



**FSSA**

Fire Suppression Systems Association

# Strategic Plan

2023-2025

FSSA is the leading  
authority and advocate  
of special hazard  
fire protection.

**VISION:**

Ensuring sustainable  
fire protection for  
people, property, and  
the environment.



# 2023-2025 GOALS



Advocacy. Solutions. Knowledge.

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## ADVOCACY

FSSA will be the voice of the membership to monitor and influence changes in the industry.

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## SOLUTIONS

FSSA will leverage the association's technology and industry network to identify and provide unique solutions.

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## KNOWLEDGE

FSSA will provide a top-tier educational system relevant to members and stakeholders.



# Advocacy

FSSA will be the voice of the membership to monitor and influence changes in the industry.

## INFLUENCE

Drive the codes, standards, laws, and rules proposed by governmental bodies for the benefit of the industry and end-users.

## COLLABORATION

Engage with other organizations and vertical markets to proactively identify challenges, trends, and best practices for special hazard fire protection.

## MONITOR

Monitor, analyze, and advise of changes to laws and regulation that impact the industry. Transform the findings into opportunities to respond, influence and/or educate.

# *Solutions*

FSSA will leverage the association's technology and industry network to identify and provide unique solutions.

## **VIGILANCE**

Anticipate and report global trends, emerging issues, and industry needs to respond with solutions.

## **INNOVATION**

Facilitate the pathways to innovation uniquely through FSSA with:

- ▶ alternative product listing service
- ▶ FSSA certification, and/or
- ▶ expansion to related industry audiences.

## **COLLABORATION**

Provide platforms and opportunities for collaboration online and inperson through the signature FSSA Annual Forum, Town Hall meetings, and other efforts.

# Knowledge

FSSA will provide a top-tier educational system relevant to members and stakeholders.

## INDUSTRY EVOLUTION

Expand, define, and centralize training utilizing technology and partnership built on today's solutions.

## ENGAGEMENT

Be the prominent platform to communicate our advocacy and solutions to attract, inform, and engage customers to grow FSSA's brand and demand for our products.

## THOUGHT LEADERSHIP

Convert the technology and educational content to increase relevance and demand by external audiences.



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Interested in helping us achieve  
FSSA's goals? Just ASK!

We are always looking for  
volunteers who believe in our  
mission and are dedicated to  
the special hazards fire  
suppression industry.

Reach out to  
FSSA Headquarters  
for more information.

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[admin@fssa.net](mailto:admin@fssa.net)

410-931-8100

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 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.

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### **FSSA Headquarters**

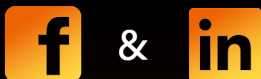
3601 E. Joppa Road  
Baltimore, Maryland 21234

Phone: (410) 931-8100

Fax: (410) 931-8111

[admin@fssa.net](mailto:admin@fssa.net)

[fssa.net](http://fssa.net)



**[firesuppressionsystemsassociation](http://firesuppressionsystemsassociation.com)**