



# *Life Safety News & Clues*

WINTER 2010

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## Our Ten Year Anniversary Reflections By Ray and Steve...



Ray Easterly

Where does the time go? Ten years goes so fast. Reflection can be an overwhelming process, the accomplishments, the failures, the joys, and the challenges. The one thing we learned is that it is all part of who we are, the past, the present, and the future.

As we move into our next decade we want to take this time to share some of what the last ten years looked like for us. We hope that you enjoy spending some time reflecting with us.

First, we thank you, our customers, who have supported us all these years. You may be new to Priority 1 or a customer from the start but we humbly realize that without you we would not be here. Our customers are our #1 Priority; you have been from day one.

Second, we want to thank our staff. No one person makes a company. We all do. Our staff is an extension of us. We appreciate each of you and look forward to celebrating the next ten years with all of you.

Lastly, we want to thank our families. Had it not been for the support from them we could not do what we do today. We are thankful that each of you positively influence our lives and help us to live by the Golden Rule.

We look forward to serving all of you today and in the future.

Ray & Steve



Steve Rolfs

### *Protecting Your Life, Valuables, and Assets are our #1 Priority*

- Fire Alarm Systems
- 24/7 Emergency Service
- Security Alarm Systems
- Inspection and Installation
- Layout and Design/CAD
- Fire Alarm Inspections
- Sensitivity Testing of Smoke Detectors
- Infant Theft Systems
- Patient Wandering Systems
- Card Access Systems
- Nurse Call Systems
- Home Automation Systems
- Voice and Data Cabling
- CCTV/DVR
- System Monitoring
- Internet/Cellular Monitoring
- Temperature/Sump Pump Monitoring

Don't forget to test  
your fire and security  
system monthly.

## PAST, PRESENT AND FUTURE

### The Past

We started P1 as two men with one goal: to meet the needs of customers in our industry. We began in a 350 square foot office knocking on one door at a time. It took two weeks to come up with our name which came from a current employee's suggestion. Our marketing, logos and van design all came from there. We spent numerous hours deciding if we could keep our first official employee busy full time. We purchased our first van, then two, then three. We saw advances in the industry from fire to security to access control. As technology changes so did the way systems operate. The reflections are great and so are the relationships we have built along the way.



Our First Office



Our Office Today



Torch Award

### The Present

We now call 5420 Distribution Drive in Fort Wayne our home. It is a 10,000 square foot building. We have 18 employees not counting us and have a full fleet of vehicles on the road. These days people call and tell us they see our vans or a window sticker. It still brings that first day's sense of excitement. We were thrilled and honoured to have won the Torch Award for Marketplace Ethics. This award recognizes companies in Northeast Indiana that "do it right." We do our best to "do it right." We realize we make mistakes but also realize that how we fix them is what really matters. We continue to see products and services in our industry change as technology changes. We are so excited to bring the latest and greatest to you by way of our newsletter, flyers or conversations with our sales staff. We are amazed that you can now keep track of your business and home via the internet and keys to buildings are slowly becoming antiques as access control is the new way to track the comings and goings in your facilities. Great things are happening in our industry as we look towards the future.

### The Future

The future is for all of us to write together. In this time of economic struggle we are doing our best to be good stewards with our time and resources as we know many of you are. As technology changes so will we. We can't believe that it has been ten years and are looking forward to seeing what the next ten look like. This is our time capsule moment for the future where we have reflected on the past, stand in the present, and now we look to the future. We look forward most to the continued relationships with you, our customers, our employees, our neighbors and friends.



Our Staff

## OUR CUSTOMERS RESPOND

### TESTIMONIALS FROM YOU.....

When we built a new house in 2002, Priority 1 installed our system as a contractor for another alarm company. We were so impressed with the Priority 1 personnel that, as soon as our contract was up with our original alarm company, we switched our service to Priority 1. We have never regretted that decision and have always been very satisfied with all aspects of our protection with Priority 1. We have recommended the company in the past and would do it again.

**Jim and Patty Wolfcale**



*Priority 1 has been handling all of our life safety systems since they have been in business. They have done installation, service, monitoring and troubleshooting and repair for all of our office properties. They do quality work, are very responsive and their pricing is always fair. We are proud to be customers of Priority 1 and look forward to the next 10 years of doing business together. Congratulations on your 10 year anniversary.*

**Tim Rietdorf w/ Murphy & Associates**

All I can say is when ever I called on Ray at Priority 1 he responds. When we were ready to open our new Rehab unit we needed some items taken care of. We had less than 24 hours to do it. Ray and John were here immediately to correct our problems. Priority 1 hands down are the best.

**Steven Warner**  
Director of Environmental Services  
Grace Village Retirement Community

*I have used Priority 1 for two of my business locations as well as my home. They are an incredible business who truly puts the customer first. They are experienced professionals who take pride in their work and taking care of customers. They always respond quickly if needed and make sure everything is in proper working condition when they leave. I trust my business and personal possessions to them and will continue to do so. I believe the presence of their protection has saved us many times from what could have been costly losses.*

**Brad Hand & Photographs by Hand**



Priority 1 installed our original system 9 years ago. We haven't had any problems. We have added other options through the years and the staff has always been very professional and polite. They explain how the system works and pricing, before any work is started. We had an alarm set off in the middle of the night, and the call center stayed on the line with us until we found the cause. We will continue doing business with Priority 1 for any future needs.

**Teresa – Fort Wayne customer**





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