

GREAT GRIZZLY TIMES

#18 December 2013



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you can check out videos and
descriptions of your favorite
products!

www.greatgrizzly.com

A Message From the President



Cost versus Quality

This is a major dilemma facing exporters, importers, wholesalers and retailers. Not just for the short term but this will be a major factor now and in future seasons.

Costs in Asia, more specifically China, will continue to rise. The currency exchange rates also are rising. This puts the manufacturer and exporter in a constant fight to either reduce quality or increase the price. Don't forget that dangerous goods manufacturing in China also has a government cost in keeping open. In a business where accidents are usually human error it is inevitable each season in Hunan and Jiangxi that the government will close the factories for inspections after an incident occurs. Last August, factories were closed for a pretty good period of time simply because these areas were having a summer heat wave. It was lost time, wages and profit for these factories.

Fireworks products are an entity that are hard to see quality issues just by looking at the product. The factory can simply use less chemical, change the formula, use a smaller tube and reduce tube strength to make a cheaper product. Wrappings and packaging are always at risk to be cheapened. Most at risk is the inexpensive and generic products.

We are always looking to keep competitive pricing with our competitors so it is a difficult balance to maintain decent quality and steady pricing. Sometimes even the best suppliers simply make the profitable items first and neglect or simply fail to make products that are not profitable to them.

We have been relatively fortunate that rules of supply and demand have been favorable in the past few years. As soon as the supply side is affected we are going to see shortages and pressure to increase the pricing.

Simply put "buyer beware". Cheap prices mean lower quality. In general, we source the majority of these items with longtime exporters that provide reasonable quality at minimal cost. Trust me, this is the beginning battle of a long war of cost versus quality!

Indiana Firework Distributors Association

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

Contact Executive Director
Steve Graves (800)535-7477

International Symposium on Fireworks

15th International Symposium on Fireworks
Bordeaux, France
Sept 20-25th, 2015
For information on the Symposium:
www.isfireworks.com

National Fireworks Association

Chateau on the Lake @ Branson, Missouri
Sept 3-6th, 2014
For information on NFA's Expo:
www.nationalfireworks.org

Pyrotechnics Guild International

2014 Convention "Iowa Thunderstorm 2014"
North Iowa Events Center @ Mason City, Iowa
Aug 9-15th, 2014
For more information on PGI:
www.pgi.org

American Pyrotechnics Association (APA)

66th Annual Meeting & Convention
Hyatt Regency @ Miami, Florida
Oct 7-10th, 2014
For more information call (301)907-8181 or
www.americanpyro.com



***Want to make cool sparkler
art?***

**Get your tripod and choose f/8,
ISO100 and set your shutter speed
1-10 seconds**

Have someone hold a sparkler

**As soon as you press the shutter, have
them move the sparkler into words or
shapes**

WebDonuts.com



The Big Day in a girl's life



The Big Day in a boy's life

WHAT'S INSIDE

A Message from the President.....	1
Industry Events.....	2
InfoFuse.....	3-4
Lori Explains Drop Shipments.....	5
Nicole's Got the Social Scoop.....	6
Kurt Knows What's Coming.....	7
Special Effects & Staff Picks.....	8
Kedric has Passion.....	9
Everyone's Favorite Assortment.....	10
Heather's Take on First Year.....	11
Insurance & Roll Call.....	12

NCI is proud to be an
authorized distributor of:

InfoFuse

PEEK-A-BOOM™

KNOW WHAT YOU'RE LIGHTING

What is the Peek-A-Boom™ and what does it do?

The InfoFuse™ Peek-A-Boom™ unit is a patent-pending solution that provides fireworks retailers the ability to demonstrate fireworks performance, product information, and optional user reviews that help retail customers make an informed purchase decision. Each unit includes a PC-based content player, software, UPC scanner, and mouse, allowing the retailer to utilize existing video and sound equipment, or to configure custom video and sound. Each unit is individually configured to contain only content sold by the retailer. A user simply scans the product UPC code which immediately brings up video of product performance. Once the video is complete (or interrupted by the user) a product page is displayed with a picture of the item, product description, reviews, cross-selling suggestions, and retailer advertising. Users can access more detail and browse the database by firework type or manufacturer, using the provided mouse.



InfoFuse demonstrating the Peek-A-Boom™ at the NFA show in September

InfoFuse

helping consumers find the best fireworks.

• Kiosk Hardware and Software • Web Components
• Content Management • Consulting Services

TO FIND OUT MORE, VISIT US ONLINE AT WWW.INFOFUSESOLUTIONS.COM

**Items Similar to:
Rabble Rouser**

- Dominator Loud Cloud**
16 shot - Whistles to crackle. River breaks. Perfect for the finale.
- Cherry Bomb Almost Illegal**
A Cherry Bomb brand 12 shot. Bursts of fabulous red, green, and silver waves ending with a...
- Dominator The Detonator**
13 shots - "The Detonator" - This cake features Mega-Burst Technology to give you the...
- Brothers Pearly Gates**
Brothers 28 shot 500 gram item. Died and gone to heaven? This one will take you to the pearly...

Learn More About The Item You Just Previewed:

Shogun Rabble Rouser

Stir up a little trouble in the night with this one. 25 shots cries cross back and forth but fortunately there is no difference of opinion... this is a great show for everybody.

VALUE: ★★★★★ AVERAGE RATING: ★★★★★

OVERALL: ★★★★★

InfoFuse wrote... Overall: ★★★★★ Value: ★★★★★

Fires many shots at once. Really neat effects! Very colorful and very loud! Kinda short, but still a good value.

There is only one review for this firework. Add your own review at: www.FireworksReview.com

Brought to you by:

InfoFuse FireworksReview.com

KNOW WHAT YOU'RE LIGHTING

InfoFuse

helping consumers find the best fireworks.

FireworksReview.com

Firework Browser

Search by Brand, Type, Duration, etc.

Supernatural Hysteria

Product Details: 28 shot, 500 gram item. Died and gone to heaven? This one will take you to the pearly...

Overall Rating: ★★★★★

Value Rating: ★★★★★

Product Details: ★★★★★

Product Details: ★★★★★

Product Details: ★★★★★

Product Details: ★★★★★

Product Details: ★★★★★

In addition to providing easy scanning and viewing of a firework's performance, the Peek-A-Boom™ uses an easy to navigate interface for users to see product information and similar items.

What will the Peek-A-Boom™ do for my business?

Peek-A-Boom™ is designed to bring transparency to fireworks purchasing. The bottom line is that there are two major reasons to implement the Peek-A-Boom™ 1) to build awareness IE, bring customers in the door and 2) impact buying behavior IE encourage customers to spend more once they are there. Most marketing expenditures in the retail Fireworks business are spent on attracting customers to the retail location. The InfoFuse Peek-A-Boom™ is one of the few marketing tools that does both. Utilizing the Peek-A-Boom™ encourages customers to shop at retail location, but more importantly it also will DIRECTLY IMPACT a customer's willingness to purchase more fireworks.

The industry's first purpose built content player*

We chose to initially offer an equipment platform that maximizes flexibility and reliability for the retailer. InfoFuse's™ use of a purpose built appliance offers four distinct advantages 1) far faster presentation of video, 2) much higher picture and sound quality and 3) utilization of a laser scanner to scan manufacturer provided UPC codes, and 4) more robust software capability and feature set due to the PC-based operating system. Other InfoFuse™ benefits include increased reliability using rugged equipment, less chance of theft, and multiple display and sound options.



Where does the content come from?

InfoFuse™ is actively working with major manufacturers and wholesalers to secure the industry's most complete database of consumer fireworks. As we build the database, we will concentrate on items that generate the most revenue for the retailer. We have developed an easy process to collect and load custom content such as user provided video such as that required for private label items. No internet access is required other than to register and update the unit periodically.

For more information about how the Peek-A-Boom™ works and to see it in action visit:
<http://www.youtube.com/watch?v=5m9-8W0fEzM> or scan the QR code.



Contact

Rick Feiner (Sr.) for more info:
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Phone: 573-270-7361

www.infofusesolutions.com



LORI ASKS... ARE DROP SHIPMENTS RIGHT FOR YOU?

Many of you may already know that I coordinate NCI's drop shipment orders. For those of you who are wondering what that means or just want to know more about our drop shipment program, this article is for you!

What is a Drop Shipment?

Basically drop shipment is a way for you to get product directly from the factory in China to your door without it even coming near our warehouse and NCI does all the coordinating on your behalf. NCI will make sure your product is produced on time and up to AFSL quality standards, your shipment will be covered under our ocean insurance, no need to get your own as well as the ocean freight contracts, customs clearance and filing, all you have to do is choose the items you want to order!

Benefits of Drop Shipments:

- **Wider product selection:** Order anything that the manufacture offers, not just items that we carry, giving you more variety! Current companies that you can get a drop shipment container from:

Dragon Star, Panda, Brothers, Hot Fireworks, PyroMooi, PyroPlanet, China National, Legend, Glorious, Forward, HopKee
And if there is another company that isn't on the list that you are interested in just let us know!

- **Less wait time = more time to sell:** Instead of waiting for us to receive, stack, store, pull, load, ship products from our warehouse, your order will be made just for you and your own container will go straight to your door from the factory!

- **Savings \$:** We are not receiving the product first so the price is an advantage to you average savings 20-30% compared to wholesale!

- **Custom products:** If I wanted a "Lori Brand" of fireworks I could have it, custom logo and all! You can get any private label for larger quantity items.

- **Peace of mind:** NCI is the importer of record so we take care of the insurance, customs clearance, freight contracts through our connections and years of knowledge.

- **Accommodating:** We are here to help you get the product you need! We can help give references of past orders to help you streamline and control your inventory, give product suggestions and more.

Things to Consider:

- **Quantity minimums:** Most factories have requested a minimum order per item of 30 cartons. Sometimes depending on the item it can be more. All items are handmade and quantities lower than that takes extra time in production. Also AFSL testing requires 20 pieces of each item for 500gram so when quantities are low the factory will either try to charge more money to produce or cancel low quantity orders.

- **Timing:** It takes average of a month from the date a container is shipped for it to arrive to your door. Factories do their best to ship at a requested time frame but it is not a guarantee as factors like weather are out of our control and can affect their production schedule so it is important to have flexibility in your schedule. For example an estimated ship date could be early March but it could ship sooner or it could ship later. It is always best to give factories as much time as possible, NCI places orders a full 12 months in advance when possible. It is not suggested that all orders be placed as early as August for the following year.

- **Consolidating:** Manufacturers cannot consolidate orders from other companies meaning you would need to fill 1 full container from one company like Dragon Star. For Example Dragon star items could not be combined in a container with items from Brothers or Panda or anyone else.

You might be looking at the things to consider list and wondering if you could make drop shipments work for you. It might seem like a challenge to meet the minimum quantities or to adjust to different timing schedule but who doesn't like a good challenge!? The benefits to the drop shipment program are immense and getting product through drop shipment containers helps our customers like you operate more efficiently. As always, if you have any questions I will be happy to answer them for you!

Side note, In September the American Pyrotechnics Association (APA) has the 2013 convention in Scottsdale, AZ. The APA challenged the Next Generation of American Pyros (NGAP) to present a 1.4g display competition. I was part of team called Fire Starters and we rocked the desert with an awesome display! As a bonus, our display was immediately followed by a huge 1.3g finale (when the music stops you can tell it's not part of our display at the 5:53 mark). As part of the event our NGAP group raised over \$30,000 for the Make a Wish Foundation. We all loved being a part of something so special!

Now find a computer, type in the link address <http://youtu.be/L9xiX4D4cVc> and sit back and watch our show.

Look forward to talking with you all soon! Cheers!



LYC_NCI@SBCGLOBAL.NET

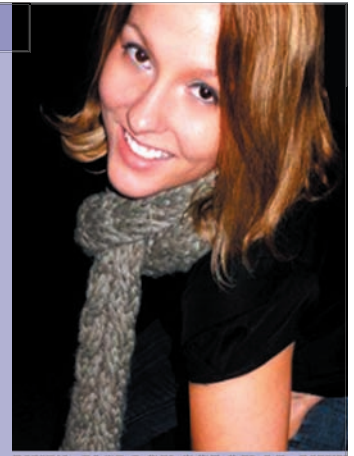
NICOLE'S GOT THE SOCIAL SCOOP!

Hello All! I hope this letter finds you in good spirits. It has been an exciting year here at North Central and as always we're looking forward to the next. Hopefully this past year we have all been able to recoup from that awful drought! We're planning on hitting the ground running this coming season and we hope that you are in the position to be able to as well! Let's sell some fireworks!!! 😊

If you couldn't get enough of us on facebook, twitter, youtube, etc..you can now find us on PINTEREST! Are any of you out there as addicted to pinterest as I am? ((crickets)) I'm sure there's a few..But seriously folks, for those of you that have websites and would like to increase traffic to these sites – adding content to various social platforms (like pinterest) can be very beneficial. Not only do potential customers find you on these outlets but by adding different keywords/TAG words the exposure also helps increase your odds of being found in various search engines like yahoo, google, etc.

Check us out at: www.pinterest.com/greatgrizzly

Last year, FOR THE FIRST TIME EVER!! We offered an entire digital catalog available to you online to download, print, use as wallpaper, whatever your little heart desired! This year will be no different! Once we have our 2014 price list available we will update the digital catalog accordingly. So keep an eye out for it online at: www.greatgrizzly.com/catalog It will be under the first category tab labeled "2014 Digital Catalog PDF"



NEW_NCI@SBCGLOBAL.NET

Lastly, I will close by telling you a little bit about my first National Fireworks Association(NFA) Convention. This year's convention was held in Sioux Falls, SD on September 4th-7th. The NFA mainly consists of a tradeshow and classes during the day and product demos during the night. During the tradeshow, we shared a booth with our lovely friends at Infuse. Let me tell you-we met so many great people! It was really nice to just get out there and meet various firework retailers/enthusiasts etc. Everyone there LOVES fireworks and it is just a neat atmosphere to be a part of. I have nothing but kind words to say about the NFA and I suggest if you ever have the opportunity you should visit a convention yourself.

I look forward to hearing from you all soon! (Why don't you ever call during the off season? 😊) Take care and have a wonderful holiday season!!

Feliz Navidad!



KURT HAS THE NEWS ON WHAT'S NEW!

Hello to all of my firework friends! Another year is in the books that came with many great experiences along with new challenges. Those of you that know me know that I very much love working in the fireworks industry. I can't imagine doing anything else. This trade is made up of many great people including suppliers, freight forwarders, insurance agents, and of course those of you that are reading this article, the retailers and final users! It is my great pleasure every year to work closely with you to provide the great products and services that make the July 4th holiday the great tradition that it is!

I am also very happy to have 2 wonderful additions to the NCI staff in 2013. We hired a new customer service representative, Heather Hines, who I am sure many of you have spoken and worked with this past season. Also, we have hired a familiar face in Kedric Aker as Sales Manager, who has had a relationship with NCI for several years. Both have done a fantastic job in 2013 and I look forward to them being a big part of the NCI team for years to come. Speaking of the team, I also want to take a moment to recognize and thank my friends and co-workers Lori Crespo and Nicole Werner for all their hard work over the past year. We have worked with one another since I started in the office in May of 2007. Their dedication and work ethic has set a great example for me to follow and I truly enjoy working with them to serve you. Of course none of this would be possible without the leadership of NCI Owner Richard Shields and the tireless work of our warehouse and production staff, thank you! Now, who wants to talk fireworks?!?!



I am proud and excited to say that NCI has confirmed that we will offer at least 31 NEW items for 2014 in 10 different categories, and between us, I expect that number to increase by the time we finalize our Spring Price Catalogs and New Items Brochure!

Another piece of news that I am excited to announce is the return of 3 vintage items that NCI has carried in the past, and has elected to bring back due to popular demand!

They are:

- #1560 Night Time Frenzy 96 Shot
- #662 Big Bertha Fountain {500 Gram}
- #648 Snap-Crackle-Pop! Cone Fountain

All of these items have been fine-tuned for improved performance and given slick new labels. That is not all! We received such a positive response from our new offering of Pyro Planet label products in 2013, we have decided to add 6 new Pyro Planet products to our catalog! I really can't say enough about the quality of both the construction and the performance of this brand of devices.

The last product, or should I say series of products, that I would like to preview for you is a new series of items that we will offer in our Premium Artillery Shell category. I think that some of you will agree that there is currently a gap in the consumer fireworks market for the casual-extreme fireworks enthusiast looking for specific types of artillery shell effects. Most retail packages these days offer assorted effects in each box. While this is good for most casual users, it makes it more difficult for those shooting consumer shows to "know what they are shooting." For example, some people may want a box of Willow Shells, or a box of Peony Shells, or a box of Palm Shells, etc. On behalf of NCI, I am happy to introduce the "Six Shooter Specialty Series" Premium Artillery Shells by Great Grizzly to our highly respected line of high-quality artillery shells!

This series will allow enthusiasts to separately purchase a box of

- Color Changing Willow ● Peony ● Pistil ● Palm ● Flying Fish Shells ●

This will aid them in building artillery shell racks and shooting backyard shows with a better expectation of which effects will be seen. I encourage you to try these premium new items out for the 2014 selling season! Check our website (www.greatgrizzly.com) for the latest updates on new items!

I feel like I could continue on but in the interest of space I will wrap this up. Many of you have probably talked with me at one point or another during my 7 seasons at NCI, and some have probably spoken with me a lot. Any questions you have about any of the facets of the business I will be happy to speak with you and try to answer them. If I can't, I will find an answer and get back with you. As winter sets in, I can't help but think that spring is just around the corner and our annual 4th of July holiday is not too far in the distance. As I have said many times now when writing an article for the winter newsletter, it will be here before we know it! Thank you, as always, for reading and I hope that you and the ones close to you all have Happy Holidays!

Are you as excited about the new
"Six Shooter Specialty Series" as we are?
 Check out the effects!




				
Willow	Peony	Pistil	Palm	Flying Fish
Star bursts fall and gently drift down.	Perfect expanding sphere to stars	Central effect palm like	Bright arms of cascading long lasting starts like the tree it represents	Preceded by tracer star they wriggle and swim away from the center

Our full effects poster features:

On the Front: 16 dazzling effects and descriptions
 On the Back: 78 products and which effects they display

#1396 - GG Effects Poster Sm - 10" x 15" \$5.00

#1397 - GG Effects Poster Lg - 20" x 29" \$8.00



STAFF FAVORITES

Richard's Favorite:

#1485 - *Pyro Generation 45 Shot Pack: 2-1 (500 Gram Cakes)*

"I really enjoy it's exciting performance and great finale"

Nicole's Favorite:

#1714 - *Psycho Fury 400 Shot Pack: 8-1 (Finale Repeaters)*

"It is small but mighty. Super colorful and sparkly(crackling)"

Lori's Favorite:

#1700 - *Three Wishes 3"9 Shot Pack: 2-1 (2", 3", 4" Tubes)*

"It's my favorite for 3 reasons -

- 1) Love the color blue!
- 2) Variety of effects - Peony, Chrysanthemum, Willow AND Brocade!
- 3) It's just awesome, check it out for yourself!"

Kurt's Favorite:

#1769 - *Fast & Furious 16 Shot Pack: 4-1 (500 Gram Cakes)*

"This item has 16 brilliant neon bursts that will mesmerize your crowd!"

Heather's Favorite:

#1448 - *Saturday Night Special 36 Shot Pack: 4-1 (500 Gram Cakes)*

"This has a lot of variety (6 different effects actually), and lasts over a minute long!"

Kedric's Favorite:

He couldn't pick just one! See his THREE favorites on the next page!



PASSION, PATIENCE AND PURPOSE

My name is Kedric Aker and I want to say hello to all of you fellow firework enthusiasts. I joined the Sales team here at NCI this past 4th of July season and am looking forward to helping each and every one of you with your needs for future seasons to come. I have had the pleasure of meeting some of you and cannot wait to meet all of our cherished wholesale customers.

I developed a passion for this industry back in 2005 when I decided to take a vacation from my full time career and venture into the retail side of the fireworks industry. I opened and operated my very own retail fireworks store and experienced the excitement and enthusiasm for this industry. I remember sitting in the showroom with the owner, Richard Shields, and discussing the product line. One thing that stuck out to me in our conversation was his desire for quality in his products. High quality had always been expected of me in my career at the time so I knew I found my supplier. Since that point in time, I possessed a passion to work full time in this industry. Patience paid off and I was fortunate enough to gain an opportunity to join the team. My purpose here at NCI is to help the team continue a tradition of supplying our customers with high quality products, great customer service and a passion and caring for our customers.

I had the opportunity to experience this year's NFA convention in Sioux Falls, South Dakota. Kurt and I introduced our new product trailer which was a huge success! It allowed us to bring some of you in to see our products in person as well as their performance on the television with the InfoFuse System. I was also thrilled to be among so many others who were as passionate about the industry as I am while there as well while working our own booth with Kurt, Lori and Nicole. This experience allowed me to meet with others that play an important role in the industry such as product suppliers, shipping companies, our long time customers and potential new customers.

Over the years of being in the retail fireworks market, I am excited about a lot of the products that I am now helping the team offer to all of you.

A few of my favorites as well as my past customers are

#781 Junk Yard Dog 18 Shot

#791 Who's Your Daddy 36 Shot

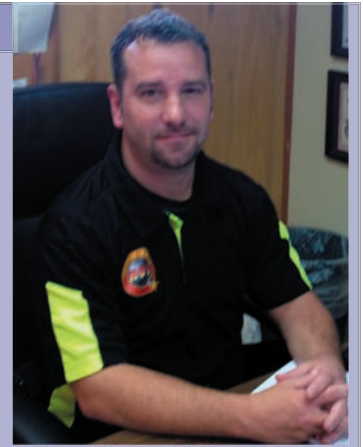
#1778 Second Amendment 16 Shot

(Second Amendment is one of three parts of #1778 Asst 16 Shot Finales)

Junk Yard Dog is an 18 shot finale repeater and Who's Your Daddy is a 36 shot 500 gram cake. Both of these Great Grizzly items have been around awhile but still excite me each year with their performance. Some of my favorite effects are the Bee's that can be seen in the Junk Yard Dog or the Palm and Crackling Flowers in Who's Your Daddy.

One new item this past year that I enjoyed a lot is item #1778, a 16 shot 500 gram cake called Second Amendment by Pyro Planet (Second Amendment is part of #1778 Asst 16 Shot Finales - also includes the equally amazing Noisy Boyz & Gold Fingers). The red, white and blue Peonies were amazing to me as well as the Crackling Palms. My experience in the retail sector with these items is that my customers, once educated on these items, continue to purchase them again and again.

I have certainly found my niche here at NCI and it has increased my passion for the industry as I envisioned it would. I look forward to helping the team in their quest to provide great products, great quality, great service and most importantly, great customer satisfaction.



KEDRIC_NCI@YAHOO.COM



#781
PACK
8-1



#1778
PACK
3-1



#791
PACK
2-1

WHAT-A-DEAL TURNS 18!!!

The year was 1996 when Production Manager Jack Miller was given the task of building what would become one of NCI's best success stories. Eighteen years later, #0183 WHAT-A-DEAL, a jumbo bag assortment that is busting at the seams with high-quality pyrotechnics, is now old enough to purchase lottery tickets and tobacco! Don't worry, we won't forget to register it for the Secret Service as well! All kidding aside, we love this all-time favorite as much, or even maybe a little more, than you do! The mixes have changed slightly over the years, but there are a few important things that have remained the same!



Eric Huffman, Jon Sulteen, and Charlie Phipps



JJ Walker



Eric Huffman



**TEAMWORK & LOVE GO INTO
EVERY WHAT A DEAL BAG**

The man that put together that first sample for approval in production is still building them today, the aforementioned Jack Miller, and started with NCI 25 years ago. Charlie Phipps, Warehouse Manager for 28 years, has always pulled and delivered the stock to the production room. Charlie and his staff have even manned the production line to help build this big brute of a package! Also, NCI's Assistant Production Manager, Brenda Said, has been with the company for 23 years. These three have made up a large part of the item you have come to know and love as "What-a-Deal"!



Charlie Phipps - carefully selecting the best of the best to make this assortment!



Brenda Said is wheeling the heavy What A Deal Bag, while Charlie Phipps gathers more supplies!



Brenda Said putting on the finishing touches!



Jack Miller - posing with his bundle of joy

If practice makes perfect, you could say that Jack, Charlie, and Brenda have this in the bag! It is estimated that in 18 years NCI has produced and sold close to 30,000 WHAT-A-DEAL bags! This mammoth assortment typically features in between 30-40 different items, and weighs 75-85 lbs! As many of our customers who carry this item know, the items we select to put in this bag aren't just fluff and filler, this is the good stuff! A staple of this assortment is 1 box each (2 total) of our longtime favorite line of Great Grizzly display style artillery shells. This is some combination of Big Bad Ass Shells, The Griz Shell w/ Tiger Tail, and Predator Canister Shells! Once these are in place, we fill the sides and back with the best 200 and 360 Gram cakes that we have. We will occasionally top it off with some firecrackers and Saturn missiles, but one thing you can be sure of is it will be a darn good mix that will provide hours of fun for anyone that buys it. So, help us celebrate the 18th birth year of possibly the greatest fireworks assortment ever assembled by buying 1, 2, or 100! We will have enough, I promise!

Check out some snapshot moments from NCI's 2013 Demo Night!

This was my first "Demo Night" ever, and it sure was something! The NCI staff arrived early to set up and field incoming calls, but it wasn't long before the fun began. People from all over came to Muncie, IN to see us, so we had to keep them entertained!

There was a catered lunch from QL's BBQ - it was delicious!

The Bashville Boys rocked the stage, while a local artist did caricatures.

NCI's own, Lori Crespo, led her team to a stunning victory in our cornhole tournament.

For those who love a bargain, we had a cash and carry sale featuring great deals on products of limited quantity at the front of the warehouse.

After a day of excitement and socializing, everyone sat back and relaxed as we enjoyed a great display of new and popular products, with an amazing finale. If you missed it for 2013, you can view the highlights on our YouTube page.

Stay tuned- our Spring Newsletter will have the 2014 Demo Dates!

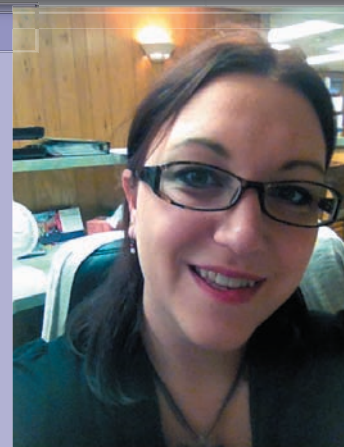


HEATHER'S LEARNING THE NCI WAY!

Hi there! My name is Heather M. Hines, and I have just completed my first season with North Central. This is my first foray into the fireworks industry, and it's been quite a learning experience.

A little background info on me - I grew up just outside of Muncie, IN. Since graduating I spent two years in Kentucky and seven years in New Orleans, where I was a Property Manager of a medium size apartment complex. I moved back home in February 2013, and was lucky enough to be able to join the fantastic crew here at North Central.

I am in charge of Accounts Payable, making this newsletter, and helping staff and customers in whatever they need. I've been creating spreadsheets, cleaning, organizing, taking orders, putting together customer requested information - there's always something to be done! It seemed to be a year of firsts for NCI, so I hopped on board just in time. This is the first year that we opened up two retail stores in Southern Indiana, the first year we got to experience InfoFuse, and the first year since The Great Drought of 2012.



GREATGRIZZLY01@YAH00.COM

DID YOU KNOW...



Indiana began allowing firework sales in 2006, charging a 5% safety fee. The state gained about \$2.5 million in revenue every year since.

The fireworks industry isn't what I expected. I've always enjoyed a good fireworks show, but now I'm learning the difference between a missile and a repeater and a cake. There's a lot more rules and governing bodies in the fireworks industry than I was aware of, as well! I'm proud to say I can now tell you most of the composition limits of the major categories of fireworks (fountains can only have 200 grams!) while I started out not knowing what fireworks composition meant at all!

Last but definitely not least, I would like to thank our wonderful customers for being patient and understanding while I've been learning the ropes around here. It's great to hear everyone's stories about their businesses and lives, and it's been a pleasure to meet and talk with everyone!

I look forward to speaking with everyone soon; have a Merry Christmas and a safe and happy New Year!

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Q&A

Hello Pyro fans! I am starting a new column for our bi-annual newsletter.

Do you have questions about certain laws or regulations?

Do you have a question about marketing, insurance, drop shipments, products, or sales?

A question for Richard or any of our staff?

Drop us a line! Email me at GreatGrizzly01@yahoo.com and get your questions answered!

ROLL CALL!

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Everything go right, and nothing wrong.
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and may all the wishes you wish come true!*

2014

Happy Holidays, from NCI!