

Great Grizzly Times

#16 December 2012



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Weather, storms and drought can devastate a fireworks season with little or no notice. Also events like license disputes ect... with AHJ's (Authority Having Jurisdiction) can result in locations not opening or being forced to close. All of these scenarios can create havoc on a seasonal fireworks retail business. As many found out during this past season, it's important to know how to manage a disasterous season before it happens.

Nothing will replace the lost sales and profits that such disasters bring with them. But a good back up plan and upfront planning can help to minimize the effect.

First, get property leases and agreements that stipulate in the documents that in the event of licensing denials, zoning problems, AHJ disputes and/or fireworks use bans, you can subsequently cancel your contract with the property managers. Even stipulate the return of deposits ect... that may have been advanced for these locations.

Another key element is to develop a relationship with a bank or credit union. The use of credit cards, checking accounts and seasonal loans offer banks an opportunity to participate in your business success. In good seasons it may not seem necessary but this relationship with a financial institution is imperative when adverse conditions ruin a normal sales season. Unless you have your own adequate cash reserves you need a way of getting equity and or loans in order to help you weather the storm. It may not seem important in a regular season but being able to tap this source of capital after a bad season is imperative.

A Message From The President

When a season is lost and money is tight you need to be able to access loans, equities in properties and any method that may give you some additional operating monies. You can even use retirement savings accounts such as 401K's and IRA's to borrow from and obtain needed capital. Also other collateral items such as boats, cars ect...can be used to secure capital as most banks will loan money without hesitation if you can provide something of value as collateral. Other sources of money can be relatives, friends, investors and even credit card advances. Most people have more sources of capital than they realize. Monies owed to seasonal suppliers such as tents, rental companies ect.....can be negotiated or delayed. Use the good will that you have established with these vendors to your advantage. Be honest with them about your situation. See if they will carryover some debt until the next sales season.

Most importantly is to learn from your mistakes and to put together a solid plan in the event that any circumstance effects your sales and profits. The goal has to be survival until the next season.

All businesses experience some type of setback. Your persistence in having a game plan might be the difference between you getting to next season or being forced out of business. It's true that the real test in business is not when things are going good but rather how to survive when things are not good. But having "a plan" is what will keep you in business!

Richard B. Shields

P-G- I went to my first Pyrotechnics Guild International Convention!

This year's annual Pyrotechnics Guild International Convention was held in lovely LaPorte, Indiana! The convention took place August 11-17, 2012. Due to the convenient location, our office staff was able to drive up for a few days to partake.

I didn't know what to expect when it came to the PGI. I figured there would be good fireworks. What more can you ask for, right? Well, let me tell you..Pretty much from the time we arrived to the time we departed you could "hear" fireworks. There is no way that anyone living in LaPorte was unaware of PGI's presence. Now I would imagine that wasn't every LaPorte residents dream come true..However! I read several LaPorte newspaper articles after the convention stating how much they appreciated the surge in local business. It was pretty fun to listen to the locals while eating out, PGI was the talk of the town!

Ok, now I mentioned that you could "hear" fireworks pretty much 24/7..well..you could also "feel" fireworks periodically from the site of the PGI convention, which took place at the LaPorte County Fairgrounds. You could feel the booming of the large breaks being shot off randomly throughout the days. I enjoy me some fireworks, I really do, a good firework display can leave you in awe-BUT the vibe from PGI is just something to be experienced. I like to describe it as summer camp for pyros!

During the day we were able to wander at leisure between the various buildings. Everything had a very relaxed, friendly atmosphere. Of course we visited the Trade Show and the Class C Sales areas. We were able to sign our lives away and visit the manufacturing building. This is where PGI members were manufacturing various fireworks for competitions in the evenings. It is an awesome sight watching members building shells with their own hands. We also attended a BP Rockets for Beginners workshop. This workshop was far less intimidating yet equally interesting to watch.

In the evening we attended the competitions and demos. Again, it is just something you have to experience! The demos were insane. I've had the privilege of viewing several professional displays. Each one amazing, in their own right, but these demos at the PGI were just a whole different story. Not better/not worse..just different..and FUN! I had never seen a gas bomb before PGI. You are not living until you see a gas bomb (haha) You can "feel the heat" from gas bombs from a distance!

I think the various pyrotechnic conventions offer a different opportunity to experience an aspect of the pyrotechnic community.

PGI definitely encourages the enthusiast. If you love the simple pleasure of fireworks in themselves, you will enjoy the PGI. I definitely enjoyed the experience.



P.S. Hatch Show Print created the PGI Convention poster (pictured above). I'm a huge Hatch Show Print fan and I thought it was a nice touch on PGI's part ...I'm an art geek, what can I say?!

- Nicole Werner

'Spare' Some Time

So we meet again. As you all know, the fun never ends and here at North Central we are already preparing for the 2013 season. Items are being ordered, things are being put into place, yadda... we all know how the story goes! Eleven months of planning for one crazy month of business.

Personally I think the best thing about the planning months is the ability to attend conventions and interact with the amazing people in our industry. Recently the NCI crew attended the American Pyrotechnics Association's 64th Annual Meeting and Convention in the wonderful city of Louisville, Kentucky. The home of the Kentucky Derby hosted the APA's Bluegrass, Business and Boom events that included great educational meetings and some interesting speakers that updated us on issues that affect our industry. We learned a lot but also let our hair down at the ever popular social events.

Talk about a Prime location! Less than a block away from the popular and fun filled 4th Street Live! If you haven't been, you must go soon. It used to be an outdoor mall about a block long with a glass roof. Now it is filled with premier restaurants, entertainment and shops! We had a great time socializing.



One specific and very special event that North Central was a part of was a charity bowling event for the

Crusade for Children that works to better the lives of special needs children. This event was organized by the Next Generation American Pyrotechnics (NGAP). Before I dive into details of the event you're probably wondering "what the heck is NGAP?!" Maybe not in that language but I have to clean it up for print...

NGAP was formed last year of people 35 years old or younger in the pyrotechnics industry, not solely APA members. The mission of NGAP is to get the younger generation more involved and integrated with the more established people within the industry. We are the future pyros of America!

Back to the charity bowling event... Thanks to all the incredibly generous members of the APA our group was able to raise over \$18,000 in just 2 days for the Crusade for Children! That's pretty amazing.

As for the bowling portion of the night, I did pretty well. It wasn't a very high score (140) but it was the highest out of all 6 teams. I have a photo to prove it!...



Thank you.
Thank you.
Our team had the highest pin game also.

Ok enough bragging about my bowling skills. Other fun events included a tour of the Buffalo Trace Whiskey Distillery (with taste testing), a tour of Churchill Downs Museum, and dinner at the Fraizer Museum with fireworks to end a fantastic week. We'd love to see you at the next convention!

- *Lori Crespo*

DOT Shipping Compliance

The key element on a hazmat shipping paper is the basic description. Effective January 2, 2013 your shipping documents must list the shipping description in this order exactly:

- 1 - Identification #
- 2 - Proper Shipping Name
- 3 - Hazard Class or Division
- 4 - Packing Group

UN0336, Fireworks, 1.4G, PGII

Cell Phone Ban

Remind your drivers that hand-held cell phones are prohibited in commercial motor vehicles. Penalties can be expensive! \$2,700+ for drivers and up to \$11,000 for employers for failure to require drivers to comply with the ban.

Check state laws :

www.ghsa.org/html/stateinfo/laws/cellphone_laws.html

All Over the Map!

Hello everybody, it is my great pleasure to write this article and share with you some of the things that have been going on behind the scenes here at NCI.

My current position here at NCI is Product Specialist. This means that I am heavily involved not only with inventory control, but I also get the cool job of viewing and selecting most of the new products that we offer each year. This all starts with a quality performance. I spend a lot of time looking for new products that have unique premium effects that I think will ultimately lead consumers to ask for Great Grizzly and the 10 other brands that NCI offers in our product line. Of course this is half of the battle when selecting these items, as then we must concentrate on the presentation.

We strive to give our customers the BEST selection of clever names, cutting edge designs, and functional labels on the consumer market today. Don't worry; we didn't forget about all of the items that you have come to love over the years! We are updating those items as well so that we can continue to claim the best all-around quality items at competitive prices in the industry!

Enough about my role here, let's talk about the best consumer fireworks trade show in the US, the annual NFA Convention! The NFA held its annual convention this past September in Joplin, MO. I decided to make the 10 hour drive and arrived just in time for the first evening of fireworks displays and demos. It never ceases to amaze me each year how the effects in consumer devices get more vivid, vibrant, and concise. While I was in Joplin, I viewed two evenings



worth of demos, and I have to say that all vendors from China brought their best stuff. It is a good reminder why we have been carrying brands such as Brothers, Cannon, Shogun, and Winda for many years. Another great thing about attending the NFA each year is I get the opportunity to meet all of our hard working vendors face to face and really get a feel for their latest and greatest items. Last but not least, the trade show in Joplin was the biggest and best show in the history of the NFA. Booths were full, people were plentiful. Everybody from exporters to brokers to shipping companies to novelty vendors to other trade associations were all in attendance. I am already looking forward to next year's convention!!!

I'd like to talk briefly about all of the fantastic products we carry at North Central Industries! We have built a reputation on quality products at competitive prices with unmatched service. This is kept in mind each year when we decide what types of products to add to our existing line. The bar is high and we don't want to add anything that will compromise our tradition of quality.

This year we will offer a variety of new items in the categories of: 500 Gram Cakes, Finale Cakes, Premium Artillery Shells, Aerial Repeaters, Fountains, Items of Special Interest, and Novelties. We have already received several new items from Brothers this fall. They include three 500 Gram HEAVYWEIGHT Cakes named Rock On, Hot Wire, and Juggernaut!

When we got these in I took a few samples home and shot them to refresh my memory and let me tell you, these will have your customers coming back for more. So, if you are looking for some 500 Grams to shake up your product line, look no further than these 3!

Wait, there's more! As I mentioned earlier, we are also dusting off some of our staple items making them even better than before! Best sellers like Big Badass Double Break Shells, The Griz Shell w Tiger Tail, and B.A.B. Annihilator Shells all have improved packaging and performance to name a few. We look to have a full stock of these items for the 2013 season so order away!

If there is any product or ordering related questions you have, I am happy to help. We have a wonderful staff here in the office and as I mentioned above, our service is unmatched. It's always great to provide you with an update and I hope you have gotten as much enjoyment out of reading this as I have writing it. I hope to talk with you soon and wish you and your families Happy Holidays!

- Kurt Cowgill





Hot Wire 44 shots
Item # 1770
Pack 4/1

White & yellow glittering willows and willow mines to red stars and green glitter. Crackling stars and crackling star mines to pink glitter and a five shot finale of red, green and blue palms with crackling!

Juggernaut 15 shots
Item # 1772
Pack 4/1

An inescapable force of brocade with multi-colored stars, crackling chrysanthemums and glitter with a finale of red, yellow and blue stars with crackling!



Rock On 49 shots
Item # 1771
Pack 4/1

These shots totally rock! A big fan of gold brocade to red glittering bouquets, gold brocade to green glittering bouquets, gold brocade to blue bouquets and a seven shot finale of chrysanthemums with purple stars!

Krazy Klock Fountain

Item # 1773

Pack 12/1

This beautiful and unusual fountain combination might not help you tell the time, but it will give you a fantastic display. The hands of the clock spin with silver flowers. Next, a spectacular fan-shaped display lights up with glitter, whistles, flares, flowers, and chrysanthemums. An excellent entertainment for all the family!

Duration 90 seconds.



Pyronormal Experience Double Break Shells

Item # 952

Pack 8/6

1. Red bouquet with two spinners, crackling silver with blue stars.
2. Green bouquet and yellow peony with green palm.
3. Blue stars with silver flying fish and red palm.
4. White flashing with two whistles, green palm with two spinners.
5. Multi-colored stars, reports and green palm with two spinners.
6. Blue bouquet with two whistles, red peony to crackling silver.

12 effects in 6 Double-Break Peanut shells !!

Open Fire 33 Shots

Item # 1762

Pack 4/1

An amazing 500 gram. The barrage begins with red, white, and blue tails to white bouquet. Blue stars erupt into gold tails and willows, whistling tail to red and green palm, white flashes and whistles, and crackling tail to crackling flowers.

Duration 40 seconds



Visit us online!

www.greatgrizzly.com

Check out our recently redesigned website at www.greatgrizzly.com and leave comments on your favorite item! When you leave 5 or more item comments on our website and you will receive a special **FREE** gift!

Don't forget to find North Central online:

<https://www.facebook.com/ncigreatgrizzly>

https://twitter.com/North_Central

<http://www.youtube.com/user/northcentralfirework>



INSURANCE

Don't take a risk and get left out in the cold!

PRODUCT

Product policies are to cover your product, just as the name implies. Product insurance will cover some misuse claims or malfunctions that product items may have.

PREMISE

Premise policies will cover a trip & fall type of claim that could happen at your establishment.

Make sure your business is protected!

ROLL CALL! The NCI Staff:

Richard B Shields - President / Owner - 36th Season!

Lori Crespo - Editor/Drop Ships/AR - 8th Season!

Nicole Werner - Marketing Manager - 8th Season!

Kurt Cowgill - Product Specialist - 5th Season!

Charlie Phipps - Warehouse Manager - 27th Season!

Sean Alexander - Warehouse Asst. Mgr - 15th Season!

Jack Miller - Production Manager - 25th Season!

HELLO
my name is

*INDUSTRY
EVENTS*

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 Society

14th International Symposium on
Fireworks will be held in
Changsha, China, October 2013
www.isfireworks.com

National Firework Association Trade Exposition

For information on NFA's
2013 Expo please visit:
www.nationalfireworks.org

Pyrotechnics Guild International (PGI)

2013 Convention "Boom & a Blast"
August 10th - 16th at Coopers Lake
Campground in Slippery Rock, PA
www.pgi.org

American Pyrotechnics Association (APA)

APA Educational Conference
Feb. 19-22th, 2013 in Las Vegas, Nevada
APA Convention
September 17-20th, 2013 in Scottsdale, AZ
For more info call (301)907-8181 or
www.americanpyro.com



**Wishing you and yours
a Merry Christmas &
a Happy New Year!**



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