

# Home Fire Sprinkler General Prevention & Awareness Campaign

## Fiscal Year 2011 Summary Report

August 22, 2012 – October 21, 2013



# Mission Statement

The Home Fire Sprinkler Coalition is highly committed to protecting the ultimate value of human life, striving for a nation in which not a single man, woman or child dies needlessly in a tragic fire.

The mission of the nonprofit Home Fire Sprinkler Coalition is to save lives by increasing awareness of the benefits and availability of home fire sprinkler systems, ultimately increasing the number of installations in new one- and two-family dwellings.

## Home Fire Sprinkler General Prevention & Awareness Campaign

Fiscal Year 2011

## Fire Prevention and Safety Grant Summary Report

August 22, 2012 – October 21, 2013



### HFSC BOARD

**American Fire Sprinkler Association**

**Canadian Automatic  
Sprinkler Association**

**FM Global**

**International Association of Fire Chiefs**

**National Association  
of State Fire Marshals**

**National Fire Protection Association**

**National Fire Sprinkler Association**

**Phoenix Society for Burn Survivors**

**State Farm Insurance**

**UL**

**U.S. Fire Administration**



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**C O A L I T I O N**

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During the performance period for the Home Fire Sprinkler Coalition's (HFSC) Fiscal Year 2011 Fire Prevention & Safety (FP&S) Grant award, our activities were centered around our new national campaign, "Home Fire Sprinklers: Ask for Them." This campaign supplements HFSC's long-standing work to increase fire departments' home fire sprinkler advocacy efforts and general public awareness as methods to mitigate the problem of home fire injuries and deaths.

The campaign focuses on improving and increasing home fire sprinkler awareness and knowledge among key audiences, with a special emphasis on adult consumers. We had three grant goals: 1) provide turnkey tools to support local fire service grassroots home fire sprinkler education; 2) overturn water industry and homebuilder/real estate agent negativity and increase awareness; and 3) generate consumer interest in and knowledge of home fire sprinklers.

### Supporting Fire Service Grassroots Education

This grant award was executed in concert with HFSC's BUILT FOR LIFE Fire Department (BFLFD) program. The BFLFD program was established with previous FP&S Grant funding and it remains a powerful component of HFSC's outreach and an effective grassroots home fire sprinkler education method. It provides incentive, encouragement and assistance to fire departments as a method to increase home fire sprinkler education. We promoted the BFLFD program to the fire service with a new testimonial advertisement that ran in five key publications, reaching more than 250,000 readers. The new advertisement features a fire official from Sanford/Springvale, Maine, who routinely uses HFSC materials.

A 2012 survey showed that 100% of BFLFDs that had conducted a side-by-side fire and sprinkler burn demonstration said it improved their ability to teach about home fire sprinklers, so part of our grant was to encourage more grassroots education using this dramatic and memorable educational activity. HFSC promoted the value of side-by-sides and our free guide for building, marketing, presenting and evaluating them. And in order to motivate more departments to teach about home fire sprinklers, and to help those with restricted resources, we offered stipends to qualifying BFLFDs. We awarded 25 \$1,000 stipends for

BFLFDs with demonstrated ability to build and present a side-by-side education program for the public at least once; however, departments are urged to rehab the units for additional use. We provided our free Fire & Sprinkler Burn Demonstration Kit and public relations materials to help them frame the education around the "Ask for Them" concept. Because of the tremendous interest in past stipends, we offered an additional program, challenging BFLFDs to extend the educational value of side-by-sides through a partnership with vocational/technical students. We awarded 15 \$1,500 stipends to BFLFDs to work with a vocational/technical class or school to build a side-by-side demonstration, present the home fire sprinkler education program that HFSC created, present the side-by-side demonstration to the public at least once, and evaluate the effectiveness of this effort. This stipend introduced an effective way for fire departments to partner in the community and uniquely reach future homebuilders and homebuyers with the facts about home fire sprinklers through this student interaction. For students, it represented a great opportunity to meet members of the fire service and supplement their education both with the HFSC course and with the side-by-side construction and demonstration. Each student received a certificate of completion from HFSC.

The BFLFD stipend programs were promoted nationally through advertisements placed

*continues*



in key fire service publications and through their e-blast distributions via opt-in email (circulation of more than 174,000), and through participation and exhibits at the Fire Department Instructors Conference, Fire-Rescue International, the National Fire Protection Association Conference & Expo, and the National Association of State Fire Marshals Conference. HFSC staff were able to speak with fire service attendees about the benefits of the BFLFD program and the effectiveness of side-by-side demonstrations as well as encourage departments to apply for stipends. We also used our website, public relations, and social media outreach to ensure fire departments learned about the stipend availability.

An Oregon BFLFD used its stipend to educate community leaders at a Chamber of Commerce event, then used it again during Fire Prevention Week and recorded it to create a fire safety video. A Wyoming BFLFD estimated 300 people attended its education event and secured sponsors for a future event. In New Hampshire, a fire department made great use of local media to announce its side-by-side. As just one example, a vocational school stipend in Idaho was used to educate three classes with 30 students each and three side-by-side demonstrations, which drew 75 people each, including 35 insurance company representatives.

### **Educating Others in the Community**

To ensure that water industry, public works and municipal officials can be on board with their local fire department's home fire sprinkler advocacy efforts, we ran advertisements in publications read by these professionals to announce the availability of HFSC's free "Understanding Water Supply for Home Fire Sprinkler Systems" Guide. This information reached a circulation of more than 150,000.

We created a new banner stand to use at exhibits that illustrates how home fire sprinklers save water. We used this new banner stand and promoted the importance of home fire sprinklers and information about the "Understanding Water Supply for Home Fire Sprinkler Systems" Guide at four key annual conventions: the American Water Works Association Annual Conference & Exposition, International City/County Management Association Annual Conference, International Code Council Annual Conference, and National League of Cities Congress of Cities & Exposition. The banner stand was added to our assortment of "loaner" banners that we make available to BFLFDs to use locally.

### **Reducing Negativity in the Broader Homebuilding Industry**

Since our earliest days, HFSC has worked to address the negativity about home fire sprinklers among homebuilders. Our research shows that individually, homebuilders are open to, and often advocate for, home fire sprinklers, yet national builder and real estate organizations have for years waged powerful and effective anti-sprinkler code campaigns. These negative effects have impacted both required and voluntary fire sprinkler installations in homes in many states and jurisdictions. The fire service is often caught in a difficult situation during code updates and adoptions when anti-sprinkler efforts ensue. Further, consumers who get pushback from their builders will miss out on the opportunity to protect their new home with fire sprinklers. The key to overcoming this problem is education.

This grant award helped HFSC continue its practice of reaching out to and offering facts to homebuilders and real estate agents so they can understand the dangers of home fires and benefits of homes protected by fire sprinklers. This component of our grant was also important because it lays the groundwork for the "Ask for Them" campaign, which generates interest in home fire sprinklers among new homebuyers.

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To prepare homebuilders for questions and requests for sprinklered homes, HFSC updated and improved the existing Virtual Sprinklered House (animated homebuilder education guide). We used a professional actor to present the information and incorporated new graphics and closed-captioning. To generate interest in this free online tool, we deployed two e-blasts via opt-in readers of a key homebuilding publication. We asked the builders to review our guide and complete a brief survey for a chance to win a prize. A total of 371 responses was received. Eighty-three percent of respondents agreed the guide improved their knowledge of home fire sprinklers and their understanding of how they work. Seventy-nine percent said it helped them understand home fire sprinkler installation. Eighty-eight percent said it was interesting and worth watching. Seventy-one percent said they were now more likely to recommend home fire sprinklers after seeing the guide.

We also promoted the concept of home fire sprinklers and our newly updated Virtual Sprinklered House (animated homebuilder education guide) through five widely read homebuilding trade publications, reaching more than 1.4 million readers. We reached the nation's biggest homebuilding companies by exhibiting at the 2013 Pacific Coast Builders Conference (PCBC). This was an opportunity to meet and educate regional and national

builders, who complete larger residential projects, with general home fire sprinkler information and availability of our free Virtual Sprinklered House. We did the same through HFSC's booth exhibit at the 2013 International Builders' Show (IBS), which drew approximately 60,000 attendees. Participation in IBS has been an effective way to reach members of the homebuilding industry with facts, answers and free information about home fire sprinklers. Our grant funded 70 percent of the cost of exhibiting at IBS, while we used donations to cover the balance.

Our interactive educational BUILT FOR LIFE Game was updated to improve its appeal and effectiveness for online and on-site use. Tom Clark, a professional actor, was video recorded using a humorous approach to keep participant interest. The game combines multiple-choice questions with answers featuring clips from HFSC educational videos. We tested the updated game at IBS, using it to draw builders into the booth so we could offer our information and resources. Homebuilders waited an average of 15 minutes to watch and play the game, which was hosted by Clark, whose comedic skills aided us in driving booth traffic and helped encourage homebuilder interest. We garnered nearly 500 new leads at IBS.

An educated real estate agent is just as important to the new-home buying process. To ensure that consumers get factual

information about sprinklered homes, we updated our existing real estate agent testimonial advertisement to promote HFSC as a resource for this industry and to prepare real estate agents for their customers who will ask for home fire sprinklers. We created 30- and 60-second advertisements and ran them repeatedly on "Real Estate Today" radio network. The network further promoted HFSC through interviews and repetitive Internet placement for a total of 23.4 million listeners. We also ran an advertisement in *REALTOR Magazine - Show Daily*, reaching 60,000 members of the industry. And we exhibited at the biggest real estate annual conference, the 2012 National Association of REALTORS Conference & Expo, where we were able to present HFSC's wide-ranging information and offer a counterbalance to the myths that are common within this group of professionals.

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## Reaching Consumers with Persuasive Facts

In response to quickly changing electronic technology and rapidly growing Internet use, we developed an innovative online program specifically for adult consumers. This interactive program, called “Home Fire Sprinklers: Ask for Them,” serves as an effective guide both to engage online consumers and to provide useful information on demand. This new tool will help consumers sort out facts from myths and other misinformation that are so frequently spread. The program organizes the vast amount of information we offer and allows Internet users to find the information quickly. The program represents an important shift in educational direction for HFSC, capitalizing on the explosion of Internet interest and activity. It also addresses the need to appeal to consumers through new and innovative methods. We utilized a professional actor who presents home fire sprinkler information in a nontraditional, fast-moving and often amusing style that encourages wider exploration of HFSC’s free online information. The site can be viewed on smartphones, tablets and computers. We developed the interactive site so it can be used online as well as on CD or Data DVD so the fire service can use it as an educational tool even if they do not have Internet access.

Prior to completion, we tested the new “Ask for Them” program with members of the BFLFD program. Nearly all survey respondents said the new program will improve consumer knowledge. Seventy-five percent said the program is accurate and informative and that it will keep consumer interest.

We informed the fire service about this new program first, via e-blast announcements that went to key fire trade publications’ opt-in email lists. We announced the new program through public relations outreach targeting the fire service, the broader homebuilding industry and, of course, consumers. We also provided our BFLFD members with a ready-made press release so they could announce it locally. Ninety percent of BFLFDs surveyed said they would consider linking to the program from their fire department website.

We promoted HFSC’s free consumer resources through our website and social media outreach. We created a new print advertisement featuring a family with young children and placed it in Parenting magazine, reaching more than 2.2 million readers in this important high-risk target audience.

HFSC made adjustments and improvements to our website, including new graphics. We updated our keyword search program to ensure terms associated with the “Ask for Them” campaign would be captured and to ensure HFSC’s website is kept at the top of all major search engine lists.



# Home Fire Sprinkler®

## C O A L I T I O N

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# BUILT FOR LIFE Fire Department (BFLFD) Vocational School Stipend Program

Members of the HFSC BUILT FOR LIFE Fire Department (BFLFD) program were invited to apply for a \$1,500 stipend to partner with a local vocational/technical class or school to conduct a home fire sprinkler education program.

HFSC developed a Vocational Student Guide to administer the program. Students were instructed to view HFSC's educational video, the "Fire Sprinkler Systems for New One- and Two-Family Homes" presentation and take the quiz. The presentation was adapted from an original CEU presentation developed for builders and architects. Students who completed the program received a personalized certificate. Fifteen U.S. fire departments received stipends and completed the program. Students in each program also built side-by-side fire and sprinkler burn demonstrations to be used for a public home fire sprinkler education

event hosted by the fire department. After the education program and public education event, BFLFDs were asked to evaluate the program.

**The following 15 BFLFD member departments received the stipend and completed the program:**

## Ankeny Fire Department

Ankeny, Iowa

## Belton Fire Department

Belton, South Carolina

## Berwyn Fire Company

Berwyn, Pennsylvania

## City of Covington Fire Department

Covington, Georgia

## City of SeaTac Fire Department

SeaTac, Washington

## Columbia Fire Department

Columbia, Missouri

## Creston Fire Department

Creston, Iowa

## Duval Volunteer Fire Department

Griffithsville, West Virginia

## Ferndale Fire Department

Ferndale, Michigan

## Hiawatha Fire Department

Hiawatha, Iowa

## Nampa Fire Department

Nampa, Idaho

## Sanford Fire Department

Sanford, Maine

## Strafford Fire Protection District

Strafford, Missouri

## Tuscaloosa Fire & Rescue Service

Tuscaloosa, Alabama

## Unicoi Volunteer Fire Department

Unicoi, Tennessee



*continues*



## BUILT FOR LIFE Fire Department (BFLFD) Vocational School Stipend Program *(continued)*

# Public Relations From 15 Stipend Recipients

The 15 BFLFDs utilized HFSC press releases announcing their vocational school stipend awards and side-by-side fire and sprinkler burn demonstration event dates and other HFSC public relations tools to garner media attention.

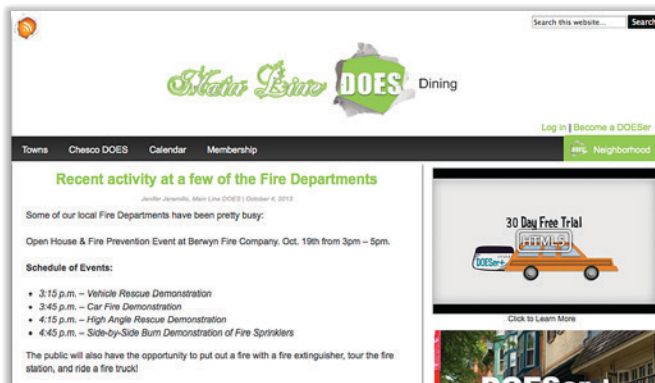
Below are samples of the media coverage for those education programs and side-by-side fire and sprinkler burn demonstration events:

### Belton Fire Department (South Carolina)

- *Belton News Chronicle*

### Berwyn Fire Company (Pennsylvania)

- Main Line Does
- Mainline Media News
- Tredyffrin-Easttown Patch



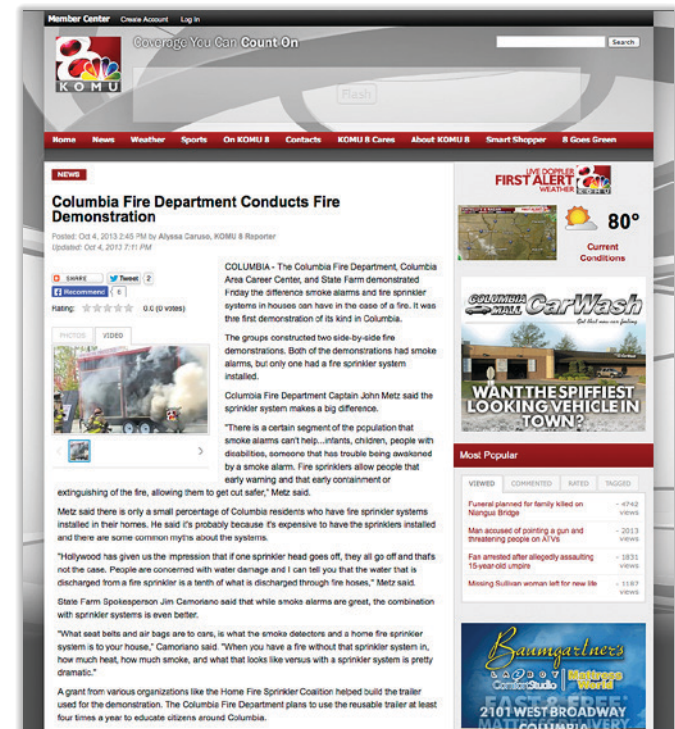
### City of Covington Fire Department (Georgia)

- *Newton Citizen*



### Columbia Fire Department (Missouri)

- *Columbia Daily Tribune*
- KOMU-TV



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## BUILT FOR LIFE Fire Department (BFLFD) Vocational School Stipend Program (continued)

# Public Relations From 15 Stipend Recipients (continued)

### Creston Fire Department (Iowa)

- Creston News Advertiser

### Ferndale Fire Department (Michigan)

- Oakland County One-Fifteen blog
- National Fire Protection Association's (NFPA) "Fire Sprinkler Initiative" blog
- YouTube video posts by Crystal Proxmire

### Hiawatha Fire Department (Iowa)

- KWWL-TV
- YouTube video posts by Martinlyman



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## BUILT FOR LIFE Fire Department (BFLFD) Vocational School Stipend Program *(continued)*

### Public Relations From 15 Stipend Recipients *(continued)*

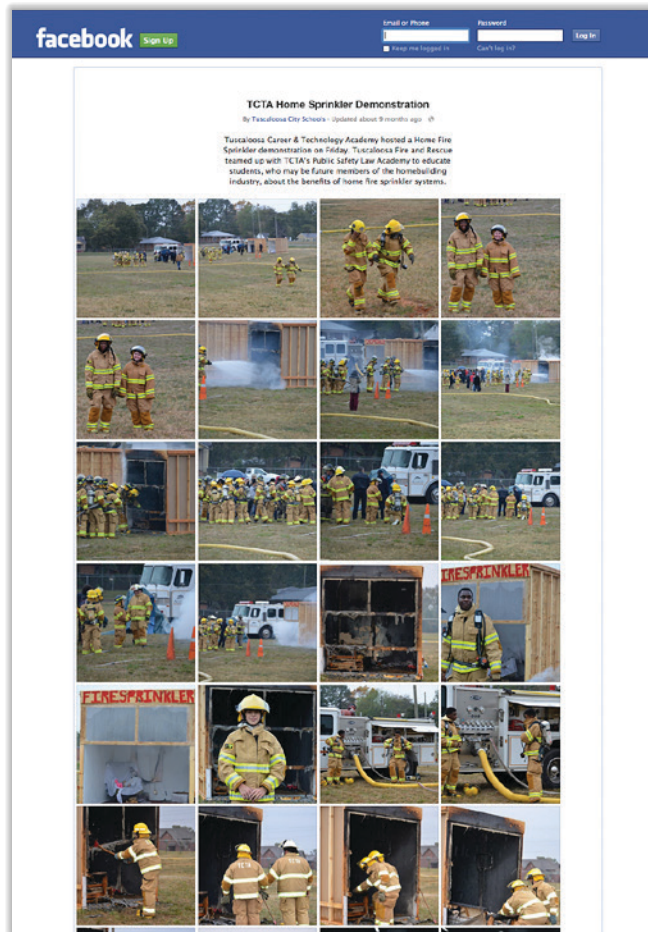
#### Nampa Fire Department (Idaho)

- Facebook posts by Idaho Fire Sprinkler Coalition
- KTVB-TV
- NFPA's "Fire Sprinkler Initiative" blog
- *Sprinkler Age* "Weekly News Brief" e-newsletter



#### Tuscaloosa Fire & Rescue Service (Alabama)

- Facebook post by Tuscaloosa City School System



*continues*

## BUILT FOR LIFE Fire Department (BFLFD) Vocational School Stipend Program *(continued)*

### Evaluation Comments

The \$1,500 vocational school stipend recipients each completed an evaluation, which included comments about effectiveness of the education program and side-by-side fire and sprinkler burn demonstration event, as well as a summary report of information about the side-by-side audience, how the event was promoted, media coverage, use of HFSC's Fire & Sprinkler Burn Demonstration Kit, sponsor information and any other results.

#### The following are some of the comments HFSC received from the stipend recipients.

“About 26 students from the Anderson Districts I & II Career & Technology Center participated in the class — 13 from the Firefighting Program and 13 from the Construction Technology Program.

The students viewed the DVD and also did research on residential sprinklers, which culminated in each student creating a residential fire sprinkler brochure. The brochures were voted on by the class, and the best brochure was handed out by Firefighting students to the approximately 300 audience members at the demonstration on Senior Showcase Night.

The Construction Technology students built the structure, while the Firefighting students painted and furnished the structure. They learned about sprinkler

installation and were able to see the effects of flashover and the effectiveness of fire sprinklers. The reactions from the audience during both the flashover and the sprinkler activation were “priceless.” Both drew gasps and applause.

The interaction with the school went fantastic. The Belton Fire Department and ACTC already have a great working relationship, but this event allowed the school administration the opportunity to see both entities working together. The event also brought recognition to the school and the school's Senior Showcase. We followed the HFSC “template” for the entire process and the event was a huge success. The school administration has been adamant about seeing this event held again. They were very pleased with the outcome.

*Luke Riddle  
Belton Fire Department  
Belton, South Carolina*

“We had three classes of 30 students each and hosted three demonstrations with an average audience of 75 people. The students assisted in the finishing touches, but were able to install home fire sprinkler systems in three Habitat for Humanity homes.

The October demo was incredibly successful because we were able to get the building department and 35

or so local insurance reps to attend. The audiences at the demonstrations were amazed and went home with the knowledge of how effective fire sprinklers are, how devastating and quick fire can be, and most wished they had fire sprinklers in their own homes and that they had known about them previously.

The interaction with the school was very positive. We had an outgoing and incoming Vo-Tech Director. Both are very supportive of our involvement with the students and the benefits of home fire sprinklers. The new director has pledged to continue the program, as long as our department is able to assist the instructor.

One hundred percent of the students said they would take the class again, recommend the class to others, recommend sprinklers to others in the future, and would look into installing fire sprinklers if building a new home.

We applied to the State Department of Insurance to have the course certified for continuing education.

*Melissa Close  
Nampa Fire Department  
Nampa, Idaho*

*continues*



## BUILT FOR LIFE Fire Department (BFLFD) Vocational School Stipend Program *(continued)*

### Evaluation Comments *(continued)*

“The Ferndale Fire Department conducted the classroom instruction followed by a side-by-side burn for the Detroit Carpentry Joint Apprentice Training School. The class was attended by Ferndale’s eight on-duty members and Fire Chief Kevin Sullivan. From the Carpentry School, 18 apprentices and three instructors attended the classroom and side-by-side burn.

The class went very well and all handouts provided by the Home Fire Sprinkler Coalition were provided. The students were shown the BUILT FOR LIFE video. The burn demonstration was certainly the icing on the cake. Several of the students asked how they can get fire sprinklers installed in their homes.

We plan to a burn every three months. I believe it will definitely make a difference as we repeat the training and these apprentices go out and build or renovate homes.

*Brian Batten  
Ferndale Fire Department  
Ferndale, Michigan*

“Twenty students built the demonstration cells. The side-by-side was held in the Lowe’s Home Improvement Center parking lot in front of approximately 150 people. The students seemed to really be captured by the short time it takes for a room to reach

flashover. Attendees remarked at how little damage was done in the sprinklered cell.

This was our first side-by-side. The school is interested in partnering for demonstration again next year. They would also like to involve the school marketing class to help publicize the event.

*Rob Archibald  
Hiawatha Fire Department  
Hiawatha, Iowa*

“About 80 Building Sciences students at the Tuscaloosa Center for Technology Academy built the units in their classes. Approximately 100 people attended the side-by-side at the academy. The students were surprised by the amount of heat and dense smoke from the fire, and the speed of the residential sprinklers. The Tuscaloosa City School System media program recorded the demo and is preparing a PSA for us.

The Building Sciences instructor is delighted that we want a future partnership with them. Rather than our firefighters building the units, we will buy the materials and his students will build them for us.

*Tilde Mims  
Tuscaloosa Fire & Rescue Service  
Tuscaloosa, Alabama*

“Approximately 50 students took part in the program. We constructed a side-by-side trailer. Approximately 150 people attended our side-by-side demonstration in the parking lot at the Career Center. We have already conducted a second event at a high school.

*Lisa Todd  
Columbia Fire Department  
Columbia, Missouri*

“Ten students participated in the program. We hosted the side-by-side demonstration for approximately 200 people during our fire prevention open house.

*Todd Jackson  
Creston Fire Department  
Creston, Iowa*

# BFLFD Side-by-Side Demonstration Stipend Program

Members of the HFSC BUILT FOR LIFE Fire Department (BFLFD) program were invited to apply for a \$1,000 stipend to conduct and evaluate local educational side-by-side fire and sprinkler burn demonstrations.

**The following 25 BFLFD member departments received the stipend and completed the program:**

## Allenton Fire Department

Allenton, Wisconsin

## Big Canoe Volunteer Fire Department

Big Canoe, Georgia

## Clackamas Fire District #1

Milwaukie, Oregon

## Corvallis Fire Department

Corvallis, Oregon

## Genoa Township Fire Department

Galena, Ohio

## Gilford Fire-Rescue

Gilford, New Hampshire

## Hose Company #1

Honesdale, Pennsylvania

## Medford Fire-Rescue

Medford, Oregon

## Morton-Rutledge Fire Company

Morton, Pennsylvania

## Mount Vernon Fire Department

Mount Vernon, Washington

## Naugatuck Fire Department

Naugatuck, Connecticut

## New Orleans Fire Department

New Orleans, Louisiana

## North County Fire Protection District

Fallbrook, California

## North Las Vegas Fire Department

North Las Vegas, Nevada

## North Sioux City Fire Department

North Sioux City, South Dakota

## North Star Volunteer Fire Department

North Pole, Alaska

## Paris Fire Department

Paris, Tennessee

## Petoskey Department of Public Safety

Petoskey, Michigan

## Quincy Fire Protection District

Quincy, California

## Richton Park Fire Department

Richton Park, Illinois

## Rutherford County Fire-Rescue Department

Murfreesboro, Tennessee

## Siletz Valley Fire District

Siletz, Oregon

## Sun Prairie Volunteer Fire Department

Sun Prairie, Wisconsin

## Wooster Division of Fire

Wooster, Ohio

## Wyoming Department of Fire Prevention & Electrical Safety

Cheyenne, Wyoming

*continues*

## BFLFD Side-by-Side Demonstration Stipend Program *(continued)*

# Public Relations From 25 Stipend Recipients

The 25 BFLFDs utilized HFSC press releases announcing their side-by-side demonstration stipend awards and event dates and other HFSC public relations tools to garner media attention.

**Below are samples of the media coverage for those side-by-side fire and sprinkler burn demonstration events:**

### Allenton Fire Department (Wisconsin)

- "Fire Facts" newsletter
- National Fire Sprinkler Association – Wisconsin Chapter's (NFSA-WI) "Fire Sprinkler Times" e-newsletter



## FIRE FACTS

THE OFFICIAL BI-MONTHLY NEWSLETTER OF THE ALLENTON VOLUNTEER FIRE DEPARTMENT  
Volume 12, Issue 5 Dec 2013

### Notice of Annual Meeting

The Annual Meeting of the Allenton Volunteer Fire Department Incorporated will be held Monday December 9, 2013 at 7:00 p.m. at the Allenton Fire Station, 431 Railroad Street, Allenton Wisconsin.

The agenda of the meeting will include:

- Call to order and Pledge of Allegiance
- Roll call
- Moment of Silence for Deceased Members
- Approve minutes of 12/10/2012 annual meeting. A copy has been included with this notice.
- Annual Financial Report
- Annual Reports and Committee Reports
  - a. Chiefs Report
  - b. Fire Operations Report
  - c. EMS Operations Report
  - d. Logistics Division Report
  - e. Picnic Committee Report
  - f. Compensation Committee Report – A committee researched and made recommendations concerning paying AFD members for their service. A vote will be taken of all members to approve or reject the proposal to allow the Board to implement a compensation system and to set a budget.



### Fire Operations Division

Deputy Chief Mark Steger

Allenton & St. Lawrence Fire Company Open House:

I wish to thank everyone who helped make the Fire Prevention Open House a success this year. We had over 600 people eat the pancake breakfast that morning. We had 100 more people this year, than in 2012. A special thanks to all the donations made from the community businesses and vendors. Without their support this event would not be possible. The vendors on hand were County Wide Fire Extinguisher, PLM (Property Loss Management), Wisconsin Fire Alliance,

### Big Canoe Volunteer Fire Department (Georgia)

- *Smoke Signals*



The screenshot shows the 'Smoke Signals' website, which is a news and views platform for Big Canoe and around North Georgia. The main headline is 'Public Safety Day - It's this Saturday, Oct. 19'. Below the headline is a photo of a fire demonstration. The website also features a 'DIGITAL EDITION' button and a 'Subscribe' link.

### Corvallis Fire Department (Oregon)

- *Corvallis Gazette-Times*



The screenshot shows the 'Corvallis Gazette-Times' website. The main headline is 'CFD gets grant for sprinkler education'. Below the headline is a photo of a fire demonstration. The website also features a 'SUMMER STYLIN' 40% OFF' promotion and a '50 Objects Of Corvallis' feature.

### Gilford Fire-Rescue (New Hampshire)

- *Citizen of Laconia*
- *Laconia Daily Sun*
- YouTube video posts by Dion DeCarli

### Medford Fire-Rescue (Oregon)

- KDRV-TV
- *Mail Tribune*
- YouTube video post by GregKleinberg



The screenshot shows the 'Mail Tribune' website. The main headline is 'Medford Fire-Rescue gets money'. Below the headline is a photo of a fire demonstration. The website also features a 'PREMIUM CONTENT' section and a 'Flash' button.

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FISCAL YEAR **2011**

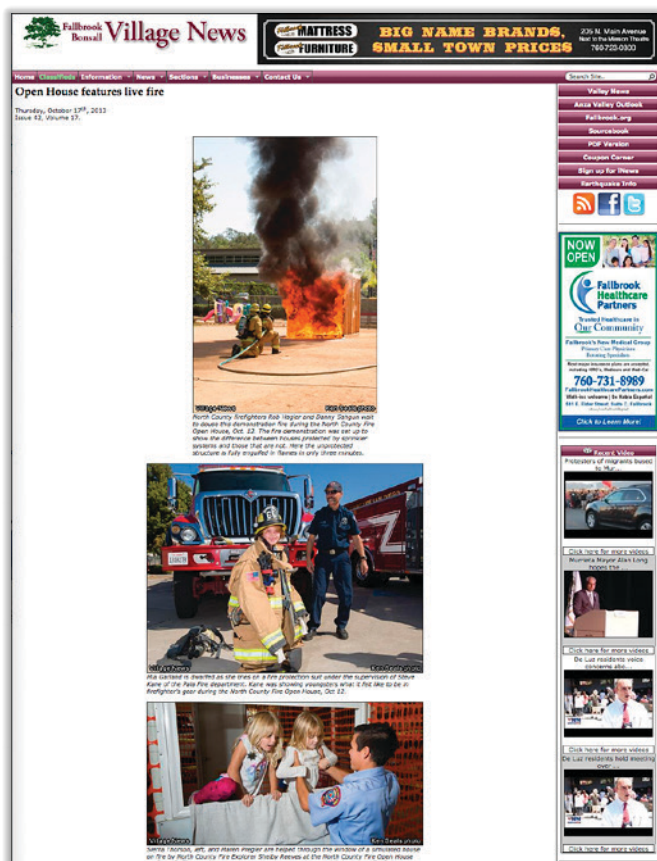


## BFLFD Side-by-Side Demonstration Stipend Program *(continued)*

# Public Relations From 25 Stipend Recipients *(continued)*

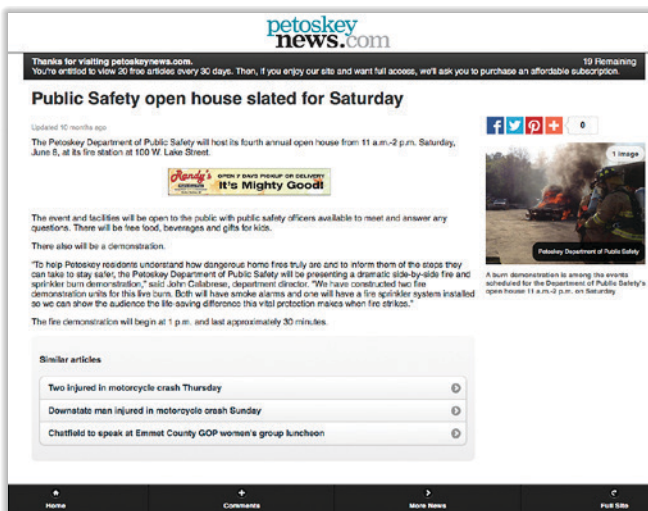
### North County Fire Protection District (California)

- Fallbrook Village News
- YouTube video post by Joe Harlin
- YouTube video post by Jim Doumak



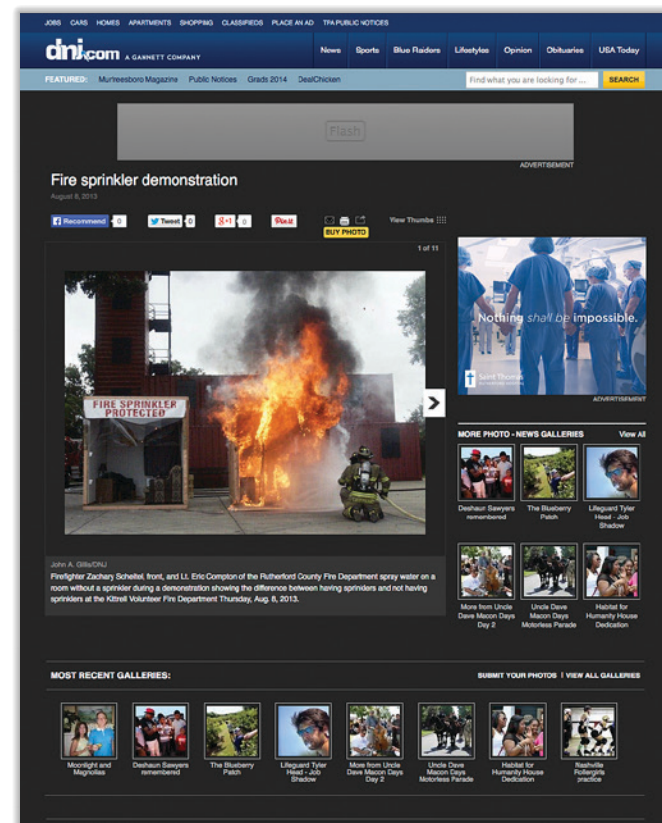
### Petoskey Department of Public Safety (Michigan)

- Petoskey News-Review



### Rutherford County Fire-Rescue Department (Tennessee)

- Daily News Journal
- Murfreesboro Post
- WGNS-AM
- YouTube video post by Scott Walker



*continues*



## BFLFD Side-by-Side Demonstration Stipend Program *(continued)*

# Public Relations From 25 Stipend Recipients *(continued)*

### Sun Prairie Volunteer Fire Department (Wisconsin)

- NFSA-WI's "Fire Sprinkler Times" e-newsletter
- WISC-TV

### Wyoming Department of Fire Prevention & Electrical Safety

- *Laramie Boomerang*

The screenshot shows the Sun Prairie Channel 3000 website. The main article is titled "Fire Department hosts open house" and is dated Friday, October 12th, 2012, at 10:18pm. The article text describes an open house event at 135 N. Bristol St. featuring a pancake breakfast, fire truck rides, ladder rides, fire hose bowling, a bouncy house, vehicle extrication demonstrations, a live fire sprinkler demonstration, and a visit with Smokey the Bear. It also mentions representatives from the Sun Prairie Police and EMS, Sun Prairie Utilities, Dane County Sheriff, Truax Airport Fire, Wisconsin State Patrol, and Sun Prairie Emergency Center. Attendees are asked to bring a non-perishable food item for the Sun Prairie Food Pantry.

The website layout includes a top navigation bar with links like "Latest news", "Crime", "Events", "Restaurants", "Businesses", "School News", "Open Mic", and "Deals!". There are also sections for "Community Sponsors" (listing FourB Farms and Kamen Lindner Photography), "News Scanner" (listing various local news items), "The Big Deal" (featuring engagement pictures for \$100), and "Sun Prairie Deals" (listing discounts on riding lessons and labor costs).

*continues*

## BFLFD Side-by-Side Demonstration Stipend Program *(continued)*

### Evaluation Comments

The \$1,000 side-by-side demonstration stipend recipients each completed an evaluation, which included comments about educational effectiveness and a summary report of information about the audience, how the event was promoted, media coverage, use of HFSC's Fire & Sprinkler Burn Demonstration Kit, sponsor information and any other results.

#### The following are samples of comments from the evaluations:

“Our residential sprinkler demonstration was the crowning event of our Fire Prevention Week Open House. We had over 200 people in attendance, mostly members of the general public and a few from other fire agencies.

One member of the County Board of Supervisors was in attendance. She was quite impressed and gave a glowing report on the event at the County Board Meeting the following week.

In all, the event was very entertaining and educational. Many people stayed up to an hour after the event to talk about the demonstration. I received comments from attendees about the value of fire sprinklers and their shock at the speed at which a fire can progress. Many were amazed that one sprinkler head could be so effective. They thanked us for

dispelling some of the myths regarding fire sprinkler effectiveness, cost and operation.

The side-by-side demonstration was a huge step in improving awareness of the value of residential sprinklers.

*Robbie Cassou  
Quincy Fire Protection District  
Quincy, California*

“On May 19, 2013, a group of community leaders (about 26 in attendance) were taught a PowerPoint presentation about the dangers of home fires and the value of residential fire sprinkler systems. After the presentation, the live side-by-side flashover/fire sprinkler demonstration was performed. At 60 seconds, the fire sprinkler effectively controlled the fire on the protected side, while the fire continued to develop on the unprotected side and achieved flashover in 2 minutes, 20 seconds. It was an eye-opener for the people in attendance.

The prop was disassembled and will be reassembled for another public demonstration for our annual Fire Prevention Week Open House (300-500 people in attendance).

*Greg Kleinberg  
Medford Fire-Rescue  
Medford, Oregon*

“On August 8, 2013, a group of community leaders (about 26 in attendance) were shown the live side-by-side flashover/fire sprinkler demonstration. At 60 seconds, the fire sprinkler effectively controlled the fire on the protected side, while the fire continued to develop on the unprotected side and achieved flashover in 2 minutes, 19 seconds. It was an eye-opener for the people in attendance.

Approximately 100 people attended the side-by-side demonstration, including members of the Rutherford County Commission and the Planning Commission, who were to vote on residential sprinklers in new homes. They later voted in favor of residential sprinklers. Attendees learned that a sprinkler can save lives.

*Larry Farley  
Rutherford County Fire-Rescue Department  
Murfreesboro, Tennessee*

*continues*

## BFLFD Side-by-Side Demonstration Stipend Program *(continued)*

### Evaluation Comments *(continued)*

“We hosted the side-by-side at Home Depot Safety Day in Westerville, Ohio. Approximately 40 people attended. I had a number of questions about having home fire sprinklers installed in existing homes.

The fire room will be overhauled and new drywall installed for the next event, our open house. We anticipate 500 to 1,000 attendees. It will continue to be rebuilt after each burn and may be available for surrounding communities.

*Craig Skeel  
Genoa Township Fire Department  
Galena, Ohio*

“The event took place at our police court campus, where our city council meets every Wednesday. Over 40 people attended, including the city council, mayor, CED director, building official, police chief and on-duty staff, area fire marshals and the general public.

I believe the audience became more aware of fire behavior and the products of combustion. During the burn of the non-sprinkler cell, I walked through the steps of fire growth and discussed the hazards faced by both occupants and firefighters. The local sprinkler contractor did a great job of explaining sprinkler options, piping systems, head locations, system demands, and costs. He really had the attention of our

policymakers, which was the number one reason for this event.

Our city TV department recorded the event and we are currently working on a PSA for the TV station to air.

*Steven Riggs  
Mount Vernon Fire Department  
Mount Vernon, Washington*

“The event was held in Laramie, Wyoming, in a city park for the annual 4th of July celebration. In the attendance of over 300 people were two Laramie city council members, the mayor and the fire chief. The audience was awestruck by the rapid fire development in the non-sprinklered build. We experienced a large amount of comments concerning the ability of one sprinkler head to make that much difference. They also commented on the rapid deployment of the sprinkler and the realization of not having much time to exit.

Some sponsors have already committed to the next side-by-side sprinkler demonstration.

*Brad Carroll  
Wyoming Department of Fire Prevention  
& Electrical Safety  
Cheyenne, Wyoming*

“I scheduled the burn demonstration as part of our fire prevention Open House. This was our first burn demonstration, of many more. I spoke with everyone who attended the burn demonstration. They were all amazed with the results and thought it was an eye-opening experience.

One gentleman in particular was a fire alarm installer. He had never seen how rapidly a fire can grow, or the effects of a sprinkler system. He requested more information to bring back to his coworkers and possible future customers. I was able to supply him with a couple information packets supplied by HFSC.

I’m currently working on and planning another burn demonstration to be held at the home improvement store.

*Dion DeCarli  
Gilford Fire-Rescue  
Gilford, New Hampshire*

*continues*

## BFLFD Side-by-Side Demonstration Stipend Program *(continued)*

### Evaluation Comments *(continued)*

“We had between 500 and 1,000 people at the annual “Duck Day” event and the demonstration was shown on the giant screen so all could see. Since this is a big event for us, many of the local officials were there including members of the Fire Commission.

*E. Murray  
Naugatuck Fire Department  
Naugatuck, Connecticut*

“For the burn demonstration at our open house, about 200 people were in attendance. They remarked about the importance of fire sprinklers and smoke alarms and asked how to retrofit their homes with fire sprinklers and what the cost would be to install sprinklers. California State Fire Marshal Tonya Hoover was in attendance.

*Patty Koch  
North County Fire Protection District  
Fallbrook, California*

“We hosted a side-by-side at Big Canoe Public Safety Day and Pickens County Public Safety Day. There were approximately 100 people at each event. Attendees were amazed at the speed of the burn and how quickly the sprinklers worked.

*Jim Silavent/Charlie Ragonesi  
Big Canoe Volunteer Fire Department  
Big Canoe, Georgia*

“Local alderpersons were among the 1,000 people who attended the event at the fire station. The audience took notice of how fast the fire grows.

*Angela White  
Sun Prairie Volunteer Fire Department  
Sun Prairie, Wisconsin*

“We had approximately 200 people at our Annual Open House, including the mayor and city council members. Attendees noted how quick and hot the fire developed.

*Daniel Smith  
Petoskey Department of Public Safety  
Petoskey, Michigan*

“Approximately 200 people attended the side-by-side home fire sprinkler demonstration. They commented on how violent the fire was and how quickly it took over the space.

*Gene Fisher  
Siletz Valley Fire District  
Siletz, Oregon*



# Trade Shows

HFSC promoted its education materials and programs to the fire service at the following conventions:

## Fire Department Instructors Conference (FDIC)

- April 25-27, 2013
- Indiana Convention Center  
Indianapolis, Indiana
- 10 x 10-square-foot booth space
- Attendance: 30,085

## Fire-Rescue International (FRI)

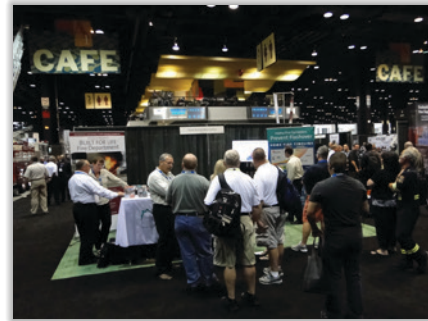
- August 16-17, 2013
- McCormick Place, Chicago, Illinois
- 10 x 10-square-foot booth space
- Attendance: 9,209

## National Fire Protection Association (NFPA) Conference & Expo\*

- June 10-12, 2013
- McCormick Place, Chicago, Illinois
- 10 x 10-square-foot booth space
- Attendance: 4,069

## National Association of State Fire Marshals (NASFM) Conference

- August 8, 2013
- Indianapolis Marriott Downtown  
Indianapolis, Indiana
- 10 x 10-square-foot booth space
- Attendance: 135



Professional actor Tom Clark hosted the updated BUILT FOR LIFE Game at Fire-Rescue International. Prizes for correct answers included HFSC water bottles, thermos bottles, hats and a grand prize of one iPad Mini.

\*NFPA donated the booth space to extend the grant funds.

# Advertising

HFSC developed two new print advertisements to promote its new stipend programs and the BUILT FOR LIFE Fire Department (BFLFD) program. We also used an existing print advertisement to promote the "Understanding Water Supply for Home Fire Sprinkler Systems" Guide.

The first new advertisement encouraged fire departments to become members of the BFLFD program and apply for the new vocational school stipend and side-by-side demonstration stipend programs.

The second new advertisement featured Sanford/Springvale (Maine) Fire Marshal Peter Cutrer, who has been a member of the BFLFD program since 2008. The advertisement highlighted Cutrer's positive experience with home fire sprinkler education in his own community and also encouraged fire departments to become members of the BFLFD program.

Another advertisement promoted the "Understanding Water Supply for Home Fire Sprinkler Systems" Guide. BFLFDs can request copies of the guide to educate water purveyors in their communities about home fire sprinklers. The advertisement included a QR (Quick Response) code that links to an online order form for the guide.

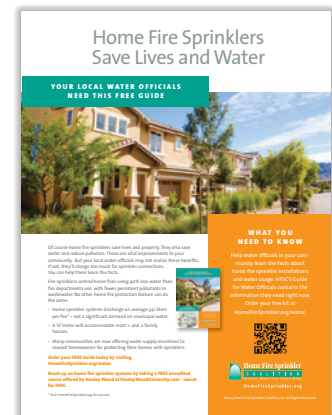
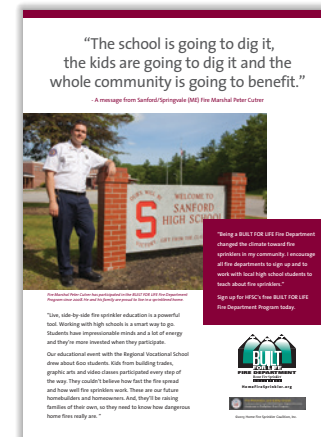
The single-page, four-color advertisements appeared in the following national fire service trade publications:

- **Firehouse:** April & August 2013 issues; circulation 83,538 for each issue
- **FireRescue:** April & July 2013 issues; circulation 53,923 for each issue
- **Fire Chief:** April & August 2013 issues; circulation 50,353 for each issue
- **Fire Engineering:** April & August 2013 issues; circulation 52,641 for each issue
- **IAFC On Scene:** April 15 & July 15, 2013 issues; circulation 12,500 for each issue

HFSC also received free single-page, four-color advertisements in the following national fire protection trade publications:

- **CASA Notes:** May/June & July/August 2013 issues; circulation 1,500 for each issue
- **NFPA Journal:** May/June 2013 issue; circulation 75,000
- **Sprinkler Quarterly (SQ):** March/April & May/June 2013 issues; circulation 4,000 for each issue

**TOTAL CIRCULATION: 591,910 gross**



continues



# Advertising (continued)

To supplement the print advertisements and reach more members of the fire service, HFSC created two new e-blast messages. One message encouraged fire departments to become members of the BUILT FOR LIFE Fire Department (BFLFD) program and apply for the new vocational school stipend and side-by-side demonstration stipend programs. The other message announced HFSC's new interactive "Home Fire Sprinklers: Ask for Them" Guide for consumers.



## "HFSC Announces Two New Stipend Programs"

- **Firehouse:** March 7, 2013 e-blast; resulted in 119,554 messages delivered, 18,765 opened (15.70% open rate) and 462 click-throughs
- **FireRescue:** February 26, 2013 e-blast; resulted in 46,429 messages delivered, 7,604 opened (16.38% open rate) and 120 click-throughs
- **Fire Chief:** February 26, 2013 e-blast; monitoring report not available

## "Home Fire Sprinklers: Ask for Them"

- **Firehouse:** October 10, 2013 e-blast; resulted in 109,993 messages delivered, 13,534 opened (12.30% open rate) and 459 click-throughs
- **FireRescue:** October 10, 2013 e-blast; resulted in 43,446 messages delivered, 6,836 opened (15.73% open rate) and 242 click-throughs
- **Fire Chief:** October 10, 2013 e-blast; resulted in 17,457 messages delivered, 1,740 opened (9.97% open rate) and 196 click-throughs

Additionally, HFSC created two online banner advertisements promoting its free home fire sprinkler educational resources:

- **FireRescue:** October 3-31, 2013; resulted in 45,336 impressions and 34 click-throughs
- **FireRescue1.com:** October 3-31, 2013; resulted in 54,291 impressions and 346 click-throughs
- **Fire Chief:** October 3-31, 2013; monitoring report not available

As a value-added benefit with HFSC's banner advertisement, **FireRescue1.com** offered a free "Home Fire Sprinklers: Ask for Them" banner advertisement in its October 15, 2013, e-newsletter.

**E-BLASTS TOTALS: 336,879\* messages delivered, 48,479\* opened (14.39%\* open rate) and 1,479\* click-throughs**

**ONLINE BANNER AD TOTALS: 99,627\* impressions and 380\* click-throughs**

\*Totals do not include unavailable monitoring reports from *Fire Chief*



# Education Material Reprints

HFSC updated and reprinted some of its most popularly used fire service education materials to be distributed at various fire service trade shows and to fulfill requests for education materials from fire departments across the nation.

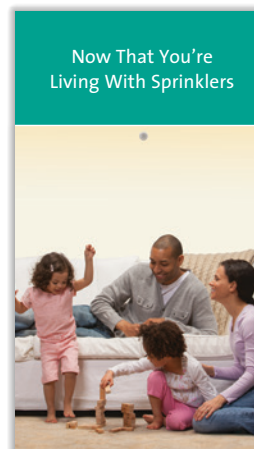
- **Sprinkler Smarts Brochure:**  
5,000 printed

Fire departments can distribute the children's brochure at schools or other events to introduce them to fire safety and home fire sprinkler technology. The focus is on the basics of fire safety for young children, while older students also learn the engineering behind fire sprinklers. The brochure is used to promote the educational, games, activities and downloadable worksheets on [SprinklerSmarts.org](http://SprinklerSmarts.org).



- **"Living with Sprinklers" Kit:**  
2,000 printed

Fire departments can distribute the kit to homeowners who already have fire sprinklers in their homes or have recently moved into homes with fire sprinkler protection. The kit's DVD and brochure provide a better understanding of fire sprinklers and how to properly maintain them. Also included are a hangtag to put on the riser (so residents will have ready access to simple fire sprinkler maintenance and proper usage tips) and a "Living with Sprinklers" window decal.



- **BUILT FOR LIFE Hat:**  
1,000 ordered

Fire departments that sign up for the BUILT FOR LIFE Fire Department program receive a kit with the BFLFD hat, along with a Fire & Sprinkler Burn Demonstration Kit, educational outreach materials, certificate of participation, and BFLFD window decal.



- **Insurance Agent Brochure:** 10,000 printed

This brochure explains selling points for marketing sprinklered homes, home fire facts, home fire sprinkler information, a graphic description of how sprinklers operate, and answers to common misconceptions.



*continues*

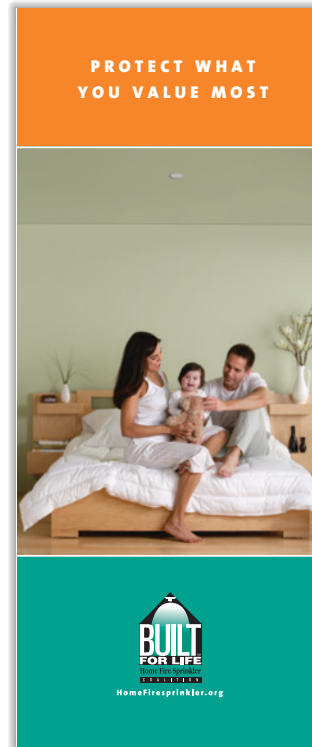
# Education Material Reprints *(continued)*

- **Real Estate Agent Brochure:**  
10,000 printed

This brochure explains how to sell a home with fire sprinklers, home fire facts, home fire sprinkler information, and answers to common misconceptions.

- **Protect What You Value Most Consumer Brochure:** 20,000 printed

This brochure explains home fire facts, home fire sprinkler information, a graphic description of how sprinklers operate, cost information and answered to common misconceptions.





# "Home Fire Sprinklers: Ask for Them" Guide

HFSC developed the new, interactive "Home Fire Sprinklers: Ask for Them" Guide to provide easy to understand home fire sprinkler information to consumers. The short video segments explain the basics about home fire sprinklers: why they are needed, how they work and how they are installed. The guide also provides links to HFSC's extensive video collection and website.

View the online version of the guide at <http://homefiresprinkler.org/index.php/Consumer/quick-guide.html>.



continues

# "Ask for Them" Guide – Survey Results

Prior to completion, HFSC tested the new guide with members of the BUILT FOR LIFE Fire Department (BFLFD) program. Below are the results from the 40 BFLFDs that responded:

## This guide will improve consumers' knowledge of home fire sprinklers.

Strongly Agree.....	25	(63%)
Slightly Agree .....	15	(37%)
Neutral .....	0	(0%)
Slightly Disagree .....	0	(0%)
Strongly Disagree.....	0	(0%)

## This guide will keep consumers' interest.

Strongly Agree.....	10	(25%)
Slightly Agree .....	20	(50%)
Neutral .....	10	(25%)
Slightly Disagree .....	0	(0%)
Strongly Disagree.....	0	(0%)

## The information in this guide is accurate and informative.

Strongly Agree.....	30	(75%)
Slightly Agree .....	10	(25%)
Neutral .....	0	(0%)
Slightly Disagree .....	0	(0%)
Strongly Disagree.....	0	(0%)

## I found this guide to be interesting and worth watching.

Strongly Agree.....	18	(45%)
Slightly Agree .....	15	(38%)
Neutral .....	6	(15%)
Slightly Disagree .....	1	(2%)
Strongly Disagree.....	0	(0%)

## I would consider placing this guide on our department's website.

Strongly Agree.....	25	(63%)
Slightly Agree .....	11	(27%)
Neutral .....	2	(5%)
Slightly Disagree .....	2	(5%)
Strongly Disagree.....	0	(0%)

Below are some of the comments from the survey:

“Great program. It gives a simple to understand introduction to the application and capabilities of residential sprinkler systems. This program would be valuable to the general public, contractors, real estate professionals and public officials. Thanks, HFSC, for getting the message out about this important life-safety technology.”

– Robbie Cassou,

Quincy Fire Protection District (California)

“These are good, simple and informative. I can easily see their use on our website.”

– Dean Hunt,

Layton City Fire Department (Utah)

“Let me know when I can share these videos. Great factor for the video.”

– Ken Pflug,

City of Danville Fire Department (Kentucky)

“I like having something interactive allowing the consumer to jump around a bit.”

– Jim Kettler,

Buckingham Township Fire Marshal's Office  
(Pennsylvania)

# Advertising

To reach parents of young children and older adults, HFSC took new situational photography for two new print advertisements. The photography will continue to be used for future advertisements and education materials.

A separate advertisement was developed that educated consumers and builders with 10 quick-and-easy facts about home fire sprinklers.



The advertisements aimed at parents of young children and older adults included a QR (Quick Response) code that links to HFSC's "Home Fire Sprinkler System Facts" online video, while the other advertisement included a QR code that links to HFSC's "How Fire Sprinklers Work" online video.

The single-page, four-color advertisements appeared in the following national consumer publications:

- **Family Handyman:** May 2013 issue; circulation 1,100,000  
\*HFSC obtained this full-page, 4/color advertisement for free. Value \$115,000.
- **Grand** (online only): May/June & July/August 2013 issues; circulation 250,000 for each issue. HFSC obtained a full-page, 4/color advertisement for free in the September/October 2013 issue.
- **Parenting:** August 2013 issue; circulation 2,227,350
- **Reminisce:** June/July 2013 issue; circulation 1,135,842
- **Where to Retire:** July/August 2013 issue; circulation 200,000

In addition to these paid advertisements, **Grand** magazine gave HFSC an additional month of advertising for free in its September issue (circulation 250,000).

**TOTAL CIRCULATION: 5,413,192 gross**





# Virtual Sprinklered House

In order to educate homebuilders, HFSC updated its Virtual Sprinklered House (animated homebuilder education guide) with new graphics.

To promote the updated Virtual Sprinklered House, HFSC created an e-blast message that was distributed twice through **Green Builder** magazine. The message enticed builders to view the interactive guide by offering a chance to win one of three iPads if they completed the post-video survey.



View the Virtual Sprinklered House at [www.homefiresprinkler.org/index.php/virtual-sprinklered-house-builder-presentation](http://www.homefiresprinkler.org/index.php/virtual-sprinklered-house-builder-presentation)

- **March 5, 2013 e-blast:** resulted in 143,104 messages delivered, 6,830 opened (4.77% open rate) and 686 click-throughs
- **August 14, 2013 e-blast:** resulted in 143,376 messages delivered, 6,045 opened (4.22% open rate) and 469 click-throughs

**TOTAL E-BLAST CIRCULATIONS: 286,480 messages delivered, 12,875 opened (4.49% open rate) and 1,155 click-throughs**

## WHAT'S UP WITH Home Fire Sprinklers?

**Find out at the HFSC Virtual Sprinklered House**

The HFSC Virtual Sprinklered House lets you see the behind-the-wall details of home fire sprinklers: how water is supplied, how they work, how they're installed and most importantly, why your customers need and want them. You'll also find out how fire sprinklers can add value to your homes, while reducing your construction costs through the use of common municipal trade-ups.

**Visit the house.**

HomeFireSprinkler.org

f t in + BLOG p

**Enter to Win an iPad Mini**

Complete a short survey and be entered to win an iPad Mini.

You can choose to not receive further mailings from HFSC by forwarding this message to [info@homefiresprinkler.org](mailto:info@homefiresprinkler.org) with "Remove My Address" in the subject line.

**Home Fire Sprinkler Coalition**

21200 N. LaGrange Road, Suite 300, Frankfort, IL 60423 877-550-HFSC (4372)

continues



# Virtual Sprinklered House – Survey Results

Two hundred fifty-six builders completed the survey after viewing the Virtual Sprinklered House. Below are the results:

## This presentation improved my knowledge of home fire sprinklers.

Strongly Agree.....	180	(48%)
Slightly Agree .....	129	(35%)
Neutral .....	51	(14%)
Slightly Disagree .....	7	(2%)
Strongly Disagree.....	4	(1%)

## This presentation helped me understand how home fire sprinklers are installed.

Strongly Agree.....	153	(41%)
Slightly Agree .....	142	(38%)
Neutral .....	64	(17%)
Slightly Disagree .....	10	(3%)
Strongly Disagree.....	3	(1%)

## I am more likely to recommend sprinklers after watching this presentation.

Strongly Agree.....	140	(38%)
Slightly Agree .....	121	(33%)
Neutral .....	87	(23%)
Slightly Disagree .....	12	(3%)
Strongly Disagree.....	10	(3%)

## This presentation helped me understand how home fire sprinklers work.

Strongly Agree.....	177	(48%)
Slightly Agree .....	130	(35%)
Neutral .....	53	(14%)
Slightly Disagree .....	6	(2%)
Strongly Disagree.....	4	(1%)

## I found this presentation to be interesting and worth watching.

Strongly Agree.....	190	(51%)
Slightly Agree .....	136	(37%)
Neutral .....	37	(10%)
Slightly Disagree .....	6	(1%)
Strongly Disagree.....	5	(1%)

# Homebuilder / Public Works Official Online Course

Working with Hanley Wood publishing, HFSC renewed its accredited continuing education program about home fire sprinklers for architects, homebuilders and public works officials. The program was originally created through a 2010 Fire Prevention & Safety Grant. It is hosted on [HanleyWoodUniversity.com](http://HanleyWoodUniversity.com) and certified by the National Association of Home Builders (NAHB). During the 2011 grant period, 251 people completed the course.



Results of program listing renewal (August 22, 2012 - October 13, 2013):

- 350 sign-ups
  - Architects: 245
    - Residential & Commercial: 163
    - Residential: 43
    - Commercial: 39
  - Fire Service: 15
  - Homebuilders: 12
  - General Contractors: 8
  - Engineers: 15
  - Public Works: 3
  - Others (Plumbers, Home Inspectors, Real Estate Agents, Students): 52
- 251 course/final test completions
  - Majority of participants scored 80–100%

The screenshot displays the Hanley Wood University website interface. At the top, there's a navigation bar with links like 'HOME | ABOUT US | CONTACT US | FAQ/HELP | LOGIN'. Below this, a 'My Training' sidebar offers options like 'Register', 'Login', 'Get Started', and 'See All Courses'. The main content area lists several courses with brief descriptions and credit information:

- Building Systems Courses:** Includes Acoustics, Building Performance, Energy Codes, Fire Safety, HVAC, LEDs, Lighting, Plumbing, Safety, Ventilation, and Water Heaters.
- Acoustics:** 'Acoustic Performance in Offices, Schools and Healthcare: Improving Indoor Environmental Quality - This Course Launched in December 2009, Expires December 2012'.
- Energy Codes:** 'How To Design, Build and Market an ENERGY STAR Home - Since the program's inception in 1995, over 1 million ENERGY STAR qualified homes have been built in the US. This program will help you define exactly what the ENERGY STAR label represents, describe the requirements of an ENERGY STAR home, as well as become aware of additional information sources available for designers and builders...'.
- Fire Safety:** 'Enhancing Way-Finding Visibility With Photoluminescent Products - Of the estimated 3.8 million disabling injuries each year in the work force, 15% are due to slips, trips, or falls, which account for 12% - 15% of all Workers' Compensation costs...'.
- HVAC:** 'A Comparative Analysis of Residential Heating Systems 2011 - Builders, contractors, and homeowners today face a myriad of options for home heating systems...'.
- Propane:** 'Propane Education & Research Council - This course will benefit architects, the fire service, home builders and water purveyors...'.

# Trade Shows

HFSC promoted its education materials and programs to homebuilders at the following conventions:

## International Builders' Show (IBS)

- January 22-24, 2013
- Las Vegas Convention Center  
Las Vegas, Nevada
- 40 x 20-square-foot booth space
- Attendance: Approximately 60,000

At the International Builders' Show (IBS), HFSC staff hosted the newly updated, interactive BUILT FOR LIFE Game, which displayed questions about home fire sprinklers. The educational game now includes updated questions, answers and video.

Homebuilders who answered questions correctly were able to spin the slot machine for prizes. The grand prizes for the BUILT FOR LIFE Game were three iPad Minis, while other prizes included tool bag sets, HFSC thermos bottles, and HFSC hats.

Homebuilders waited in line for an average of 15 minutes to play the interactive game, increasing their knowledge about the benefits and technology of home fire sprinklers. They

were also able to learn facts about fire sprinklers by using HFSC's newly updated, interactive Virtual Sprinklered House and watching videos in the booth.

**More than 497 leads were collected at IBS.**

## Pacific Coast Builders Conference (PCBC)

- June 5-6, 2013
- San Diego Convention Center  
San Diego, California
- 10 x 10-square-foot booth space
- Attendance: 7,366

The top 20 big builders and other prominent residential builders, developers, architects, building scientists, lenders, investors, marketers and product manufacturers attend PCBC.



*continues*



# Trade Shows *(continued)*

HFSC promoted its education materials and programs to real estate agents at the following convention:

## National Association of REALTORS (NAR) Conference & Expo

- November 9-12, 2012
- Orange County Convention Center  
Orlando, Florida
- 10 x 10-square-foot booth space
- Attendance: 18,127

At the National Association of REALTORS (NAR) Conference & Expo, attendees that obtained information at the HFSC booth and left their contact information were entered into a random drawing for a chance to win one iPad Mini at the end of the conference.

**More than 236 leads were collected at NAR.**





# Advertising

HFSC developed two new print advertisements to educate members of the homebuilding industry.

The first advertisement directed builders to the newly updated Virtual Sprinklered House homebuilder education guide on HFSC's website. The advertisement enticed builders to view the interactive guide, by offering a chance to win one of three iPads if they completed the post-video survey. It included a QR (Quick Response) code that links to HFSC's Virtual Sprinklered House. The advertisement also invited homebuilders to learn more by visiting HFSC's booth at the International Builders' Show in Las Vegas, Nevada.



The second advertisement educated builders and consumers with 10 quick-and-easy facts about home fire sprinklers. It included a QR code that links to HFSC's "How Fire Sprinklers Work" online video.

The single-page, four-color homebuilder advertisements appeared in the following national homebuilder trade publications:

- **Builder:** January 2013 issue; circulation 114,632
- **Designer Dream Homes:** April & July 2013 issues; circulation 40,000 for each issue
- **EcoHome:** February 2013 issue; circulation 65,000
- **Professional Builder:** January 2013 issue; circulation 110,977
- **Residential Building Product News:** January 2013 issue; circulation 50,000

**TOTAL CIRCULATION: 421,359 gross**

As part of the advertising package with **Designer Dream Homes**, HFSC also received an online banner advertisement from April thru October 2014. **The online banner advertisement resulted in 4.98 million impressions.**

In addition, all 750 fulfilled Home Plan Orders placed by readers of the magazine included an educational HFSC consumer brochure.



continues

# Advertising *(continued)*

HFSC's real estate agent testimonial advertisement spotlighted a home fire sprinkler advocate in the real estate industry who uses HFSC education materials to explain the benefits of fire sprinklers in homes she markets. The advertisement also invited real estate agents to learn more by visiting HFSC's booth at the National Association of REALTORS (NAR) Conference & Expo in Orlando, Florida.

Featured in the advertisement was:

Janet Hall, REALTOR  
Keller Williams Realty  
Pleasant View, Tennessee

The single-page, four-color real estate agent advertisement appeared in the following real estate agent trade publication:

- **REALTOR Magazine - Show Daily:**  
Distributed for three days at 2012 NAR Conference & Expo; circulation 20,000 for each issue

**TOTAL CIRCULATION: 60,000 gross**

**VISIT HFSC IN BOOTH #454**

## Fire Sprinklers—Prospective Buyers “Ask For Them”

REALTOR® Janet Hall has long supported fire sprinklers in homes. Now she is starting to have prospective buyers ask for them. When they do, she relies on the expertise of the nonprofit and noncommercial Home Fire Sprinkler Coalition (HFSC) to help her explain the lifesaving technology.

“We use HFSC’s educational materials during our open houses and when we do our final walk-through with our buyers,” Hall says. The free information, which includes brochures, videos and Web downloads, provides real estate professionals and prospective buyers with the facts about new home installation, maintenance and cost; and it helps you counter the common myths that often circulate about fire sprinkler systems.

With increasing interest in fire sprinkler protection, HFSC’s information is more valuable to REALTORS® than ever. You can trust HFSC as your resource. HFSC is purely educational. It does not sell products or services.

Hall often teams up with her local fire department to present a live fire demonstration that helps people understand how fast a home fire spreads. She says prospective buyers are impressed with the added protection of fire sprinklers. “They see sprinklered homes as better... more like an extra perk.”

HFSC’s educational materials help consumers, homebuilders and others understand the lifesaving value of installing fire sprinklers in new houses. And they can help you market your sprinklered homes.

Visit HFSC’s Booth #454 to pick up your **FREE** materials.

**Home Fire Sprinkler Coalition**  
Protect What You Value Most  
[HomeFireSprinkler.org](http://HomeFireSprinkler.org)

*continues*

# Advertising *(continued)*

HFSC also reached out to real estate agents through a **"Real Estate Today"** campaign from October 29-December 24, 2012. The nine-week campaign featured 32, 30-second and 60-second radio spots, two live-read billboards in every show, a campaign-long sponsorship of the weekly e-newsletter, two on-air radio interviews, and campaign-long banner advertisements on the website.

The first on-air radio interview occurred on December 1, 2012, with a home maintenance and safety theme. Topics included movie myths about fire sprinklers, how they operate, benefits of fire sprinklers, and retrofitting. The segment was more than four minutes long.

The second interview occurred on December 15, 2012, with a winter fire safety theme. Topics included how fire sprinklers operate, movie myths about fire sprinklers, codes and ordinances, insurance discounts, ease of maintenance, and freeze protection. The segment was nearly seven minutes long.

Listen to the interviews at [www.retradio.com/peg-paul-home-fire-sprinkler-coalition-3/](http://www.retradio.com/peg-paul-home-fire-sprinkler-coalition-3/) and [www.retradio.com/peg-paul-home-fire-sprinkler-coalition-2/](http://www.retradio.com/peg-paul-home-fire-sprinkler-coalition-2/)

- **On-air impressions** (30-second and 60-second spots, radio interviews, and all HFSC mentions as heard by terrestrial radio listeners): 10.8 million
- **Online impressions** (download listeners, online player advertisements and listeners): 12.6 million

**TOTAL IMPRESSIONS: 23.4 million**



# Trade Shows

HFSC promoted its education materials and programs, most importantly the "Understanding Water Supply for Home Fire Sprinkler Systems" Guide, to water industry, public works and municipal officials at the following conventions:

## American Water Works Association (AWWA) Annual Conference & Exposition

- June 9-12, 2013
- Denver Convention Center  
Denver, Colorado
- 10 x 10-square-foot booth space
- Attendance: 10,615

## International City/County Management Association (ICMA) Annual Conference

- October 7-9, 2012
- Phoenix Convention Center  
Phoenix, Arizona
- 10 x 10-square-foot booth space
- Attendance: 2,986

## International Code Council (ICC) Annual Conference

- October 22-23, 2012
- Oregon Convention Center  
Portland, Oregon
- 10 x 10-square-foot booth space
- Attendance: 1,832

## National League of Cities (NLC) Congress of Cities & Exposition

- November 29-30, 2012
- Boston Convention & Exhibition Center  
Boston, Massachusetts
- 10 x 10-square-foot booth space
- Attendance: 3,373





# Banner Stand

HFSC created a banner stand to educate water industry, public works and municipal officials about the benefits of fire sprinklers and illustrate how fire sprinklers save water in the case of a fire.

The banner stand is ideal for the American Water Works Association Annual Conference & Exposition. It is also useful at other trade shows and events.

It is also made available for BUILT FOR LIFE Fire Departments to borrow for use with local home fire sprinkler education efforts.



# Advertising

HFSC used an existing print advertisement to promote the "Understanding Water Supply for Home Fire Sprinkler Systems" Guide to water industry, public works and municipal officials. It included a QR (Quick Response) code that links to an online order form for the guide. The advertisement also encouraged water purveyors to take HFSC's free accredited course on home fire sprinklers offered by [HanleyWoodUniversity.com](http://HanleyWoodUniversity.com).

The single-page, four-color advertisement appeared in the following national water industry/municipal official trade publications:

- **AWWA Journal:** January & May 2013 issues; circulation 43,190 for each issue
- **Building Safety Journal:** June & August 2013 issues; circulation 32,000 for each issue

HFSC also received a free Profile Page from **American City & County**. The ½-page, four-color advertisement promoted and explained the environmental benefits of the fire sprinkler system installed in Green Builder Media's VISION House® Tucson:

- **American City & County:** August 2013 issue; circulation 69,631

**TOTAL CIRCULATION: 220,011 gross**

**Protecting Valuable Lives and Water**

OUR FREE GUIDE FOR WATER PURVEYORS SHOWS YOU HOW

In more and more communities, fire sprinkler systems are being installed in one- and two-family homes as a life safety improvement. Of course fire sprinklers save lives and property, but they also save water. Those are vital improvements to every community.

Fire sprinklers control home fires using 90% less water than fire departments use, with fewer persistent pollutants in wastewater. No other home fire protection feature can do the same.

- On average, fire hoses use more than 8.5 times more water than sprinklers do to contain a fire.
- Studies have shown that between 2,900 and 3,300 gallons of water are typically discharged for firefighting at homes without fire sprinkler protection.\*
- Fire sprinkler systems discharged an average of 342 gallons per fire.\*

Visit [HomeFireSprinkler.org/water](http://HomeFireSprinkler.org/water) to learn more.

You can also take a free accredited course on home fire sprinklers offered by Hanley Wood at [HanleyWoodUniversity.com](http://HanleyWoodUniversity.com) - search for HFSC.

\* Visit [HanleyWoodUniversity.com](http://HanleyWoodUniversity.com) for sources.

**WHAT YOU NEED TO KNOW**

Will you be ready as more and more homes in your community have fire sprinkler systems installed?

This free Guide for Water Purveyors contains the information you need right now.

**Home Fire Sprinkler COALITION**

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

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## Home fire sprinklers are one of many green aspects of the new VISION House® Tucson

"The Home Fire Sprinkler Coalition is very pleased to participate in the VISION House® Tucson Project," says HFSC Board President Lorraine Carli. "Many people don't realize that installing fire sprinklers is truly green."

VISION House Tucson is a green home currently under construction in Tucson's Armory Park del Sol community. The home will showcase the latest in green design, building techniques, and products including home fire sprinklers. Once complete, it will be an example of a safe, healthy and durable home optimized for performance. The home is being built by John Wesley Miller, part of Green Builder® Media's VISION House Series.

Because fire sprinklers work so quickly while fires are small, sprinklers control a blaze with far less water than the fire department would. They reduce greenhouse gas emissions by 98%, reduce fire damage by up to 97% and reduce water pollution.\* "Green is great, but of course the primary benefit of home fire sprinklers is that they save lives and prevent injuries," Carli adds.

Among the sponsors of VISION House Tucson is the National Fire Protection Association, a member of HFSC's Board. HFSC is coordinating the installation of home fire sprinklers in the new home along with Viking Group and Allan Fire Protection Systems, Inc., of Tucson.

**HomeFireSprinkler.org**



# Public Relations Reach

Below are samples of media coverage HFSC received during the grant period:

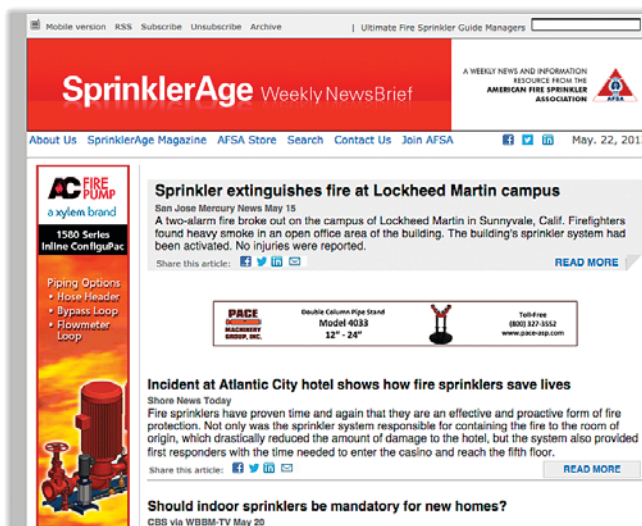
## HFSC Awarded 2011 Fire Prevention & Safety Grant

- *Fire Engineering*
- International Association of Fire Chief's "Daily Dispatch" website and e-newsletter
- National Fire Protection Association's (NFPA) "Fire Sprinkler Initiative" blog and e-newsletter
- National Fire Sprinkler Association – Wisconsin Chapter (NFSA-WI) post on Facebook
- *Sprinkler Age* "Weekly News Brief" e-newsletter



## Vocational and Side-by-Side Stipends Available to Fire Departments

- *Fire Engineering*
- *FireRescue's* "FirefighterNation Now" e-newsletter
- International Association of Fire Chief's (IAFC) "Daily Dispatch" website and e-newsletter
- NFPA post on Twitter
- NFPA's "Fire Service Today" blog
- NFPA's "Fire Sprinkler Initiative" blog
- NFSA-WI's "Fire Sprinkler Times" e-newsletter
- Northern Illinois Fire Sprinkler Advisory Board's (NIFSAB) "Fire Sprinkler Times" e-newsletter
- *Sprinkler Age*
- *Sprinkler Age* "Weekly News Brief" e-newsletter



## "Home Fire Sprinklers: Ask for Them" Guide

- *Berkshire Eagle*
- *Dispatcher*
- *Fire Engineering* post on Twitter
- *Fire Protection Contractor*
- *Firehouse*
- *FireRescue* post on Facebook
- *FireRescue* post on Twitter
- *FireRescue's* "FirefighterNation Now" e-newsletter
- FireRescue1 Newsletter
- *Grand*
- IAFC's "Daily Dispatch" e-newsletter
- KOMU-TV website and newscast
- NFPA's "Fire Sprinkler Initiative" blog
- NFPA's "NFPA Today" blog
- NFSA-WI's "Fire Sprinkler Times" e-newsletter
- NIFSAB's "Fire Sprinkler Times" e-newsletter
- *Sprinkler Age*
- *Sprinkler Quarterly*



continues



# Public Relations Reach *(continued)*

## Hanley Wood Continuing Education Program

- Oregon Office of State Fire Marshal's *Gated Wye* newsletter
- *Sprinkler Age*



**GATED WYE**

May 2012 Oregon Office of State Fire Marshal - 4760 Portland Road NE - Salem Oregon 97305-1760 - No. 340

### Arson Awareness Week 2012 – Prevent Youth Firesetting

The U.S. Fire Administration (USFA), in partnership with the International Association of Arson Investigators, Safe Kids USA, USANWatch, the National Volunteer Fire Council, and the National Association of State Fire Marshals has announced the theme for the 2012 Arson Awareness Week: Prevent Youth Firesetting.

USFA and its partners will use the week of May 6-12 to focus public attention on the importance of a collaborative effort with fire and emergency service departments, law enforcement, mental health, social services, schools, and juvenile justice to help reduce the occurrence of youth engaged with fire.

According to the National Fire Protection Association, fires started by children accounted for an average of 36,100 fires with associated losses of 110 civilian deaths, 880 civilian injuries, and \$286 million in direct property damage per year between 2005 - 2009.

A report from the Federal Bureau of Investigation's Uniform Crime Reporting Program states that juveniles (persons under age 18)

"Fire in the hands of children is devastating - regardless of a child's age or motive," said Ernest Mitchell, Jr., U.S. Fire Administrator. "It is imperative that we do everything possible to prevent youth firesetting to protect the nation's most valuable resource, our children."

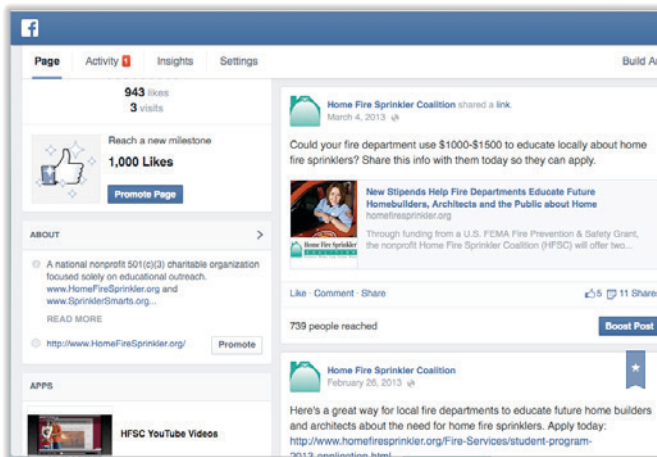
Parents should teach young children that fire is a tool, not a toy; keep matches and lighters out of reach, in high, ideally locked, cabinets; set a good example by safely using matches, lighters, and fire. The most important thing a parent or caregiver can do is to always supervise young children.

Visit the USFA website for more information on 2012 Arson Awareness Week.

Visit the OSFM website for more information on Oregon's Youth Fire Prevention and Intervention program and resources.

accounted for roughly 46% of arson arrests in 2005 - 2010. In 2010, 40% of arson arrests were juveniles, with 47.6 % of those children under 16 years of age.

HFSC promoted all of its grant funded educational resources and activities through social media including Facebook, Twitter, Pinterest and LinkedIn.



943 likes 3 visits

Reach a new milestone  
**1,000 Likes**

Promote Page

ABOUT

A national nonprofit 501(c)(3) charitable organization focused solely on educational outreach. [www.HomeFireSprinkler.org](http://www.HomeFireSprinkler.org) and [www.SprinklerSmarts.org](http://www.SprinklerSmarts.org)

READ MORE

<http://www.HomeFireSprinkler.org/>

Promote

HFSC YouTube Videos

Home Fire Sprinkler Coalition shared a link March 4, 2013

Could your fire department use \$1000-\$1500 to educate locally about home fire sprinklers? Share this info with them today so they can apply.

New Stipends Help Fire Departments Educate Future Homebuilders, Architects and the Public about Home Fire Sprinklers

Through funding from a U.S. FEMA Fire Prevention & Safety Grant, the nonprofit Home Fire Sprinkler Coalition (HFSC) will offer two...

Like Comment Share

739 people reached


Home Fire Sprinkler Coalition February 26, 2013

Here's a great way for local fire departments to educate future home builders and architects about the need for home fire sprinklers. Apply today: <http://www.homefiresprinkler.org/Fire-Services/student-program-2013-application.html>



Nonprofit HFSC @HFSCorg · Sep 22

If you're attending #ICMA13 please stop by Booth 225 for your free home fire sprinkler water supply materials.



Home Fire Sprinkler Coalition January 23, 2013

Cape Coral, FL builder Sam Davis with Island Harbor Homes puts fire sprinklers in every home he builds. He joined HFSC as our booth at the International Builders Show this week in Las Vegas. Home he is (and) talking with members of the home building industry to share his experience with sprinklers.

Like Comment Share

943 likes 3 visits

Reach a new milestone  
**1,000 Likes**

Promote Page

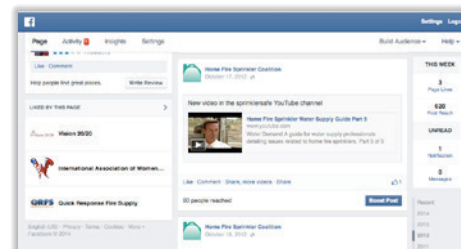
ABOUT

A national nonprofit 501(c)(3) charitable organization focused solely on educational outreach. [www.HomeFireSprinkler.org](http://www.HomeFireSprinkler.org) and [www.SprinklerSmarts.org](http://www.SprinklerSmarts.org)

READ MORE

<http://www.HomeFireSprinkler.org/>

Promote



Home Fire Sprinkler Coalition October 11, 2012

New video in the HFSC YouTube channel

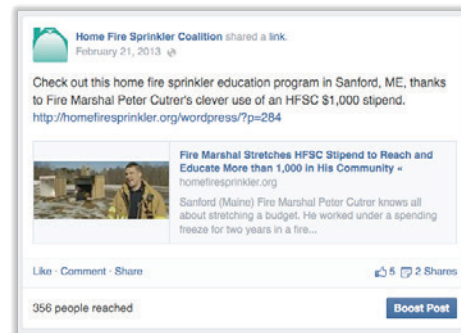
Home Fire Sprinkler Water Supply Guide Part 1

Download our new video guide for water supply professionals. It's a quick and easy guide to help you understand the importance of water supply in home fire sprinklers. Part 1 of 2.

Like Comment Share

10 people reached

Home Fire Sprinkler Coalition October 16, 2012



Home Fire Sprinkler Coalition shared a link February 21, 2013

Check out this home fire sprinkler education program in Sanford, ME, thanks to Fire Marshal Peter Cutrer's clever use of an HFSC \$1,000 stipend. <http://homefiresprinkler.org/wordpress/?p=264>


Fire Marshal Stretches HFSC Stipend to Reach and Educate More than 1,000 in His Community

Sanford (Maine) Fire Marshal Peter Cutrer knows all about stretching a budget. He worked under a spending freeze for two years in a fire...

Like Comment Share

356 people reached

Boost Post



Home Fire Sprinkler Coalition shared a link September 19, 2013

Big news! HFSC was awarded a FY 2014 Fire Prevention & Safety Grant through the Grant Programs Directorate of the Federal Emergency Management Agency (FEMA).

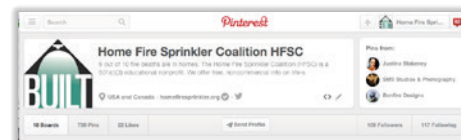
HFSC Awarded Federal Grant to Advise Local Fire Service Outreach and Education

The nonprofit Home Fire Sprinkler Coalition (HFSC) has been awarded a 2014 federal Fire Prevention and Safety Grant that will be used to help...

Like Comment Share

284 people reached

Boost Post



Home Fire Sprinkler Coalition HFSC

9 out of 10 the experts say it's normal. The Home Fire Sprinkler Coalition (HFSC) is a 501(c)(3) educational nonprofit. We offer free, non-commercial info on the...

USA and Canada [homefiresprinkler.org](http://homefiresprinkler.org)

18 Events 739 Pins 23 Likes 49 Saved Profiles 108 Followers 117 Following



# Website Updates

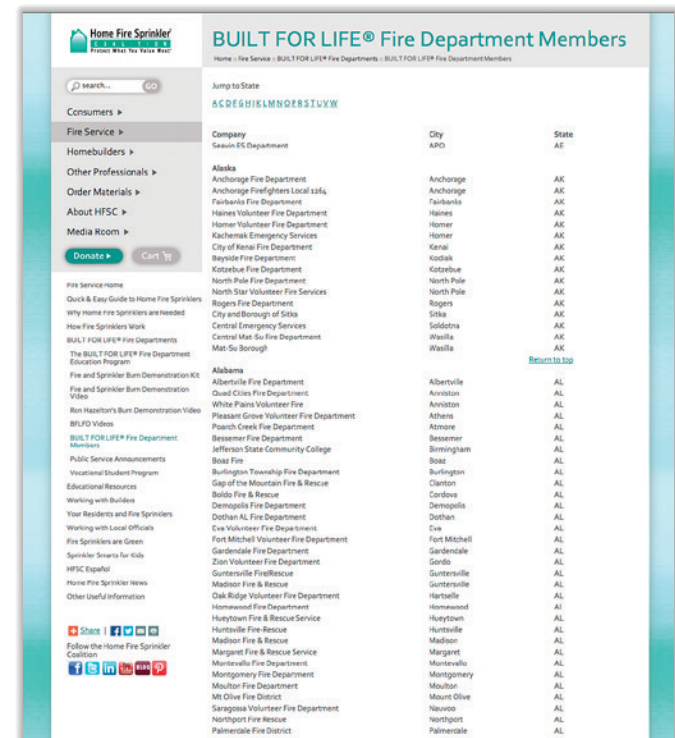
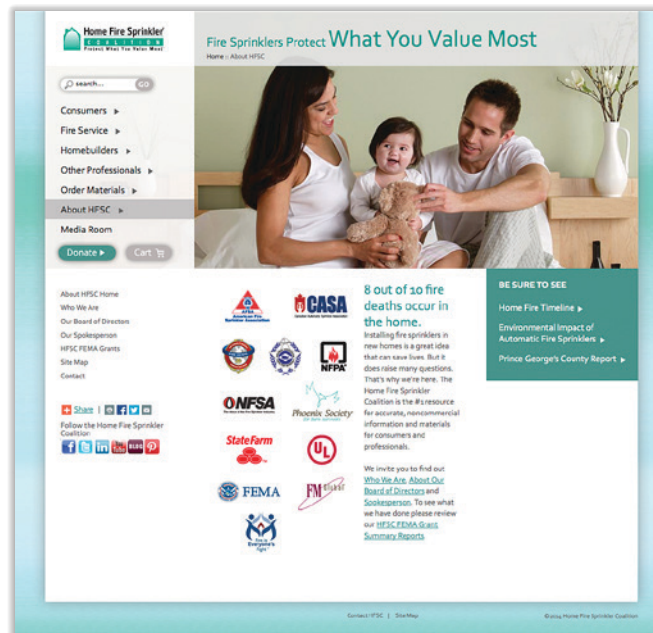
Throughout the course of the grant period, HFSC updated its website with grant-developed education materials and programs as they were released (with quick links from the homepage). Those included:

- “Home Fire Sprinklers: Ask for Them” Guide
- BUILT FOR LIFE Game
- Virtual Sprinklered House

HFSC updated the list of members in the BUILT FOR LIFE Fire Department (BFLFD) program and posted information and applications for the vocational school and side-by-side stipends as they were made available for BFLFDs.

Among many other minor updates, website maintenance also included updated keyword search terms, the addition of new photography and press releases to the media room.

With the elimination of Flash from mobile devices (smartphones, tablets), HFSC converted most of its Flash-based assets to either HTML 5 or Quicktime to make them compatible with mobile devices. This was an important step during a time in which increasing numbers of consumers are viewing websites via their mobile devices instead of traditional laptop or desktop computers.



# Website Comments

## EXAMPLES OF FEEDBACK ON [www.HomeFireSprinkler.org](http://www.HomeFireSprinkler.org)

**HFSC receives hundreds of comments via its website. Below are samples of some of the comments HFSC has received on its website.**

“Thank you for being at the International Builders’ Show. It was nice to meet your team and learn that you have the grant to supply the packets for our homeowners with fire sprinklers.

*Michael Fenton  
Century Communities  
Colorado Springs, Colorado*

“We held our live side-by-side demo on Saturday, July 28, 2012, at Forcum Lannom Materials here in Dyersburg. The Dyersburg State Gazette was on hand at the event, as well as several of our citizens and contractors. The demonstration was a success as I had one gentleman commit to adding sprinklers to his new home that will start construction this fall. Thanks again for your support. We should have the video added to our website this week.

*Mark Sykes  
Dyersburg Fire Department – Fire Codes/Prevention  
Dyersburg, Tennessee*

“Yes, It’s me again! As always, you and the entire Home Fire Sprinkler Coalition organization are doing amazing things. I just signed up a new builder who’s doing 39 Carriage Homes with fire sprinklers; it’s their first development with residential fire sprinklers. I offered them the “Living with Sprinklers” Kit for their homeowners.

*Digger Weigand  
Victory Fire Protection, Inc.  
Pottstown, Pennsylvania*

“Curious as to whether or not we can become a Built For Life Fire Department and be eligible for the Fire Prevention Safety Grant Technical/Vocational Education Program Stipend.

*Cynthia Gonthier  
Louisiana State Fire Marshal  
Baton Rouge, Louisiana*

“I’m happy to report that Home Fire Sprinkler Coalition is being considered for potential inclusion on a list of the Top Sites on Fire Safety that we’re publishing in the next few weeks on OnlineFireScienceDegree.org. Many of our readers are considering education and careers in the field of fire science, and one topic of utmost importance for anyone in this field is safety. We’re compiling this list as a source of information that could be useful not only for those studying fire science, but also anyone hoping to learn more about fire safety, and I think your site might be a perfect fit. I’m still working on a preliminary list of great fire safety sites to include, so if you would like to nominate any that you find useful, I would appreciate you letting me know about them.

*Bethany Friedman  
OnlineFireScienceDegree.org  
Normal, Illinois*

*continues*

# Website Comments *(continued)*

“Educating the public on fire sprinklers is very important to us and we will have your brochures available for the public to access. If you have any other brochures or poster you can send (without cost) for public education, we would appreciate it.

*Rita Peavley  
Pierce County Department of  
Emergency Management – Fire Prevention Bureau  
Tacoma, Washington*

“Thank you for all your hard work. These tools will be used to educate our citizens (including our city manager who is currently building a home in Culver City).

*Ken Quick  
Culver City Fire Department – Fire Prevention Bureau  
Culver City, California*

“I am a retired fire chief engaged in juvenile firesetter intervention and public education, the fire sprinkler initiative and code development. I remain a certified fire inspector with the State of Michigan and serve on the public education committee. Thank you for providing me with a copy of “Understanding Water Supply for Home Fire Sprinkler Systems.” I will use it in Sparky’s Clubhouse presentations to the public as well.

*Leslie Wedge  
Redford Township Fire Department  
Redford Township, Michigan*

“I am searching your website for future stipends or other financial assistance towards the purchase of material for Built For Life Fire Department side-by-side burn units. Can you please advise me?

*Peter Vlahos  
Bloomfield Township Fire  
Bloomfield Hills, Michigan*

“The Public Safety Committee at Del Webb Charleston at Cane Bay, Summerville, South Carolina, is sponsoring a Safety Fair for the community residents. We are looking to inform the residents of the advantages of installing residential fire sprinkler systems in the individual residents’ homes. If there are any other brochures you think would be helpful, please forward them also.

*Robert D’Jovin  
Public Safety Committee – Del Webb Charleston  
Summerville, South Carolina*

“Hello. We are also a not-for-profit for fire sprinkler safety for college students. Our mission is awareness. We are organizing a 5K, which is being sponsored by the Steamfitters Local Union 638 and the Mechanical Contractors Association of New York. I hope you don’t mind if we hand out some of your brochures. They are exactly what we need. If you would like to join us, we would love to have you on November 30, 2013. Please let us know what the cost of printing these materials are and our foundation will happily reimburse you.

*Maryanne Fitzsimons  
Kerry Rose Foundation  
Commack, New York*

*continues*



# Website Comments *(continued)*

“The City of Portland, Maine, adopted NFPA 101 and the residential sprinkler requirement in 2010. We are now faced with an effort to repeal that legislation citing the cost associated with water supply for systems. Any help would be greatly appreciated as we battle this political push to repeal the ordinance.

*Jerome LaMoria  
Portland Fire Department  
Portland, Maine*

“Over the weekend we had our annual open house event. During the open house we used the side-by-side prop, which was both a big hit and success too. I’m also in the process of scheduling an additional demonstration burn next month. Thank you for the assistance.

*Dion DeCarli  
Gilford Fire Rescue  
Gilford, New Hampshire*

“I am looking into retrofitting my home with a sprinkler system. Do you have a database of supply houses in north Jersey? After watching your installation video, I’m actually considering starting a small business installing these systems. Any information or advice you could provide would be very much appreciated.

*Steven Post  
Andover, New Jersey*

“This will help with the new California Fire Code requirement and the questions.

*Abe Hathaway  
Burney Fire Protection District  
Burney, California*

“Fire sprinklers have been added to the local city subdivision home building code and we appreciate the opportunity to inform all purchasers.

*Rolf Dornseif  
Rolf Dornseif Real Estate  
Chico, California*

“Just interested in keeping the public and our firefighters as safe as possible. Interested in what this program has to offer and what the cost is to us?

*Garry Johnson  
Oriskany Falls Volunteer Fire Department/Oneida  
County  
Oriskany Falls, New York*

“My name is David Kurasz, vice-chairman of the New Jersey Fire Sprinkler Coalition as well as executive director of the New Jersey Fire Sprinkler Advisory Board. We are building our coalition in New Jersey and would like to know if the Home Fire Sprinkler Coalition would sign on in support of residential fire sprinklers in new construction. Some members already include the National Fire Protection Association, National Fire Sprinkler Association, New Jersey Chapter of the Society of Fire Protection Engineers, New Jersey Plumbing Inspectors Association, Automatic Fire Alarm Association of New Jersey, and over 30 fire departments. Please reach out to me if this is something that your organization is able to support.

*David Kurasz  
New Jersey Fire Sprinkler Coalition  
North Brunswick, New Jersey*