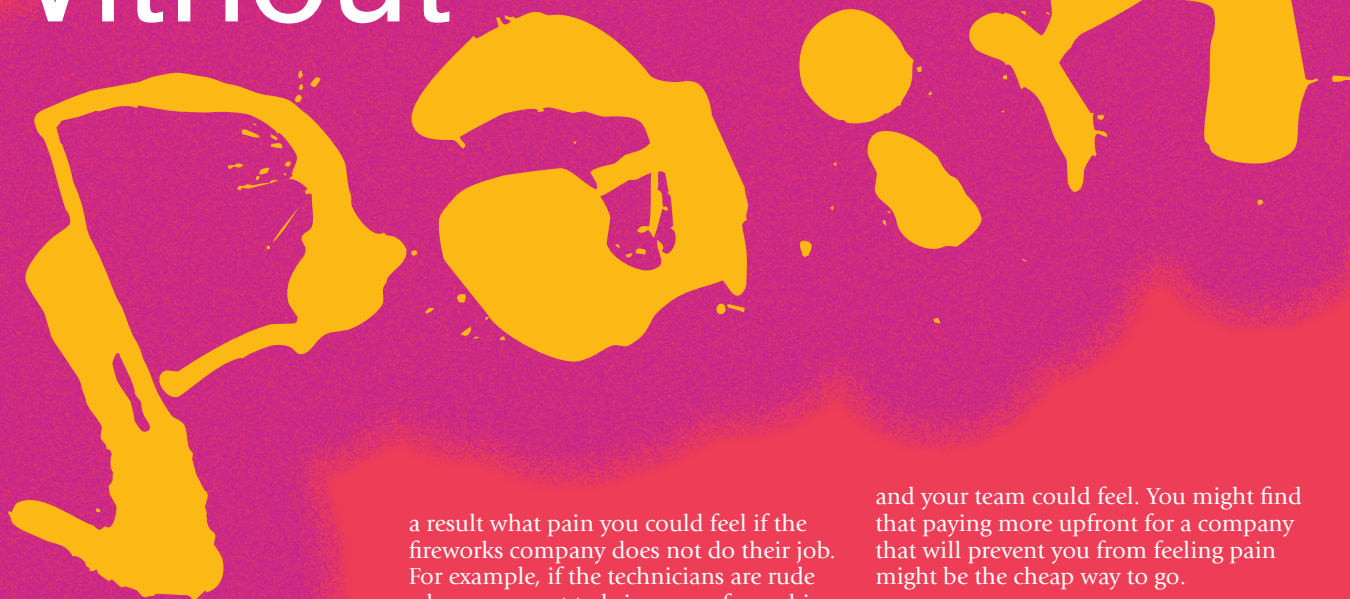


By Doug Taylor

# I'll Have One, Please, Without



Buy a new car and two weeks later as you run out the door for an important meeting, it won't start. You have PAIN.

Buy a new blouse and after one wash, you find the seams have separated. You have PAIN.

Take time off work, arrive at your doctor's office early for an appointment and find yourself still waiting two hours later. You have PAIN.

Hire a company to produce a fireworks display for your event...

If the fireworks company does not diligently perform all of its tasks from evaluating the site to clean-up after the display without interrupting you and support your needs, you can have PAIN.

Let me suggest that you evaluate each step of the process and identify the pain that your organization could feel, and as

a result what pain you could feel if the fireworks company does not do their job. For example, if the technicians are rude when you want to bring one of your biggest sponsors out to the site, you might find that sponsor is less interested in working with you next year. PAIN.

If a mess is left after the display and the city maintenance crew has to clean up, you have extra expense and the Maintenance Director is angry because his crew had other things that needed to get done. PAIN.

If you told the press that there would be smiley faces in a certain section of the show and all you got was concentric circles in the sky. PAIN.

If regulations are not being met and the local official who oversees fireworks displays refuses to let the show to be shot. PAIN.

Include the cost of that PAIN in what you paid for the display. That is the true cost. Explore the points of potential pain with the fireworks companies you are considering and understand how they will avoid producing that pain that you

and your team could feel. You might find that paying more upfront for a company that will prevent you from feeling pain might be the cheap way to go.

Proudly known as the "First Family of Fireworks," Zambelli is one of the oldest and largest American fireworks companies. Today, the family name is synonymous with quality, creativity and safety.

Zambelli Fireworks is an IFEA Association Partner in addition to the sponsor of the IFEA/Zambelli Fireworks Volunteer of the Year Award recognizing outstanding volunteers whose unselfish and dedicated service has made a significant difference in their community. Visit them at [www.zambellifireworks.com](http://www.zambellifireworks.com).

If you have fireworks questions you would like us to address in our column, please email me, Doug Taylor, President/CEO Zambelli Fireworks at [dougtaylor@zambellifireworks.com](mailto:dougtaylor@zambellifireworks.com).