brookfield, Oakdale Area, West Milwaukee and the West Allis Fire Departments have responded sharing information such as what NFPA standards they have formally adopted by ordinance, if they enforce the NFPA 25 for inspections, do they review their own fire sprinkler plans and if annual fire pump tests are witnessed as per NFPA 25.

Thank you to those who have responded. This information is important and it isn't too late to participate. You may download the survey at [www.NFSAWI.org](http://www.NFSAWI.org) and complete it electronically, or print it and fax to (262) 376-0228. You may also request it from Kathy Meulemans, NFSA Communications by e-mailing [Kathy@ppacom.com](mailto:Kathy@ppacom.com). We will print results in the next issue of the *Fire Sprinkler Times* and post them on the [www.NFSAWI.org](http://www.NFSAWI.org) web site. ■

## Milwaukee Can Prevent High-Rise Tragedies

Milwaukee has the opportunity to prevent injuries and death caused by fires in high-rise buildings if the city follows the lessons learned in Chicago.

In mid December, the Chicago City Council approved an ordinance requiring all older commercial high-rise buildings be retrofit with a fire sprinkler system. The Council's decision followed 14 months of discussions after six people died in the Cook County Building Fire.

"As a retired Milwaukee firefighter, I know that fire deaths and injuries are too common," said Daniel Gengler, NFSA Regional Manager.

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## Insurance Agent

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homeowner's insurance costs. Texas topped the list at \$955.

A recent review of insurance companies by the Home Fire Sprinkler Coalition (HFSC) nationally shows that homeowner's insurance discounts range from 5% to a high of 30% if a monitored security system is also installed. State Farm is among the insurance companies that offer its customers a premium discount for sprinklered homes.

Sutton believes sprinklered homes have a strong selling advantage and their value goes well beyond the potential for an insurance discount. But he said more education is needed, particularly among builders and real estate agents.

Education about the availability of sprinklered homes and the relative low cost of sprinklers should be in terms the public can understand, he said. The information should show the way a sprinkler's installation cost can be spread over the life of the mortgage. "Break it into simple terms," he advised.

Recalling a claim for a tragic smoking-materials fire that killed two older adults, Sutton said, "The most important aspect is safety."

As an agent, he is concerned about lives and well being beyond selling insurance.

"You can't care about people and not care if they get out of a fire," he said. "It just makes sense to put sprinklers in every house." ■

## Milwaukee Can Learn

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According to Gengler, one of the most dangerous calls for the fire department is a fire in a high-rise building that doesn't have fire sprinklers because it's difficult to evacuate the building.

"Occupants are often forced to descend crowded stairs, where noise and smoke can cause confusion", he said. "With ladders reaching seven floors, it's difficult for firefighters to reach the upper floors since they must use the stairs, carrying fire hose and other heavy equipment."

Gengler said all high-rises built in Milwaukee since the mid-seventies are protected with fire sprinklers. Unfortunately, there are quite a few older high-rise buildings that are not sprinklered.

"People living in Wisconsin need to become more informed about the life-saving benefits of fire sprinklers. Milwaukee has an opportunity to change things before tragedy occurs," said Gengler. ■

## Home Fire Safety Video Wins Award

**A** *Burning Issue: Is Your Family Safe*, a home fire prevention video developed by the Wisconsin Alliance for Fire Safety (WAFS), was recognized for its outstanding production with a Gold MarCom Creative Award. Entries are judged by marketing industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry.

According to Dan Gengler, WAF Chair and NFSA Regional Manager, the concept for the video was the result of a story idea for a TV station who completed a news feature about children not waking up to smoke alarms. The station was considering a follow up story about residential fire sprinklers. After plans for that story did not move forward, Gengler said WAFS looked into an infomercial idea, purchasing 30-minutes of TV time for a fire safety message.

Through funding from WAFS and a FEMA Fire Act Grant, the final concept was a three-part, 30-minute video that could be broadcast on TV like an infomercial and made available to members of the fire service for consumer education. The decision to produce the video in three sections was to offer a commercial break for when the program is broadcast and flexibility to use the video as a teaching tool.

Gengler also wanted to work with Ron Hazelton, Home Improvement Editor, ABC's Good Morning America, because of his genial, hands-on style. As spokesperson for the Home Fire Sprinkler Coalition (HFSC), Gengler knew Hazelton would be comfortable with the topic.

Gengler said he wanted the video to capture the entire fire prevention story: prevention, smoke alarms, escape plans and fire sprinklers. The program's script was based on the "America Burning Reports" commissioned by two presidents and the U.S. Fire Administration.

The video was produced by Peg Paul & Associates (PPA), a marketing communications firm that specializes in public information and education programs. PPA handles the education program for HFSC that provided the videotape of a house fire and fire sprinkler activation.

In Part One, Hazelton uncovers fire hazards and simple ways to correct them. In Part Two, viewers learn the basics of smoke alarm installation and maintenance and get step-by-step help in planning fire escape drills. Part Three provides a rare look at home fire sprinkler systems.

After learning about the concept, the Home Safety Council, a national nonprofit organization dedicated to helping prevent unintentional injuries, approached Gengler offering to provide packaging, duplicating and national distribution to members of the fire service.

Once complete, the video was broadcast throughout Wisconsin and the Chicago TV market during Fire Prevention Week.

PPA submitted the video to the international awards competition. For a copy of the award winning video, call the Wisconsin Alliance for Fire Safety at 1-800-315-0911 or visit: [www.HomeSafetyCouncil.org](http://www.HomeSafetyCouncil.org) and sign up for the "Expert Network." ■

## Hollywood Could Learn *continued from page 3*

the job responding to an arson call, and he's now on disability. During the two-part program, a new home was built for the family and protected with a residential fire sprinkler system. The show's producers worked with the Orange County Fire Authority during the production of the program.

"Extreme Makeover" just completed its first project with a fire sprinkler system in a home located in the Seattle, WA area. A woman lost her home in a fire. When that reality show rebuilt her home, it included fire sprinklers.

In January, "Extreme Makeover" producers announced another home in Los Angeles that

would include sprinklers. The occupant is a paraplegic. The show's producers said they are considering including sprinklers in all of their projects.

Fire sprinklers have a century-old history of protecting life and property. Yet, prevailing myths reinforced by Hollywood may keep home and building owners from installing this first line of fire defense that controls or extinguishes flames before firefighters can arrive.

Maybe it's time for Reality Show producers to invite some Hollywood writers and producers to learn the real facts about fire sprinklers. ■

## Retired Fire Inspector

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complicated by large numbers of residents, Onarhein went to now Senator Ron Brown to express his concern about the high-rise dorm not being protected by fire sprinklers. Sen. Brown, who was the Fire Chief at the time, is also a strong advocate of sprinklers. Together, Onarhein and Brown took steps to get sprinklers into the plans of the new high-rise dormitory. Sen. Brown wrote a letter to Governor Thompson to convince him that the state should sprinkler the new Chancellors Hall that was going to be built on the Eau Claire campus. The Governor did approve putting sprinklers in the Eau Claire dorm after finding out about the effectiveness and life-saving benefits of having sprinklers, as well as the savings of trade ups in the project.

After the experience of pushing the high-rise dorm building plans to include sprinklers, Assistant Chief Bruce Fuerberinger also jumped on board with his concerns. All three approached Assemblyman Robin Kreibech to ask him to assist them in getting a bill passed requiring all high-rise dorms throughout the state of WI to have fire sprinklers. Kreibech gave them the backing and assisted in pushing the bill through. Kreibech, the Chief's association, Brown and Onarhein were the driving force behind the bill that now requires all high-rise dormitories, more than 75 feet, to have sprinklers installed. ■

## HFSC Educational Video *continued from page 1*

while helping builders and contractors understand how the systems are installed as well as the benefits of offering enhanced fire protection to customers.

The video features national television personality Ron Hazelton, who shot his scenes in two sprinklered houses in the Chicago suburb. One of the houses was already finished while the other house was still under construction. Hazelton is the home improvement editor of ABC's *Good Morning America* program and has served as HFSC's celebrity spokesperson for seven years.

Hazelton's Connecticut home was retrofitted with sprinklers in 2003. With a long career as "The House Doctor," Hazelton knows his way around home construction and is as comfortable on the job site as he is in front of the camera.

Other Chicagoland experts interviewed for the video are: Colleen McNally, residential sales representative with U.S. Fire Protection; State Farm Insurance agent John Sutton; and Fire Marshal Bob Kleinheinz of the Libertyville Fire Department.

"Although there isn't a lot of residential fire sprinkler install activity currently in our state, the time will come soon when we will see municipalities with rapid residential growth confronting a fire sprinkler ordinance to benefit the community and fire fighters," said Dan Gengler, NFSA Mid-

west Regional Manager. "It is nice to see that our neighbors to the south (IL), having 26 municipalities with residential fire sprinkler ordinances, spearheading this educational video."

The "Built for Life" video was introduced at the International Builders' Show in January. The material is available free to homebuilders and the fire service. Information about ordering the free material is posted on the HFSC Web site: [www.HomeFireSprinkler.org](http://www.HomeFireSprinkler.org). ■

*Free "Built for Life" Builder Education Kit now available. Order your copy from the web site (above).*



**Follow the lead of the Home Fire Sprinkler Coalition (HFSC), which incorporates these four basics into its outreach messages:**

- Fire Prevention (education)
- Early Warning (smoke alarms)
- Early Suppression (fire sprinklers)
- Safe Evacuation (escape drills)

[www.HomeFireSprinkler.org](http://www.HomeFireSprinkler.org)



## Worth the Piece of Mind

A fire sprinkler system was installed in Cathy and Craig Gengler's new home in Delavan. Craig, son of Dan Gengler, NFSA Regional Manager and retired City of Milwaukee firefighter, said he had heard too many horrible stories about house fires causing death and destruction while growing up. He learned from his father that a typical house fire can be controlled or extinguished with one single fire sprinkler. With two young sons, and their home in a heavily wooded area, Cathy said she feels much safer with the fire sprinkler system. ■

*A U.S. Fire Sprinkler Fitter connects CPVC piping during the roughing stage of the Gengler's newly built home.*



The Wisconsin Chapter of  
**THE NATIONAL  
FIRE SPRINKLER  
ASSOCIATION, INC.**

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Permit #77

For more information about fire sprinklers, contact Dan Gengler, National Fire Sprinkler Association, (262) 245-5255

You can also contact Dan via e-mail: [DanNFSA@aol.com](mailto:DanNFSA@aol.com)



## State Farm First Insurance Company To Support Home Fire Sprinkler Effort

The nonprofit Home Fire Sprinkler Coalition (HFSC) has announced that State Farm Insurance is the first representative of the insurance industry to join HFSC's Steering Committee.

"From the Coalition's earliest days, our strategic planning process identified the home insurance industry as an important partner for HFSC's work," explained Coalition Chair Gary Keith. "By stepping forward in strong and visible support of improving residential fire safety, State Farm has made a pioneering move that will help HFSC achieve our public safety mission."

Key to increasing the availability of sprinklered homes are powerful financial incen-

tives, such as discounts on homeowner's insurance policies. State Farm offers its customers with sprinklered homes in the U.S. and Canada a 5-10% discount on their insurance premium.

"This is a valuable partnership to help save lives and protect property," said Vice President Stephanie Colegrove, State Farm's Property & Casualty Operations. "It just fits with our 'Good Neighbor' beliefs. It is appropriate for State Farm, the largest home insurer in the United States, to take a leadership role in homeowners safety and property protection." The Bloomington, IL company insures one of five homes in the U.S. ■

## NFSA-WI Information & Material Request

If you are interested in any of the following materials or information, please call contacts listed below:

- Residential Brochure (Adobe Acrobat.pdf)
- Firefighter Sprinkler Ad (Adobe Acrobat.pdf)
- Fire Sprinklers Save Lives Ad (Adobe Acrobat.pdf)
- 30-second Fire Sprinkler TV Spots
- HFSC "Protect What You Value Most" Video/DVD
- Customized artwork and logo assistance

**Kathy Meulemans, Communications**  
**(262) 376-0270 or [Kathy@ppacom.com](mailto:Kathy@ppacom.com)**

- Fire Sprinkler Trailer Information or Reservation
- Side-By-Side Demonstration Information

**Jim Galbraith, Chapter Director**  
**(414) 764-1115 or [JimNFSA@aol.com](mailto:JimNFSA@aol.com)**