



THE FIRE LINE

FIRE ENGINEERING COMPANY, INC.

4717 South 500 West
Salt Lake City, UT 84123
801-262-3329 office • 801-262-0601 fax
www.fireengineeringco.com



Our Two Special Hazards Salesman
Tory Mann, & Carl D. Carlgren

MAKE SURE TO SAY HELLO TO THE NEWEST PART OF THE FIRE FAMILY!

Field Employees:

Michael Memmott
Tyler Wright
Stanley Blank
Tyler Bowles

Special Hazards:

Chad Larson
Javier Guzman
Harrell Sims

Office:

Tina O'Kelley

Returning to Fire:

Bobby Martinez
Zachery Muffett
Kevin Perry

What is Fire Engineering?

How do you respond when a friend asks you what Fire Engineering does? Hopefully you say we are a specialty contractor that does fire sprinkler, clean agent suppression, fire detection and alarm systems. It is important for our employees to know what we, as a company, provide "The" full spectrum of fire protection services.

For example, along with the fire sprinkler system in the Tabernacle on Temple Square, we installed a VESDA system. VESDA is a "Very Early Smoke Detection Apparatus." Next to every sprinkler head, in the tabernacle, we installed two small tubes that constantly draw air and test constantly for smoke. If smoke is present, this system provides very early detection prior to discharge.

Why does everyone outside our industry think every fire sprinkler head goes off in a fire? Thanks to Hollywood, we get to help correct the public's misconception of these systems. Maybe someday everyone will understand most all fires are extinguished by only one or two fire sprinkler heads. Only in very unique industrial applications are deluge type systems with open heads used. These operate like ones lawn sprinklers with all heads going off at the same time.

Clean agent gas systems have become a big part of Fire Engineering. Clean agent gas stops a fire in a rather unique way. As a fire burns, the heat forces the burning object to break down and emit gasses that glow flames. Clean agent gas bond's with gasses coming off the burning object and creates a new compound that cannot burn and as a result the fire is simply snuffed out.

Most people think clean agent gas displaces or ties up the oxygen and is harmful to humans. Clean agent gas does not affect oxygen in any way and the "Clean" in Clean Agent means it does not harm the ecology or living creatures.

Another important part of Fire Engineering is the fire detection and alarms we provide. Several years ago a foam system accidentally tripped at Hill Air Force Base and filled the cockpit of a C-16 fighter jet with foam. This was a multi-million dollar mistake! Today this is far less likely to happen because with the help of computers, and new software detection systems can be fine-tuned to sense heat and sense potentially harmful flames far better than ever before.

What do we do? We protect human life and property from catastrophic loss and we do it better now than ever before. However, this is just the beginning and the fire protection industry is going to become more and more sophisticated going forward. Everyone here should be proud you are a part of an exciting future in fire protection here at Fire Engineering.

See what we do by visiting our web sites:

www.fireengineeringco.com

www.astwest.com

"A Smile costs nothing but gives much. It takes but a moment and the memory of it can last forever"

- Alfred Mann

In place of last year's office Christmas Party, Fire Engineering Company, Inc. made donations to the following local organizations:

- **Guadalupe School**
- **AFSA Scholarship Fund**
- **Decoding Dyslexia**
- **T.A.G. (The Authentic Generation Ranch)**

Charles A. Safety Award

In June the Charles A. Caine Safety award was presented to 9 companies in Utah. This is given to companies that have made great efforts to create a safe environment for their organization. Each was chosen through a nomination process based on programs that proactively protect safety and health of employees. Fire Engineering received this award along with the other 9 organizations.

This award was given to not just one person but the entire company. Each of you has had your part in contributing to this. We received this specifically due to our drop in EMR, daily task hazard recognitions, and the hard work and dedication you each have each and every day.

Your efforts have not gone unnoticed and as a company we would like to thank each of you for your focus in this area. Safety is the number one priority each and every day. Without all of you here safe and healthy we would not be able to function as the team that we are. It is a great honor in our industry to receive such an award.

Congratulations Fire Engineering Co. employees!

There is video on you tube that WCF put together:

<https://www.youtube.com/watch?v=-AEaQ9zVGwg&list=PL1SsX9iG6oILScRfWBsq9DVwbiFTib6YA>

- Casey Benson

How to Take a Customer from Hell to Heaven in 60 Seconds or Less?

Every company makes mistakes that could make them lose customers. I don't care what business you are in, something will go wrong. Instead of handling problems quickly and efficiently, most employees pass the buck or lie! Companies spend a fortune on marketing. But they don't spend a dime teaching front-line employees to keep customers from defecting. The most important person is the person who has direct contact with the customer. Those people need to follow the *Five Golden Rules* of Customer Retention:

Five Golden Rules:

1. **Apologize and offer a better option.** For example, you might offer expedited delivery at the company's expense.
2. **Act quickly.** You must respond to the complaint within 60 seconds. That's when the magic happens.
3. **Take responsibility.** Most employees shovel the problem off and blame everyone else. Customers know when they are being passed along the chain and they don't like it.
4. **Empower employees to make a fast decision.** Each front-line employee should be able to take action quickly. They shouldn't have to ask for managers to get an approval or pass the buck to them. Take action.
5. **Give away something that has high value and low cost.** Customers will be pleasantly surprised and delighted with your company if you not only make things right, but make things better. For example, let's say a customer calls to complain about a new computer that has a hard drive crash in the first month. In addition to solving the problem, you might offer an extended warranty. It costs the company nothing, but it has a high perceived value to the customer.

Everyone here at Fire Engineering, needs to remember these "Golden Rules" and apply them to our customers. It can take 10 years to get a loyal customer and less than 60 seconds to lose one. Our business relies on our customers, who keep us employed, and we all need to remember this.

"Your Most Unhappy Customers are your Greatest Source of Learning."

- Bill Gates