

Bill Darley Thoughts

The collage features several vintage advertisements for Darley products. On the left, a large advertisement for a fireman's coat includes the text: "Only From a Great Modern Factory Could Come Super Quality Fireman's Coats So Low Priced!". Above it, another ad for "NEW & IMPROVED SHATTER-PROOF GLASS DRIVING GOGGLES" features a portrait of a man wearing the goggles. To the right, there are smaller ads for "SPECIAL WHITE SHIRT" and "and Equipmen". At the bottom, there are ads for various tools and equipment, including a "Fire Axe" for \$7.50 and a "Fire Hook" for \$4.00. A central portrait of William J. "Bill" Darley, C.E.O. & Chairman of the Board, is overlaid on the collage. He is wearing a light-colored suit jacket over a striped shirt. The entire collage is framed by a blue border.

William J. "Bill" Darley, C.E.O. & Chairman of the Board



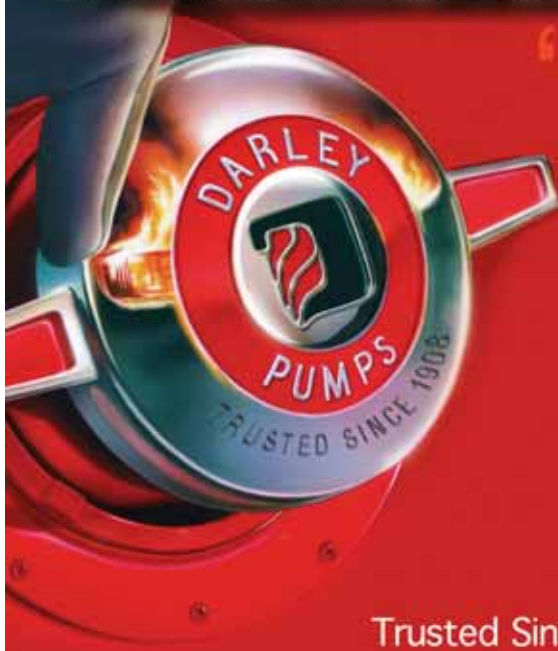
DEMAND DARLEY



Darley's New Pump Manufacturing Plant
Dedicated in 2003 to Bill Darley

*"A legacy isn't just something you leave behind,
It's something you build every day you live!"*

I'M ASKING YOU FOR YOUR ORDER



“I've seen a lot of changes over my 76 years, but Darley's service, respect, ethics, integrity, face-to-face relationships and family values never go out of style.

I've traveled and sold to 121 countries after listening and learning about your needs.

The innovations and differences we offer in Fire Fighting Equipment, Apparatus, Compressed Air Foam Systems and Pumps are second to none. That's why I've never been shy about asking for your order. Demand Darley on all your purchases.

For over 96 years, you've been able to call and ask for a Darley family/team member.

It makes my heart glad to see the progress our company has made and continues to make. **”**

Bill Darley, CEO & Chairman, 1-800-4-DARLEY (1-800-432-7539) ext 308,
Cell: 1-706-902-0021, Home: 1-706-771-3066, email: billdarley@darley.com
Mention this ad with your next order

Trusted Since 1908. | 1-800-4-DARLEY or visit
www.darley.com

CEO & Chairman

Bill Darley



Bill Darley
CEO & Chairman

This resolution was presented by a member of The Institution of Fire Engineers,
United States of America Branch, for approval.

The resolution was passed unanimously.

RESOLUTION

Whereas, William Darley is an active member of the United States Fire Service, and has been for more than 50-years, serving with distinction in fire service engineering and technical innovation in the manufacture of pumps and apparatus to the CEO of a major global supplier and manufacturer, and

Whereas, now, Mr. Darley is the Chief Executive Officer of W.S. Darley & Company, a major manufacturer of fire pumps, fire apparatus, and fire equipment and a supplier of fire service, law enforcement, and municipal supplies to the international market. This organization has grown to three sites for manufacturing and distribution and over 170 employees, a network of 200 distributors in the United States, 50 international dealers in 40 countries and products used in 70 countries worldwide, and

Whereas, Mr. Darley has applied himself to gain knowledge in all aspects of fire engineering using his Mechanical Engineering Degree from Perdue University and applying this knowledge to improve the fire suppression products manufactured including innovations in pump design, alternative body construction materials, and promoting Class A and Compressed Air Foam systems, using the latest in Computer Aided Design and Computer Aided Manufacturing in production, and

Whereas, Mr. Darley has given of his time and knowledge as a national and international lecturer on fire pump design, fire fighting innovations, and his expertise in management of a family business, and

Whereas, Mr. Darley has held positions of member, president, and board of director in national organizations such as the National Fire Protection Association, Fire Apparatus Manufacturer's Association, International Association of Fire Chiefs Foundations, the Congressional Fire Service Institute, and Liberty Mutual Insurance, and

Whereas, Mr. Darley has excelled in community service serving as President of the River Forest Service Club, on the board of trustees of Dominican University, and the Board of Advisors of the Archdiocese Charities, and he further brings this same customer service to company clientele, and

Whereas, Mr. Darley has been honored with the FAMA Industry Star Achiever Award, and the River Forest Distinguished Service Award, and

Whereas, William Darley has distinguished himself in his service to local, national, and international fire engineering communities, and it is fitting to recognize these contributions,

Therefore, be it resolved the United States Branch of The Institution of Fire Engineers, assembled at its Annual General Meeting in Dallas, Texas, does recommend William Joseph Darley for appointment to the grade of Fellow, in The Institution of Fire Engineers, and so orders this document be forwarded on this 24th day of August 2003.

It's not how many
ideas you have.
It's how many ideas
you make happen!
Continue
to make them
happen at Darley.



think about it...
Bill Darley C.E.O.
JANUARY 2003

Every morning in Africa,
a gazelle wakes up and knows
it must outrun the fastest lion
or it will be killed.

Every morning in Africa,
a lion wakes up and knows
it must run faster than the slowest gazelle
or it will starve.

“ And it doesn't matter
whether you are a lion or a gazelle.
When the sun comes up
you better be running”.

I still like this!

think about it...

Bill Darley C.E.O.

The final test
of a leader
is that
he leaves behind him,
in other men and women,
the "Conviction",
"Knowledge" and
"Will to carry on"!
"That
has been accomplished
at Darley"

Bill Darley C.E.O.

It's not the load
that breaks you down;
It's the way
you carry it!

think about it...
Bill Darley C.E.O.

At Darley
you must treat our
customers
as you would
like to be treated.

think about it...

Bill Darley C.E.O.

June 2003

At Darley
you don't just
stand up to scrutiny
you embrace it!

think about it...

Bill Darley C.E.O.
W.S. Darley & Company

Business at Darley
will / continues
to change
before I finish
this senten...
That's good.

think about it...

Bill Darley C.E.O.

JULY 2004

“We have met
the competition,
and it is us.”

We must thus continue
to stay ahead
faster and better
than our competitors
with our IT.

think about it...

Bill Darley C.E.O.

JULY 2004

Retirement!
Half the money,
Twice
the Spouse.

think about it...

Bill Darley C.E.O.
JULY 2004

Who's in charge
of change?

You are!

OK to just do it!

(If its part of our
Mission Statement
and our Core Values)



think about it...
Bill Darley C.E.O.
MARCH 2005

To all of you
at Darley
and in the Fire Service
who work so hard
to protect our Families,
our Communities
and our Wildlands...
Thank You!



think about it...
Bill Darley C.E.O.
MARCH 2005

At Darley,
instead of just
the next quarter,
how about
the next quarter
of a century?

think about it...

Bill Darley C.E.O.
DECEMBER 2004

"One's philosophy
is perhaps
not best expressed
in words:

It is best expressed
in the choices
one makes."

think about it...

Bill Darley C.E.O.
DECEMBER 2004

Why Darley!

For those of you who are
blessed with the ability
to tell the difference,
“It’s our Service and
Results that are/will
be evident!”

think about it...

Bill Darley C.E.O.
DECEMBER 2004

Improve
your vision
without
lasar surgery!
Just go to Darley
for all your needs
Apparatus, Equipment,
Pumps
and Service.

think about it...

Bill Darley C.E.O.
JANUARY 2005

I am an engineer.
I believe all questions
should start with
"What if".
I believe if it ain't broke,
take it apart and
reassemble it anyway.
At Darley we're proud
to help customers
make everything possible.
So if you need to turn your vision
to innovation,
partner with Darley.



think about it...
Bill Darley C.E.O.
DECEMBER 2004

At Darley
our difference
is not measured
only
by the goals we set,
but in how well
we go about
achieving them.



think about it...
Bill Darley C.E.O.
DECEMBER 2004

At Darley
we should look
at the current
global situation
as the Chinese do
“Wei-ji”...meaning
“Dangerous opportunities”.

Incredible opportunities exist.
We must continue to seek solutions
to the existing complex
challenges.



think about it..
Bill Darley C.E.O.
DECEMBER 2004

At Darley
and
in your personal lives
continue
to question everything,
to take nothing for granted,
and
to seek the truth.



think about it...
Bill Darley C.E.O.
DECEMBER 2004

I am...
Responsible
and
Accountable!



think about it...
Bill Darley C.E.O.
JUNE 2006

A question to Wayne Gretzky,
How did you
score so many goals?

“I always went
to where the puck would be,
not where it was!”

Do the same at Darley.



think about it..
Bill Darley C.E.O.
JUNE 2006

**At Darley
one of our approaches
should continue to be:
It's not our product,
It's our customer's product
and that means
if we need to change,
we will continue
to do it.**



think about it...
Bill Darley C.E.O.
MARCH 2005

A mountain lion
ate an entire bull
and felt so good about it
he started roaring.
He kept it up
until a hunter came along
and shot him...
The moral,
when you're full of bull
keep your mouth shut.



think about it...
Bill Darley C.E.O.
MARCH 2005

Don't mistake
my strong sense
of ethics
for a weak
sense of economics
or leadership.



think about it..
Bill Darley C.E.O.
MAY 2005

I continue to expect
high performance from all of you
without compromising your values!

To all at Darley!

Don't just
wish for something.

Do something
about it!



think about it..
Bill Darley C.E.O.
SEPTEMBER 2005

At Darley I've seen
extraordinary insights
come from
uncommon perspectives!

Continue to continue
to make us
The Best of The Best!



think about it...
Bill Darley C.E.O.
SEPTEMBER 2005

To all
who work with me
at your Company - W. S. Darley

I've tried my entire career
at Darley and in my personal
life to listen to people first -

*Then talk, suggest,
decide or listen more.*

Listen First - Talk Later!



think about it...
Bill Darley C.E.O.
OCTOBER 2005

Small danger in certain cases
of listening too closely to customers.
by Henry Ford

“If I had asked
my customers
what they wanted”
Ford said,
“They would have said
a faster horse”.



think about it...
Bill Darley C.E.O.
OCTOBER 2005

All of you/us
should communicate with
your/our customers frequently.

If you do

“They are talking to you
and can’t be talking
to a competitor!”

Look ahead, be proactive -
don’t just wait

for orders to come in!

Some day they will/could stop!



think about it..
Bill Darley C.E.O.
MARCH 2006

“About half
of the job of management
is trying to figure out
where Darley is going to be
five to 10 years down the road,
and the second half
is execution.”



think about it..
Bill Darley C.E.O.
JUNE 2006

It's what we do
and decide every day
that establishes
our Code of Ethics.



think about it...
Bill Darley C.E.O.
JUNE 2006

You
never
saw a fish
on the wall
with its mouth shut.



think about it...
Bill Darley C.E.O.
JULY 2006

A ship
in a safe harbor
is safe,
but that is not
what a ship is built for.



think about it..
Bill Darley C.E.O.
JULY 2006

“Shall I
go to Heaven
or a - Fishing”

Henry Thoreau

“Heaven can wait”



Bill Darley

Why Apparatus!

At Darley it appears
that our business changes/
can change every 6 months!

So perhaps we continue
to look forward in all Divisions
rather than dwell in the past.



think about it...
Bill Darley C.E.O.
AUGUST 2006

Newton's Rule of Inertia -

Objects at rest
tend to stay at rest,

SO...

keep moving!



think about it..
Bill Darley C.E.O.
JANUARY 2007

Work
is not a place,
it's an activity!



think about it...
Bill Darley C.E.O.
FEBRUARY 2007

If the student
surpasses the teacher;

'That is an honor
to the teacher'



think about it...
Bill Darley
OCTOBER 2007

“God made
the world round
so you
couldn't look
too far down the road.”
That's good!



think about it...
Bill Darley C.E.O.
SEPTEMBER 2007

I shall pass through this world but once.

A good, therefore, that I can do,
or any kindness that I can show
to any human being,
let me do it now.

Let me not defer or neglect it,
for I shall not pass this way again.



Without Fran -
Where would I be?
Swimming alone
in the world's sea
she has/is my special one
only one like her
under the sun.