



Prairie Fire Sprinkler, Inc
2393 East Federal Drive
Decatur, IL 62526
217-877-3333 office
217-877-4444 fax

For more information, contact:
Lisa Peacock, Owner
Tel: 217-877-3333
Email: lisa@prairiefiresprinklers.com

FOR IMMEDIATE RELEASE

Prairie Fire Sprinkler Certified as Women’s Business Enterprise by State of Illinois *Life-Saving Business Led by Pioneering Female STEM Graduate*

(DECATUR, IL – June 22, 2017) If it weren’t already unique enough, one local, privately-owned business has become even more distinct. Prairie Fire Sprinkler is now an Illinois-certified Women’s Business Enterprise (WBE), meaning the company can help other area businesses fulfill Illinois’ diversity business-building goals while it works to protect life and limb.

Prairie Fire Sprinkler (PFS) was already unique, owned and led by Lisa Peacock, P.E., a University of Illinois School of Engineering graduate who received her education well before today’s push for girls to enter careers in STEM (science, technology, engineering and math). Now, the company is recognized by the State of Illinois for its female leadership, this month receiving its certification as a Women’s Business Enterprise.

The designation is official affirmation that Prairie Fire Sprinkler is 100-percent female-owned, thus falling into a category the State of Illinois and other municipalities have made a commitment to support. As other businesses assemble bids for construction projects, they can now turn to Prairie Fire Sprinkler as a woman-owned contractor for fire sprinkler system engineering, fire protection equipment, pipe fittings, pipe tubing and accessories.

While Ms. Peacock said she is thankful for the WBE certification, she asserts her assets are rooted more in her aptitudes than her gender. She has long excelled at math and science, and savors their nexus in engineering. These strengths serve her current pursuit extremely well. While many sprinkler design and installation firms don’t employ an engineer, Prairie Fire Sprinkler obviously does, and a female one, to boot.

“There are definitely certain strengths I bring to Prairie Fire, not based on being a woman, but based how my mind works and how I approach problems,” Lisa explained. “I am very detail-oriented and math-oriented.”

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PRAIRIE FIRE SPRINKLERS is CERTIFIED WOMAN-OWNED - PAGE 2-2-2-2

The other vital piece of the Prairie Fire Sprinkler equation is Project Manager Lee Peacock, Lisa's husband of just under 20 years. Lee brings two decades of combined experience in management, sprinkler system drafting and design to the team and, said Lisa, he's "better at seeing the big picture. My strengths and Lee's strengths complement each other very well."

This is something the couple has known for a while. They met on the job while both worked for a Champaign-based engineering firm, and worked together for a few years. In some sense, said Lee, the couple's relationship has always involved some business, and over time it's grown into a shared passion.

"Being a husband and wife team is handy, because all we do is talk about sprinkler systems across the dinner table," Lee noted. "When we are hired to protect a nursing home, retail location or manufacturing facility, our customers get a whole bunch of hours they don't know about."

Prairie Fire Sprinkler (PFS) is an Illinois-certified, 100-percent woman-owned business serving diverse customers throughout Central Illinois. The company's team provides fire sprinkler design and installation services, inspections, and 24-hour sprinkler system service and repairs. PFS also is a supplier of mechanical equipment, pipe fittings, pipe tubing and accessories. For more information, visit www.prairiefiresprinklers.com, or call 217-877-3333.

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