

The mission of **FSSA**

is to promote, educate
and grow the special
hazard fire protection
industry.

Vision:

Advance critical asset
fire protection for
business continuity

The Fire Suppression Systems Association (FSSA) was founded in 1982. FSSA is a not-for-profit trade association, drawing members domestic and internationally and is comprised of a blend of designer/installers, manufacturers, consultants, academics, and suppliers working together to share ideas and strategies for the benefit of the fire suppression systems industry.

FSSA members are dedicated to the highest level of safety, reliability and effectiveness of special hazards fire suppression.

FSSA Headquarters

3601 East Joppa Road
Baltimore, Maryland 21234

Phone: (410) 931-8100

Fax: (410) 931-8111

Email: admin@fssa.net

www.fssa.net



STRATEGIC PLAN

2017-2022

Introduction to the Strategic Plan

In 2017, the FSSA Board of Directors created a strategic plan that will span the next five years. Four goals were approved and are the core competencies that will serve the members and advance the mission.

Three of the goals are external deliverables to the members and industry, while the fourth is internal, referring to the infrastructure and governance of FSSA.

It will be a continual focus of the board of directors and committees with progress reviewed regularly.

Promotion

Improve public and industry awareness.

Marketing Support

Develop SHAPE as an important initiative in promoting membership and public awareness.

Speakers Bureau

Build and promote trained speakers to present on behalf of FSSA for industry and public education.

Image and Collateral Materials

Promote the association through its brand strength, collateral materials, website and social media.

Member Awareness and Involvement

Focus efforts on next generation of members and deeper into company contacts to expand membership base and engage more members.

Educational Institutional Relations

Increase awareness of FSSA and the industry to schools and students; promote fire protection careers.

Education

Develop and deliver technical training and education.

Educational Expansion

Expand training program and publication circulation.

Content

Create webinars and seminars on technical topics relevant to our industry.

Annual Forum

Maintain the quality of educational sessions and continue business and technical tracks.

Representation

Represent the interests of FSSA members by serving on allied industry councils; and monitor and report on governmental issues through the Public Policy Committee.

Regional Seminars

Explore regional meetings to reach members locally to better engage local workforce and reduce travel costs.

Growth

Grow the industry and membership.

Membership

Maintain a retention rate above 90 percent with a goal of 200 members by the year 2020.

Newsletter, Guides, and Publications

Increase circulation of all FSSA content and continue technical guide creation.

Annual Forum

Maintain relevance and quality to meet member and industry needs.

Divisions

Engage members to maintain effectiveness of Membership Divisions.

Global Growth

Expand footprint of FSSA through international alliances. Explore opportunities for international membership expansion.

Strength

Continue to lead a strong association since 1982.

Committees

Maintain vibrant committees that produce results and engage members.

Finances

Increase revenue streams and build savings reserve.

Leadership

Sustain the quality leadership of FSSA; Identify future leaders through committee involvement.

Technology

Invest in the technology necessary to support association functions, committee collaboration and member engagement.

Educational Foundation

Support the foundation's scholarship efforts.



The mission of FSSA is to promote, educate and grow the special hazard fire protection industry.