

GREAT GRIZZLY TIMES



NCI

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CORPORATE OFFICE

1500 E. WASHINGTON ST.
MUNCIE, IN 47305

PHONE 765-284-7122
800-800-2264

FAX 765-284-5788

PRODUCTION FACILITY

2627 S. WALNUT
MUNCIE, IN 47302

GEORGIA OFFICE

5300 FRONTAGE RD. SUITE A1
FOREST PARK, GA 30297

PHONE 404-549-3391
FAX 404-996-6281

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A MESSAGE FROM THE PRESIDENT

FIREWORKS – A BUSINESS OF CHANGE

Each and every year we continue to see changes to the fireworks business in every aspect. Suppliers and factories continue to change as China's government exercises the consolidation of the industry and the elimination of smaller factories.

Product development and packaging concepts change as a new generation of factory owners understand the need to continue to attract customers you must be willing to design and develop new items to keep their products appeal in the retail market. At some point all "consumer" fireworks devices are sold to the retail public. Gone are the days of old packaging and Chinese sounding names. To attract new business and retain customers you must offer up entertaining and fresh looking products.

We go annually to China to gain knowledge of what is new. All of our suppliers understand that in order to thrive and prosper you must continue to evolve the product effects. Consumers are demanding. Fireworks enthusiasts are the big spenders of our retail clientele. Whether it be effects or packaging we are always looking for the next "wow" factor.

Yours in Fireworks,

Richard B. Shields

President



END OF AN ERA: CHARLIE RETIRES FROM NCI

Our warehouse manager of 33 years, Charlie Phipps, retired from his position. Charlie has been a fixture at NCI since the mid-eighties when he hired on to work in the warehouse at our South Walnut Street location in Muncie, IN. Charlie impressed his superiors immediately with his can-do attitude and willingness to do whatever was necessary to get the job done. The long hours of the fireworks season were no match for his work-ethic as he soon took over the role of Warehouse Supervisor and remained in this position until his retirement. Vendors, customers, past, & present employees will join us in our sadness to see Charlie go but also in our sincere wishes of good luck to Charlie in the future. If NCI had a Hall of Fame then Charlie would must definitely be a first ballot lock. Thank you Charlie, we hope you find peace and happiness in the next chapter of your life!

NEW TO THE PYRO WORLD

Who would have thought I'd be working for a fireworks company? I have a bachelor's degree in Health and Fitness Management with a minor in Business. I'm incorporating the management and business side of my degree, but it's far off from health and fitness. When I applied for the job, I did a google search about the company. I asked myself, "What would I do at a fireworks company?" Well, the answer to my question has been answered. I make sure people are happy and satisfied! In this aspect, I guess it's not that far off from health and fitness. People seek health and fitness for these same reasons!



In the short time I've worked for North Central Industries, I've learned a lot! Before working here, if someone asked me the difference between a brocade or peony effect, or the difference between a 500 g cake or canister shell, I would not have known what to tell them. I now know the difference between class 1.4 G and 1.3 G fireworks, the rules, and regulations required to operate a store or stand consisting of fireworks, the rules, and regulations for a truck hauling firework, and the difference between PGI, NFA, and APA.

Speaking of NFA, I had the opportunity to attend the 2018 convention this year! It was held in Wichita, KS, a place I've never thought to visit. It was a very nice place, full of new infrastructure and seemingly endless possibilities for economic growth! It was nice to meet all the exciting people associated with the industry! Pyro people are fun, energetic, and full of good laughs! I was able to meet people that promote to the pyro industry in all different aspects. From the people in China that manufacture the product we need, the people who buy the product we supply, the people who enjoy watching fireworks, to the people that stand up for the industry when laws and politics try to stand in the way. Other than the people, the most exciting thing about NFA was getting to see all the new and upcoming firework effects! I'm certainly looking forward to next year!

Denisha Miller
Office Manager
Forest Park, GA



BACK HOME...

It is a pleasure to once again be a part of the great team here at NCI! For those of you who may not know, I worked for Richard Shields some 20 years ago. My adventure from there, while still in the fireworks industry, took me out west. My family and I (wife and two sons) enjoyed the amenities and great weather but lacked time with our families who reside mostly between Indiana and Florida; it was time for us to return closer to our families. With the new wholesale facility Mr. Shields was opening at that time in Georgia it made more sense for me to settle there to help service our existing and new customers within the southern states. Having 27 years of experience in the fireworks industry will help in my support of our entire team and customer base.

I've taken a special interest over the years in federal, state, and local regulations that govern the many aspects of our business. I enjoy helping customers navigate the challenging language and regulations imposed upon them. I am always here to hear the challenges you face and help in navigating those to a successful end. Whether your opening a new retail location, warehouse or just want a second opinion of some regulations you're dealing with, please feel free to reach out to me anytime. I am more than happy to be a resource in your efforts to protect and grow your business. I'm certainly no attorney and will be the first to tell you when you might need one.

Although my base is at our Georgia division, I do help support our Muncie office and their customers in any way possible. Additionally, I very much enjoy speaking with current and new customers, gaining a better understanding of your business, specific needs and helping to ensure we meet your expectations! We're always looking to improve so please feel free to share with me any suggestions you might have for our improvement.

One of the great things about selling fireworks for me is to see new products come to market. I'm anxiously awaiting to see the new 2019 products that Kurt and Steven selected during their recent trip to China, and I'm even more excited to present those to our customers. An added bonus for me is seeing and hearing how your customers enjoyed them! Having our experienced team develop and hand-select specific products while our China agent, "Freddie", works to ensure quality and timely production should give you the confidence that we are striving for exceptional customer service.

It was wonderful to see many long-time customers while attending our annual demo in Muncie, IN this past May. Those familiar faces who have purchased from NCI for over 20 years is a true testament to the quality and selection of products and commitment to exceptional customer service NCI has built its business on! I would like to personally thank everyone at NCI for the warm welcome back home and for their continued support. I'm proud to be a part of this company and truly look forward to meeting more of our customers in the near future. May you all have continued successes in 2019!

Jeff Brandenburg

Vice President of Sales
Forest Park, GA

NCI CONVENTION UPDATES

North Central Industries, Inc. belongs to several organizations in order to stay on the leading edge of our industry. Attending these organization's annual and sometimes bi-annual conventions is one critical facet of our business. NCI encourages all of our customers to stay up to date with Fireworks Industry news and these conventions are a great way to do so.

Let's start with the National Fireworks Association, or NFA. The NFA Convention that takes place in early September each year allows NCI and Great Grizzly Fireworks to connect face to face with you, our customers. The NFA gives us the ability to showcase our current products, new items in production, and most importantly the services NCI is able to provide. During the four day trade show we meet and greet with over 80 customers, current and new alike. In addition to these meetings, NCI staff has the unique opportunity to meet with our suppliers from China. This week allows NCI to continually grow important partnerships with the Chinese manufacturers and suppliers. As the landscape for fireworks production in China continues to become more restricted and challenging, NCI works especially hard during NFA to meet with as many industry leaders as possible.

Throughout the week, the Chinese suppliers and American import companies shoot demos each night that give us a first-hand look at the latest and greatest offering in consumer fireworks. When NCI decides to order new products there is a good chance we saw it first at NFA. The week is capped with an amazing Grand Public Display that is always a showcase of 1.3 Display and 1.4 Consumer fireworks.

During the NFA Convention there are multiple seminars that provide important updates to our staff that keep us in the know for the upcoming seasons. These updates can include changes in DOT regulations, CPSC testing compliancy, sales training, and the recent hot topic, the metal powders ban. This article however, will not dive into the depths of that debate. If you have previously attended or are interested in attending an NFA Convention, you are in luck. The NFA has announced their 1st ever Spring NFA Showcase being held in Columbus Georgia. This showcase will take place March 6th – 9th. NCI's Georgia distribution center is located two short hours from Columbus, let us know if you plan to attend the Spring Showcase and we'd be happy to give you the grand tour. NCI will also be shooting a demo during the Spring Showcase, our 1st time ever shooting at the NFA Convention!

For more information on the NFA and conventions, visit www.nationalfireworks.org



The APA, or American Pyrotechnics Association, hosts their fall convention in October each year. The APA acts as an ambassador to the State and Federal levels of government for the fireworks industry as a whole. The board members routinely work with government officials to promote and protect our industry. They play a crucial role in helping states establish fireworks laws and regulations to promote safety and the proper use of fireworks. The APA membership is made up of Consumer Firework Importers, Wholesalers and Retailers, 1.3G Professional Display Companies, and Proximate Fireworks companies. In addition to the fireworks companies several other industries are represented as well, such as; insurance companies, shipping and freight brokers, pyro novelties, and display firing systems.

During the week long convention, members are fortunate to attend numerous seminars that provide key information about the current and future happenings



in global fireworks. Seminars include:

DOT Hazmat Training
NGAP (Next Generation)
CPSC Regulation Updates

General Information Sessions with guest keynote speakers
AFSL (American Fireworks Standards Laboratory)
APA Standards 87-1 Classification Updates

The NGAP Committee's members, a sub-committee of APA, hosts a team building exercise that allows up and coming members of the industry to work together to accomplish a goal. This year's exercise was an escape room in which Kurt, Steven, and AJ successfully escaped in the allotted time. Events like this have fostered the development of such foundations as APSEF. The American Pyrotechnics Safety and Education Foundation was created by members of the NGAP in order to promote the education and safety of fireworks. The APSEF has raised money since its inception and worked to develop curriculum that can be taught in schools across the country. The curriculum is based around fireworks and touches numerous subjects such as history, science, and chemistry. For more information, including the curriculum digital text books, visit www.celebratesafely.org.

Continued on page 7

2019 NEW PRODUCTS



Hot Color Asst - Color Carton

Drunken Rooster: Here is a 500 Gram Cake that you won't soon forget! Big bursts of red stars stagger into the sky as golden glitter spreads rapidly. Spread your arms and walk the line with 12 variations of colorful explosions finished with flashing strobes that transition into a loud 4 shot finale that will be sure to have you crowing like a rooster!

Thundercat: Thundercat lights up the entire sky, starting with huge silver brocade to blue and red strobe mines. Then above that neon stars, silver brocade, and super bright strobes fly high to fill the rest of the sky!

Bullfrog: This 24 Shot 500 Gram Cake leaps into action with rapid fire shots of glittering green strobes and color peonies with shimmering gold tails. The performance continues with alternating effects from golden tails to full golden palms with color pearl tips. Each shot has a finishing effect of multi-color strobes transitioning to a strong 3 shot finale.

Hedgehog: Effects scatter in all directions during this fast paced, aggressive 500 Gram Finale Cake. Featuring an angled performance, four shots of bright colored pearls burst out of each side of a gold glittering mine. The climax arrives with large golden brocades breaking over brilliant mines and pearl comets!



Mystical Dragon Dragon flames shoot from my mouth with mystical blue smoke and colorful crackle shoots from my tail.

Princess Pony Magical Flames shoot from my horn, then my ears whistle happily as silver fountains sparkle from my feet!



Super Power Show your Super Power with this small but mighty repeater. Golden palms with red color tips dazzle as multi-color strobes flash like the true hero we need.



Bad Moon Rising Wake up the night with this Heavy Hitting 25 shot repeater! Powerful golden brocade with multi-color tips ignite the stars. Each shot ends with elegant Red Lace and a huge 5 shot finale as you drift back into dreams.



Predator XXL This TRUE 60 gram double break canister shell represents innovation and progress in the fireworks world. You haven't experienced the biggest, loudest, highest lifting double break shells until you take the PREDATOR XXL home to let them fly. This massive shell is the most impressive multi-break shell that has ever been available for purchase in the US market! This package includes 12 double effect shells that will produce 24 jaw shattering breaks! The sky is waiting! Our customers raved about the Predator XL Canister Shells new packaging last season, and we took that concept and cranked it up to 11 with this attractive new holographic red box with detailed embossing. The premium packaging matches the top tier quality of the shells!



Surf's Up Surf's Up Dude!! Huge waves of multi-color stars crash with long-lasting runs of nishiki kamuro, then white waves crest with strobing horse tails. 2 Finale volleys score big with multi-colorful breaks, long lasting nishiki kamuro, and the audience's popping applause.



Triple Crown You won't believe the quality of these 60 gram triple break artillery shells packaged in a top of the line embossed display box that you can't help but pick up. They are produced carefully by hand in one of the oldest factories known for their superb effects. Only the best raw materials and chemicals are used to construct the 6 unique effects that you will receive in each box. Featuring good lift, firm breaks, and brilliant assorted effects, this offering takes the Triple Crown for triple break shells!



Summertime Boom Sit back and enjoy this slice of summer featuring a variety of assorted effects. 6 straight up shots of multi-color peonies to gold strobe titanium crackling, it transitions to a series of 4 shot angled multi-effect volleys that will leave you amazed. A summer shower of blue, green, orange, and pink stars burst over red strobes to golden silk willows and a perfect rapid fire finale sequence with timed rain.

FROM NORTH CENTRAL!



Bail Out Four parachute reloadable canister shells with red, white, blue, and crackle effects.



After Hours It's worth staying up late for gold willows to multi-colored stars with silver glitter alternating with multi-colored crossettes! All leading up to a 5 shot finale of willows and multi-colored stars that sure to satisfy your night.



Addicted This 18 Shot 500 Gram cake features large dual effect breaks. It starts out with 8 consecutive shots of red to green and then green to red color changing peonies framed by a large spread of white strobes. Next, a volley of bright red horsetails scatter across the sky before transitioning to a large finale of yellow, red, and green peonies with gold chrysanthemum crackling and white strobe.



Marksman This 10 Shot 500 Gram cake hits its mark! It features assorted shots including blue stars with white strobe and also multi-color pearl palms. After 3 shots of each, the finale features one of each paired with a beautiful golden brocade crown. This item is a great value with a nice performance!



Sun Ring Rocket The Sun Ring Rocket has an effect that is true to its name and its very impressive. With the maximum bursting charge allowed by law, this rocket features a ring to wave star effect that is simply breath taking. This effect is sure to light up your celebration!



Hollywood Jump Four pack of single shot parachute tubes each with 6 parachutes inside!



Fiesta Fountain This colorful fountain will have you feeling like you're having a Fiesta! Brilliant red, lemon, orange, blue, and pink color globs dance through the night surrounded by silver flowers.



Out of Control This multi-colored multi-effect cake is action packed with orange, green and silver strobe, floating chrysanthemum, as well as silver strobe mines and color tails.



Neon Nights Eight BIG breaks filled with neon red, orange, pink, yellow, blue, and purple with a 2 shot crackling flower finale.

SNEAK PEEK - IN THE WORKS

Kurt and Steven have been working hard over the last year to bring our customers something truly unique and exciting. We never stop our efforts to bring our customers the absolute best products by honoring the past and forging the future. This is all that we can tell you for now but look in our Spring newsletter for all of the details!





NEW ADDITIONS TO THE GREAT GRIZZLY FAMILY



There has been a baby boom at North Central Industries this year. We have THREE new additions!!!



Samiya was born on 6/25/2018 to our GA Warehouse Office Manager, Denisha Miller, and her partner Sam. She joins 2 siblings, Chekyrie (10), and Zion (14 months). Samiya and Zion are exactly 10 months apart! Denisha wasted no time between the last two! She worked right up until having Samiya, who came 2 weeks early. She was at work on Saturday, and Samiya was born on Monday. Denisha was sure to be at work helping get through the 4th of July excitement, but Samiya felt otherwise!



Corbin was born 8/10/2018 to our Operations Manager, Steven Irvin, and his wife, Mollie. He joins three brothers, Owen (8), Hunter (5), and Milo (3). Steven and Mollie did a gender reveal on Facebook Live using a 500 gram Great Grizzly Cool Blue and our finale repeater, Color Me Blue.



Sutter was born on 9/24/2018 to our Marketing/Sales Associate, Nicole Burnett, and her fiance, Matt. This is the first child for Nicole and Matt. They did a gender reveal using our Confetti Cannons in front of their friends and family.



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.

Continued from page 3

The third convention that NCI and Great Grizzly Fireworks attend is the PGI (Pyrotechnics Guild International). The PGI takes place in August and is hosted in a different locations across the country. As many of you have read in past newsletters, Steven and I decided on short notice to attend Fargo, North Dakota in 2017. After only three days of membership to the PGI, we were hooked. Fargo led to many conversations in late 2017 and ultimately, I was offered, and accepted the position of Class C Vending Chairman. NCI and Great Grizzly attended the 2018 Mason City, Iowa Convention as a vending company for its first time ever. The Class C Vending area offers a unique opportunity for members to purchase and shoot fireworks on site every night of the convention.



The guild is comprised of fireworks enthusiasts from all corners of the world. During convention you will meet some of the best fireworks builders on the planet. In the manufacturing area you can watch rockets, ball shells, cylinder shells, lance work, and my personal favorite girandolas being built by hand. If you are lucky enough you may even be invited to help construct a firework that will be shot that same day. A special group of members that make PGI magical is the All Stars group. The pyro technicians that are responsible for world record shells and effects. From 650 pound fuel bombs that erupt over 200 feet in the air, over 1.2 million firecrackers ignited at once, to the guys that build and shoot the Guinness Book of World Records 60 inch mortar shells. Soon attempting to build and shoot a 62 inch shell!

PGI also offers workshops which allow members to learn, build, and shoot their own fireworks. Multiple classes are instructed each day to give members the chance to explore all areas of fireworks production. Throughout the week long convention you will have the opportunity to network with firework enthusiasts of all ages and backgrounds. I highly recommend joining the PGI and its family atmosphere in more ways than one. The JPA, (Junior Pyrotechnics Association) a sub group of the PGI invites all pyros between the ages of 6-17 years old to join. The JPA helps the next generation learn about safety, manufacturing, and they even shoot a professional show during the week. To learn more about the PGI, and how to become a member, visit www.pgi.org.

NCI and Great Grizzly Fireworks work year round to bring you the best of the best. Once the 4th of July season is over, we take a much needed breather and go back to work. It is our mission to help create the memories that last your family a life time.

One of my fondest memories is picking out all the roman candles that I would fuse together to make a giant roman candle battery. It took many long hours of prep work and sometimes a little blood and sweat. But the moment I got to light and watch my creation... magic.

Share your memories on our Facebook Page: North Central Industries, Inc. for a chance to win!

AJ Burns

General Manager
Forest Park, GA

A promotional poster for 'THE NATIONAL FIREWORKS ASSOCIATION ANNOUNCING THE FIRST SPRING SHOWCASE' in Columbus, Georgia. The poster features the text 'THE NATIONAL FIREWORKS ASSOCIATION ANNOUNCING' at the top, followed by 'MARCH 7, 8, & 9, 2019'. The main title is 'THE FIRST SPRING SHOWCASE' in large, stylized letters. Below the title, it says 'COLUMBUS, GEORGIA'. At the bottom, it lists 'FEATURING THREE NIGHTS OF FIREWORKS PRODUCT DEMONSTRATIONS- CONSUMER FIREWORKS, PROFESSIONAL DISPLAY FIREWORKS AND PROXIMATE PYROTECHNICS AND TWO FULL DAYS OF TRADE SHOW.' and 'VENDOR AND ATTENDEE REGISTRATION STARTS NOVEMBER 1ST'.



ARE YOU COVERED?

NCI OFFERS ADDITIONAL INSURED CERTIFICATES
FOR PRODUCT & PREMISE!
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ROLL CALL!

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DIRECTOR OF OPERATIONS - 3RD SEASON

KIM REYNARD
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AUG 10-16TH, 2019
FOR MORE INFORMATION ON PGI:
WWW.PGI.ORG

NATIONAL FIREWORKS ASSOCIATION
SPRING SHOWCASE, COLUMBUS, GA
MARCH 7-9TH, 2019
NFA EXPO, BRANSON, MO
SEPT 9-13TH, 2019
FOR INFORMATION ON NFA'S EXPO:
WWW.NATIONALFIREWORKS.ORG

AMERICAN PYROTECHNICS ASSOCIATION (APA)
2019 ANNUAL CONVENTION
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