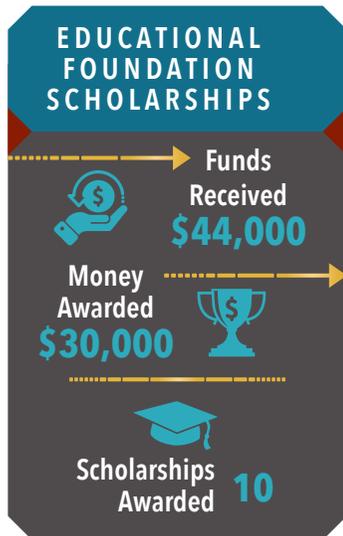
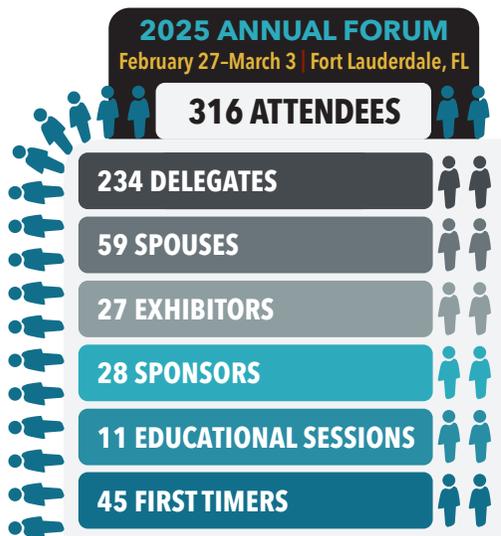
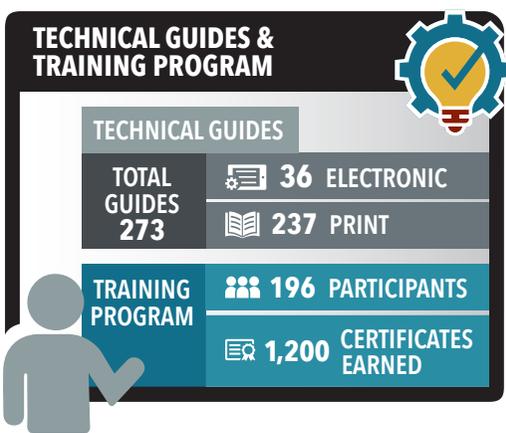




MEMBER COMPOSITION

- 8 ASSOCIATE
- 9 CONSULTANT / SPECIFIER
- 132 INSTALLER
- 32 MANUFACTURER
- 22 SUPPLIER
- 12 STUDENT
- 19 HONORARY



COMMUNICATIONS & ENGAGEMENT

LINKEDIN	FACEBOOK	EMAILS	BLOG
3,300 followers 13,400 impressions	1,600 followers 2,500 views	4 newsletters 42 e-blasts	11 posts 8,100 views



2023-2025 Strategic Plan

MISSION: FSSA is the leading authority and advocate of special hazard fire protection.

VISION: Ensuring sustainable fire protection for people, property, and the environment.

2023 - 2025 Goals

A.S.K.

Advocacy. Solutions. Knowledge.

ADVOCACY: FSSA will be the voice of the membership to monitor and influence changes in the industry.

SOLUTIONS: FSSA will leverage the association's technology and industry network to identify and provide unique solutions.

KNOWLEDGE: FSSA will provide a top-tier educational system relevant to members and stakeholders.

ADVOCACY

FSSA will be the voice of the membership to monitor and influence changes in the industry.

INFLUENCE: Drive the codes, standards, laws, and rules proposed by governmental bodies for the benefit of the industry and end-users.

COLLABORATION: Engage with other organizations and vertical markets to proactively identify challenges, trends, and best practices for special hazard fire protection.

MONITOR: Monitor, analyze, and advise of changes to laws and regulation that impact the industry. Transform the findings into opportunities to respond, influence and/or educate.

SOLUTIONS

FSSA will leverage the association's technology and industry network to identify and provide unique solutions.

VIGILANCE: Anticipate and report global trends, emerging issues, and industry needs to respond with solutions.

INNOVATION: Facilitate the pathways to innovation uniquely through FSSA with:

- ▶ alternative product listing service
- ▶ FSSA certification, and/or
- ▶ expansion to related industry audiences.

COLLABORATION: Provide platforms and opportunities for collaboration online and inperson through the signature FSSA Annual Forum, Town Hall meetings, and other efforts.

KNOWLEDGE

FSSA will provide a top-tier educational system relevant to members and stakeholders.

INDUSTRY EVOLUTION: Expand, define, and centralize training utilizing technology and partnership built on today's solutions.

ENGAGEMENT: Be the prominent platform to communicate our advocacy and solutions to attract, inform, and engage customers to grow FSSA's brand and demand for our products.

THOUGHT LEADERSHIP: Convert the technology and educational content to increase relevance and demand by external audiences.