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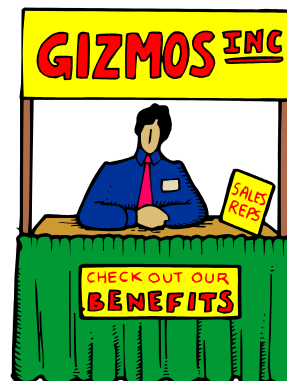
SPRING

by Marlene Kenney

Winter is over, the New Year is well under way and it's springtime around most of the country. Depending where you live, you might just be getting out of a deep freeze, wind and rain have set in, or maybe you have been enjoying warmer weather and brighter skies for some time now. Spring has different connotations for everyone. It's the start of something fresh and new. It's the time for rebirth, renewal and regrowth. We have a renewed sense of realization. Now is the time to put our thoughts into motion, a time to get things started and make things happen.

Because of this rationale, it is most likely the reason why The Fire Life Safety Industry chose spring to orchestrate the conference and trade show season.

There are many reasons and motives to attend our industry shows. It is the perfect scenario to reacquaint with customers and colleagues, educate yourself on new technology, and refresh your knowledge of industry standards. This is the ideal opportunity to meet with potential new customers, affiliates and vendors. Nearly every attendee has the same objectives in mind. Industry Conferences and Trade Shows are a way to communicate, to reach out, to grow and to reaffirm why we are all in this business. On that basis, our spring edition will feature Fire Life Safety Industry Organizations and Conferences.





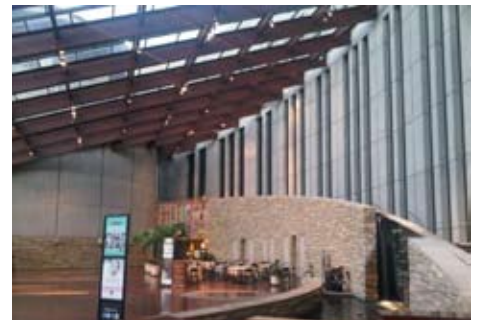
Professional Retail Store Maintenance Association



PRSM is the only association of its kind where all the key decision makers for multiple-site retail facilities maintenance professions are brought together. Belonging to PRSM provides companies access to continuing education, networking, trends, best practices, and current event information for the industry's best products and services.

PRSM allows Commercial Fire the ability to enhance our competitive position in the North American Market through the unique networking opportunity that is provided at the National and Mid-year Conferences. Strategic initiatives include: Business Continuity, Public Relations, Communication Plans, Disaster Recovery Plans, Emergency & Exit Plans, and Empowerment.

Bruce Falke, Director of Sales Commercial Fire, has currently been elected to the Board of Directors Advisory Committee. He has served as a volunteer on the Education Committee, Board Liaison for the Education Committee, Conference Committees and served as a Director on the PRSM Board from 2008 - 2011. In the fall of 2008, *Bruce was awarded the PRSM Volunteer of the Year* for his contributions to the organization. Commercial feels the same way about having Bruce on our team.



Taffy and Kyle Brekke.



Mike Lapointe must be an Elvis Fan.



Our sentiments exactly.

Big Lots, Inc. Staff starting on the left: April Harvey, Property Management Supervisor; Shawn Clancy, VP of Real Estate; Karen Halley, Property & Lease Admn. Director; and Jeff Dummermuth, Director Energy & Engineering



Created by and for Restaurant Facility Management Professionals

Commercial Kitchen Exhaust Cleaning has been a member of RFMA since the organization's inception in 2004. Commercial is one of the founding vendors that make up the Facility Management Group of Professionals. Commercial has always had a booth at the RFMA annual conference and for years has been one of the large sponsors. *Ken Jason, VP of Business Development at Commercial*, has been an instrumental part of RFMA from the beginning. He served on the Membership Development Committee and the Membership Services Committee. Ken stated that the conference is an opportune time to meet the key decision makers of nationwide restaurant groups, re-aquaint with existing customers and create possible relationships with other vendors.



Ken Jason, Commercial Kitchen, and Becky Burton, O'Charley's, at the RFMA meeting in Long Beach, CA February 6 - 8, 2011.



Restaurant Facility Directors within the industry have commented that The RFMA Conference is BY FAR the best show they have attended in their careers. Everything there directly relates to what they do on a daily basis.

Now more than ever RFMA is here to help you gain knowledge, make strong connections and improve the overall value to your company. Based on attendee feedback from previous years, the Education Committee pulls together programs that are instrumental in running a successful

restaurant operation from top to bottom.

The inception of RFMA was formulated when several restaurant facility professionals got together to find a way to successfully operate their expanding businesses. They chose the Professional Retail Store Maintenance (PRSM) as a partner in helping them set up their new organization.

The purpose of RFMA is to educate restaurant staff, acquire professional certification as needed and pull together the best vendors in the industry that all

facility directors can use.

This has been quite a successful venture as RFMA has grown considerably over the last several years. It is the perfect association for restaurateurs and vendors to partner.



CLEANING TO A HIGHER STANDARD

The International Kitchen Exhaust Cleaning Association was founded in 1989 and represents the leaders in the industry. By providing certifications that meet or exceed the requirements of most jurisdictions, IKECA continues to lead the industry. They follow the most complete cleaning and inspection standards in the industry found in NFPA-96, the International Mechanical Code and International Fire Code.

IKECA joined the American National Standards Institute (ANSI) in 2009 as a standards developer. This allows IKECA to help develop definitive standards for cleaning, inspecting and maintenance of commercial kitchen exhaust systems.

According to the National Fire Protection Association, the majority of restaurant fires originate on the kitchen cooking appliances and flare into the kitchen exhaust system. Regular maintenance of a restaurant’s kitchen exhaust system is one of the primary defenses against fire hazards. By keeping these systems working at their best, they will evacuate the smoke and grease out of the building and produce a cleaner, cooler kitchen and better working environment for staff.

Joe Kenney, President Commercial Services was an early member of the IKECA Board and very instrumental in its early stages of development.



Randy Russo, GM of Commercial Kitchen Exhaust Cleaning and Kathy Slomer, owner of Kool Kleen. Kathy's parents, Jan & Rick Paulet were early members of the IKECA Board.



The annual IKECA Conference was held April 6 - April 9 in Naples, FL.



Jim Simmons, Commercial Kitchen Regional QA Assurance Manager and Hans Hardgrove of Hardgrove Fire Protection.

Competitors may approximate your products, replicate your services, and even install the same leading-edge technologies that you use, but they cannot duplicate your people. Fact is, its workforce is the only truly sustainable competitive advantage any business has. - Rich Layton

We couldn't have said it better. Commercial Services is all about its Employees and Affiliate Partners. We work together for the common goal - success and leadership in the Industry.



NAFED's MISSION -
to continuously improve the economic environment, business performance and technical competence in the fire protection industry.

Established in 1963, the founders had the success of their own business' as well as their associates in mind. Their principal objective was (and continues to be) to gather and disseminate information and ideas that will improve the worlds' fire protection and increase the fire protection industry's competence. They will celebrate their 50th Anniversary in 2013 with a

special convention to be held in Chicago in May. NAFED has been instrumental in raising the bar so that everyone involved in the fire protection industry from sales of fire protection equipment, to maintenance and service subscribe to a specific code of ethics. Members of NAFED recognize that the products and service they provide have a significant impact on the quality of life for the entire

public arena. Members perform services at the highest level of professionalism, personal integrity and competence. Customers and clients can be assured that this quality of standards is at the forefront when hiring companies that are NAFED members.

Commercial Fire has been a member of NAFED since 2003. Ed Hugill, Executive VP of Commercial has been

an integral part of NAFED and serves as Director at Large. ED has presented at NAFED conferences and been published in their periodicals. Commercial has established working Affiliate Partnerships with reputable members of this organization.

Commercial Fire would encourage all of our affiliate partners to consider joining NAFED.



Commercial Fire's COO, Mike Qualls and Ed Hugill, Executive VP are manning the booth at the convention.



Master the Challenge was the forum set for the 2011 Conferences in Las Vegas, Atlantic City and Indianapolis.



Joe Kenney, President of Commercial and his wife, Denise enjoy the company of Affiliate Partners at the Indianapolis Conference May 5-6: Bob Sorenson, Fire Guard in NE; Jim Moran, Fox Valley Fire in IL; Eric Koepp, Fire Guard; Randy Rauth, Great Lakes Fire in WI; Bill Dayton, Koorsen, in IN; Ed Hugill (back far right) Executive VP Commercial Fire.



Brett Straten and Phil Monesmith, Commercial's Affiliate Partners from Associated Fire in New Jersey talk with Mike Qualls.

COMMERCIAL SERVICES IT DEPARTMENT

By The IT Peeps

“On the Cutting Edge of Technology”

The Commercial IT Department is an extremely important part of the Commercial Services companies. The IT Department touches every department within Commercial Fire, Commercial Kitchen Exhaust, Commercial EMS, and the local Commercial Fire Branch.

Doug Rowe, IT Director since 2004, manages the department and has the overall responsibility for the Computer/Network infrastructure and the architecture/design, development and implementation of our business management software. He spends a large part of his day with his sleeves rolled up doing the work of a developer/programmer himself. Doug has overseen the newest Commercial Advantage, the Commercial Fire Dashboard. The Dashboard, a web based snapshot of a customer's account implemented in January of 2010, has been hailed as “the best in the industry” by the numerous customers who have elected to use this newest tool. The next step will be a Dashboard platform built specifically for our Affiliates that will allow them the same kind of snapshot of their accounts and allow them to proactively view upcoming work and stay on top of their existing work.

Darwin Bromley, IT Data Manager since 2003, recently retired, but continues to work with us as a contracted employee allowing him to enjoy the best of both worlds. Darwin is responsible for maintaining, updating and enhancing the Commercial Fire Data and has helped us to be ahead of our competitors since the beginning. Darwin started with the company when we began in Illinois and chose to move to Florida and keep his position when the company relocated. His detailed and extensive knowledge of Commercial Services' Fire business, and specifically our practices concerning such, have been invaluable in our efforts to build and maintain our business management software.

Richard Dormann, IT Programmer since 2006, brought to Commercial Services extensive and current knowledge of computer programming and the FileMaker platform. He has designed, developed and continues to maintain extensive parts of our custom software for the Kitchen Exhaust Cleaning division. He has also been instrumental in developing our custom quoting system and On Site Authorization process. The implementation of the quoting system has allowed us to streamline the quotation process and approval time, and the authorization process has allowed us to achieve a high number of first service resolutions. Both of these processes have allowed us to remain ahead of our competitors in the eyes of our customers.

John Knight, fondly known to us as Knight, is the newest programmer to join the Commercial team. Knight's background in FileMaker development and his ability to “jump into the fire” has made the transition of Darwin's retirement almost seamless. He brings a fresh set of eyes to the always changing industry and has already proven to be a great addition to the team.

Robert Reed, Network Administrator and computer hardware technician since 2005, is the go to person for all of Commercial Services when it comes to printers, phones, faxes, computer problems, etc. Robert was voted Employee of the Year by his fellow co-workers in 2010. His “always available” attitude and service with a smile makes him a *one man help desk*.

Liz Davidson is the Process Development Manager and has been with the company since 2002. Liz is an exceptional data analyst and is constantly called on to dig deeply through our business data, analyze it, and provide the data, measurements and insights required by our executives and sales force for various business decisions. She also has an extensive understanding and detailed knowledge of our business practices and requirements, which is vital to the design and development of our business processes and supporting software. An example is her role in the development of the Quotes, Authorizations, and Customer Dashboard solutions, where her input, insight, and knowledge are critical to the success of these projects.

Topher Reed recently joined Commercial and the IT Team. He transferred into the department from our Kitchen Exhaust Division and has begun working with Liz in Data Analysis. He has an extensive background in Microsoft Office and Data Analysis and in a short period of time has made great strides learning the ropes in the IT Department.





Commercial Services IT Staff: sitting, Liz Davidson; standing left to right, John Knight, Topher Reed, Darwin Bromley, Doug Rowe, Robert Reed and Richard Dormann.



SCAA Puts the AED in CPR/AED Week

National CPR/AED Awareness Week is June 1-6. SCAA's 50+ chapters are conducting health fairs, community education events and a Proclamation Campaign to have CPR/AED Week recognized by governors at the state level.

The mission of SCAA is 'to prevent loss from Sudden Cardiac Arrest'. The vision is 'by 2020 preventable deaths from SCA will be eliminated.' Are we all doing our part? This can be done through education, healthy lifestyles and the placements of AEDs (Automated External Defibrillator) in work places and public venues.

Sudden Cardiac Arrest strikes over 400,000 people annually. The only way for survival is to immediately start CPR and use an AED.

If you are interested in learning how Commercial EMS (newest division of Commercial Services and Commercial Fire) can help you initiate a life-saving AED Program, contact us at 1-800-359-7083 ext. 199. After all, who better to call than the company that already oversees all of your Life Safety needs. Commercial EMS can order, install, maintain and train your staff in CPR and AEDs in your locations.



Firm Wins 2011 SBA

“Eastern Penn. Family-Owned Business of the Year Award”

Commercial Fire is proud to announce that our Affiliate Partner, Keystone Fire Protection Company, was presented with the 2011 Eastern Pennsylvania “Jeffrey Butland Family Owned Business of the Year Award” from the US Small Business Association (SBA). “We were selected from over 600,000 businesses in the State of Pennsylvania”, commented *John M. Lawlor, President of Keystone*. John went on to acknowledge and thank the dedicated hard-working employees at Keystone Fire who are responsible for making this award a reality. The presentation took place on April 26, 2011.

Keystone Fire has been in business for 54 years, spanning three generations of Lawler family leadership and has worked to build a strong reputation in design, installation and service of fire protection solutions.

Keystone has partnered with Commercial Fire since October 2004. Keystone Fire Protection was featured as an Affiliate Highlight in the Commercial Network Quarterly Newsletter in the Summer of 2009.

Commercial takes pride in all of our Affiliate Partnerships. We strive to have the best in the industry working together. The mission statement of Keystone, Commercial and our Affiliate Partners fit hand in hand: TOTAL CUSTOMER SATISFACTION. *Congratulations to Keystone Fire Protection, an honor that is well deserved.*

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