



Home Fire Sprinkler System Showcased at Builders' Show

Viking and BlazeMaster® Fire Sprinkler Systems are partnering with HFSC to feature fire sprinkler systems at the 2002 International Builders' Show in Atlanta. Over 70,000 members of the building industry expected to attend the show will have the opportunity to learn about automatic home fire sprinkler systems at the HFSC booth (#900) inside the convention and at the "Show Village" house built outside the main entranceway to the Atlanta Convention Center.

This is the third year fire sprinkler systems are showcased in the "Show Village House," an unfinished demonstration home built to illustrate construction details, "hidden" products and installation guidelines. During the show, builders tour the house. Representatives from BlazeMaster Fire Sprinkler Systems, Viking and HFSC are available inside the house to discuss the details of the system, how sprinklers work and the life- and property-saving benefits they offer.

"This is really a great opportunity for us to answer builders' questions," said Matthew Kuwatch, BlazeMaster marketing manager. Every year, we meet builders who have never seen a fire sprinkler system installed in a home. They are usually intrigued when they see the CPVC pipe and realize the system is similar to the home's plumbing system," Kuwatch said.

See "Show Village Home" on page 6

Builders Experience Benefits of Fire Sprinkler Trade Ups

The homeowner whose life and property is safeguarded reaps the primary benefit from a residential fire sprinkler system, but the builder who adds sprinkler systems to his houses gains advantages, too.

Through the use of trade-ups, developers and builders can achieve reduced construction costs while providing higher value homes for homebuyers.

Developers and builders in Marietta, Georgia are benefiting from trade-ups by installing automatic fire sprinkler systems in entire developments. During the planning process, city managers and the fire marshal agreed that because all the homes in the developments would be protected with fire sprin-

kler systems, they could be built closer together and closer to the property lines, increasing the number of homes in each development.

Alden Spencer of Georgia-based Affordable Fire Protection said he has worked on these types of projects over the last few years with Torey Homes and Williamscraft Builders. "We



Through the use of trade-ups, developers and builders who install fire sprinkler systems in developments can achieve reduced construction costs while providing higher value homes for homebuyers.

See "Builder Experience" on page 4

TYCO Fire Products First HFSC Associate Member

In support of the HFSC's mission to increase awareness about the life- and property-saving benefits of residential fire sprinkler systems, TYCO Fire Products has joined the Coalition as its first Associate Member.

"The HFSC has a proven track record with their information and education programs," said Tom Prymak, Vice President, Marketing, TYCO Fire Products. "We wanted to show our support. We highly respect the HFSC members; they do a nice job communicating not only to consumers, but to members of the fire service, fire sprinkler trade and builders."

"We were pleased to hear that TYCO wanted to join the Coalition," said Gary Keith, HFSC Chair. "As a major manufacturer of fire sprinkler system products, it's natural to have TYCO on board. It is also a pleasure to welcome them as our first Associate Member."

The HFSC has three membership levels. Steering Committee Members contribute a minimum of \$25,000 annually and have the right to vote on all procedural decisions.

They include founding members American Fire Sprinkler Association, National Fire Protection Association and National Fire Sprinkler Association. That list also includes the Canadian Automatic Sprinkler Association, the Sharel Stokes Education Foundation, Underwriters Laboratories and U.S. Fire Administration.

Associate Members contribute at least \$10,000 annually. Steering Committee and Associate Members' logos are included on the back covers of all print educational material. The new HFSC builder brochure *Building for Life* is the first to include the TYCO logo.

Affiliate Members contribute \$1,500 every year. That list includes 16 regional fire service associations, manufacturers and contractors. All members are listed with links on the HFSC website:

www.HomeFireSprinkler.org. ■

States and Provinces Can Apply for HFSC Program

The HFSC will select additional target states and provinces in its effort to increase awareness of residential fire sprinklers in the United States and Canada. The states selected will receive free training, educational and public relations materials and technical support to plan, evaluate and manage the implementation of HFSC's "Protect What You Value Most" public awareness program.

The goal of the statewide coalition program is to establish coordinated, multi-agency coalitions at the state and provincial level to work with the HFSC in the introduction and expansion of public awareness campaigns over a three-year period.

The states or provinces will be selected based on their ability to establish organized coalitions with members from fire service organizations, fire sprinkler industry organizations, and other trade organizations such as builders, architects and city planners. Each

coalition is required to select one person to serve as the state contact to facilitate meetings and share and disseminate information between the state and national HFSC.

The HFSC launched its first pilot program in Connecticut in 1997 and conducted three-year programs in Oregon and Illinois. The HFSC is currently working with state level coalitions in Florida, Arizona and a provincial coalition in Alberta, Canada.

State-level coalitions will also be chosen based on their commitment to continue the campaign after the three-year national assistance ends and other criteria such as predicted housing starts. Those interested should begin the process by completing the HFSC Public Education Campaign application available at the "Coalition Members" page at the HFSC website:

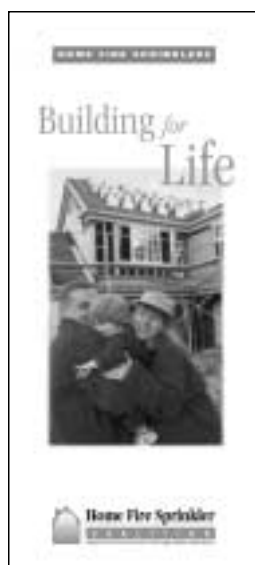
www.HomeFireSprinkler.org. ■

Trade-Ups Featured in New Builders Brochure

HFSC has developed a new brochure titled *Building for Life* to increase awareness about the trade-up benefits builders and developers can experience when installing residential fire sprinkler systems in developments.

The brochure includes general information about the life- and property-saving benefits of fire sprinkler protection. It also includes home fire facts, describes how fire sprinklers operate, cost information and answers to common misconceptions about home fire sprinklers.

A free copy of *Building for Life* is available using the order form in this newsletter, or by calling toll-free: 1-888-635-7222. Information is also available at the HFSC website: www.HomeFireSprinkler.org. ■



Home Fire Sprinkler Demonstration on ABC's "Good Morning America" Reaches More Than 3 Million Households



ABC's Home Improvement Editor Ron Hazelton and Barrington, IL Fire Chief Dave Danley demonstrate a live fire sprinkler demonstration on "Good Morning America." Hazelton is also HFSC's spokesperson.

On September 4th, ABC TV's Home Improvement Editor Ron Hazelton and Barrington, Illinois Fire Chief Dave Danley demonstrated a live residential fire sprinkler activation on *Good Morning America*. The demonstration was part of a 17-minute feature story based on a real-life comparison of two house fires, first in a house without sprinklers, then in a house protected with automatic fire sprinklers.

Hazelton, who is also the spokesperson for the Home Fire Sprinkler Coalition, wanted to do the story when he heard Rural-Metro Fire Department in Scottsdale, Arizona was releasing new data. The Scottsdale information was based on a detailed 15-year history of the effects of a code requiring the installation of automatic fire sprinklers in all new homes.

The day before the live demonstration, the ABC crew taped the demonstration of the house fire without fire sprinkler protection.

Hazelton, Danley and the ABC camera crew, all in full gear, positioned themselves in the house. Danley started the fire with a candle in the living room. Smoke quickly filled the room and activated the smoke detector on the second floor.

Hazelton and Danley quickly moved up the stairs, into a bedroom. The cameras videotaped the thick black smoke spreading through the house. In approximately two minutes, Hazelton, Danley and the crew were driven out of the house by the smoke. Hazelton ran to a neighbor's phone and called 9-1-1. ABC used the recorded dispatcher call in the segment. The North Aurora (IL) Fire Department responded and immediately started fighting the fire.

During the live demonstration, Hazelton and Danley entered a second home that had two fire sprinklers installed in a living room. Again, they started the fire using a candle. The fire spread up the curtains and within seconds

activated the smoke alarm. After the fire spread to the couch, heat activated one of the sprinklers. First the sprinkler cover dropped to the couch. Seconds later the sprinkler activated and started extinguishing the flames.

After the smoke cleared, Hazelton and Danley did their final live interview inside the living room to show the minimal damage in the sprinklered room. ABC then showed videotape from the fire the day before.

Danley, who is also a member of the HFSC, was pleased with the story. "I think we really showed the life-saving benefits of fire sprinklers. In the unprotected house, we really got the point out that it is the smoke that kills. It spread through the house quickly, we had to get out of there. Having two sprinklers in the room helped demonstrate that each sprinkler is individually activated. It only took one sprinkler to control the fire. The other sprinkler was still in place after the fire was extinguished," Danley said. ■

Builder Experience *continued from page 1*

are getting ready to start a new development working with McKenzie-Perry Homes," he said. "It really has been a good experience for builders and homebuyers because they get the benefits of the trade-up and build safer homes for their customers," Spencer said.

Homebuyers seem to like the option, according to Janie Head, director of operations at Williamscraft Builders, which builds between 300 and 350 homes a year in the Atlanta area. "We've had a lot of success," Head said.

Sales professionals at her firm had some qualms at first, she admitted. "We thought what would be detrimental would be the cost, but actual marketing experience proved otherwise," Head said. "People feel real secure and it helps their insurance."

Head said they were also worried that buyers would be concerned about appearance. "Fire sprinklers are quite inconspicuous," she said. "They're not as obtrusive as you might think."

Fire sprinklers allow building in remote areas

More than 70 upscale homes on Boblo Island, which lies in the Detroit River between Ontario and Michigan, would still be nothing more than blueprints unless home fire sprin-

kler systems were part of the design, according to Dennis Cressman of Home-Safe Fire Protection of Windsor, Ontario.

As many as 400 homes in the \$1 million to \$2 million price range could eventually be built on the island, Cressman said. "None of these houses could have been built without home fire sprinklers because the island is not easily accessible for firefighters," he said.

A 24-home Windsor, Ontario subdivision also owes its existence to fire sprinklers. Without the installation of sprinkler systems, building permits would have been denied because the area was not readily accessible to the local fire department, he said.

"These are the things that are going to make fire sprinkler installation work for these builders, if they can increase their profits, their bottom line," says Cressman. "We put sprinklers in six houses in Ajax, Ontario," he recalled. Putting in those sprinkler systems meant six extra houses built and sold. "You can imagine the profit," he said.

Some builders are impressed by the safety factor as well, Cressman said. One of Home-Safe's earliest customers was a builder who decided on his own to install sprinkler systems in 168 homes "because he wanted to protect his customers."

Protection can be a selling point, according to Brian Drake of Victaulic, a Canadian manufacturer. "It protects what they build," he said. "It's a unique life-safety feature not unlike upgrading with a security system."

"Fire sprinkler protection in all new construction is a win-win decision."

– Gary Keith, HFSC Chair

Trade-ups increase fire safety, control municipal operating expenses and lower construction costs

According to Gary Keith, HFSC Chair, the idea of fire sprinkler trade-ups is simple. "Each fire sprinkler is activated by heat. In fact 90% of all home fires are contained by one sprinkler. Often, fire sprinklers extinguish the fire before the fire department arrives on the scene. As a result, there is less likelihood of a major fire requiring heavy firefighting equipment, which can affect the rules for street design," he said.

"When homes in a residential development are sprinklered, street width can be reduced, dead-end streets may be increased, tee turn-arounds can be permitted and steeper street grades and building locations further from paved fire vehicles access may be permitted," Keith said.

Other trade-up options may include reducing the required fire flows for fully sprinklered developments compared to non-sprinklered developments and increased hydrant spacing.

"Fire sprinkler protection in all new construction is a win-win decision," Keith said. "The community has additional fire protection without higher taxes or increased insurance rates. The developer can reduce land development costs. The builder can reduce construction costs. Most important, communities with fully sprinklered developments should see a decrease in fire death rates and property loss." ■

HFSC Exhibits at Canadian Home Builders' Convention

Members of the Alberta Home Builders' Association (AHBA) had the opportunity to learn more about home fire sprinkler systems at their annual convention in Jasper last fall. Through a partnership between BlazeMaster® Fire Sprinkler Systems and HFSC, a fire sprinkler display was set up along with a sprinkler system demonstration.

According to Gerry Ennis, Canadian Automatic Sprinkler Association regional manager, the Alberta Home Builders invited HFSC to exhibit at the convention because the organizations are working together to increase home-buyer awareness about the benefits of fire sprinklers. Ennis, who works closely with the Alberta HFSC, said the Alberta HBA is a member of the local HFSC.

"Because it was our first time at the convention, the members attending the show had plenty of questions," Ennis said. "Many of the builders were not aware of some of the basic information, like the fact that each sprinkler is individually activated. Our interactive display where we use water and a pump to show how a sprinkler is activated really captured their attention."

HFSC and BlazeMaster Fire Sprinkler Systems will also exhibit at the Canadian Home Builders' Association National meeting in February in Victoria, B.C. ■

Kentucky Chiefs Eliminate Water Standby Fees

On October 2, 2000, the Kentucky Association of Fire Chiefs requested a formal investigation by the Kentucky Public Service Commission into the practice of water utilities imposing standby fees for sprinklers and other private fire protection measures. Such fees in Kentucky in some cases exceeded \$1,200 per month even when the systems had never flowed any water for fire extinguishment.

The Kentucky Firefighters Association, the Kentucky Fire Sprinkler Association, the National Fire Sprinkler Association, members of NFPA, and others supported the KAFC in its efforts.

On December 7, 2001, after a review to ensure that utility practices are not discouraging or preventing reasonable, cost-effective means of fire protection services, the Kentucky Public Service Commission (KPSC) issued an order in administrative case #385, regarding such fees assessed by water utilities. The KPSC review was very thorough and comprehensive. A copy of the review and

findings are available through representatives of the Kentucky Association of Fire Chiefs, including KAFC members at Bowling Green Fire Department.

Some provisions of the order include:

- 1) No standby fees: instead, monthly charges for water usage must be for actual water used;
- 2) Some administrative, maintenance, and depreciation costs are allowed;
- 3) Allows unmetered water service on lines serving only sprinkler systems, unless good cause for such metering can be shown to exist;
- 4) No separate charge for private fire systems that are connected to a service line that also provides domestic water;
- 5) Utilities currently charging a minimum monthly bill that assumes a certain water usage have 20 days to revise their rate schedule reducing their rates to reflect the elimination of theoretical water usage and instead charging for the actual water used.

This case has drawn national attention, as have similar cases in other states. Members of the KAFC and other members of the firefighting community applaud this decision of the PSC, in the interests of helping preserve the lives and safety of firefighters and of the general public. Another disincentive to fire safety is being eliminated. ■



HFSC's Peg Paul talks to Dick Miller, President of the Canadian Home Builders' Association about residential fire sprinklers at the Alberta Home Builders' Association meeting in Jasper, AB.



GRAPHIC SOURCE: TYCO FIRE PRODUCTS

Show Village Home continued from page 1

For the second year, Affordable Fire Protection, a Georgia-based fire sprinkler company is installing the system in the "Show Village Home" and will also be available in the house during the show.

Alden Spencer of Affordable said he enjoys talking with builders and answering their questions. "So many who look at the system are amazed when they find out one sprinkler can protect an average size bedroom in the house. They also like the idea of concealed sprinklers," Spencer said.

Spencer said he also talks about his personal experience working with builders who are installing fire sprinklers in entire developments for trade-up benefits. (See Trade-Up cover story.)

Builders who visit the booth inside the convention can view a fire sprinkler demonstration display. Using BlazeMaster pipe and Viking sprinklers, water is circulated in the display to show how sprinklers activate.

The HFSC display will include the Ron Hazelton fire sprinkler segment that aired on

ABC's *Good Morning America* last September. Hazelton, ABC's Home Improvement Editor, is HFSC's spokesperson. HFSC's new builder brochure *Building for Life* will also be distributed. Representatives from BlazeMaster Fire Sprinkler Systems and Viking will be available with product information and to answer questions in the booth.

To further promote residential fire sprinkler systems during the show, the HFSC *Building for Life* full-page ad is running in the February show issue of *Professional Builder* magazine. Details about the fire sprinkler system will be in an article about the "Show Village" also in the magazine and at www.housingzone.com after the show.

"The partnership between BlazeMaster, Viking and HFSC allows us to have a strong presence inside and outside the show," Kuwatch added. "Every builder who walks into the "Show House" is approached by at least two of us while touring the home. By the end of the show, we feel pretty good knowing we've talked to thousands of builders." ■

USFA Grant Funds Fire Sprinklers in Knox County Habitat Homes

Wayne Waggoner and Jerry Harnich, Rural/Metro Fire Department, Knox County Fire Division, thought it was a long shot when they completed the U.S. Fire Administration grant application to fund a program to install fire sprinkler systems in 40 Habitat for Humanity Homes.

"We were afraid we were proposing something too radical," District Chief Harnich said. We completed the grant application with the belief that fire sprinkler systems would have a permanent impact on the community."

"When the congratulations letter came informing us that we were the recipients of a \$138,000 grant, we kind of panicked," said Waggoner, who is now NFSA Regional Manager. "We were surprised because we knew most departments requested grant money for equipment. We weren't aware of a grant funded program that involved either residential fire sprinklers or Habitat homes."

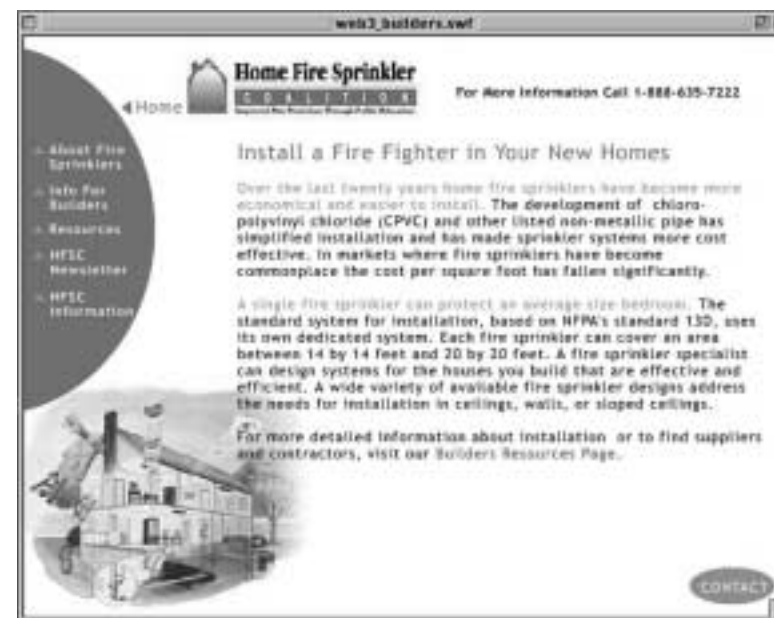
Harnish said he is getting support from Habitat Knox County and the industry. The Society of Fire Protection Engineers, Tennessee Valley Chapter, offered to donate labor and time to design the systems. Morristown Automatic Sprinklers will also donate some labor.

In addition to designing and installing automatic fire sprinkler systems, each home will have a detection system that alerts the dispatch if there is a fire or sprinkler activation. The program also includes one year of monitoring each of the homes.

"There are a few multi-family homes with sprinkler systems and a handful of fire service people also have them," Harnish added. "This grant will allow us to provide safer homes for the families who will live in them and hopefully it will stimulate interest and create a demand for fire sprinklers, making Knox County a safer community." ■

New Builder Section Added to HFSC Website www.HomeFireSprinkler.org

Now builders can refer to the HFSC website for automatic fire sprinkler system information. The new "Builders' Section" includes basic system information with links to HFSC manufacturer members, information about trade-up benefits and fire sprinkler myths and facts. This section will also include builder marketing tips, success stories and testimonials. ■



SUBSCRIPTION/ORDER FORM



Complete this form and mail to:
HFSC, 342 LaGrange Road, Suite 300, Frankfort, IL 60423; or fax to: (815) 464-8040
Please make checks payable to: HFSC

- YES, please send me a free copy of the "Building For Life" Brochure**
- YES, I want a free subscription to "The Solution" Newsletter**
- YES, I would like to order the "Public Educator Kit"**

NAME _____

TITLE _____

ORGANIZATION _____

SHIPPING ADDRESS _____

CITY _____

STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL ADDRESS _____

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EDUCATORS KIT – All the tools to help public educators increase awareness of the benefits of residential fire sprinklers (shown above).

The kit contains the following items: *Protect What You Value Most* video; Home Fire Sprinkler System Facts; a 45-minute Lesson Plan; Pre- and Post-Tests; and Media Kit material. Cost: \$25.00

Order yours today!



Home Fire Sprinkler

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For more information about home fire sprinklers, individuals can call toll-free 1-888-635-7222 or go to the Home Fire Sprinkler Coalition web site at: www.homefiresprinkler.org

For further information about HFSC partnership programs, contact Gary Keith at (617) 984-7263 or via e-mail at gkeith@nfpa.org

Successful Activation Stories

Sprinklers Save Home While Under Construction

Long Grove, IL – The Long Grove Fire District was called to a home under construction for a fire in the garage. Construction workers heard water running and looked into the garage to find a white haze of smoke and two sprinklers running.

Fire officials said the fire started after rags with some refinishing chemicals left in a construction debris pile spontaneously combusted. The house valued at \$2 million suffered minimal smoke and water damage, but there was no fire damage. The fire occurred just weeks before the house closing.

According to the builder, Donald Silsch, Constant Custom Homes, when construction workers first heard the water they thought something was wrong with the fire sprinkler system. Then they realized there was a fire.

Silsch has a fire sprinkler system in his home.

Share your successful activation story with HFSC and we'll post it on our website. Send the information to:

HFSC, 342 LaGrange Road, Suite 300, Frankfort, IL 60423;
Fax: (815) 464-8040; or e-mail: peg@ppacom.com



Home Fire Sprinkler

C O A L I T I O N

Improved Fire Protection Through Public Education

The Home Fire Sprinkler Coalition was formed in 1996 in response to the tremendous need to inform the public about the life-saving value of home fire sprinkler protection.

The HFSC has developed educational material with details about automatic home fire sprinkler systems, how they work, why they provide affordable protection and answers to common myths and misconceptions about their operation. These materials are available upon request.

Home Fire Sprinkler Coalition

Steering Committee

- American Fire Sprinkler Association (AFSA)
- Canadian Automatic Sprinkler Association (CASA)
- National Fire Protection Association (NFPA)
- National Fire Sprinkler Association (NFSA)
- Sharel Stokes Fire Sprinkler Public Education Foundation
- Underwriters Laboratories (UL)
- U.S. Fire Administration (FEMA)

Associate Member

- TYCO Fire Products

Affiliate Members

- Advanced Automatic Sprinkler Inc.
- Affordable Fire Protection
- Blazemaster
- Connecticut Fire Marshal Association (CFMA)
- Fire Protection Products, Inc.
- Florida Fire Chief's Association
- Mesa Fire Department (Arizona)
- National Association of Independent Insurers (NAII)
- New England Association of Fire Marshals
- Plano Fire Department (Texas)
- Quality Fabrication and Supply
- Reliable Automatic Sprinkler Co., Inc.
- Rural/Metro (Scottsdale, AZ Fire Dept.)
- Viking Corporation
- Wirsbo Company, U.S.
- Wirsbo Company, Canada