

January 12, 2012

The Honorable Ray Reynolds
Director
Iowa Department of Public Safety
State Fire Marshal Division
215 E. 7th Street
Des Moines, IA 50319-0047

Dear Mr. Reynolds,

The NEMA Signaling, Protection, and Communication Section applauds your commitment to advancing life safety and appreciates the work you are doing to track the lives of Iowans saved by smoke detection technology. Congratulations on your recent report of 186 lives saved in 2011 due to smoke alarms!

NEMA is the association of electrical equipment manufacturers, founded in 1926 and headquartered in Arlington, Virginia. Its member companies manufacture a diverse set of products including power transmission and distribution equipment, lighting systems, factory automation and control systems, and medical diagnostic imaging systems. Worldwide annual sales of NEMA-scope products exceed \$120 billion. NEMA Signaling, Protection, and Communication Section members manufacture fire, smoke and carbon monoxide detection and warning equipment.

While the number of fire deaths that occur each year is widely known, similar data about the number of "lives saved" by operational smoke alarms/detectors traditionally has not been as well documented and publicized. The "Lives Saved" tracking program you have implemented in Iowa demonstrates to the public the importance of installing and properly maintaining smoke alarms/detectors which are the first, best defense in life safety.

This program shows promise as a potential model for other states to follow. To that end, NEMA would appreciate any specific information you can provide on how this program was developed and how it operates. Please do not hesitate to contact me at (703) 841-3245 or via email at sarah.owen@nema.org if you wish to share information or discuss your program in more detail.

NEMA stands ready to work with you as you continue to implement this visionary program and educate Iowans on life safety. We hope that you will consider our industry as one of your best resources for fire and life safety product information. We are available at any time to consult with you on these matters.

Thank you for your leadership, and best wishes for continued success.

Respectfully,



Sarah A. Owen
Manager, Government Relations