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Business

THE OKANAGAN SATURDAY

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Plug-in alarm attracts Federal funds

Kelowna's SignalLink getting \$676,400 government loan

By STEVE MACNAULL
The Okanagan Saturday

Kelowna plug-in fire alarm company SignalLink is the only technology company to attract federal government Community Adjustment Fund money.

"Most of the funding has gone into the hardest hit forestry, mining and tourism sectors," said Kelowna-Lake Country MP Ron Cannan.

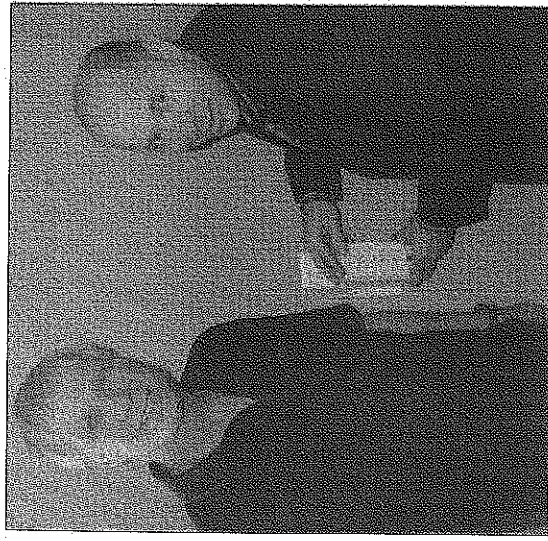
"But the goal of the fund is to diversify the economy and the community in these tough times, and the green technology SignalLink has will do that."

At a Friday event at the company's headquarters in Kelowna, it was announced SignalLink will receive a \$676,400 low interest loan from the Community Adjustment Fund.

The money is for matching the cash SignalLink pays to hire 10 marketing and sales professionals who will help with SignalLink's expansion into the U.S.

SignalLink's proprietary plug-in fire alarm took \$7 million and five years to develop.

Now that it is being commercialized, it is being



The Okanagan Saturday

SignalLink CEO Ed Alfke and Kelowna-Lake Country MP Ron Cannan demonstrate one of the Kelowna company's plug-in fire alarms.

hailed as a revolutionary technology.

A SignalLink panel in an apartment building's utility room helps control the fire alarms that are plugged into standard electrical sockets in all the suites.

The benefit is that it fills the need for a fire alarm in every apartment or condominium and it avoids the costly and time-consuming stringing of wires and punching of holes in walls that hard wiring fire alarms would require.

So far, SignalLink has sold systems to the owners of hundreds of apartment, condo, institutional and industrial buildings, representing tens of thousands of individual plug-in fire alarms.

Most of the sales activity has been across Canada, using high-profile distributors such as General Electric, Mircome and Edwards-Troy.

SignalLink systems have also been sold into pockets of Florida, Virginia and New Jersey.

But by hiring the extra sales and marketing people, SignalLink will accelerate its penetration of the lucrative American market.

A high-profile U.S. distributor is also expected to be named soon.

The company currently has 20 employees working out of its Kelowna offices, mostly engineers, sales and marketing professionals and administration staff.

That number will jump to 30 with the fund money for additional sales and marketing representatives.

The actual SignalLink units are manufactured in Ontario.

neighbours, members of union and community in worked with or knew him Biddlecombe's fight was short and fierce.

He was actually on the credit union until mid-September. Valley First chief operating Paulette Reenie has taken interim CEO and will be part of the Valley First division merges with Envision on Jan. 1.

Biddlecombe started his what was then called Per District Credit Union in He oversaw a period of growth for the financial from two branches, 25 employees and 10,000 members to 145 employees and 50,000 throughout the Okanagan Similkameen and Thoms

Wine fest marks another record

As the Fall Okanagan Festival goes into its final it looks like it will be another

The fest is the Valley's 11th party with 150 event days, attracting 200,000 who will spend \$5 million

Despite a little bit of rain opening weekend Oct. 2-4 WestJet tastings were full 700 tickets sold to each the and Saturday night event Delta Grand hotel in Kelowna

An even bigger crowd saw last night at the Grand Festival Tasting last night at the Trade and Convention Centre will again tonight with part of the Grand Finale Tasting

There may be a few last tickets available at ticket

Continued