

*AMS DIRECTORS REPORT*  
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The trend toward full recovery continues in the Canadian fire sprinkler industry. The downturn that we experienced in 2009 and the resulting challenges we all faced, necessitated course adjustments and provided a chance to fine tune our organizations. Today, the prospects for growth are evident in many parts of the country and activity has stabilized. Construction starts in the commercial and institutional segments are showing gains since 2009 and this will bring some needed lift within the sprinkler industry. We have good reason to feel optimistic.

While material price increases are usually unwelcome, they most often reflect an increase in demand and the type of marketplace momentum that benefits all of us. These developments, combined with the increases in sprinkler head shipments into Canada and the corresponding growth in man hours are all indicators of resurgence.

As always, we have opportunities to impact our own destiny in terms of ensuring all types of occupancies and structures are protected. It is the responsibility of all of us to promote and secure the use of fire sprinkler protection anywhere that lives and property could be at risk. In order to maximize impact, there is a need to consolidate our resources and accelerate our progress. The recent moves to integrate the efforts of residential sprinkler proponents into a unified force under the Home Fire Sprinkler Coalition banner in Canada will help drive positive change in that particular market segment.

The AMS group of manufacturers and suppliers remains an integral part of our Association. The initiatives undertaken in recent years have produced progressive results including the establishment of the Industry Advancement Fund, enhanced contributions through a new dues structure, consistent support of the advertising and sponsorship vehicles offered by CASA and a measurable and significant increase in membership participation levels across the country. Most recently, the AMS has also developed and implemented a Code of Ethics that ensures the highest standards and encourages best practices amongst our members.

We are all looking forward to the 50<sup>th</sup> Anniversary celebration in Toronto. This year, the event presents an opportunity to reflect on our successful history and as always, to renew acquaintances with our industry colleagues. Most importantly, it should serve as a catalyst for expansion. As our industry grows in the coming years, our Association must grow in parallel. We should do all we can to ensure that the voices of expertise in fire sprinkler protection are united as one team.