

Excel Fire Protection

URGENT NOTICE



Also Inside:

About Us

What's New At
Excel Fire Protection, Inc.

Fire Extinguishers:
Our Product Line
From Amerex

Be Prepared For Winter
And Save Money

Discount Coupons



WARNING! You Could Be Next...

OUR country was founded on some basic core beliefs: life, liberty and the pursuit of happiness. These core beliefs are in jeopardy in America today. We are experiencing extremely difficult times as a nation, which have not been seen in decades. As business owners, home owners and individuals, we have to be resourceful and more innovative than ever to survive. We are facing challenging situations in every direction and some of us are spending time, money and resources defending our reputation.

In the coming months, you may find yourself defending your reputation and on the defensive-end of a "corporate campaign."

A "corporate campaign" is a multifaceted attack on a company's business relationships. It is a highly sophisticated form of warfare in



which a target company is subjected to diverse attacks — from psychological to economic—with attacks often aimed at the company's customers or the construction industry, where the ultimate goal is to pressure the company to give in to union demands for recognition, or to

drive the contractor out of the market so that unionized competitors can increase their market share.¹

One of the most prominent groups engaging in corporate campaigns in the construction industry today is called "LASER." LASER is an acronym of the organization's name, "Legal and Safety Employer Research." LASER was created in April 1991 by labor unions throughout 12 western states. It is a non-profit California corporation that has been

continues on next flap

You Could Be Next... *continued from front flap*

granted tax exempt status by the Internal Revenue Service under Section 501(c)(5) of the internal revenue code. James L. Wilson, a former business manager of Boilermakers Union Local 549 in Pittsburg, CA, is the organization's current president.¹

LASER, Inc.² has a publication called *The Contractors Critic*. The publication is written for the express purpose of threatening a company's reputation and by doing so, to pressure you to agree to become a union contractor. *The Contractors Critic* is expected to publish an upcoming issue about Excel Fire Protection, and given the target audience for *The Contractors Critic*, it is likely that you will receive a copy, and we wanted you to be aware of this publication.

The Contractors Critic publication goes after the targeted non-union company by accumulating information available through public sources, such as information on lawsuits involving the company and information available from government agencies on worker's compensation claims, OSHA citations, and EEOC charges, and similar information. *The Contractors Critic* takes that information and presents it in a very negative fashion that is intended to make the normal recipient, who is unfamiliar with the background facts, perceive the worst about the company. *The Contractors Critic* publication has used this tactic on a number of non-union employers around the country.

Excel Fire Protection is extremely alarmed by *The Contractors Critic* publication, and we hope that the hairs on the back of your neck are standing up because you could be next! This type of campaign, if successful, will result in unfair competition and promote unethical business practices. It's wrong and unjust! It puts all of us at risk. It takes away our right to have the freedom of choice for both our businesses and employees.

What other American rights will be under attack next?

To post or find out more information, we found Blog and Twitter sites that discuss this very issue.

BLOG: www.Freedom2Work.com
TWITTER: Freedom2Work.com



¹ Information Source: ABC National – Arlington, Virginia

² Additional information about LASER, Inc. and *The Contractors Critic* publications can be obtained from their Web site: www.laser-inc.org

About Excel Fire Protection, Inc.

Excel Fire Protection has served Grand Junction and the Western Slope of Colorado for over 25 years.

Our experience includes the successful completion of projects that range from institutional, commercial, special hazard and residential construction projects. Our inspection and service division takes our attitude of quality and professionalism beyond the completion of a project by providing annual testing and inspections.

We work closely with our customers, which gives us first-hand knowledge of their operations, and allows us to meet each specific need.

We maintain an in-house design team with state-of-the-art equipment and training. Our journeymen tradesmen are certified with the United States Department of Labor.

We care about our employees and their families. Our employees have health insurance benefits and retirement planning options.

It is because of our workmanship, attention to detail and service that we continue to grow in this area. We strive to be the best in the business and unmatched in service, ability and skill, and we would welcome the opportunity to partner with you.