

The Halon Herald

News from the halon & clean agent world

Published by 

For a printable version please [click here](#)

What's Inside...

July 2006

Vol. 2 Issue 10

China comes to Wesco!

Marketing Info at Fire-professionals.com!

Pictures galore!

The Halon Herald
c/o Wesco HMB
108 Liberty St.
Metuchen, NJ
08840

[Click here](#) to email us

Chrissy George, Editor-in-Chief

Chinese Environmental Officials Visit Wesco!

On July 18, 2006, Wesco was honored to host 14 visitors from the State Environmental Protection Administration of China (SEPA), and Julius Banks of the U.S. EPA for a discussion on ozone depleting substances (ODS). The visitors arrived early in the morning to Wesco for an all day presentation regarding Wesco's business, as well as the U.S. strategy on ozone depleting substances.

The visit was a rousing success, with both SEPA, the US EPA, and Wesco all mutually benefiting from each other with their respective current ODS plans as well as thoughts and ideas for the future. John Demeter, president of Wesco, commented, "We all have a common interest in responsible halon management and ozone protection. We were pleased to share our experiences with our guests, as well as hear their own."

"We all have a common interest... we were pleased to share our experience with our guests."

- John Demeter, Wesco

We were grateful for the opportunity given to us by the US EPA to host these visitors, and hope they enjoyed their stay here in the states. Please see below for some pictures from the visit!



John Demeter, in action!

Chrissy's Corner Notes from the Editor-in-Chief



Warning: Self indulgence ahead!

I am now officially Mrs. Chrissy George instead of Chrissy Kosturski!

I could go on and on about how wonderful July 14 was, how awesome the wedding was, and how it was absolutely and positively perfect. I could go on and on about the 700 some picture proofs to go through or what to do with my big huge wedding dress...but I'll spare you. Just want to say a big THANK YOU to everyone who had expressed their congratulations and good wishes - it means a lot to me to not only have all those good vibes, but also to know that there are people out there who read my "Chrissy's Corner"! Thank you, thank you thank you...pictures are a little later on in the newsletter.

Throughout the entire wedding process, I learned a lot about customer relations - how vendors should (and shouldn't) treat you, the importance of contracts and signatures, and most importantly, how much it matters to be treated as a PERSON and not a customer. I can't tell you how many vendors saw me merely as a credit card or a check. Thankfully enough, the group of vendors we DID choose, especially the ones for the reception, were nothing but above and beyond the call of duty for us. They never hesitated to make sure everything was going smoothly, and even helped out with some of the small favor-type things that my mother and I were supposed to be doing!

That made me feel great. To know that these people genuinely cared about how my day was going to go, instead of what amount the check had on it, was not only a comfort, but a compliment to how professional their business really was.

You are not "just a customer" to us here at Wesco.

We'd like to model Wesco after those experiences. We like to think of ourselves as having good customer service, but

Upcoming Events

July 2006

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

- 1st** - Canada Day
- 4th** - Independence Day
- 18th - 20th** - NFPA's Americas' Fire Expo (www.nfpa.org)

Upcoming Events

August 2006

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

- 14th - 15th** - Standards Engineering Society (SES) Annual Conference, Cleveland, OH
- 17th - 18th** - NAFED certification exam training (portables) www.nafed.org

New Column!!

The Halon Herald is looking to feature several "war stories" of some of our readers' interesting experiences with halon or other clean agents.

Got a story to tell? [Click](#)



Group shot



John Demeter and Julius Banks, of the US EPA

Fran & Don Ohi Need Your Help!

One of our associates, Don Ohi, has recently and unfortunately found out his wife, Francesca Ohi, has been diagnosed with leukemia.

Wesco, The Halon Herald, and Don and Fran would deeply appreciate your donation of blood and/or platelets. Fran is currently a patient at Memorial Sloan-Kettering Cancer Center in New York City, so if you are in the surrounding area, please consider donating your time, blood, and platelets to Fran. Any donations not used specifically for Fran will be used for any applicable patients in Sloan-Kettering, many of which are children.

Please visit www.mskcc.org/blooddonations ([Click here](#)) for complete information about donor eligibility and the donation process. Currently, donations for Fran can only be made in the Blood Donor Room of Memorial Sloan-Kettering Cancer Center. All blood types are acceptable, and appointments are necessary. Please call Mary Thomas, Coordinator of the Blood Donor Program at (212) 639-3335, or via email at thomasfm@mskcc.org, and specify that you'd like to make a donation for Francesca Ohi.

The Blood Donor Room is open every day – Friday, Saturday, Sunday, and Monday 8:30 am – 3:00 pm, and Tuesday, Wednesday, and Thursday 8:30 am – 7:00 pm. The Blood Donor Room is located at 1250 First Avenue

at the same time, we all like to bring our singular experiences to the table to better our company - which is a constant goal of ours.

You will never be "just a customer" at Wesco. You're a person. We are too (last time we checked). And everyone wants to be treated with that same respect, whether you issue the check or cash the check. Your transaction is OUR transaction.

That's what it boils down to - you are not a faceless entity to us. You are not "just a customer". You're a person, and rest assured that every and any interaction you have with Wesco will reflect and reinforce that.

Fire-Professionals: More Info on this GREAT Site!

The Halon Herald is proud to introduce a guest writer, Cathy Tabor, to tell you more about this immeasurable resource coming soon!

Fire-Professionals.com is a new website focused on the Global Fire industry. If you work in, or if you contribute to the fire protection or fire services industry you'll be able to continuously promote your organization, and its products and services to site users as well as other fire industry members either regionally or across the globe.

What will www.fire-professionals.com include?

- A company profile page that's simple and quick to create. It provides potential customers with an easy to read capabilities overview so they can learn more about your organization.
 - Free banner advertising opportunities to promote or launch your products and services. We'll even help to develop your advertisement.
 - Ability to research important industry information in our Resource Center ... and... our members will also be able to post info including their own promotional materials, product/service literature, press releases, case histories, white papers, and even magazine advertisements... Free, and without the need to purchase expensive print advertising.
 - Access to our Career Connections, designed specifically for the fire industry to make job hunting for employers and employees more specific, with the focus on strengths and abilities.
 - Several focused Member-only Forums.
 - Exceptional industry-focused Marketing Services at discounted member rates.
 - Free Lead Management Service includes both web leads and monthly statistics so you'll see how many site-users visited your page.
- All this and a lot more at a very affordable price. We developed member plans to suit every one. Business member packages start at \$149 per year (and that's before the introductory \$100 off coupon), while individuals that are not interested in promoting their business can join at no cost to take advantage of our free services.

There are several main modules to our web community. All are robust and will prove to be helpful to your organization and to you as an individual. In this article I will focus on just

[here](#) to email us some facts - We'll feature you in an upcoming Halon Herald!

(between 67th and 68th streets) in New York City, the Schwartz Building Lobby. Free parking is available for donors in the garage on 66th street, at the corner of York Avenue.

The donating process for blood takes 1 hr, and for donating platelets, 2 ½ hrs. Any and all donations would be greatly appreciated. 1 hr out of your life could save someone else's. Please keep Don and Fran in your thoughts and prayers.

A Plethora of Shipping Options!

We here at Wesco want to make your order as cost effective as possible, for both of us. Henceforth, we are proud to offer a plethora of shipping options to fit your needs:

Overnite Transport/UPS Ltl – This is our “default” trucking company that we use on a regular basis. Overnite/UPS strictly monitors its shipments and has service ports throughout the country, a certain plus for us. All shipments must be packed onto skids or pallets with proper documentation. Their pricing is competitive and inexpensive for the service they provide. Also, since being bought by UPS, Overnite has been undergoing many changes to enhance customer service and reliability!

R & L Carriers – Offers the same service as Overnite/UPS Ltl, however certain areas of the country are more dominated by R & L, so we tend to go with them. All shipments must be packed onto skids or pallets with proper documentation, also.

FedEx Custom Critical – When your shipment needs to be picked up or delivered by a certain time, FedEx Custom Critical is the service you need. FedEx Custom Critical is also the carrier we use for all of our Wesco Gold orders. FedEx drives straight through from beginning to end, without stopping at service ports, so that your time sensitive shipment gets to its final destination as fast as possible!

UPS HazMat Ground Shipping – Wesco HMB, Inc. is a certified HazMat shipper with UPS, so when cylinders have a gross weight of under 50 lbs, we are able to ship them out to our customers using UPS Ground HazMat transport. The cylinder is packaged and delivered with a regular UPS delivery.

As always, all shipments need to have the actuators/explosive plugs removed, and the cylinders must be packed securely on wooden skids/pallets, using metal straps. All shipments must have green non-flammable hazmat stickers attached, with two copies of a Bill of Lading and a Materials Safety and Data sheet accompanying the shipment.

We here at Wesco work to meet our customer's needs, so if there is a preferred carrier you would rather use, feel free to mention it when placing an order, and we can certainly use your carrier instead. Just another way that Wesco offers superior customer service!

one - the Marketing Support Module.

The Marketing Support Module for Fire-Professionals

Why add a marketing support module? Our reasons in a nutshell!

Every company wants to step up their marketing efforts and fire-up sales...but managers and sales people don't have the time to do it. Achieving sales goals, putting out fires, and supporting existing customers always seems to take away from marketing time. You could hire an advertising agency. While that might help increase awareness and sales...be careful of the high cost associated with some firms. And don't forget the loss of your time - explaining our industry to the agency's account executive who is still learning what NFPA and AHJ mean.

We're sure you have other things to do. That's why we added a Marketing Support module...because we believe we can take the pain and cost out of marketing programs while we help fire-up your sales.

Marketing helps to increase your sales As business people we want to make the most out of every dollar we spend. In my experience I've seen businesses spend thousands of dollars on trade show space, booths and travel – yet they spend next to nothing on the pre-show promotions to invite people to their booth. A simple electronic email before the show goes a long, long way to help you create awareness and get the most from your investment. The cost of doing this type of promo professionally is typically under \$500. The cost of not doing it is far greater – especially if you have thousands invested in that trade show!

Our combined team has hundreds of years of fire industry experience in a variety of fields: creative, product management, marketing analysis, marketing communications, field sales, technical writing and more. We also have dedicated fire protection engineers to support our team.

But that's not all. Because we've been working in this industry for years, we have long term arrangements with several vendors and we buy in bulk, so we believe we can provide the best prices on purchased items such as printing and logo items to name a few.

Some of the more traditional services we plan to provide are concept and design services, creative and technical writing, web design, trade show design and production, media placement and press releases, electronic and hard copy mailings, lead generation programs, campaign management and more.

In addition to the traditional marketing necessities, Fire-Professionals.com will offer special member discounts on electronic surveys and Web Application Development. For example:

- We can electronically survey your clients, employees, or whoever you choose, and present you with our findings and suggestions in a management report that you can present to your organization.

- Need a website? If your company does not have a professional looking website we can produce one for you. From concept to content to hosting we take care of it all. If you already have a website and need our expert SEO (Search Engine Optimization) services to boost up your ranking in leading search engines, simply talk to us. Whether you are looking for a redesign or a new website, informational or a full blown web application with e-commerce facilities, we can do it for you – painlessly!

RELAX!

We'll Buy Your Halon!



Competitive Pricing

Speedy Pickups

Fast Payments

Halon 1301
Halon 1211
HFC-227ea

**So sit back and relax...
Wesco will take care of it!**

Trivia Time!



This month's trivia contest focuses on bodies of water. The first 2 people to correctly answer BOTH of the questions below will each win a \$50 American Express gift card!

- An arm of the sea that extends inland to meet the mouth of a river is called what?
- What body of water accounts for 46% of the world's water?

Good luck! The first 2 people to click [here](#) and email us with the correct answers to BOTH questions will win a \$50 Amex gift card each. Remember, in order to be eligible, you cannot have won the trivia contest in the last 3 months.

While there is much more to tell you about on this module and even more on the Membership, Forum, Career Connections, and Resource Center modules, I don't want to give away all the surprises.

Visit us today – even while we're in the Pre-Construction stages.

You can register free to receive more info. You'll automatically get our introductory coupon worth \$100 toward a future membership or service. You can also enter into our drawing to win a \$250 gift certificate when we launch. We're planning for the August/September time frame, so stay tuned!

Simply go to: www.fire-professionals.com ([Click here](#))

Let's say thanks to Chrissy at Wesco! When you register to receive more info, look for the form-field called promotional code. Please enter: Wesco. This will help us thank Chrissy, (the happy new bride) who was kind enough to allow us to write for her newsletter. Thanks for your time. Please contact me if you have questions.

Caterina (Cathy) Tabor

Director of Marketing and Sales

Pictures from Chrissy's Wedding!

Couldn't help it - had to include SOMETHING!



The bride and groom!



Cheers!