



FALL 2025

# Inside THE Diamond

## Amerex Miracle Field

TPR AMEREX FIELD		
HOME	:	GUEST
	INNING	
BALL STRIKE	OUT	



Quality is Behind  
the Diamond®



COMMUNITY COMMITMENT  
BRINGS INCLUSIVE PLAY TO LIFE

page 4

Quality is Behind the Diamond®





## A Letter from Harrison Bishop

**A**merex is built on relationships—among our team, with our customers and throughout the communities we serve. In this issue of *Inside the Diamond*, you'll find stories showing how our people strengthen those connections through thoughtful actions and a shared purpose.

One example comes from Chris Bullock, our Northeast Regional Sales Manager (page 22). During visits to Trussville, Chris has made it a tradition to bring a taste of his Philadelphia roots to the Customer Success team. Small gestures like these reflect something bigger: trust, care and camaraderie that powers our culture.

reflect the values we hold and the pride we take in giving back.

You'll also find stories of personal growth and professional leadership. Jacy Whitaker, our Director of Human Resources, recently completed the Leadership Trussville program and helped develop a student internship database for local schools (page 18). Pat Goodnow joined as Regional Sales Manager in Denver, and Riley-Kate Justice (page 12), Earl Bradberry (page 13) and Kendall Pate (page 13) have stepped into new roles. Each focuses on enhancing the customer experience, and we're grateful for their energy



**Harrison Bishop**  
**PRESIDENT AND CEO**

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***“ To every customer who chooses Amerex,  
we extend sincere appreciation.  
Your partnership drives our progress, and we’re  
honored to support the vital work you do. ”***

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The same spirit extends to the broader community. Earlier this year, we celebrated the grand opening of Amerex Miracle Field, made possible through our long-standing partnership with the city of Trussville (page 4). We're grateful to everyone who helped bring it to fruition.

Many of our colleagues continue to give their time and talent in other ways, from volunteering with Habitat for Humanity to painting a local elementary school to cleaning up the Cahaba River (page 10). Their actions

and leadership.

Significant change is also underway in our Defense Department (page 14). As Ken Mier prepares for a new career phase, we celebrate his extraordinary legacy while welcoming Chris Nichols as Managing Director of Defense, International and Aviation. The team is already making an impact through innovation, reliability and steadfast service to our defense partners.

Finally, I want to echo the

message shared by Ben Pitts in this issue (page 9). Our investments in technology, training and customer support all serve one goal: making your experience with Amerex even better. Whether through a new product, a simplified process or a podcast episode that brings fresh insights to your work, we remain focused on delivering the excellence and quality you expect.

To our customers featured in this issue and every customer who chooses Amerex, we extend sincere appreciation. Your partnership drives our progress, and we're honored to support the vital work you do.

Thank you for being part of the Amerex community. 🌟

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*Harrison Bishops celebrates the opening of Amerex Miracle Field with Stephanie, Zachary and Rob Langford.*



ABOUT OUR COVER: Scan this QR code for more information about the creation of Amerex Miracle Field.

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# PLAY BALL!

## AMEREX MIRACLE FIELD BRINGS INCLUSIVE PLAY TO TRUSSVILLE

Built in partnership with Amerex and the city of Trussville, the state-of-the-art facility—designed by architect Ryan Vernon of Lathan Architects, son of Amerex IT Manager David Vernon—features a specialized surface that allows individuals with disabilities to participate safely. Accessible dugouts ensure every child, regardless of ability, feels included on the field.



Contest winner Mitchell Vance threw out the first pitch.



At Amerex—and across the McWane, Inc., family of companies—we are committed to protecting lives, whether through fire safety or by investing in projects that build stronger, more inclusive communities. This gift is the result of the efforts and commitment of the entire Amerex team.



Drone photo by Stan Vining.

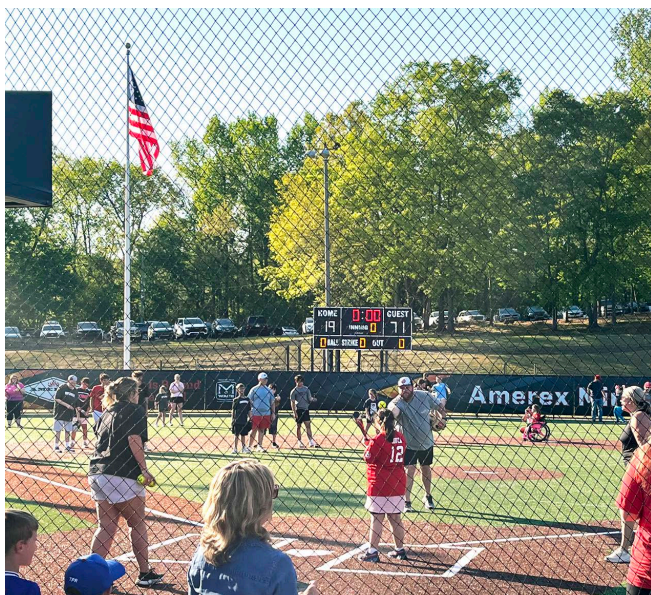


Amerex is proud to support accessible recreation and honored to help bring joy to children of all abilities in its Trussville community. “Children who have special needs have every right to be a part of the community, and the fact that the community has Amerex Miracle Field now means a lot to the families who live here,” says Stephanie Langford, a Trussville resident. Her son, Zachary, has Down syndrome and previously played baseball at a Miracle League field in another community. Wanting that same experience closer to home, the Langfords and other local families advocated for a Miracle League field in their hometown.



ABOVE, LEFT TO RIGHT: Phillip McWane, Trussville Mayor Buddy Choat and Harrison Bishop.

After years of planning and months of construction, the sound of children playing baseball now fills the air at Amerex Miracle Field.



ABOVE, LEFT TO RIGHT: Rob Langford, Harrison Bishop, Zachary Langford and Stephanie Langford. BELOW, LEFT TO RIGHT: Brandy Reid, Chris Bullock, Rex (Chris Thomas) and Brannon Paulk.



Amerex President and CEO Harrison Bishop shares that the company was eager to support the project. “Amerex has been involved in many community projects over the years,” he says. “When we approached Trussville Mayor Buddy Choat about Amerex wanting to be involved in a significant project to support Trussville, he told us about the Miracle League idea, which was backed by residents. With the support of Phillip McWane, we were able to make the donation so the city could build Amerex Miracle Field as part of its baseball and softball complex.” 🍀



## Another Successful Year at NAFED!

This year's NAFED Conference and Expo series once again proved why it's a cornerstone event for the fire protection industry. From Las Vegas to Atlantic City to St. Louis, our team hit the road to connect with industry partners, showcase innovation and celebrate the fire protection community.

At each stop, our booths were buzzing with energy as we introduced several new products, including:

- Expanded HT Series
- OEM MRM
- GreaseOut

We were thrilled by the enthusiasm and insightful conversations around these solutions. Your feedback—both the challenges you're facing and the successes you're celebrating—helps us continue to evolve and serve the industry better.

One of the highlights this year was hosting cocktail hours that brought together our valued business partners in a relaxed setting. A special shoutout to the incredible women leaders who joined our ladies cocktail hours—your presence and leadership are helping shape a dynamic future for our field.



*The ladies cocktail hour at the NAFED shows in Las Vegas and St. Louis provided an opportunity to connect and network.*

Thank you, NAFED, for your continued support of sponsors and exhibitors. These events remain a cornerstone for collaboration, learning and growth. We're already looking forward to next year's conferences and the chance to reconnect with this amazing community.



LEFT TO RIGHT: Susan Ray, Brannon Paulk, Jacob Johnsey, Craig Moreth, Mike Powell, Gidget Yeager, Harrison Bishop, Jamie Knowles, Alan Fulton, Wade Tilley, Jason Gregory, Brayden Banks, Ben Pitts, Riley-Kate Justice and Nancy Heard.

## Amerex at NFPA 2025: Connecting the Dots on Global Safety

In June, members of the Amerex team headed to Las Vegas for the 2025 National Fire Protection Association (NFPA) Conference & Expo. This year's theme, "Connecting the Dots on Global Safety," spotlighted the Fire & Life Safety Ecosystem and its evolving role in tackling today's most pressing life safety challenges. Since its launch in 2018, this concept has continued to shape conversations across the industry—and this year's sessions reflected that momentum.

"NFPA 2025 gave us a valuable opportunity to engage directly with customers and industry leaders," says Ben Pitts, Vice President – Sales & Marketing. "These face-to-face conversations help us better understand the real-world needs of our partners and ensure we're aligned with the direction of the industry. It's also a great time for

our NFPA Committee members to collaborate and stay informed."

Brayden Banks, Product Manager—Portable Fire Extinguishers, echoed the sentiment: "The energy at this year's expo was incredible. It's always inspiring to hear different perspectives from across the fire protection community—those insights help us build better products and strengthen the industry as a whole."

At the Amerex booth, attendees explored the expanded HT Series and got a first look at new innovations in commercial kitchen protection. The response was enthusiastic, and we're excited to keep the conversation going as these products roll out.

Thank you to everyone who stopped by to connect, share ideas and help move fire protection forward. We're proud to be part of this community—and we're already looking ahead to NFPA 2026!



LEFT TO RIGHT: Jay Ghelani, Harrison Bishop, Chris Nichols, Bill Silva, Alan Marino, Kim McGuire, Jeff Howard, Christian Groff, Brayden Banks, Jason Gregory, Jamie Knowles and Susan Ray.

## Amerex Supports FEMA Spring Meeting Goals

Amerex proudly continues its long-standing membership in the Fire Equipment Manufacturer's Association (FEMA), an organization dedicated to advancing fire safety through education, advocacy and innovation. This May, several Amerex team members joined fellow industry leaders at FEMA's meeting in St. Louis.

The gathering focused on key regulatory and legislative developments impacting the fire protection industry. Discussions included Department of Defense (DOD) and National Defense Authorization Act (NDAA) implementation updates with the General Services Administration (GSA), as well as evolving state fire codes.

Amerex Industry Relations Manager Jamie Knowles also shared insights on recent activity with the Washington State Building Code Council (SBCC), reinforcing Amerex's commitment to staying at the forefront of policy and safety standards.

To learn more about FEMA, visit [femalifesafety.org](https://femalifesafety.org).



LEFT TO RIGHT: Ben Pitts, Brayden Banks, Derek Wester, Harrison Bishop, Jamie Knowles and Susan Ray.



## Amerex Showcases Halotron BrX at Aircraft Interiors Expo

This spring, members of the Amerex International team attended the Aircraft Interiors Expo, one of the aviation industry's premier events focused on innovation and safety. Representing Amerex were Mark Fenton, Steve Wilkinson and Chris Nichols, joined by Samantha Holmes of AFIL, all of whom welcomed attendees to the Amerex booth.

The spotlight of the booth was Halotron BrX, the groundbreaking fire suppression agent designed specifically for aviation. With the manufacturing of raw Halon agents now banned due to their environmental impact, the industry has been in urgent need of a viable alternative—one that matches Halon's effectiveness while significantly reducing ozone depletion potential. Amerex answered that call with Halotron BrX: a rigorously tested, UL-listed agent that meets both Federal Aviation Administration and European Union Aviation Safety Agency standards.

Interest in Halotron BrX was strong throughout the expo, as industry professionals explored how this innovative solution could help meet evolving safety and environmental regulations. Amerex continues to lead the way in fire suppression technology, offering solutions that protect both people and the planet.



LEFT TO RIGHT: Chris Nichols, Mark Fenton, Samantha Holmes and Steve Wilkinson.

## Tune In: The “Amerex Connections Podcast” Has Arrived!



LEFT TO RIGHT: David Rice and Chris Nichols.


This summer marked the launch of the “Amerex Connections Podcast”—your new destination for expert insights, industry trends and behind-the-scenes perspectives from Amerex and the broader fire protection community.

Hosted by David Rice, each episode explores the latest innovations, technologies and best practices shaping the future of fire safety.

The first two episodes are already live:

**EPISODE 1:** Jacob Johnsey, Product Director – Fire Suppression Systems, breaks down the essentials of commercial kitchen fire protection, offering practical guidance and insider expertise.

**EPISODE 2:** Chris Nichols, Managing Director – Defense, International and Aviation, shares insights into aviation fire safety and the role of Halotron BrX in protecting high-value assets.

Watch our podcast on YouTube or Spotify. Whether you're a seasoned professional or just curious about the industry, the “Amerex Connections Podcast” delivers valuable content you won't want to miss. 





## A MESSAGE FROM BEN PITTS

Vice President – Sales & Marketing

# DRIVING *INNOVATION* & *EXCELLENCE* AT AMEREX

**O**ur commitment to innovation isn't just about products. It's about people. Every upgrade we make and every investment we pursue is guided by a single mission: to better serve you.

As our team at Amerex continues to lead the fire suppression industry into the future, I'm proud to share how we're building on our legacy of excellence with bold initiatives that put our customers and partners where they have always been—at the center of everything we do.



### SMARTER TECHNOLOGY, BETTER EXPERIENCE

Earlier this year, we launched an upgraded web store featuring streamlined checkout, intuitive navigation, advanced filtering and customizable product lists—making it easier than ever to get what you need when you need it. It also has a live chat feature, offering another convenient way

to reach our Customer Success team.

Behind the scenes, we've enhanced our Customer Relationship Management (CRM) system to reduce response times and accelerate product support. Our new intelligent phone system uses heat mapping to optimize coverage during peak call volumes, minimizing wait times and ensuring you get the answers you need fast.

In May, we launched a new training website designed to make learning and certification management easier. You can now easily access certificates, assign company training administrators to oversee trainees, and receive automatic reminders for upcoming expirations—streamlining your compliance and education efforts.

### CONNECTING WITH YOU—IN PERSON AND ON THE AIR

One highlight of the year was meeting many of you at the NAFED conferences. Hearing your stories, successes and challenges helps shape our approach to innovation and reminds us why we do what we do.

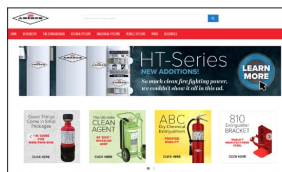
To keep the conversation going, we launched a new podcast this summer. Each month, we'll share updates, insights and stories from Amerex. Many of you have expressed interest in joining as guests—if that's you, we'd love to hear from you! You can find us on Spotify and YouTube. We're also continuing to publish blogs and Tech Tips to keep you informed and inspired.

### BUILDING FOR THE FUTURE

If you've toured our facility recently, you've seen firsthand the investments we're making in automation and efficiency. Our team is actively evaluating production methods to accelerate output and improve overall performance.

At the same time, we are tackling the root causes of recent delivery challenges. Several initiatives are underway to improve lead-time accuracy, including new internal workflows and system upgrades that streamline how lead times are tracked and communicated. These efforts are designed to boost transparency, consistency and responsiveness—benefiting both our internal teams and our customers.

As we look ahead, our commitment remains unwavering: to deliver exceptional products, responsive service and meaningful innovation to support your success. Every investment we make—from technology upgrades to training tools—is driven by our dedication to you. Thank you for being part of the Amerex community. We're excited for what's next, and we're honored to grow alongside you. 🌟





## Cleaning the Cahaba

Amerex team members recently rolled up their sleeves and teamed up with the Cahaba River Society for a cleanup day along Shades Creek Parkway in Vestavia Hills to kick off Earth Week! The effort brought together not only Amerex employees but also other local businesses and community members, all committed to protecting one of the area's most scenic natural spaces. Volunteers collected litter along the walking paths and waded knee-deep through 3 miles of the creek to retrieve trash from the water. Items found included tires, footballs, cans, plastic bottles, chairs and mattresses—though the most common item was plastic grocery bags.

After several hours of hard work, the team took a short break before beginning the task of sorting the waste. Trash was separated into recyclable materials and

landfill-bound debris, and volunteers were also given an educational overview of the local salamander population and ongoing conservation initiatives to preserve the ecosystems these creatures depend on. In total, the group collected a staggering 1,986 pounds of trash, with a significant portion able to be recycled or reclaimed.

The day ended not only with a sense of accomplishment but also with a deeper awareness of how small, everyday choices can impact the environment. “After putting in so much effort to clean up such a beautiful area, it’s hard not to reflect on what else we can do,” says one team member. From reducing plastic use to rethinking the need for single-use items, the experience sparked conversations about personal accountability and sustainable habits. Amerex was proud to sponsor the event and even more proud of the employees who gave their time and energy to make a difference.



LEFT TO RIGHT: Brayden Banks, Bryan Payne, Linda Cordor, Mexi Green, Nancy Heard, Chris Thomas, Kyle Clemons, Maggie Espinoza, McKenzie Kemp and Tavner Green. IN FRONT, LEFT TO RIGHT: Riley-Kate Justice and Gidget Yeager.



## Amerex in Action: Building Brighter Futures

At Amerex, community involvement is more than a tradition—it's a reflection of our values in action. Recently, our team came together to support two meaningful projects that uplift local neighborhoods. At Tarrant Elementary School, fifteen Amerex employees volunteered their time to paint and refresh the school's interior, helping create a brighter, more welcoming space for students and staff. Meanwhile, another group joined Habitat for Humanity in Bessemer's Hopewell Crossing neighborhood, assisting with home construction by installing siding on new houses. As Lanika Johnson, Production Manager, shares, "Volunteering is from my heart. It shows the community that we care and we are here to lend a helping hand." Whether improving a place of learning or helping build a home, Amerex team members continue to show their dedication to making a lasting difference.



Matt Wilkes and Troy Phillips



Lanika Johnson and Erik Witte



Kyle Clemons

## Extreme Classroom Makeover 2025

Amerex is proud to announce the winners of its 2025 Extreme Classroom Makeover contest, an initiative designed to support outstanding educators by transforming their learning environments. This year's recipients exemplify dedication,



LEFT TO RIGHT: Amy Gunn, Carla Jenkins and Laura Carter.

creativity, and a deep commitment to student success. After reviewing numerous inspiring applications, three exceptional teachers were selected.

Among the winners is Amy Gunn, the CTE Business Education teacher at Southeastern High School in Remlap, Alabama. Amy, who was named Southeastern's High School Teacher of the Year for 2024–2025, is known for her charismatic and empathetic approach to teaching. Amy was nominated by Amerex team member Sean Terrell, whose firsthand experience with her impact made her an easy choice.

Also selected was Carla Jenkins, a Special Education teacher at Springville Elementary School. Carla's classroom serves students

with multiple disabilities, and her application highlighted her tireless efforts to create a sensory-friendly, structured, and nurturing space. She was referred by one of last year's makeover recipients. Carla's plans include alternative seating, calming zones, and tools to support independence and focus.

Rounding out the trio is Laura Carter, a Kindergarten teacher at Moody Elementary School, nominated by Amerex's Amanda Naimore. Laura recently transitioned from teaching third grade and is building her new classroom from the ground up. Amerex congratulates these inspiring educators and looks forward to seeing the transformations they bring to life. 🌟



## Amerex Welcomes a New Regional Sales Manager in Denver



Pat Goodnow brings a fresh perspective to Amerex as the new Regional Sales Manager for the Mountain Plains, including Utah, Colorado, Wyoming, Nebraska, Kansas and North and South Dakota. With years of experience leading sales teams and supporting distributors across a range of industries, Pat has built his career on

understanding customer needs, fostering relationships and finding practical solutions that drive growth. Now, he's channeling that energy into a new chapter at Amerex—rooted in purpose, partnership and quality.

Pat joins Amerex with a broad background in sales and distribution across multiple industries, but what drew him in was the culture. "I wanted to be in a workplace where the values aren't just a placard on a wall," Pat says. "You can see the McWane Way being lived out every day. I felt that from day one during my time at the Trussville headquarters."

Though new to the fire protection industry, Pat has a history of quickly learning complex, technical fields and immersing himself in the details. "You spend so much time at work, and it's important to feel like you have purpose. Amerex makes lifesaving products. That gives the work real meaning for me," he adds.

Amerex Vice President - Sales & Marketing Ben Pitts echoes that confidence. "Pat has a great track record of sales experience, particularly in industries with heavy technical information and regulation," he says. "He's been able to dive into new fields and learn quickly. He's already taken in a lot about Amerex and is ready to hit the ground running."

Pat is passionate about building strong distributor relationships and helping partners grow. "I want to understand their goals and help them get there—not just with Amerex products but with the kind of support that builds a true partnership," he says.

Outside of work, Pat enjoys Colorado's outdoors with friends, barbecue weekends and cruising in his classic

Toyota MR2. He's also a self-proclaimed business nerd who thrives on understanding how things work—whether it's his car or a customer's sales strategy.

"I'm excited to be part of this team and this mission," he says. "This is a product I'm proud to represent and a company I believe in."

Welcome to the team, Pat.

## Riley-Kate Justice Takes On Business Solutions Role



For Riley-Kate Justice, every challenge is an opportunity—and every improvement starts with listening. After five years of driving process enhancements and championing the customer voice at Amerex, Riley-Kate has been promoted to Business Solutions Manager in the sales and marketing group.

In her new role, she leads projects aimed at improving internal systems and streamlining operations, all with a focus on enhancing the customer experience. "I enjoy problem-solving and looking for better ways to do things. I spend time researching new technologies and exploring functionality within our operating system to identify process improvements that can boost efficiency or provide new tools to our customers," she says. "This role has given me the ability to step back, identify bigger projects and plan for long-term updates."

Riley-Kate's path to this role has been shaped by a series of hands-on, customer-focused positions. Most recently, she worked in customer engagement, collecting feedback and translating it into actionable changes. "We are investing focused time and resources into identifying key touchpoints that drive efficiency in our order fulfillment process," she explains.

In addition to improving transparency—like real-time updates on order status—Riley-Kate's cross-functional role opens up opportunities to work and strategize with different departments outside of sales, from shipping to credit to operations.



Her dedication is deeply rooted in Amerex's mission. "We're so proud of the product we make. We never take producing a life safety device for granted," she says. "Everything I do revolves around that goal: delivering a high-quality product and making sure our distributors have the tools and support they need to succeed."

As Business Solutions Manager, Riley-Kate is focused on the future by building stronger systems, smarter workflows and an even better experience for every Amerex customer. She says, "We want working with Amerex to be the best part of our customers' day."

## Kendall Pate Named Business Development Manager



Kendall Pate is stepping into a new role as Business Development Manager for Amerex—and he's bringing a deep understanding of the products and a passion for connecting with people to the job.

His journey with Amerex began 23 years ago. "I never thought I would stay with one company for this long," Kendall says. "After that first door opened to join the Vehicle Systems Engineering team, it seems like opportunities have continued to evolve for me throughout my career here."

He's had a steady climb through engineering and leadership roles, from Engineering Manager for the vehicle systems products to overseeing the overall Product Engineering team. His new role marks an exciting shift. While he still enjoys—and contributes to—engineering projects, Kendall is focusing on building strong business development relationships by promoting the Amerex brand.

"I'm excited to have the opportunity to connect with current and potential new customers," he says. "It feels like the right time for me. Having the industry knowledge to speak confidently to the business should pay dividends. I enjoy discussing the details that it takes to achieve the quality that goes into the products that serve this industry."

In his new role, Kendall will focus on growing opportunities around existing products by supporting distributors and expanding new business development opportunities.

Outside of work, Kendall enjoys spending time with his family and being outdoors—playing baseball, fishing or relaxing with friends at the river. The Pates just bought a new home, and they're in the thick of making it their own.

As he begins this new chapter, Kendall is eager to meet new people and reconnect with those he already knows from his time in the business. "With Amerex, it seems like there are opportunities around every single corner when it comes to fire protection, and those opportunities are limitless," he says.

## Amerex Welcomes Earl Bradberry as Territory Sales Manager



Amerex is excited to announce that Earl Bradberry has stepped into a new role as Territory Sales Manager, reporting to Bobby Agee. Earl will be responsible for managing sales across Florida, as well as portions of South Alabama and South Georgia.

Earl joined Amerex in August 2022 after graduating from Auburn University, where he earned a degree in Mechanical Engineering. "I've always had a knack for problem-solving," Earl shares. "Mechanical engineering gave me the versatility to explore different paths."

He began his career in the Product Development Group, focusing on the KP system side of the business. Over the past three years, Earl has contributed to several high-impact engineering projects, including appliance initiatives with Chick-fil-A and other large chain accounts, as well as securing EN 17446 European approval with BRE.

In August, Earl transitioned to the Sales Team as Territory Manager for the Southeast. "While I've always enjoyed the technical side of engineering, what truly motivates me is building relationships with customers and helping them find solutions," he explains. "This role allows

# employee SPOTLIGHT

me to combine my technical background with strong communication skills to bring real value to our team.”

Ben Pitts, Vice President – Sales & Marketing, shared his enthusiasm for Earl’s new role:

“Earl has consistently demonstrated a strong technical foundation and a genuine passion for customer engagement. His transition into sales is a natural fit, and I’m confident he’ll be a tremendous asset to the team and to our customers.”

Earl is especially excited about working directly with customers. “Each customer is unique, and I look forward to understanding their challenges and aligning our products to meet their needs. My goal is to build long-term partnerships and be a reliable resource.”

When asked what ‘Quality Behind the Diamond’ means to him, Earl reflects on his time in product development: “I’ve seen firsthand the care and precision that goes into every Amerex product. The diamond represents strength and value—just like our products, which consistently earn the confidence of our customers.”

Please join us in congratulating Earl on his new role and wishing him continued success as he brings his passion and expertise to the field.

## A New Era for Amerex Defense: Leadership, Legacy and the Road Ahead



In the high-stakes world of military fire suppression, few names carry the weight of Amerex Defense. With a legacy of innovation built under the guidance of longtime leader Ken Mier, the department has been recognized for engineering excellence, mission-critical products and strong partnerships with the U.S. military and allied defense agencies.

Now, as Ken prepares for his next career phase after decades of transformative leadership, the department is entering a new era—one that honors his legacy while expanding the boundaries of what’s possible.

At the helm is Chris Nichols, newly appointed Managing Director of Defense, International and Aviation. With years of experience across the McWane family of companies and a high regard for the people who make Amerex tick, Chris is ready to lead the team into the future.

**“ Ken’s ... been humbly responsible for many of the innovations and market leadership that define Amerex today. ”**

**CHRIS NICHOLS**

“Ken’s legacy, and that’s really the best thing to call it, a physical legacy, lives on through every product we continue to engineer,” says Chris. “He’s been humbly responsible for many of the innovations and market leadership that define Amerex today. My goal is to build upon that legacy by empowering our team to continue pushing innovation forward.”

### A LEGACY ENGINEERED BY HUMILITY AND VISION



Chris has had a front-row seat to Ken’s leadership throughout his past few years at Amerex. “Ken is an extremely gifted engineer, but more than that, he’s a person of humility and integrity,” he says. “He knows our products and systems like the back of his hand, every detail and every use case. The newer and younger engineers we have on staff are lucky to be here

with him, to have him available to learn from.”

The next generation of the Amerex Defense team is already in motion with Ken’s retirement scheduled for the end of 2025. The team has undergone strategic transitions, bringing on new talent and expanding roles to meet this moment for the company.

### MEET THE AMEREX DEFENSE TEAM

Amerex is thrilled to have Tad Halcomb join as Defense Sales Manager, bringing a wealth of institutional knowledge and customer relationships with him. (You may have seen him in our instructional videos on the Amerex YouTube channel. Find us @amerexfire939.) Connor Feemster, a Huntsville, Alabama, native with nearly a decade of



***“We’ve built a very high-functioning team ... everyone clicks, shares the mission and brings their best to the table.”***

experience in the defense industry, joins as Product Manager. And Dan Besaw, longtime project manager and former Oshkosh Corporation leader, continues to play a pivotal role in aligning Amerex solutions to meet original equipment manufacturer needs.

They are supported by Angie Littleton, who is fondly known as the team’s “quarterback” and keeps operations and communication flowing, and Mandy Stanford, who is extremely knowledgeable and handles our intensive contracts. Of course, the team is just one part of a growing network of collaborators across the business.

“We’ve built a very high-functioning team,” says Chris. “It’s one of those situations where everyone clicks, shares the mission and brings their best to the table. It’s a team I’m proud to be a part of.”

## WHERE INNOVATION MEETS MISSION

Amerex Defense continues to serve as a go-to supplier for military vehicle fire suppression and detection systems, both in the U.S. and among its allies. The team is laser-focused on listening to what the global defense community needs—and responding with solutions that are rugged, responsive and built for the battlefields of the future.

“Whether it’s IEDs, RPGs, drones or other threats, the nature of warfare is evolving, and so are the risks to operators and equipment,” says Chris. “We’re continuing to learn from conflicts like the one in Ukraine and building systems to respond faster, smarter and more effectively.”

As he looks ahead, current and upcoming product innovations include:

- BrX wheeled units and BrX clean agent extinguishers, set to launch in the fourth quarter of this year.
- Expanded vehicle suppression systems tailored to new military OEM partners and global markets.
- Continued growth of Amerex’s aviation extinguisher line to continue to meet international regulations.

## EYES ON THE FUTURE

Even as Amerex Defense prepares for whatever the future may hold, its roots remain strong. The team feels anchored by the wisdom Ken has brought to the forefront of their work together and strengthened by their shared values of technical excellence, humility, and purpose in creating products and systems that protect people and property.

***“Our long-term goal is also clear, and that’s to be the world’s most trusted name in defense fire suppression.”***

“Our short-term goal is to soak up as much as we can from Ken before his retirement,” says Chris. “Our long-term goal is also clear, and that’s to be the world’s most trusted name in defense fire suppression.”

The Amerex team is always committed to innovating where it counts and delivering when it matters most. As the department grows more visible in the U.S. and abroad, the mission remains the same—protect lives, defend equipment, and lead the way in fire suppression quality and innovation. 🌟



Tad Halcomb



Connor Feemster



Dan Besaw



Angie Littleton



Mandy Stanford

# A CLOSER LOOK AT Katahdin Fire Company, Inc.

**THIS AMEREX CUSTOMER IS USING OUR VEHICLE SYSTEMS TO PROTECT MAINE'S FORESTRY INDUSTRY, ONE MACHINE AT A TIME.**

**N**estled in Old Town, Maine—where the state's vast forests meet the machinery that drives its logging economy—Katahdin Fire Co. has become a trusted partner in fire protection. Specializing in vehicle fire suppression systems for heavy equipment, the company plays a critical role in safeguarding the Northeast's forestry and waste management industries.

Founded in 2011 by Chad Morin, a former forestry operator with deep industry roots, Katahdin Fire Co. is known for fast, high-quality installations and a commitment to keeping machines (and their operators) safe in some of the toughest working conditions.

## *From the Forest Floor to Fire Protection*

"I've been in the business since 2000," says Chad. "I started as an operator in forestry. When my wife

graduated from Central Maine, I took a job at Caterpillar, where I met someone installing fire systems. It gave me a way to stay close to the forestry world but also be home every night."

That blend of industry knowledge and practical motivation launched a new chapter for him. After more than a decade working for a regional installer, Chad founded Katahdin Fire Co., and loyal customers quickly followed. "Since then, it's just been growing and growing," he says.

## *Built for the Field*

Katahdin Fire Co. focuses almost exclusively on vehicle fire suppression systems, with about 75% of its work in forestry and the remainder in landfill and waste management operations. "All we do are vehicle systems," Chad says. "That's kept us busy—more than busy."

Their installations are fast, efficient and, above all, reliable. "We can install an Amerex system in four to five hours with two or three guys," he says. "Amerex is simple but robust. It's exactly what our customers need."

## *A Team That Gets It*

What sets Katahdin apart isn't just the quality of the equipment; it's the people who install and service it. Chad has built a small but seasoned team of professionals who know heavy equipment inside and out. "It takes a special breed of guys to do this work," he says. "We wouldn't be where we are without them—it would just be me in northern Maine."

He credits working with people like Scott Dionne, a





**“ Amerex is simple but robust.  
It’s exactly what our customers need. ”**

**CHAD MORIN**

veteran logger, and his wife, Sarah. “Loggers and people in this industry are the best people out there. They work hard and notice other people who work hard,” he says.

With over 25 years of combined experience, the Katahdin team’s deep knowledge of heavy machinery and fire suppression has allowed them to serve customers across Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, New York, Connecticut and into Pennsylvania.

### **Adapting to a Changing Industry**

The fire risks associated with heavy machinery are shifting. “We’re starting to see liquid systems slowly phase out,” Chad says. “New diesel emissions are changing things. We used to see hydraulic failures, but now it’s more electrical fires—Class C fires, where dry chemical systems are better suited.”

That’s where the Amerex partnership comes in. Rugged, reliable and designed to meet real-world demands, Amerex vehicle systems are helping Katahdin protect assets worth hundreds of thousands of dollars.

“A piece of forestry equipment can cost \$400,000 to \$500,000,” Chad notes. “We’re lucky to have customers who believe in fire equipment and maintain it.” He shares that they have an average of 60 to 75 fire incidents a year

and lose fewer than five machines. That’s a huge savings for Katahdin customers—and their insurers.

### **Deep Roots, Strong Values**

Chad’s passion for the industry is rooted in his upbringing. His father, Andrew Morin, entered the logging business in the late 1980s and later gained fame as one of the featured workers on the popular Discovery Channel series “American Loggers,” which followed the daily routine of the logging operation where he worked.

“I grew up in the logging industry, and I always wanted to build something of my own,” Chad says. Today, that vision has grown into a company trusted across the region for its expertise, integrity and dedication to safety.

From remote logging camps in northern Maine to high-traffic landfills in the Northeast, Katahdin Fire Co. is on the front lines—installing fire systems that protect lives, machines and the industries that power local economies.

With Amerex by their side, they’re keeping the wheels turning and the flames at bay. 🔥



# Jacy Whitaker Completes Leadership Trussville Program

**A**merex Director of Human Resources Jacy Whitaker recently completed the Leadership Trussville program, joining a select group of professionals committed to strengthening their community. As a member of the third class, Jacy brought her positive energy and professional insight to every session—representing Amerex and its McWane Compass values with pride.

Her involvement with Leadership Trussville began when she presented during a session sponsored by the company. “I had the opportunity to speak about Amerex and our Compass values,” Jacy recalls. “That experience really sparked something in me to get involved.” Encouraged

by President and CEO Harrison Bishop, she applied for the next cohort and was selected by the Leadership Trussville board through a competitive process focused on leadership potential and community engagement.

The program offered an immersive look at Trussville’s inner workings, from city services to historical landmarks. “You get a front-row seat to everything from the fire department to the court system, and you really start to understand how the city operates,” Jacy says.

**“If you’re going to be a leader, you’ve got to lead with a servant’s heart. There’s always more work to be done and more ways to give.”**

She especially valued Community Day at the senior activity center and learning about the area’s rich history and the unique legacy of the Trussville Projects, one of only five initiatives of its kind in the nation. But it was the group project focused on improving Trussville schools that left a lasting impact. Her team created a database connecting students with local businesses for internships and job shadowing opportunities.

“If you’re thinking about the future, you have to start with the kids,” Jacy says. “The Career Compass program helps students explore careers like HR or marketing before they even get to college. It’s about giving them a head start and encouraging them to come back and contribute to Trussville.”

Harrison praises her involvement, saying, “Jacy’s participation in Leadership Trussville reflects her commitment to personal growth and community impact. We’re proud to support her and others at Amerex who seek to make a difference beyond the workplace.”

Jacy encourages others to seek out similar experiences. “Do it—but commit to it. Be engaged, listen and observe. You meet so many different people with different perspectives, and it opens your eyes to all the ways you can give back. I’ll probably join another Trussville committee just to stay involved,” she says.

Her biggest takeaway? “If you’re going to be a leader, you’ve got to lead with a servant’s heart. There’s always more work to be done and more ways to give.” 🌹





# INDUSTRY RELATIONS *Update*

JAMIE KNOWLES, INDUSTRY RELATIONS MANAGER, SHARES WHAT'S NEW, WHAT'S IMPORTANT AND WHAT TO KEEP AN EYE ON.



Jamie Knowles at NFPA 2025

## THE VALUE OF STATE FIRE EQUIPMENT ASSOCIATIONS

In the world of fire protection, collaboration is essential. Years ago, fire equipment distributors in Washington state faced a significant challenge: the IFC 906.1 exception, which allowed the removal of fire extinguishers in buildings equipped with quick-response sprinklers. This change left many light hazard occupancies without the means to fight incipient stage fires—a critical first step in any layered fire protection plan.

Rather than accept this risk, these FEDs united to form the Washington Fire Protection Association (WAFPA). As a board member handling vendor relations, I quickly saw the power of organized, local advocacy. Our work caught the attention of Amerex, and a routine sponsorship request turned into a generous \$5,000 contribution from then-President Bill Beyer, who believed deeply in our mission.

WAFPA's example soon inspired others. Amerex hosted the leadership of the newly formed Oregon Fire Equipment Distributors, where member Cliff Martin suggested that all state associations would benefit from working together on national fire code issues. Bill's response? "Make that happen." That moment sparked the beginning of the 50 States Fire Community.

Today, this spirit of collaboration lives on. The National Association of Fire Equipment Distributors (NAFED) hosts annual in-person meetings and quarterly virtual gatherings, providing a network where state leaders can discuss emerging challenges and share solutions.

**FFEDA**—Florida Fire Equipment Dealers Association

**GAFSED**—Georgia Association of Fire Safety Equipment Dealers

**NCAFED**—North Carolina Association of Fire Equipment Distributors

**NJAFED**—New Jersey Association of Fire Equipment Distributors

**PAFED**—Pennsylvania Association of Fire Equipment Distributors

**FEDOT**—Fire Extinguisher Distributors of Texas

**CALSAFE**—California Association of Life Safety and Fire Equipment

**ORFED**—Oregon Fire Equipment Distributors

**WAFPA**—Washington Fire Protection Association

**IFPF**—Idaho Fire Protection Forum

## WHY DO THESE GROUPS MATTER?

National organizations like NAFED and FEMA play a crucial role in monitoring life safety code and pushing for solutions. But often, issues begin at the local level—sometimes with little industry input. State associations are best positioned to catch these problems early, bringing the expertise of fire extinguisher and pre-engineered system professionals into the conversation before policy decisions are set in stone.

States are increasingly adopting licensing and certification programs and tackling tough topics like equipment disposal. When an active state association is in place, the fire protection community has a voice in guiding more informed and practical safety decisions.

The character of these associations is as diverse as the states they serve. CALSAFE, for example, participates in state fire code advisory committees and hosts annual conferences and golf tournaments. Meanwhile, IFPF is a quieter grassroots group where local authorities and FEDs solve problems over lunch.

## WHAT IF YOUR STATE DOESN'T HAVE AN ASSOCIATION?

It's never too late to start. Talk to your peers, reach out to local authorities having jurisdiction (AHJs) and explore what's possible. A committed group, even a small one, focused on improving life safety at the state and local levels can make a powerful and positive impact in your area.

Amerex Corporation encourages every fire equipment professional to get involved—because together, we're stronger! 🌟

## Nicaragua's Servicios Contra Incendios EBEN-EZER Puts Quality First With Amerex by Its Side

**W**hen your business is built on saving lives, there's no room for compromise. That's why Servicios Contra Incendios EBEN-EZER, a family-owned fire protection company based in Managua, Nicaragua, has built its business around uncompromising standards and long-term partnerships. For 26 of its 27 years in operation, one of those partners has been Amerex.

EBEN-EZER began as a small, family-run operation started by René Martínez and his father René Osaba in the late 1990s. It was a modest local business selling commercial fire extinguishers that quickly evolved into a trusted nationwide provider of a larger variety of fire suppression equipment, including suppression systems. According to current Project Manager Jonathan Martínez—the founders' son and grandson and third-generation leader of the company—it was customer demand for higher quality that initially led them to Amerex.

"In the early days, many products in the market were

low-quality," Jonathan recalls. "But we were getting more industrial customers, more commercial kitchens, and they needed UL-listed extinguishers and suppression systems. We had to meet that demand with solutions they could trust. That's why we chose Amerex—and why we've stayed with them ever since."

***“ We had to meet that demand with solutions they could trust. That's why we chose Amerex—and why we've stayed with them ever since. ”***

**JONATHAN MARTÍNEZ**

The partnership has grown steadily over the years. While fire extinguishers remain a cornerstone of its offerings, EBEN-EZER now delivers a wide range of

LEFT TO RIGHT: Bill Silva, Alexander Morales, René Martínez and Jonathan Martínez.





***“That growth wouldn’t be possible without the support and quality of Amerex.”***

Amerex products—including kitchen protection systems, vehicle fire suppression systems and industrial fire safety equipment—to customers throughout Nicaragua.

The recent growth can be largely attributed to Jonathan’s intuition when he joined the company five years ago. That’s when he saw an opportunity to expand its fire protection systems division.

“Back then, we might complete one or two system installations a year,” he says. “Now, we average more than 25 system projects every month. That growth wouldn’t be possible without the support and quality of Amerex.”

One of the company’s most notable recent success stories came from Nicaragua’s mining sector. A major client had suffered the total loss of a vehicle after a competitor’s fire system failed during routine operations. That loss prompted the company to reevaluate its safety protocols—and turn to EBEN-EZER for a better solution.

With only eight hours allotted per machine, Jonathan’s team installed Amerex vehicle systems on three machines under intense time pressure. “There was no margin for error,” he says. “We coordinated closely with Amerex to get everything we needed—and we delivered.”



“That’s exactly what Amerex stands for. They’re not the cheapest, but they’re the best. My dad always said Amerex is like the Lamborghini of fire protection,” he says.

Today, Servicios Contra Incendios EBEN-EZER employs more than 150 people and serves high-profile clients such as Carl’s Jr. and Pollos Narcy’s restaurants across Nicaragua. Every new location features an Amerex kitchen fire suppression system—a testament to the consistency and reliability of the products.

***“Our motto is: We don’t compete on price. We compete on quality, trust and confidence ... If a customer leaves because of price, they’ll come back because of quality.”***

The client was amazed. “They told us, ‘Don’t disappoint us.’ And we didn’t.”

That single project led to additional installations, and the mining company is now outfitting more of its equipment with Amerex systems.

But this story isn’t just about fire safety—it’s about shared values. “Our motto is: We don’t compete on price. We compete on quality, trust and confidence,” Jonathan says. That mindset is summed up in one of his favorite motivators: “If a customer leaves because of price, they’ll come back because of quality.”

“Our business is about protecting lives and investments,” Jonathan says. “We eat, breathe and live fire protection. And when we sell a system, we have to believe in it. That’s why we work with Amerex.”

Looking ahead, Jonathan sees continued growth and an even stronger partnership.

“We want to keep expanding our offerings, keep improving what we do and keep working side by side with Amerex,” he says. “When you find a partner who shares your values, you stick with them. That’s how you build a business that lasts.” 🌟

## A Cleaner Way to Fight Fire: Introducing Our Latest Clean Agent Solutions



This year we have expanded our clean agent portfolio with two additions designed to meet the evolving needs of modern fire protection. Clean agents are critical in environments where residue, conductivity, and downtime are simply not acceptable—think data centers, healthcare facilities, museums, and advanced manufacturing.

These agents suppress fire effectively while preserving sensitive equipment and minimizing environmental impact.

First, we added three new models in our HT Series. Originally developed for aviation applications, the HT Series now offers even more flexibility with added sizes

ranging from compact to high-capacity. Using Halotron® BrX, these extinguishers deliver powerful knockdown performance with zero residue and low Global Warming Potential (GWP), all housed in rugged aluminum or steel cylinders built for demanding commercial settings.

Second, meet the SF 1230™ Wheeled Extinguisher—our most sustainable large-scale clean agent solution yet. With a GWP of just 1 and an atmospheric lifespan of five days, SF 1230™ fluid sets a new benchmark for environmental safety. Its heavy-duty design and 150 lb capacity make it ideal for industrial use, offering unmatched protection with minimal ecological footprint.

These innovations reflect our commitment to safety, sustainability, and performance. Clean agent technology isn't just the future—it's the now.

*By Brayden Banks, Product Manager – Hand Portables*


### AROUND THE OFFICE

## *A Taste of the Northeast, Courtesy of Chris*

One of the sweetest traditions at Amerex isn't just the treats we share; it's the thoughtfulness behind them. Our Regional Sales Manager in the Northeast, Chris Bullock, has made it a point to bring a little taste of his hometown with him every time he visits the plant in Trussville.

Last year, Chris surprised the Customer Success team with something special: warm, fresh Philadelphia pretzels. And not just any pretzels ... he carried 25 of them all the way from Philly to Trussville. Knowing he had a plan, Chris arrived at the airport with an empty backpack and two rolls of aluminum foil. After a pit stop at his favorite bakery, he carefully wrapped the bag of pretzels, packed them into his carry-on and hopped on his flight. A few hours later, he rushed straight to Amerex from the airport, grinning ear to ear as he unzipped his backpack to unveil the still-warm pretzels, complete with two mustard dipping sauces. The Customer Success team was thrilled, not just by the snack but by the thoughtfulness.

This year, Chris kept the tradition alive with another hometown favorite. He arrived with an iced pound cake from one of his go-to bakeries, Stock's Bakery of Philadelphia. Once again, the treat was sliced, shared and enjoyed by the team. More than just a sweet bite, it was a reminder of how food brings people together—and how Chris goes out of his way to create those moments of camaraderie.

Here in the South, we pride ourselves on hospitality and always have a treat ready for our guests who visit our facility. Chris, with his own Northeastern twist, has shown that same spirit. His gestures remind us that it's not just about the food—it's about the thought, the connection and the joy of sharing a little piece of "home" with one another. 



TOP: Iced pound cake from Chris' favorite bakery. ABOVE: Chris Bullock with still-warm Philadelphia pretzels.



# events 2025–2026



EVENT DESCRIPTION	LOCATION	DATES
PaFED	Prussia, PA	Sept. 16–17
NCAFED	Charlotte, NC	Sept. 24–25
VS Training Class	Birmingham, UK	Sept. 30–Oct. 1
KP / IS Training Class	Harrisburg, PA	Sept. 30–Oct. 1
VS Training Class	Harrisburg, PA	Oct. 2–3
CALSAFE	San Bernardino, CA	Oct. 3–4
AUSA	Washington, D.C.	Oct. 13–15
FEMA Fall Meeting	Phoenix, AZ	Oct. 15–17
HOST	Milan, Italy	Oct. 17–21
CCFS Forum	Orlando, FL	Nov. 11–13
KP / IS Training	Dallas, TX	Nov. 11–12
VS Training	Dallas, TX	Nov. 13–14
VS Training	Trussville, AL	Dec. 2–5
KP / IS Training	Trussville, AL	Dec. 4–5
2026		
NAFED	Las Vegas, NV	March 12
NAFED	Atlantic City, NJ	April 9
NAFED	Cleveland, OH	May 14

# *why* AMEREX?

## **QUALITY**

Amerex didn't become a global market leader overnight.

Our business has grown year after year based on our products' reputation for performance and durability in even the most rugged environments.

## **INNOVATION**

Because Amerex is independently owned and forward thinking, we are continuously innovating and investing for the benefit of our customers and those they serve.

## **SERVICE**

Amerex was founded on a mutual appreciation for premium quality in products and customer service and the importance of interpersonal relations.



**Quality is Behind the Diamond®**

7595 Gadsden Hwy. P.O. Box 81 Trussville, AL 35173 Ph: (205) 655-3271  
[www.amerex-fire.com](http://www.amerex-fire.com) [webstore.amerex-fire.com](http://webstore.amerex-fire.com) [customer.service@amerex-fire.com](mailto:customer.service@amerex-fire.com) [intl.sales@amerex-fire.com](mailto:intl.sales@amerex-fire.com)



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