

Darley Times

A Newsletter For Our Customers, Employees & Friends

TRUSTED WORLDWIDE
SINCE 1908



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Darley Defense Delivers

The Darley Defense Division was started less than three years ago and it is now Darley's largest Division in terms of annual sales. Darley's entry into the Defense market has been our number one strategic initiative over the past several years.

Darley has actually been serving the US military for over 70 years. Darley received the prestigious Army/Navy E Award, for "Excellence in Performance of War Production," three times during World War II. During this time, we provided thousands of pumps and hundreds of fire apparatus to support the war initiative.

During the past 20 years, Darley has been awarded substantial contracts from the Department of Defense (DoD). These have included the P1, P6 and P100 pumps for use on US Navy and Coast Guard vessels. Darley has also provided pumps for the P22, P24 and P25 contracts for firefighting vehicles. In 2007, Darley's acquisition of Ohler Pump solidified its leadership position as a pump supplier to the DoD.

In 2009, Darley was awarded major contracts as a Tailored Logistics Support Program (TLSP) supplier of firefighting and special operations equipment for our nation's warfighters. Darley just released the 2nd edition of our new Darley Defense Catalog which features almost 200 pages of the latest tactical gear. Customers also can find over

1000 products on www.darleydefense.com.

According to Executive Vice President James Long, "We established an awesome Defense Advisory Board and added DoD leaders to our corporate board to ensure that we are focused on our DoD initiatives." On May 11, 2011, Darley was notified by the Defense Logistics Agency that we were the recipients of the prestigious DLA Land and Maritime 2010 Recognition for Excellence Award. Darley was honored as a 2010 Award Winner at the 2011 DLA Industry Conference and Exhibition on June 27-30, 2011, at the Greater Columbus Convention Center in downtown Columbus, Ohio.

Darley has also developed new products that are focused on our DoD customers as well as all emergency services around the world. These include

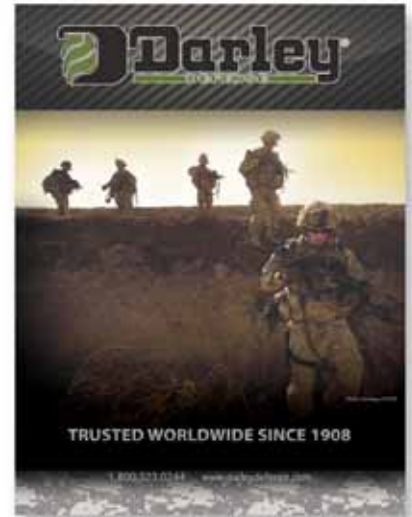


Darley's Ohler Division has delivered thousands of pumps & PuriFire water purification systems to the DoD in recent years.

our complete line of water purification products called the PuriFire that start with an economical 3 gallons-per-minute solar-powered suitcase unit. Our Purfection #1 CBRN water purification system uses ozone generation that can produce water so clean that it can be used as a disinfection unit for hazmat situations and other sterile water needs.

The new Darley Stinger Drone has both civil and DoD application. According to company Chief Operating Officer Peter Darley, "We saw a need for an affordable system that departments can use to survey any type of incident – from a large scale fire to border patrol and military recon exercises." 🚁

The NEW Darley Drone – The Stinger - is designed for our DoD customers as well as other Homeland Security Departments, fire departments & large commercial customers. It includes a high definition camera & thermal imaging capabilities.



Darley's newest Defense Equipment Catalog includes almost 200 pages of the latest special operations gear to protect our forces. Check out www.darleydefense.com to download a copy.

NEW



From the Office of

PAUL DARLEY

What Goes Around ...Comes Around



In ancient Greece, Plato wrote, "Necessity is the mother of invention." As I reflect on our industry and business, these words ring as true today as they did 2500 years ago. Difficult situations inspire ingenious solutions.

The USA fire market is down roughly 50% over the past three years. As a result, we were forced to reinvent ourselves if we wanted to grow. While this change is out of necessity, we've found that by shifting our attention to new growth markets, we've actually been able to expand our business and thrive, rather than simply stay in our comfort zone and be pulled down by market conditions.

This diversification path is not an easy one. Like any major shift in business or one's life, we know that there are certain things that we can control and others that we can't. We are forging these new paths very deliberately and executing our strategic plan with an emphasis in two major areas.

Several years ago, sales to the Department of Defense was a small part of our business. Today, it's our fastest-growing and largest customer segment. We've also made a concerted effort to grow our international business. Darley is the strongest fire brand in China as well as in many other growing markets around the world. The weakening US dollar has helped to fuel our export sales as well.

At the same time, we are strengthening our infrastructure with the implementation of a new Enterprise Resource Planning (ERP) system and heavy concentration on new product development.

While we are introducing new exciting products like water purification equipment and even a Darley Stinger Drone, we are not abandoning our core fire business. To the contrary, we are investing in new fire technologies and forming partnerships that will allow us to retain our leadership position in the USA fire industry when the market returns.

Will the USA fire market return to 6000 new vehicles per year? If it's anything like the over-the-road truck market, it should. After several years of turmoil, the Class 8 truck market in the USA has rebounded with sales up over 150% over last year.

The USA fire service hopefully will see a similar rebound over the next 18-24 months. When it does come around, Darley will be there stronger than ever to support you, our customers, and meet the growing demand of the new normal market. In the meantime, if there is anything we can be doing to assist you, we hope you'll reach out to us.

Paul C. Darley
President & Chief Executive Officer
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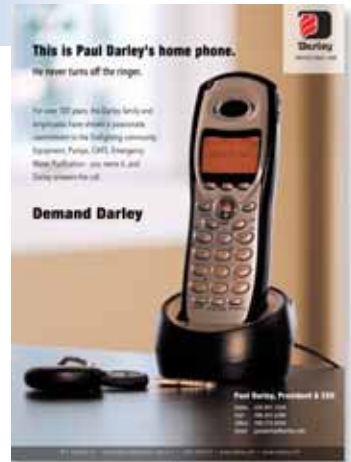
DARLEY AD CAMPAIGN

The most successful print advertising is usually an ad: that customers remember, relays a significant point of difference, addresses a "customer pain" and moves customers to action...or at least causes them to remember your company when they have a need.

We monitor the advertising surveys closely, and our most successful ad in the past five years has been this ad featuring Paul Darley's actual home phone, cell phone and other contact information.

According to Paul Darley, "I still get a lot of comments about this ad...and a number of calls at home. Most of the people who call at home are generally just checking to see if it's really my home number...which it is."

Marketing Manager Amanda Dombrowski states, "The success of the ad is based largely on reader recall. It's different from any other ad in the fire publications, so customers remember it. Our company focuses on being close to our customers and offering the best customer service possible. The ad gets this point across without having to say it."



Darley has brought back our popular ad featuring Paul Darley's home phone.

Darley Helps Organize IL Fire Service Home Day

On June 16, 2011, more than 150 people attended the sixth annual Illinois Fire Service Home Day held at the Mutual Aid Box Alarm System's headquarters in Wheeling, IL.

Illinois' Home Day was created to help federal and local legislators understand first-hand the importance of grant funding in Illinois. The meeting was co-chaired by Chief Tom Deegan, Metropolitan Fire Chiefs; Paul Darley and the Fire Apparatus Manufacturers Association; and Janet Wilmoth, representing the Fire and Emergency Manufacturers Association. In addition to Congressional leaders and staff members, also at the event were Illinois State Fire Marshal Larry Matkaitis, Chicago Fire Comm. Robert Hoff and over 100 Illinois fire chiefs.

Speakers at the event included Don Mobley, FEMA Program Specialist, Hank Clemmensen, IAFC Second VP and Jay Reardon, president and CEO of MABAS. All focused on the importance of the DHS Assistance to Firefighters Grants, the SAFER and the Federal Urban Area Strategic Initiatives.



Over 150 fire chiefs, vendors and FAMA/FEMSA members attended the Illinois Fire Service Home Day.

FEATURED PRODUCT

Darley Stored CAFS Solutions

Darley now offers stored energy fire suppression systems in a variety of designs. These state-of-the-art systems provide CAFS fire suppression technology; and are available in different sizes as portable, wheeled and mobile skid systems. Thousands of these systems have been sold to the military, fire departments, industrial contractors and private companies worldwide.



CAFS stored energy solutions offer an economic solution for many CAFS applications.

DARLEY RESPONDS TO WORLDWIDE CRISIS

The Management Team at Darley spends a lot of time researching trends and determining where we should invest our Research and Development (R & D) dollars to give us the best return on investment, but also to make sure that we are contributing to society and pursuing our mission statement of "Serving the world's first responder and tactical communities by providing high quality, safe and innovative products."

One only needs to turn on the television to see that natural and technology disasters are on the rise. From the earthquakes in New Zealand, Chile, Japan and Haiti to the manmade technological disasters such as the BP oil spill in the Gulf of Mexico. If you look at the data more closely, you will find that both these types of disasters have increased dramatically over the past 20 years.

Darley is committed to bringing new products to the market that help the world address these needs. According to Steve Darley, who leads our Corporate Social Responsibility (CSR) Program, "Our strategic plan and CSR plan are closely aligned. We are expanding into new markets outside of our historical core business with products that can help society address these changing environmental areas."

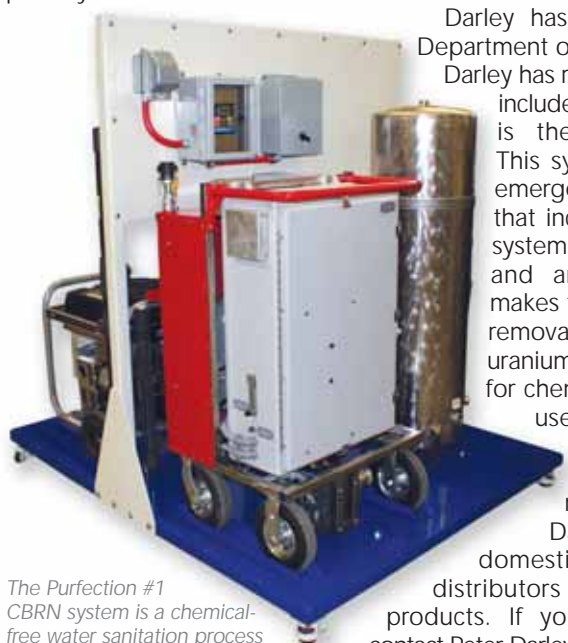
One area where Darley is investing significant R & D funds is in the area of water purification. We have recently rebuilt and updated our emergency water purification website – www.purifiresystems.com. The site has a new look and functionality and features our latest purification, sanitation and decon products and systems. Specifications and other information can be downloaded from our updated product section.

The PuriFire line of water purification products now includes over 10 models. Self-contained solar-powered units begin at under \$2500 and can produce up to 3 GPM of over 4000 gallons on drinking water per day.

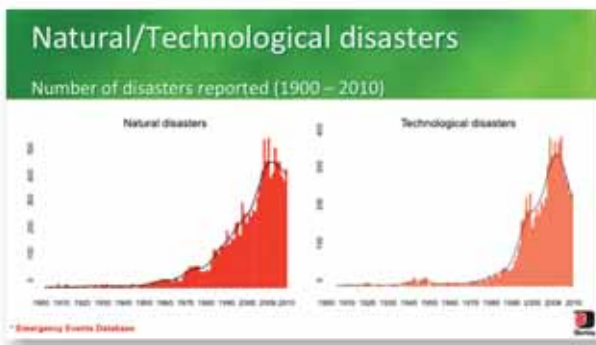
Darley has recently been awarded major contracts with the Department of Defense and numerous international contracts.

Darley has recently expanded our water purification product line to include disinfection systems. One of the new products featured is the Purfection #1 CBRN. This system is a multi-functional emergency potable water system that includes a mobile sanitation system. A combination of cation and anion exchange filtration makes the system very unique for removal of radium 226,228 and uranium. The #1 CBRN is designed for chemical-free applications and uses ozone technology for totally green surface disinfection and decontamination applications.

Darley is establishing new domestic and international distributors for this special line of products. If you are interested, please contact Peter Darley at peterdarley@darley.com



The Purfection #1 CBRN system is a chemical-free water sanitation process utilizing ozone technology.



Natural and technological disasters are increasing worldwide at an alarming rate. Darley is developing new products to address these needs.



Darley has provided products and resources for many international disasters such as the recent earthquakes in Japan and New Zealand.



Visit www.purifiresystems.com to see the latest water purification products available. The 3S3PS starts at under \$2500.

Darley Makes a Splash at the FDIC

Darley attends over 80 domestic and international tradeshows each year in a variety of markets. While some of these shows may just have a few Team Darley members working the booth, we roll out the carpet for our booth at the Fire Department Instructors Conference each year.



The Darley Stinger Drone was a big hit in our equipment booth.

Darley had three booths this year totalling over 3500 sq. feet of booth space and 50 Team Darley members in attendance at the show.

Like most companies in the fire service, Darley introduced new product offerings at the show which was held March 24-26, 2011, at the convention center in Indianapolis, IN. These new products included the Darley Stinger Drone, Purfection water disinfection system, a new economical CAFS, Smart Control panel, ZS 2500 GPM pump and many other new products.

Over 300 customers attended our VIP reception at the Marriott on Friday evening. Mark your calendar now for next year's show which will be held April 19-21, 2012, in Indianapolis.



Darley had three booths with over 3500 sq feet of booth space and featured 11 new products.

ODIN Relocates to Iowa

W.S. Darley & Co. will be consolidating our Odin Foam Division of Toledo, OR and moving it to our Ohler facility in Janesville, IA. Some products will be produced at our plant in Chippewa Falls, WI.

The move will be completed by October 1, 2011. Ohler will manufacture our Odin products such as the Mongoose (Gas and Diesel), Mustang, Derringer and the Weapon. Our PTO CAFS systems and accessory items such as the Fast Foam Proportioners, AutoFill, and AutoValve will be manufactured in our pump plant in Chippewa Falls, WI. All will continue to be branded under the Odin/Darley names.

Dave Maier, Odin Division Manager, will continue on with the company.

We thank you for your support of the Odin product line and look forward to serving your CAFS needs in the future. If you should have any questions, please do not hesitate to reach out to any of the below.

Your points of contact moving forward will be:

SALES & TECHNICAL

Seth Klobassa	seth@darley.com
Troy Carothers	troycarothers@darley.com
Jason Darley	jasondarley@darley.com
Jim Darley	jimdarely@darley.com
Dave Maier	dmaier@odinfoam.com



The Odin Mongoose and other systems will be manufactured at our Ohler Plant in Iowa.



Odin Foam is a division of Darley® acquired in 1997.

ODIN FOAM



For more info on PolyBilt products visit:
www.polybilt.com
www.polybilt.com/europe



PolyBilt® is an LLC owned by Darley® & ProPoly of America.

POLYBILT

Ohler Receives DLA 2010 Recognition for Excellence

The Defense Logistics Agency recognizes contractors for their excellent performance. To qualify for an award, a supplier must deliver on a minimum of 50 contract line items during the year. Other criteria for qualification include a consideration of business ethics, integrity and past performance. Contractors are graded by quality and delivery ratings. These two ratings are then combined for a DLA score. Awards are given as follows: Gold – DLA Score of 100, Silver – DLA Score of 99.0 to 99.9, Bronze – DLA Score of 98.0 to 98.9.

Ohler achieved a quality rating of 99.9 and a delivery rating of 99.2 for a final DLA Score of 99.5. Ohler is proud of the work we do for our military and is pleased with the Silver Award recognition.

On May 11, 2011, Darley was notified by the Defense Logistics Agency that we were the recipients of the prestigious DLA Land and Maritime 2010 Recognition for Excellence Award. Darley was honored as a 2010 Award Winner at the 2011 DLA Industry Conference and Exhibition on June 27-30, 2011, at the Greater Columbus Convention Center in Downtown Columbus, Ohio.



Darley received the Army/Navy E Award three times during World War II.



Ohler Pumps is a division of Darley® acquired in 2007.

OHLER PUMPS

DARLEY DEFENSE

PolyBilt Expands Into Commercial Markets



Peter Darley
 Chief Operating Officer
peterdarley@darley.com



Delivery Body – one of many specialized PolyBilt bodies on display at the NEC.

Wrecker Body on display at the 2011 Tow Show.



PolyBilt Bodies were on display this year at various commercial truck shows including the NEC commercial truck show in Birmingham, England and the 2011 Florida Tow Show in Orlando. The benefits that PolyBilt products offer for fire and emergency services are finding new appreciation in a variety of specialized commercial body markets. Green technology was a common theme for all types of road transport, logistics and distribution vehicles that were on display at the NEC. These companies and companies operating wrecker trucks are all looking for ways to cut operational costs. PolyBilt bodies are fully recyclable and provide solutions for increasing payloads to cutting maintenance costs. Brand image is a big deal for most commercial companies (as well as for fire departments) and operator's owners are proud to have work trucks displaying their brand names that are free of corrosion, dings and dents.

Defense Advisory Board Helps Lead Way

The Darley Defense Division recently concluded a two day Special Operations Advisory (SOA) Board meeting. The SOA board is comprised of a former Army Special Operations commander, a former Navy Seal Team commander, a former Army Command Sergeant Major, a Naval Intelligence Officer and Industry leaders with Department of Defense (DoD) related businesses. Also on the SOA board are Darley's Paul Darley, James Long and TJ Gilroy.



Members of the Darley Advisory Board shown at a recent meeting in Itasca.

Discussion regarding the future DoD budget and tactical products was exciting and very productive. The board also made several suggestions on how to increase sales, and expand our horizons in the relatively new market for Darley. Getting valuable input from outside expertise will help Darley to continue to grow the Defense business.

Armed with a new and expanded Defense Catalog, the outside sales team of Darley is hitting the military bases with vigor. With the Government's end-of-year rapidly approaching at the end of September, sales efforts now are the key to a great year for the Defense Division. The new catalog, and a revamped DarleyDefense.com web site are already beginning to make a difference in sales.

Please visit www.darleydefense.com and click on the map of the United States to see the territories and salesmen contact information.



Darley Defense is a division of Darley® started in 2008.



Michael C. Ruthy
VP Engineering
mikeruthy@darley.com

JUST ASK ENGINEERING

Question?

I want to install my pump on a skid or trailer and I want to install a large gasoline fuel tank for long operation. What do I need to do to stay EPA compliant?

*Asked by: Larry Griffith
RKO Sales / Tech. Department*

Answer.

Having just completed our own EPA certification process, the first and rather cynical answer is: Be prepared to spend several months reviewing EPA regulations and a few thousand dollars to boot. Realistically speaking, I think those days are over.

Small gasoline driven units, such as our popular Briggs and Honda driven pumps, are now regulated by the EPA to levels previously unheard of. It can be done, but there are some serious hoops to jump through.

The EPA requires engines in this size to be emission certified in two areas: Exhaust and Evaporative emissions. Your unit, to be compliant, must be labeled and registered with the EPA. Our pumps are currently offered with attached fuel tanks (Briggs 18 HP, for instance) or with a certificated fuel tank. Our EPA compliance certificate allows us to label such equipment to identify it as compliant. Changing to a different exhaust system can usually be handled at the engine manufacturer's level, but the fuel system, if modified, has to be registered with the EPA by the manufacturer of record.

Because of these regulations, we have made fuel systems, including tanks and fuel lines, standard on all small, spark-ignited, engine-driven pumps. Our certificate only covers the components we have registered, so modifications at the OEM level would require the OEM to pursue their own certification with the EPA. This is very different from previous years where everything was handled by the engine manufacturer.



Darley has received EPA compliance on most of our portable pump line including the popular 2BE21H.

As such, pump and engines of this type will no longer be offered without fuel systems, except to OEM's prepared to label them compliant for Evaporative Emissions with their own EPA registration. We cannot label an engine as emissions compliant if our fuel tank is not supplied, and such labeling would become the responsibility of the OEM.

As a side note, there are several pages of regulations just regarding the composition of the label. For instance, it must be non-removable, tamper-proof, and must remain readable for at least five years. Finding a compliant label material is a not a trivial task.

Any OEM who wants to pursue their own fuel system should contact us for advice, though my first advice is quite simple: Don't. It's an ugly mess.

In model year 2012, the rules change again, and we may be forced to drop many engine models simply due to the onerous costs of validating them for future certification. As an example of the federal government imposing regulations that stifle small businesses, I have never seen something this nasty. The bad news is it gets worse every year until 2015. After that, it just stays worse.

That said, we are on top of it and are here to help our customers meet these new regulatory requirements. Feel free to call us with any questions or concerns. 📞

Darley Partners with Pierce on the New DASH® CF

The Pierce PUC has been the most successful new product launch in the fire apparatus industry of all time – selling over 600 trucks in less than 4 years. The PUC is now offered in a variety of configurations including pumpers, aerials, rescue trucks and tankers.

Darley partnered with Pierce in 2007 in the development of the pump for the PUC. According to Chad Trinkner, Market Manager at Pierce for Aerial, Pumper, & Fire Suppression Products, "The Darley team was awesome to work with. They took the time to listen to our design objectives, communicate on a regular basis and design and deliver a pump that exceeded all of our requirements and expectations."

When Pierce decided to design the DASH CF, it only made sense to build this new vehicle on the PUC platform. Chad adds on the DASH CF, "The PUC platform was the catalyst for the DASH CF. The innovative team at Darley allowed Pierce to dramatically enhance the space of the custom cab while maintaining all of the features of a 1500 gpm centrifugal pump."

The all-new DASH CF is built for situation-readiness to help firefighters better prepare for any response. This revolutionary new fire truck gives firefighters what they've been asking for – dramatically increased space in the cab, enhanced visibility, improved 360° protection from every angle, and easier serviceability – all built on the heavy-duty construction that you can only get from Pierce.

The PUC Pump is a unique, patented pump that meets the TRUE needs of the fire service with compact, lightweight design. It allows easy access to speedlays, etc. Since the pump is driven by a REPTO (Rear Engine Power Take Off) that can deliver 240 hp and 520 ft. pounds of torque, the pump can easily reach a 1500 GPM rating.

Pierce and their customers really like the two-step pump shift operation. Chad adds, "The fact that Pierce and Darley are utilizing an electromagnetic clutch for pump engagement allows the end user to simply pull the parking brake, flip the rocker switch, and the pump is engaged."

The PUC pump comes with a 6-year warranty and is backed by a worldwide service center. To learn more about the new DASH CF, visit the Pierce website at: www.piercemfg.com/en/dashcf.aspx 📞



The PUC pump requires very little service and maintenance, but when needed, access is available by lifting the cab.



The PUC allows for the pump & all plumbing to be above the frame rails offering easy access.



The PUC Pump controls are out of the way of the operator allowing for easy access and safety.

INSIDE DARLEY



Bill Darley
Chairman of the Board
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C: 708-902-0021

From the Office of BILL DARLEY

I'm adjusting and enjoying my time away from the office knowing that W.S. Darley & Co. is in great hands under the leadership of our Executive Team. We've also taken great strides to ensure that we have the best possible outside Board of Directors who our team can turn

to for guidance. I am pleased to share a little bit about our outside board with you.

Steven Rogers is a professor of Entrepreneurial Finance at Northwestern's Kellogg School of Management. Prior to becoming an entrepreneur, Professor Rogers worked at Bain and Company Consulting firm, Cummins Engine Company and UNC Ventures, a venture capital firm. He also serves on the Board of Directors of SC Johnson Wax, SuperValu (NYSE), Oakmark Mutual Funds, and AMCORE Financial (NASDAQ). He received an MBA from Harvard Business School and a Bachelor of Arts degree from Williams College.



Steven Rogers

Samuel K. Skinner has had a distinguished career in both the governmental and private sectors. Sam is the retired Chairman, President and Chief Executive Officer of USF Corporation, President of Commonwealth Edison Company. Sam served as Chief of Staff to President George H. W. Bush and prior to his White House service, he served in the President's Cabinet for nearly

Samuel Skinner



Peter Schoomaker

three years as Secretary of Transportation. Mr. Skinner was appointed by President George W. Bush to be a member of the Base Realignment and Closure (BRAC) Commission. He served in the US Army and holds a law Degree from DePaul and BS degree from the University of Illinois.

General (Ret) Peter J. Schoomaker retired from active service in December 2000 as the Commander-in-Chief, United States Special Operations Command and was recalled to active duty as the 35th Chief of Staff, United States Army, in 2003. In April 2007, he returned to retired status after more than 35 years of service. General Schoomaker's awards and decorations include three Defense Distinguished Service Medals, three Army Distinguished Service Medals, and four Defense Superior Service Medals.



Paul Faherty



Mary Jo Long

Paul Faherty served in the US Navy and earned his law degree at John Marshall Law School where he is an adjunct professor and director of the Graduate Tax program. He has worked for both the FBI and IRS, but spent the majority of his career as the Director of Tax Planning for Amoco Corporation. He was ordained a deacon 20 years ago and serves the parish where most Darley family members attend. He has served on the Darley Board since 2002.

Mary Jo Long is an attorney with the Department of Child and Family Services in Chicago. A 3rd generation family owner, Mary Jo was asked to join the board in 2010 to represent the interests of Darley shareholders who don't work in the business. 🍷

Darley Foundation Establishes William J. Darley Scholarship Fund

The Darley Family Foundation has established a scholarship fund at Dominican University to help provide for the college education of children of firefighters, military personnel and the families of Darley employees.



The William J. Darley Scholarship Fund, is in recognition of Bill Darley's many contributions to firefighters and firefighting organizations, to local and regional communities, and to Dominican University.

According to Bill Darley, "Given the many sacrifices made by firefighters, soldiers and our employees, the Darley Scholarship will assist them and their families in making a Dominican University education possible."

Donna Carroll, President of Dominican University, stated "This scholarship will provide funding in perpetuity. Establishment of the William J. Darley Scholarship Fund is a natural extension of the family's, and the company's, support of the firefighting, military and W.S. Darley & Co. community - while also honoring the legacy of the family's patriarch." Bill served on the Board of Trustees for many years and several Darley family members are graduates.

Founded in 1901, Dominican University is a comprehensive, coeducational Catholic institution. In the 2011 edition of "America's Best Colleges," U.S. News & World Report ranked Dominican University in the top 20 of Midwest master's level universities. If you are interested in applying for this scholarship, visit the university website at: www.dom.edu 🍷

EMPLOYEE PROFILE



Ryan Geissler joined Darley Team in May of 2007 as an Engineering Intern. One year later, he graduated from the University of Wisconsin Stout with a Bachelors Degree in Engineering Technology with a focus on Mechanical Design, and accepted a full-time position as a Design Engineer at Darley.

Darley encourages our employees to continue their education, and two years later, Ryan earned a Masters in Manufacturing Engineering. He honed his engineering skills through the study of Finite Element Analysis Methods, Product Development and Design, Reliability Engineering, Statistical Analysis Tools, Six Sigma, Organizational Research Methods, Program Management, and Lean Manufacturing.

Ryan reflects, "Though my education has allowed me to perform a function in the engineering department at Darley, nothing has been more rewarding than working for the Darleys. This family-owned business has a level of dedication and drive I have yet to see matched in the industry."

Ryan was no stranger to the Darley Family, having grown up with the 4th Generation of Darley's, Ryan, Kyle and Jason. He gives a lot of credit to Darley's senior engineering team. "I have learned more from their unprecedented level of knowledge, expertise and dedication in the industry than I ever could have in a classroom. I strive to work at their level each day and provide Darley with the same quality of work. I enjoy working for Darley because of its great work environment and the people I get to work with."

In August of 2010, Ryan married his wife Anna. Together, they are raising beautiful daughter Gracelynn, and in early July, added to the Geissler family with twin girls, Ella Mae and Ava Marie. When Ryan is not engineering customized "System Solutions" for OEM customers, he enjoys spending time with his family, woodworking, fishing and hunting. 🍷

PUMP SCHOOL & CAFS ACADEMY

PUMP SCHOOL

Darley provides a comprehensive class that covers everything from pump theory to hands-on maintenance and repair of Darley pumps and accessories. Pump School is absolutely free. Students only pay for transportation, room and meals. All OEM and Service Centers are encouraged to attend at least every five years. Classes are held the first full week of May and October each year. Call Elesha Schimmel at [1-800-634-7812](tel:1-800-634-7812) for more details or to sign-up.

CAFS ACADEMY

The annual Darley CAFS Academy is a great way to learn how to maintain, service and operate your CAFS. Cost is free to all pump school attendees or only \$75 for the 2-day school, \$50 for a 1-day pass. Contact Troy Carothers at cafs@darley.com for more details or to sign-up. 📧

Oct. 3 - 5, 2011 Darley Pump School
Apr. 30 - May 2, 2012 Darley Pump School
May 3 - 4, 2012 Darley CAFS Academy



May 2011 Pump School graduates.

A LOOK AT A NEXT GENERATION DARLEY

Zoey Darley

Zoey Bea Darley is the first of the 5th generation descendent of W.S. Darley. She was born on July 27, 2010.



Three days after her birth, Zoey attended her first Darley function at a retirement party for three long term employees. Later that month, she visited the FRI trade show in Chicago where she met many of our friends in the industry as well as some family members for the first time.

Her favorite toys now include her wind up fire truck and her pink fire chief hat. According to her father Jason Darley, "We have many big dreams for Zoey's future and despite the sounds of things above, we will not be pushing her one way or another for her career choice."

She recently celebrated her first birthday. She is already walking and speaking a few words. Zoey loves music, swimming and harassing her black lab Scout.

Zoey is the daughter of Jason and Tessa Darley and the granddaughter of Jeff and Patti Darley. 📧

DARLEY IN THE NEWS

W.S. Darley & Co has been in the news quite a bit over the past six months, and we are excited to share a few of these awards and announcement with you.

On July 15, 2011, Darley was named to the Inc. 500|5000 list of the fastest-growing private companies in America – for the third year in a row! The Inc. 500/5000 list is one of the most prestigious awards given to the industry. Darley will be recognized at the 30th Annual Awards Ceremony being held in Washington, DC, on September 24, 2011. In a press statement from Inc. Magazine, "With this accomplishment, W. S. Darley & Company joins the rarified company of enterprises that have appeared on the list multiple times, many of which have grown to become national icons."



Ernst & Young Entrepreneur Of The Year®

2011 Finalist

In the April 18, 2011, issue of Crain's Chicago Business, Darley was listed as the 213th largest privately held business in the Chicago area and a week later was listed as #45 on the Fast Fifty list for growth over the last 5 years. This is the second year in a row that Darley has made the Crain's Fast Fifty list.



On June 22, 2011, Ernst & Young LLP named Darley as a finalist for the Midwest section in their 25th annual Entrepreneur of the Year Award. Darley was selected by an independent judging panel made up of previous winners of the award, CEOs, private capital investors and other regional business leaders. Other finalists included Groupon, High Tower & Blue Star Energy.



May 26, 2011, marked 3600 Accident Free Days at Darley's pump manufacturing plant in Chippewa Falls, WI. Our last lost time injury was July 17, 2001. Our employees celebrated with a steak lunch grilled by one of our own employees for both the day and night shifts in the plant. According to Darley Safety Director Paul Danielson, "We attribute our good safety record to the efforts of all of our employees. Without their suggestions for improvement and always working



Darley employees celebrated 3600 days without a lost time injury.

safely, we could not have gone this long."

Jeff Darley was the 2010 FAMA recipient of the Chairman's award. He was recognized for his many years of service within the FAMA technical committee and served in the capacity of Chairman and Co-Chairman for several sub committees over the past 20 years. Jeff served in the capacity of Chairman for the Foam subcommittee for the past 10 years. He continues to serve the organization within the foam task group. This award was presented to Jeff at the FAMA meeting in Indianapolis on March 24, 2011.

W.S. Darley & Co was featured on the Public Broadcasting Service (PBS) show "All in the Family" which aired nationwide on January 31, 2011. The show featured how Darley has been able to navigate and capitalize on the family aspects of being a family business and our plans for the business in the future. If you missed it, you can watch the segment online at www.pbs.org. 📧



Jeff Darley received the FAMA Chairman's Award in March, 2011.

VISIT DARLEY

AT THE

IAFC - FRI SHOW



Atlanta, GA

August 26 - 27

Booth 2732

MOBILE

Download the Darley mobile app for iPhone, iPad and Android



COUPON

Scan this QR code to receive 10% of your entire edarley.com order. Expires September 30th



EQUIPMENT



PUMPS



CAES



APPARATUS



DEFENSE



Industry Calendar

Please Visit us at These Upcoming Trade Shows and Events

2011 Trade Shows

Aug. 23 - 27	IAFC / DoD	Atlanta, GA
Aug. 26 - 27	IAFC Fire Rescue	Atlanta, GA
Aug. 27	FAMA Tech Meeting	Atlanta, GA
Aug. 27 - 29	NAGUS	Milwaukee, WI
Aug. 29 - 31	AFAC	Sydney, Australia
Aug. 29 - Sept. 2	Firehouse Central / EMS	Las Vegas, NV
Sept. 25 - 28	Canadian Fire Rescue	Calgary, Alberta
Sept. 27 - 29	Modern Day Marine	Quantico, VA
Oct. 4 - 7	FAMA / FEMSA Fall Meeting	Arlington, VA
Oct. 10 - 11	Pittsburgh Fire/Rescue & EMS	Pittsburgh, PA
Oct. 24 - 26	Fire Show Reno	Reno, NV
Oct. 25 - 27	AUSA Expo	Washington, DC
Nov. 1 - 2	SOFEX	Ft. Bragg, NC

2012 Trade Shows

Jan. 15 - 17	Intersec	Dubai, UAE
Feb. 21 - 23	Fire House World	San Diego, CA
Apr. 16 - 21	FDIC	Indianapolis, IN
May 18 - 23	Metro Fire Chiefs Conference	Louisville, KY
June 13 - 16	NY Chiefs	Verona, NY

* This is a partial list of trade shows. Darley will exhibit at over 85 trade shows this year.

WEB



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We welcome your comments, suggestions and questions for upcoming issues of the Darley Times