



FIRE APPARATUS MANUFACTURERS' ASSOCIATION

P.O. Box 397 · Lynnfield, MA 01940-0397 · Phone/Fax 781.334.2911

2011 Spring Meeting

El San Juan Hotel & Casino – Puerto Rico

Tuesday, March 15

Presented by: Ken Nelson, CPA, Schenck SC



Presenter



- **Kenneth D. Nelson, CPA, Manager**
 - **Graduate of Northern Michigan University**
 - **Firm-wide resource in the consulting services arena** who can help companies improve their profitability using a variety of strategies:
 - *process improvement initiatives, strategy development, structure alignment, cost management, revenue generation, cash management, and internal control*
 - **With over 20 years of business experience,** Ken has a strong background in financial analysis, modeling and planning.
 - *Past positions include Public Accounting, Controller & CFO positions in banks and turnaround financial consulting – primarily in the auto industry*

About Schenck

- **A full service regional accounting and business consulting firm**
 - *Founded in 1930*
 - *59 Shareholders, over 500 employees*
 - *8 Offices in Wisconsin*
- **One of the top 50 accounting and consulting firms in the U.S.**



Firm Public Service Award

Fire Apparatus Manufacturers' Association (FAMA) Website Responders

4 Guys, Inc.	Crimson Fire, Inc.	G & G Metal Fabrication, Inc.	K & T Environmental Equipment	Rescue 1/PL Custom
Alexis Fire Equipment Company	Custom Fire Apparatus, Inc.	General Fire Apparatus	KME Fire Apparatus	SVI Trucks
American LaFrance	Danko Emergency Equipment Co.	General Safety Equipment, LLC	Marion Body Works	Seagrave Fire Apparatus
Boise Mobile Equipment, Inc.	E-One	Gowans-Knight Co., Inc.	M & W Fire Apparatus	Smeal Fire Apparatus Co.
Bulldog Fire Apparatus	Ferrara Fire Apparatus, Inc.	H & W Emergency Vehicles	Metalfab Ltd.	Sutphen Corporation / East / Towers
CSI Emergency Apparatus, LLC	Firematic	Hackney Emergency Vehicles	Oshkosh Truck	U.S. Tanker-Fire Apparatus, Inc.
Central States Fire Apparatus, LLC	Fort Garry Fire Trucks	Hi-Tech E.V.S., Inc.	Pierce Manufacturing	W.S.Darley & Co.
Crash Rescue Equipment Service, Inc.	Fouts Bros. Fire Equipment	Hub Fire Engines	Precision Fire Apparatus	West-Mark Fire Apparatus

Original Method of Compiling Data

Responses faxed to Schenck




Schenck compiled and verified the information



Compiled totals were then forwarded to FAMA

Current Method of Submitting Information



Fire Apparatus Manufacturers' Association
P.O. Box 397
Lynnfield, MA 01940-0397

[FAMA Home](#)

[Data Collection](#)
[My Trucks / Search](#)
[Participant Profile](#)
[Quarter End - Booked](#)
[Quarter End - Shipped](#)

Current Statistics:
[Booked By Truck](#)
[Booked By State/Prov.](#)
[Shipped By Truck](#)
[Shipped By State/Prov.](#)
[Download Data](#)

[Log Out](#)

Data Collection:

Truck Job #	<input type="text" value="Enter ID"/>		
Vehicle Class:	<input type="text" value="Select One"/>		
Country:	<input type="text" value="Select One"/>	State/Province:	<input type="text" value="Select One"/>
Chassis:	<input type="text" value="Select One"/>	Pumps:	<input type="text" value="Select One"/>
Axles:	<input type="text" value="Select One"/>	Foam:	<input type="text" value="Select One"/>
Book Date:	<input type="text" value="Enter Date"/> (mm/dd/yyyy)	# of Trucks Sold:	<input type="text" value="1"/>
Ship Date:	<input type="text"/> (mm/dd/yyyy)	Total Sales for this line item:	<input type="text" value="\$ 0"/> (99999999.99)
<input type="button" value="Submit"/>		<input type="button" value="Clear"/>	

Current Method of Submitting Information

Participants update their company's data online



Schenck corresponds with FAMA on survey results



Schenck consolidates all participants' data into one large report



ONLY consolidated totals are sent to FAMA



Schenck closes the quarter and publishes the report

Confidentiality/Security of Data Submitted

- **Schenck SC is the only company that has administrative access to the FAMA website.**
 - *This gives us the ability to:*
 - Set up new users
 - Deactivate users
 - Change user profile information
 - See individual company data
 - See compiled data
 - Publish reports

Confidentiality/Security of Data Submitted

- ***Schenck does not share any individual statistics with any outside parties, other participants, or anyone from FAMA.***
 - *Participants in the FAMA survey have restricted access - specific to their unique user name and password. This allows them to:*
 - *Submit their reports to Schenck*
 - *Maintain their own company data*
 - *View their own company data*
 - *View compiled data*



Booked Statistics by State

Handout: Pages 1 – 3





Shipped Statistics by State

Handout: Pages 4 – 6



Booked Statistics by Truck

Handout: Pages 7 – 12



Shipped Statistics by Truck

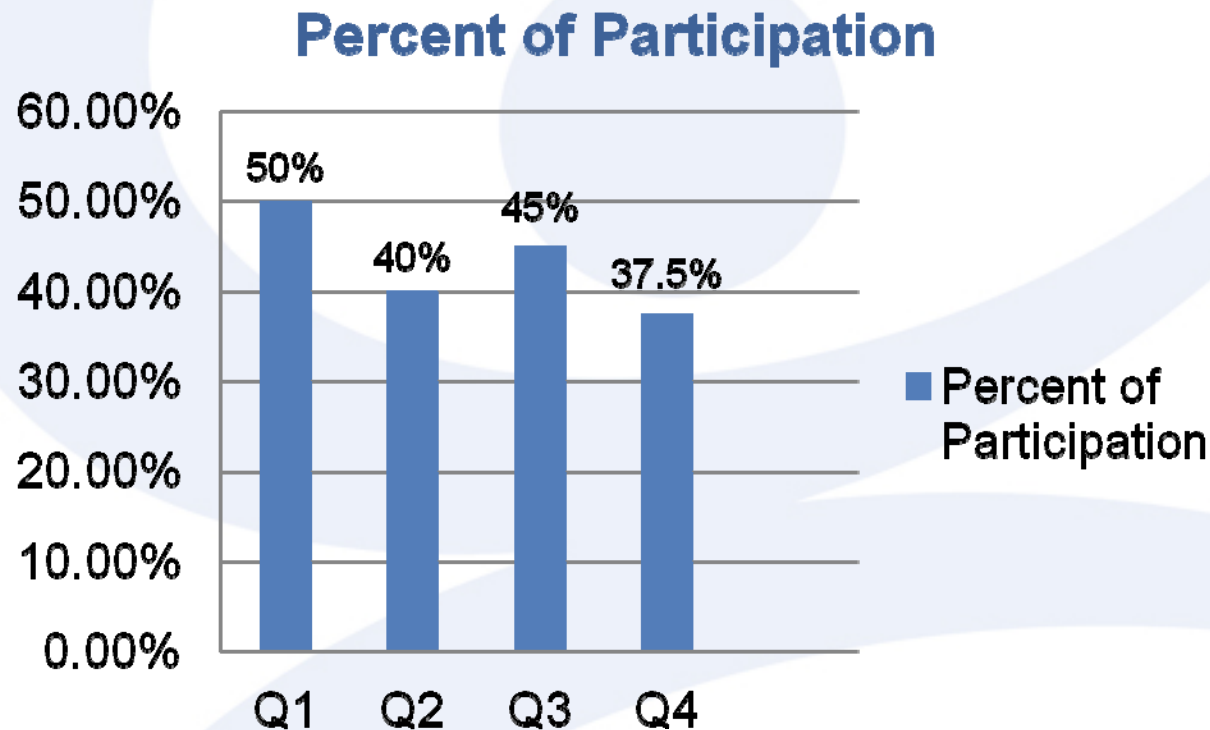
Handout: Pages 13 – 18

Suggestion #1

- ***Please enter your data on a timely basis***
 - *To limit time required of FAMA to follow-up with various companies.*
- ***If everyone is timely, statistics for each quarter could be published more quickly.***

Suggestion #2

- ***Participants who listed Sales amounts in their quarterly surveys in 2010:***



Note: Sales data was not collected prior to Q1 – 2010

Suggestion #3

- ***Additional categories of information that could be collected:***
 - *In Booked & Shipped by State information, **consider additional entries for the N/A & Other categories** – could include information on trends in emerging markets.*
 - *Accumulate data on cost incurred per unit shipped, for National Fire Protection Association ("NFPA") compliance.*

Questions or Comments?



Ken Nelson, CPA

Schenck SC

800-236-2246, ext. 1158

kenneth.nelson@schencksc.com



Nicole Better, CPA

Schenck SC

800-236-2246, ext. 1213

nicole.better@schencksc.com



Thank You!