

March 21, 2002



## **Audio Interview With John C. Fannin - President and CEO of SafePlace Corporation - Where is "safety" on the list of travelers? Is it even on their list?**

Over the last six-plus months, the topic of "safety" has been at or near the top of hotelier's priorities not only in America but throughout the EU as well. Where is "safety" on the list of travelers? Is it even on their list?

How many travelers, whether for business or pleasure, know how safe their hotel is? You might be surprised. A recent study conducted by Harris Interactive for **SafePlace Corporation**, found that only 22% of travelers actually investigate a facility's level of safety. Is it important to know this information? Who does the checking? Who is qualified to tell you whether a hotel is safe? Where does one go for this information?

"The Voice of Hospitality" went to Wilmington, DE, to speak with **John C. Fannin, President and CEO of SafePlace Corporation** about this hot topic. Additional results, the process the hotel goes through for a thorough safety check and an explanation of **SafePlace** are just a click of the mouse away. Listen in, you'll feel safer when it's over

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**John C. Fannin III, President & CEO - SafePlace Corporation**

**John C. Fannin III serves as President and Chief Executive Officer of SafePlace Corporation. A third generation fire fighter, Mr. Fannin has a distinguished 31year career in security, health and life safety issues.**



**Mr. Fannin is a member of the National Fire Protection Association, actively serving on NFPA Standards Committees; the Society of Fire Protection Engineers; the American Society of Safety Engineers; and the American Society of Industrial Security, where he serves on the Fire and Life Safety Council and the Hospitality and Themed Entertainment Council.**

**Mr. Fannin also serves on the Lodging Industry Rating Advisory Council and the Loss Prevention Committee of the American Hotel and Lodging Association of which his corporation is an active member.**

**In addition to his responsibilities with SafePlace Corporation, Mr. Fannin publishes and lectures nationally on fire protection, life safety and industrial security matters. Mr. Fannin served as a member of the Delaware State Fire Prevention Commission appointed by Delaware Governor Michael N. Castle, and as a member of the Philadelphia Fire Department's Citizen's Fire Prevention Committee, appointed by then Philadelphia Fire Commissioner William Richmond.**

**Prior to forming SafePlace Corporation, Mr. Fannin was President of Fire Protection Electronics, Inc. (FPE), a U.S. based consulting risk management firm specializing in advanced fire protection, security, communication and control systems. Following the acquisition of FPE by Honeywell, Mr. Fannin served as North American Region Director of Strategic Accounts for Honeywell's Fire and Security Solutions business. Prior to FPE, Mr. Fannin was Manager of Fire Protection and Security Engineering for Kidde Systems, Inc. and served as Program Manager of the US Fire Administration's Code Administration and Enforcement Program in Washington DC. While at Kidde, he developed the laboratory and curriculum for the National Fire Academy's building sprinkler and fire alarm systems courses attended by Fire Marshals and Building Code Officials nationwide.**

**Among Mr. Fannin's local activities, he currently serves as President and Founder of the Delaware Children's Fire Safety Foundation, a non-profit organization formed to conduct, support and sponsor educational activities intended to eliminate fire-related deaths and injuries among children. Mr. Fannin holds a degree from the College of Engineering of the University of Maryland and has completed graduate studies at the College of Urban Studies of the University of Maryland and the Widener University School of Business.**

**SafePlace Corporation provides independent SafePlace Accreditation of facilities including lodging, health care, educational, assisted living communities, commercial buildings and other occupancies where the safety of people is a concern. The requirements of SafePlace Corporation are primarily based on the fire protection, security, health and life safety provisions of selected nationally recognized codes, standards and recommended practices.**

**SafePlace Corporation has executive offices in Wilmington, Delaware and a network of Authorized**

Surveyors nationwide.

**About SafePlace Corporation**

SafePlace Corporation was formed in 1993 to provide independent accreditation of facilities including lodging, health care, educational, assisted living communities, commercial buildings and other occupancies where the safety of people is a concern.

SafePlace provides the public with an independent source of information regarding the relative safety of one facility over others and their Accreditation Program provides the owners of facilities the opportunity to promote superior safety to the general public.

Requirements for accreditation are primarily based on the fire protection, security, health and life safety provisions of selected nationally recognized codes, standards and recommended practices. A self-evaluation survey requiring general facility information is the first step in the accreditation process. Facilities then submit an application for

SafePlace® Accreditation. Following the successful inspection of a facility by an authorized surveyor, SafePlace Corporation recognizes qualified applicants who have measurably complied with the requirements of the firm's accreditation program.

Research on the lodging industry (including focus groups and a Harris Interactive study), has demonstrated that most frequent travelers, (and almost all women travelers) now consider safety among their top concerns when selecting a hotel and uniformly express a desire for an independent means of verifying hotel safety and security features.

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**ORGANIZATION**

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