



We promised a big announcement in our December newsletter, and now we are pleased to announce that Tim DeRuyscher has joined the RAN team!



Tim has been a fire protection engineer for over thirty-seven years and offers a treasure trove of industry knowledge. He is an expert in building and fire codes and currently serves as a representative member on the New York State Fire Prevention and Building Council. Our current fire protection engineers are thrilled by Tim's arrival and his ability to extend our capabilities in code consulting. We value Tim's fire protection engineering and building code expertise, and are excited to see what the new year will bring!

Note from Doug:

Note from Tim:

My introduction into the fire protection engineering profession was through my early fire service activities many decades ago. When faced with my first year of community college (yes, before the internet!), my fire science professor asked me on day one why I wasn't going to be a fire protection engineer. I thought I'd be a fire fighter and rise through the ranks, helping people along the way. That professor challenged me and changed my 2-year program for a transfer to the University of Maryland's Fire Protection Engineering program, the only accredited institution for that degree at the time in the USA. That started a new way of helping people, which is really what I continue to enjoy to this day. The only thing was, I didn't realize how much impact that this profession change would provide to me and others.

Upon my graduation with a BS in Fire Protection Engineering, I worked with the Syracuse NY Fire Department (1983-1986) as the Fire Protection Engineer using "the old green books" fire & building codes for New York reviewing all sorts

of projects. It was during this time that I helped form the NY Empire Chapter of the Society of Fire Protection Engineers and assisted getting the NCEES fire protection engineering profession recognized in New York State. I eventually joined a locally based MEP consulting engineering firm (Robson & Woese, Inc Consulting Engineers), where I started a Fire Protection Engineering and Code Consulting group in 1986. Decades went by doing all sorts of small and large fire and life safety projects, all which provided a great challenge with a variety of clients and fire protection solutions. In 2011, I led the merger of RobsonWoese Inc. Engineers with GHD Inc., a 10,000-person international consulting engineering firm and again started a fire engineering and life safety services offering within GHD. This grew to a healthy business encompassing the east and west coasts of the USA and New Zealand/Australia personnel. In the summer of 2019, with various changes underway it was time for me to move on and maybe start to enjoy a little more time away from "work"maybe?

Over the years, my professional relationships with various clients, peers and people have let me understand that doing the right thing, being nice and respectful, standing up for what you believe in, coming up with different and innovative solutions while working with like-minded and "nice" individuals who return the respectfulness is what makes helping others so enjoyable. I continue to like the challenges and solving problems in ways that many other engineers never get the opportunity to do. I can't help it.... I love my profession and I don't view it as work but as a way of helping others from the many unrecognized dangers of uncontrolled and unwanted fires. So, when an opportunity to work with Doug, Chris and the good people at RAN came up, it's an exciting chance to have some more fun! That being said, I'm looking forward to meeting new people, clients and using my past experiences with continued learning of technologies to understand your businesses and solve fire problems you may be faced with in the coming years. Whether it be Building & Fire Code Consulting, NFPA and Insurer standards consulting, Fire Modeling, Performance Based Design or Alternative Solutions or Fire Systems Designs/Consulting, I know our team can help you. See you all soon!



Developing and maintaining a comprehensive marketing strategy will keep your company on track and promote greater success. Developing a marketing strategy can seem like a daunting task, but breaking this into smaller pieces will help you create a marketing strategy for the year to come.

Any marketing strategy boils down to four steps: identifying your target market, analyzing your market's interests and behaviors, selecting an effective marketing channel, and employing feedback mechanisms to measure your success.

1. Identifying your target market:

In this step, you need to review your previous and past customers to find a pattern. Look for qualities all of these customers have in common. Examples of relevant qualities to look for

include but are not limited to, age, gender, occupation, industry, and education level. These qualities vary depending on the company. Analyzing these qualities will help you segment the market and find the segment you will be targeting.

2. Interests and behavior of your target market:

After you have identified your target market, you will then analyze their interests and behaviors. Research the values that this group of people generally hold. This will guide you when developing marketing materials. Ensuring that your marketing materials coincide with your market's values will make your company more attractive to them. You also need to analyze their behaviors. Important behaviors to focus on are their media consumption habits. Research if this segment is active online, or prefers more traditional media outlets, such as newspapers. In the case of business to business marketing, consider identifying networking events or trade journals your potential clients are interested in. Evaluating the interests and behavior of your target market can help you select the most effective marketing channels.

3. Selecting an effective marketing channel:

After evaluating your target market's interests and behaviors, research potential marketing channels and select which one aligns most with your target market. If they are active online, try a social media campaign or a Google Ads campaign. When marketing to other businesses, the social media platform that is most effective is LinkedIn. Most businesses are active on this site, and you will be more likely to have more meaningful engagements on this site over other social media platforms. If your target market is more analog, sending personalized postcards and mailers may be more effective.

4. Feedback:

Lastly, make sure you are employing feedback mechanisms to analyze your marketing campaign. Depending on your campaign, this could be the number of views on your website, phone calls resulting from a postcard, or people following up from an event. After receiving the feedbacks, evaluate the results. Determine whether or not the campaign was successful. Most importantly, use this information to improve upon future marketing campaigns.

Following these four basic steps will help you outline an effective marketing strategy, and ultimately more success.

