

GREAT GRIZZLY TIMES

#23 DECEMBER 2016



A MESSAGE FROM THE PRESIDENT



Richard Shields, President

Tuesday Holiday's ~ How To Increase Sales!

The summer and fall have zipped by, and we'll soon find ourselves with only six months remaining before July 4th. Our biggest holiday of the year will be falling on a Tuesday in 2017. This will make some sales data a little out of the ordinary, as we have learned over the course of our 60 plus years in business. We have analyzed and compared sales based upon the day of the week over

time, and we have noticed several recurring patterns over the years.

Typically when the 4th falls on a Tuesday one will notice that sales usually are not nearly as high on the 3rd as they normally are. The Friday before the 4th will most likely be one of your busiest days, and the bulk of the sales will be spread out over the course of several days rather than two.

Most retailers would agree that maximizing and generating more early transactions should be a significant priority when developing a business plan this season.

The super competitive markets of today have created the need for retailers to find even more ways to steer people to their sites than ever before. We are one of the few industries that are not losing sales to the internet, but there has been a major increase in the sheer number of competitors. New legalizations in several states have also raised the competitive stakes.

Traditional marketing methods, such as newspaper and radio, have become less effective as the younger, and more connected, customers are locating retail venues through social media and other virtual amenities. Your virtual means of advertising have to be up to date and more attractive than ever before, because the big spending fireworks enthusiasts are most certainly paying attention! Targeting your ideal

market takes some skill, as well as trial and error, but utilizing such forms of advertising is essential in today's highly competitive market.

Email marketing is an ideal way to reach and continue to reach customers that holiday shop each season.

Continued on page 5

WHAT'S INSIDE

A Message from the President	1
Holiday Craft & Passfire Review.....	2
Anouncements.....	3
New Products & APA Info.....	4-5
Introductions & Word Search.....	6-7
Need to Know Info	8

- Certificates- Roll Call - Industry Events

North Central Industries

Corporate Office
1500 E. Washington St.
Muncie, IN 47305

Production Facility
2627 S. Walnut
Muncie, IN 47302

Phone 765-284-7122
800-800-2264

Fax 765-284-5788

Connect with North Central and other firework fans on our social media:



facebook.com/ncigreatgrizzly



twitter.com/North_Central



youtube.com/user/northcentralfirework



pinterest.com/greatgrizzly

Don't forget our website, where you can check out videos and descriptions of your favorite products!

www.greatgrizzly.com

CONTEST & CRAFT

Recently we held a contest on our Facebook page. Two people who liked and/or commented on our post won a wreath made by our staff. You can also learn how to make one by checking out the detailed tutorial over on our Facebook page.



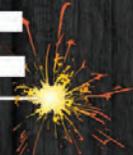
Items you will need:

Wire coat hanger
Pliers
Glue Gun
Ornaments in various sizes and colors
Ribbon or other embellishments

How To:

1. Open the hanger and shape it into a circle
2. Using the pliers, bend each end of the wire into a small hook (this will allow you to connect the 2 ends when you are finished)
3. Use the glue gun to glue the tops of the ornaments, so that they will not fall off
4. Thread the ornaments onto the wire; make sure to vary the different ornaments while adding them. You want them to overlap and bunch up.
5. When the wire is full, hook the two ends together and use the pliers to close the hooks
6. Add your ribbon and/or other embellishments

PASSFIRE



Have you ever been curious about how fireworks are used around the world? Passfire will satiate your curiosity and then some. From the US, to the UK, to Turkey, where they sell fireworks out of gun shops, to Spain, where people are shown walking the streets throwing large firecrackers on an average day. On to Mexico where bottle rockets are being lit by hand and let go. One of the most interesting festivals is in Mexico, they build large structures out of wood wrapped it in fireworks and some even have moving pieces. They also build several bull structures that are considered to be the Patron Saint of Fireworks. If you are burned by one of the sparks from the bull it is considered to be a blessing from the saint. You see people dancing among the sparks in the dark of night and it looks to be quite the fireworks safety hazard, but it allows you to see their passion and I don't believe anyone involved minds a few minor burns. From Mexico they move to the Philippines for the World Pyro Olympics, then to South Africa to meet a few pyrotechnicians with a story to tell and from there they head to India where their salutes are the largest I've ever seen. They go from Kenya to Canada to Italy. That's not even half of the amazing places they visit in this documentary. Passfire takes you through a journey of fireworks that many enthusiasts would only dream about. You get to learn how fireworks are used, made, celebrated, and enjoyed all around the world. If you haven't seen Passfire I highly suggest you do yourself a favor and grab a copy at Amazon.com!

ANNOUNCEMENTS



NCI Opens New Facility In Georgia

We are very pleased to announce that we have expanded operations into Georgia. In June of 2016 we acquired a new facility located off of I-75, just south of Atlanta, in the community of Forest Park. The new facility is easily visible from I-75, and it is accessible from exits 235 and 237. The facility spans over 140,000 sq. ft., and it will enable us to provide even better service to our customers in

the south. It will also enable us to reach new customers that we were never able to reach before.

The state of Georgia passed legislation in 2015 that allowed the importation, storage, retail, and wholesale sale of fireworks. We are proudly the first import and wholesale company to establish a major distribution center in the state of Georgia.

Be on the look-out for our grand opening in the early part of 2017.



**5300 FRONTAGE RD.
FOREST PARK, GA 30297**

**OFF OF I-75, ACCESSIBLE
VIA EXITS 235 & 237**

***NEAR THE FARMER'S MARKET**

Customer Recognized

One of our customers, Larry Cornellier Sr. was recognized by the state of Wisconsin's Senate this fall for his dedicated years of service in the fireworks industry. Larry has been in the fireworks business for 45 years and has led the way for other retailers in Wisconsin.

NCI is proud to know and congratulate Larry Cornellier Sr. on this well-deserved honor.

Credit Card Authorization Policy

North Central Industries, Inc. will be enforcing our credit card authorization policy in order to protect our customers as well as ourselves from fraudulent transactions. For in person transactions be prepared to show ID. Phone transactions will require a Credit Card Authorization Form as well as a copy of your ID. These can be faxed or emailed. If you have any questions prior to ordering please contact Kim Reynard, Office Manager, in order to prevent a delay in shipment.

SOME NEW PRODUCTS FOR 2017



Product Descriptions

Big 'N Bold – Big 'n Bold red, green, and yellow palms with white glitter turn to alternating red bouquets, white glitter, and blue stars. Final 3 shots are of crackling willows. Enjoy this 18-shot 500 gram cake.

Photo Finish – Show off with alternating brocade, and cracking flowers. This 16-shot cake ends with a 4-shot finale.

Bold Colors – Go bold with red, white, and blue pearls, and glitter with brocade. This 16-shot cake ends with a 4-shot brocade finale.

Gone Ballistic – Some of the best double and triple break shells this year. Twelve each for a total of 60 breaks.

Educating Youth to Celebrate Safely

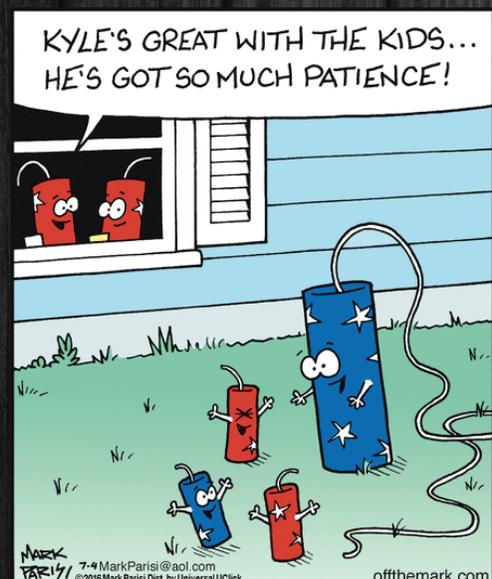
Who We Are
The American Pyrotechnics Safety & Education Foundation is a charitable organization focused on creating fireworks safety and education programs for youth.

Join Us

- ✓ Educational Resources
- ✓ Videos
- ✓ Safety Materials

Learn about fireworks and how to celebrate safely from Professor Sparkz

www.CelebrateSafely.org



Leading the Fireworks Industry – The Role of the APA



The American Pyrotechnics Association (APA) is the premier non-profit trade association representing manufacturers, distributors, suppliers, and importers in the United States fireworks industry. Since 1948 the association's mission has been to encourage safety in the design and use of all types of fireworks, provide industry information and support to its members, and promote responsible regulation of the fireworks industry. NCI is a longtime member of the APA and supports its efforts to Preserve and Promote the American tradition of fireworks by:

Building Relationships with Policy Makers to Move the Industry Forward

The APA is the voice of the fireworks industry 365 days a year on Capitol Hill and with key regulatory agencies such as DOT, ATF, and CPSC. By achieving legislative & regulatory victories, APA helps the entire industry survive and operate more efficiently.

Facilitating Education & Training

APA provides training for industry members to understand & comply with regulatory responsibilities. The association develops educational DVDs, publications & training programs that explain regulations & encourage safety. APA cultivates positive relationships within the enforcement community by serving as a resource for information and training. APA develops programs that set the standards for state & local entities and has worked with other entities including the National Football League to develop guidelines for the safe use of pyrotechnics.

Generating Positive Public Relations and Promoting Safe Use

When the media or general public has questions about fireworks, the first call they make is to the APA, the comprehensive source of information on all aspects of the fireworks industry. The APA compiles industry statistics and facts, and serves as a central information source on regulatory actions and other matters pertaining to the pyrotechnics industry. The association supports educational efforts regarding fireworks and their safe use through its charitable foundation.

Interested in Learning More?

Learn more about how you can help the APA and its efforts to maintain a healthy and vibrant U.S. fireworks industry by contacting their Manager of Member Services, Annelise Gillespie at agillespie@americanpyro.com

Continued from page 1

There is a fine line on getting the customer to willingly remit their email addresses. Giving incentives and training staff on how to engage with your customers is key to attracting and keeping your customers coming back. You get them in the door and have staff that is friendly, knowledgeable and most of all offer a higher level of service than is normal in most industries. The customer is always "king"!

All these are pieces to the puzzle of making your store successful year-in and year-out. As an importer and wholesaler for over 60 years we want to be your partner in supplying the products that customers want to buy and will come back to your location to purchase. We are always looking for new ways to assist our customers in selling more products.

Marketing fireworks has changed greatly in the last decade. I like to use the phrase "*Change is inevitable, Successful Companies Just Do It Sooner*". Fireworks dealers are not exempt from the forces of change.

Good luck in making 2017 your best season ever.

Sincerely,

Richard B. Shields
President

INTRODUCTIONS

MIKE PYLES REGIONAL SALES DIRECTOR



My name is Mike Pyles and I am one of two new Regional Sales Directors with NCI. I am entering my second fireworks season with NCI. I spent last year getting my feet wet in the warehouse and distribution side with NCI. It was a busy and exciting time, and I can't wait to be on the sales side of things this year to assist our customers.

I am a native of the Muncie area and have worked in sales, management and customer service roles over the last 20 years. I am the VERY PROUD father of two lovely daughters, 15 & 13 respectively that keep me busy on a regular basis! I am also a reserve police officer, active firearms enthusiast and enjoy spending time outdoors with my daughters and my German Shepherd.

I look forward to meeting all of our loyal customers, assisting with orders, products and supporting you in the 2017 fireworks season. Wishing everyone a Safe, Happy and Profitable July 4th, 2017!

K P Y R O K M B T T J N G P L
C C Y E D Q E L K E G X S P M
G V U K X Q N G O W P F K U E
Q Y U C W M Q V G D M K F H D
G W C A G B L O M I W G S E J
R I G R K H R Z Q O N K H I T
B L Y C A R J O V L Z U E W E
F L D E O C O A C X M P L Q L
A O P R Z H K W T A T V L D T
X W D I N J K L E U D P T Y S
C M F F S I F E E R N E T U I
L J V T I Y R E L L I T R A H
G J T G O O F D C C T F E I W
D J K L K M F S G C S R E R C
H I K G R E L K R A P S P P A

FIREWORK
FIRECRACKER
ARTILLERY
SHELL
CRACKLE
SPARKLER
BROCADE
WHISTLE
WILLOW
PYRO

STEVEN IRVIN

REGIONAL SALES DIRECTOR



I have been in the fireworks industry since 2006 owning and operating several retail locations in Indiana. Starting in 2013 I began working at NCI seasonally and now have 4 seasons under my belt. I am now happy to say that this fall I made the move to join the North Central team full time! I am leaving 14 years of security and fire alarm industry experience behind to pursue my passion of selling and using fireworks.

Fireworks have always been a family affair. I have a wife and 3 boys that LOVE fireworks! About once a week I get a request for fireworks before bed. It doesn't matter if we set off snakes and sparklers or 500 gram finales they are just thrilled to watch. My oldest is 6 and has started submitting ideas for fireworks designs and testing out newest novelty items. They have been very supportive of my career change.

So far I have had the pleasure of attending a couple of conventions. NFA was in Grand Rapids, MI this year and had a great turn out of industry leaders. This trip enabled us to meet with current and potential suppliers as we watched hundreds of new product demos. APA was in New Orleans, LA this year bringing with it amazing food, night life, and guest speakers. Willie Roberson, from the TV show Duck Dynasty, spoke about his businesses, successes, and family while telling humorous stories. APA allows us to keep current on changing laws, regulations, and safety protocols. Both events were very beneficial as I continue to expand my industry knowledge and we strive to bring the absolute best products to our customers.

As regional sales director at NCI I will be involved in many aspects of our business including sales, importing, product development, and day to day operations. I look forward meeting more of our current customers and continue to gain new customers.





Are you covered?

NCI offers additional insured certificates for product & premise!

Contact Nicole for more information.
nicoleb@greatgrizzly.com

Indiana Firework Distributors Association

The IFDA works to support your industry, become a member today!

Contact Executive Director
Steve Graves (800)535-7477
www.friendoffireworks.com
www.facebook.com/friendoffireworks

Pyrotechnics Guild International

2017 Convention "Kaleidoscope of Fire"
Red River Valley Fair, West Fargo, ND
Aug 5-11th, 2017
For more information on PGI:
www.pgi.org

National Fireworks Association

NFA Expo, Erie, PA
Sept 5-9th, 2017
For information on NFA's Expo:
www.nationalfireworks.org

American Pyrotechnics Association (APA)

2017 Annual Meeting & Convention
San Diego, CA
Oct 2-6th, 2017
For more information call (301)907-8181 or
www.americanpyro.com

International Symposium on Fireworks

16th International Symposium on Fireworks
Omagari, Japan
April 25-29th, 2017
For information on the Symposium:
www.isfireworks.com

ROLL CALL!

YOUR NCI STAFF:

RICHARD B. SHIELDS

PRESIDENT/OWNER - 40TH SEASON

CHARLIE PHIPPS

WAREHOUSE MANAGER - 31ST SEASON

JACK MILLER

PRODUCTION MANAGER - 28TH SEASON

BRENDA SAID

ASST. PRODUCTION MANAGER - 19TH SEASON

SEAN ALEXANDER

ASST. WAREHOUSE MANAGER - 18TH SEASON

KURT COWGILL

OPERATIONS MANAGER - 10TH SEASON

KIM REYNARD

OFFICE MANAGER - 1ST SEASON

NICOLE BURNETT

CUSTOMER SERVICE REP. - 2ND SEASON

ANGELIC WOOD

CUSTOMER SERVICE REP. - 2ND SEASON

JOSH MAHONEY

REGIONAL SALES DIRECTOR - 1ST SEASON

MIKE PYLES

REGIONAL SALES DIRECTOR - 1ST SEASON

STEVEN IRVIN

REGIONAL SALES DIRECTOR - 1ST SEASON

FREDDIE CHEN

CHINA AGENT - 11TH SEASON