



Shopping FDIC '07

by Cameron Blain, Revenue Generator
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FDIC is the largest domestic fire and public safety tradeshow, attracting some 26,000 attendees and over 900 vendors. While the tradeshow season begins January 1st, most consider this mid-April extravaganza to be the industry's premiere kickoff event. With all the pizzazz of a Super Bowl, FDIC has something for everyone; training, marching bands, concerts, giveaways, promotions, and product demonstrations.

To help you divide and conquer this massive show, Revenue Generator has put together a "short list" of must see vendors.

Hartagen Hydraulic Generators

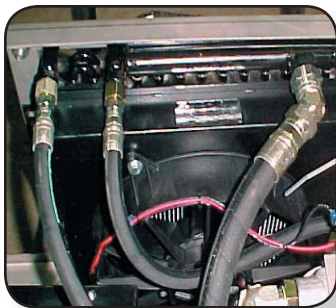
Headquarters: Houston, TX

Year Founded: 1997

Your commission: 5%

Booth location: 6108, RCA Dome (across from Sutphen)

When specifying a generator for fire trucks or ambulances, departments have two types to select from – diesel or hydraulic. Because of the electrical demands placed on today's apparatus, generators power anything from scene lights to on-board electronics and telemetry.



Twin coolers make Hartagen Hydraulic Generators unlike any other on the market.

Hart-A-Gen is unique because they are the only company offering "thermo twin coolers" that cool both the main circuit unit plus the pump and motor case drains. Why is dual cooling important? As Fred Hartagen notes, "anytime that you can lower the temperature of the oil, you extend the life of the oil and of the entire system. All of the components just last longer."

Building generators in a variety of sizes from 6-14kw, Hart-A-Gen prides itself in simplicity. You'll find Hart-A-Gen product installed in extreme climates like Brazil and Argentina, to Colorado and Louisiana.

Visiting the Hart-A-Gen booth entitles you to register for a \$500 cash prize. More importantly, you'll be able to educate yourself on how simple their system is by viewing their product cut-a-way model.

Click www.RevenueGen.com/HartagenFinalweb.wma to listen to interview @ 9:19.



Respond Ready Storage

Headquarters: Lino Lakes, MN

Year Founded: 2006

Your commission: 20%

Booth locations: 7020, 6306, RCA Dome)

Don't have enough space inside your fire truck compartments? A new tool box design from Respond Ready Storage may have the answer.

Each rugged drawer can be removed from its

cabinet to allow quick access to tools on the fire ground. No more running back and forth to the truck. Drawers come standard with 500 lb. slides, powder coat paint and are made of galvanized steel to reduce rusting and oxidation.

Respond Ready is the brain child of Dale Trettel. Trettel also owns CTV Fire a company building "Changeable Tactics Vehicles."

Both companies are searching for Dealer-partners. Learn more about both companies by contacting Dale at (612) 710-4068.

Respond Ready Storage systems are installed in the show trucks of E-ONE and Rosenbauer.

Click www.RevenueGen.com/RRFinal_web.wma to listen to interview @ 8:11.



Mermaid Marine

Headquarters: Ft. Meyers, FL

Year Founded: 1983

Your commission: Ask your OEM

Booth location: 5858, northeast entrance (Capital Avenue side)

Did you know that the U.S. Pharmacopeia

(con't. Page 2)

In this issue:

Click the hyperlinks

• [Shopping FDIC](#) - page 1

• [Ready, fire, aim](#) - page 3

• [Why does my business need a logo?](#) - page 2

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(con't.): Shopping FDIC

(USP) has suggested that many municipalities move to storing drugs and blood in a climate controlled cabinet? Climate controlled means both cooling *and* heating.

Mermaid Marine has the industry's only patent on producing prescription drug cabinets for the Fire/EMS industry. Their cabinets allow first responders the ability to download 6-7 months of data so that at any time, exact temperature readings can be provided. Eight states currently have regulations on the books requiring climate control cabinets be installed on Fire/EMS apparatus.

Mermaid has developed relationships with most major Fire/EMS OEMs. As a Dealer, you'll want to make it a point to stop by and get hands-on knowledge of the Mermaid product line. Mermaid is actively



This is the industry's only climate controlled Rx drug cabinet - perfect for ambulance or rescue.

searching for Dealer-partners.

Click www.RevenueGen.com/MermaidFinal_web.wma to listen to interview @ 12:20.



Command Scope

Headquarters: Chicago, IL

Year Founded: 2005

Your commission: 20%

Booth location: 3916, Exhibit Hall "B"

Pre-planning is a hot topic right now. If done properly it can resolve interoperability issues

and more importantly, allows fire fighters to determine how they will exit a burning building before arriving on scene. How so?

Command Scope software provides departments the ability to view blue prints, hydrant locations, photographs, images, MSDS information, video links and more, in a simple and easy-to-use interface. All information is electronic and there is no limit



Pre-plan is an important way for your customers to learn how to exit a burning building before entering.

on the amount of images or file types that can be attached. Command Scope charges departments one license fee to each station, which saves the department significant cash compared to competitive products that require a "per person" licensing fee. Searches are conducted by address, building name or I.D. number. The program is Internet-based and doesn't require installation by the infamous "I.T Department."

Command Scope is actively searching for Dealer-partners and will have the Chief from North Aurora Fire District on hand to answer questions from a user's perspective. To watch the Command Scope online demo, click here.

Click www.RevenueGen.com/CommandScopeFinal_web.wma to listen to interview @ 5:12.



###

Why does my business need a logo?

by Cameron Blain, Revenue Generator
cblain@revenuegen.com

Face it, logos are everywhere. From the clothes we wear, to the cars and trucks we drive you can't escape logos. Consider the parts that make up a logo.

3-parts of a logo

Wikipedia.org, defines a logo as, "a *graphic element, symbol, or icon*. A typical logo is designed to cause *immediate recognition* by the viewer. The logo is one aspect of the brand

of a company or economic entity, and the shapes, colors, fonts and images are usually *different from others* in a similar market" (italics ours).

In the automotive industry, affixing a logo to a product is one way of commanding a premium price. Consider that a fully loaded Chevy Tahoe costs \$47,595 (MSRP) while the exact truck produced in the same factory, by the same workers but with a GMC Yukon logo costs \$44,345 (MSRP). That's a 6.8% premium difference. Wouldn't you enjoy commanding a 6.8% premium over your competitor? While a logo by itself doesn't equate to charging a premium price, a logo

does sway our opinion of product – ultimately affecting profitability of a product. Other factors affecting profitability include brand perceptions, marketing campaigns, reliability and longevity to name a few.

Recall from the above that a logo is made up of three distinct parts. The second part is that the logo must contain "a *graphic element, symbol, or icon*." Does having the name of your dealership "Jones Fire Equipment" in plain text

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(con't. Page 3)

In this issue:
Click the hyperlinks

• [Shopping FDIC](#) - page 1

• [Why does my business need a logo?](#) - page 2

• [Ready, fire, aim](#) - page 3

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(con't. from pg. 2)

qualify as having a logo? No, because fonts are not graphic elements, symbols, or icons. They are simply text that has been "stylized."

Last year, Revenue Generator conducted research across the U.S.A. and learned that approximately 30% of all fire truck dealers do not maintain a web site. In nearly each case, these dealers did not utilize a logo.

Uniqueness

The third part of a logo is that it must be "different from others in a similar market." Do you think the OEM logos pictured here meet this requirement? What commonalities do you see?

With so much competition in our industry, why would a dealer or OEM for that matter, be willing to jeopardize positive brand exposures and potential profit by failing to create a distinct logo?


Do these logos pass the 3-part logo test?

other businesses in the fire and public safety industries. Why is experience so important? Ask yourself, "Can an outside marketing firm effectively and efficiently educate me about what my competition is doing if they don't have

our industry and can educate you on what your competition is doing is of immeasurable value, especially since larger marketing firms charge upwards of \$10,000 for logo designs.

File protocols. Make sure to inquire about receiving all original logo design files. Many design shops refuse to turn over original files. This is to force your business into continued "patronage." Holding marketing files hostage should not be tolerated. Make sure you inquire about this all too common trick-of-the-trade.

About the author

Cameron Blain is the owner of Revenue Generator, and helps businesses in the Fire/EMS industries attract and retain customers through branding, marketing and public relations.

###


Choosing your marketing firm

There are three main factors to consider when choosing your marketing firm. Experience, price/value, and file protocols.

Experience. Of paramount concern is the firm's track record. Revenue Generator has created campaigns for E-ONE, D&S Custom Covers, Global Secure, Havis-Shields and

industry experience?" Hardly.

Price/Value. At Revenue Generator, we provide two simple plans – basic and premium. The basic plan provides six different logos designs for \$1600, while the premium plan provides 10 different designs for \$2000. Both packages come with unlimited revisions. Having a marketing partner that understands

Ready, fire, aim

by George Pariza, President
GRP Advisors
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Sounds crazy doesn't it? Yet hundreds of companies use this very strategy to develop their new product offerings. What are the end results of this strategy?

- Missed forecasted top line sales or gross margin
- Late and over budget projects
- Plain, me too products

With the wealth of new product development process information available, it never ceases to amaze me how frequently new products fail and more incredibly, how companies are surprised when the new product they've "thrown into the market" doesn't meet sales expectations.

Every year companies waste millions of dollars marketing, advertising and branding products that fail to connect emotionally and logically with customers.

Why Products Fail

Often, products fail to deliver targeted sales, profit and ROI because they are not focused on meeting specific needs of a specific customer segment (i.e. all customers are not created equally). Instead, the product line becomes a range of line extensions based on different theme variations: bigger, smaller, more/less expensive, or new/different features.

Take fire trucks for example, metropolitan departments have water on nearly every

(con't. Page 4)

In this issue:
Click the hyperlinks

- [Shopping FDIC](#) - page 1
- [Why does my business need a logo?](#) - page 2
- [Ready, fire, aim](#) - page 3

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(con't. from pg. 3)

corner, must navigate tight city streets, have full-time unionized departments and have numerous tall buildings to reach. Compare this to rural departments that are forced to navigate undeveloped roads, carry a lot of water with them, service no buildings above five stories and are staffed by volunteers. Each of these factors and their relative importance lead to dramatically different product decisions.



The moment a company modifies its product approach from "ready, fire, aim" to "study, target, implement" you start down the path toward improving sales and profitability.

Clearly defining target customers and

understanding their problems and purchase motivations before developing your product will lead to improved margins and return on investment.

Remember two things, successful products are solutions to **unmet customer problems** or needs. Second, **customers are the judge** and jury of product success. And the way they cast their votes is with their wallets.

Does your company need assistance in defining customer segments or new product? Searching for a team of professionals that understands the emotions that drive purchase behavior in the fire industry? Email, or contact me at (630) 309-5646 for more information.

About the author

George Pariza is owner of GRP Advisors, a company specializing in helping companies improve the bottom line by:

- defining, designing, and delivering successful new products
- developing innovative strategic plans, and
- crafting and implementing differentiated brand identities

Most recently George was VP of Marketing and Product Management at E-ONE. He is a degreed engineer with 5 patents and has delivered hundreds of new product to market for companies such as Compaq, Zenith, Altec Lansing, Jensen and others.

###



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In this issue:
Click the hyperlinks

- [Shopping FDIC](#) - page 1
- [Ready, fire, aim](#) - page 3

- [Why does my business need a logo?](#) - page 2

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