

Mark Sallada Bio.

2021



An entrepreneur, a volunteer and would genuinely give the shirt off his back for anyone. That fairly sums up who Mark is. He is married with 3 children and 2 stepchildren. He also has a mother and sister who continue to support him in his endeavors. Marks father unexpectedly passed away 2 years ago but was a constant fixture at Rapid Response.

At 6 years old Mark asked his mother if he could sell some potatoes his uncle grew at the family farm along the road at their house. The entrepreneurial spirit was born and the business is still going strong today, run by his mother.

As Mark progressed through school he continued to always strive forward. In high school he took the diesel mechanic classes and worked for a local company servicing snowmobiles, ATV's and campers which he also assisted in selling. After graduation in 2001 he was offered a sales position with the local Ford dealership and was at the top of sales in his two years there. Knowing his life goals and wanting children, Mark was the only person to ever go from the sales department to the diesel shop in the same facility. He was charged with repairing diesel engines and transmissions and quickly was named lead certified Ford tech.

After two years as a diesel tech the desire to expand his knowledge and give back to the community in a more influential way became known. In 2006, he put himself through the police academy and graduated as a law enforcement officer that November. He was hired by Lower Swatara Police Department as a part time officer immediately following graduation. While working part time at the department and completing his testing procedures Mark made \$4000 finishing a basement for his police chief. Shortly after completing all required testing procedures Mark was hired full time with the department.

One of Mark's first tasks in the department was to order the new vehicles which he found very quickly to be cumbersome. There was no easy process to get a vehicle and find someone to install lights, the graphics and radios. Each step of the process had to come from multiple companies to get a completed project.

This is where Mark's true entrepreneurship began- that \$4,000.00 dollars made on the basement project was utilized to purchase emergency lights to be re-sold in his garage. Warning light sales quickly went to "hey can you install them"?

Mark learned a lot from being a diesel mechanic and from his father who was an electrician. The business known as Sallada Services was started in 2007. It offered some warning lights, sirens and the installation on police and fire chief vehicles. The business, started in a garage at his home, was inefficient in many ways. The building was removed, and a new 50'x50' public safety store was built offering a store front and install area for 3 vehicles or 1 fire truck.

As business started to develop a stronger footprint, Mark decided to rebrand the company to 911 Rapid Response. Business development continued over the years, adding more and more products until the location behind the house was too small. After 7 years of full-time police work Mark decided to go part-time with the Highspire Boro Police Department. This move allowed him to take Rapid Response to the next level and purchase a commercial building in Palmyra, PA.

The new location was purchased and offered a walk-in showroom with a larger install area to build emergency vehicles. Rapid Response had grown to include 6 full time employees including Mark. It was determined to expand services to the customer and a graphics printer and plotter were purchased. This subdivision is known today as Mark.It Graphics and has its own staffing. The new Palmyra location also had tenants on the second floor allowing Mark to maximize margins to save for the next big endeavor.

Seeing a need to separate assets of land and the building from his main business profile Mark started a company called Crimp Connector Properties. Due to continued growth and development of the business, land was found and purchased in Annville, PA for the next stage of expansion and the current facility location. The land was bought in a prime retail location right along RT422, one of the most traveled roads in the county.

911 Rapid Response's current facility has an 8,000 sq. ft showroom which includes gear for public safety personal, fire gear, police supplies, tactical items, firearms and a 3-lane indoor 30-yard gun range. The offices along with shipping/receiving departments are centrally located in the building to accommodate operations. The install shop consists of 5 garage doors and can accommodate up to 14 vehicles. The garage has equipment such as powder coating, wire racks, material storage, tire mounting and balancer, 2 post lift and other general shop equipment. The facility is currently building over 400 vehicles a year in the public safety and commercial industrial markets. The business takes pride in partnerships with over 250 reputable vendors showing continued year over year growth.

Understanding the needs of current clients brought Mark to the realization there was another large expansion on the horizon. One offering custom built specialty fire apparatus and Vengeant Apparatus was branded. Qualified CAD and fabrication staff were hired to begin building apparatus, while the staff of Rapid Response were utilized for upfitting and wiring. To meet the demand for the apparatus division another facility was added in 2019. The new facility was placed 20' feet behind Rapid Response which includes offices, conference room and a fabrication area. Due to the unique apparatus built, Vengeant has rapidly become known worldwide.

Vengeant continues to be a progressive company with Mark's long-term focus on growth and becoming one of the most recognized apparatus manufactures in the world. Mark designed and released a patented side bed rail which is now used on the brush trucks the company builds. The patent offers built in light and wiring protection that cannot be found elsewhere.

Due to continued success of both Vengeant and Rapid Response in their respective markets, Mark signed a 2-million-dollar contract purchasing more land and a third building was designed to increase the company's foot print and will house the expansion of Vengeant Apparatus. Focusing on the scope of fabrication in the new building with placement of overhead cranes and a large paint booth, Vengeant Apparatus will now be able to offer larger platform trucks from companies like Peterbilt, Kenworth and International. The facility is projected to be completed Spring 2021 and will boast private bunkhouse quarters for visiting departments.

Due to long standing assumption that you had to be an officer or firefighter to purchase products the showroom has recently undergone re-branding and is now called "Homeland Outfitters". This allows the showroom to have its own social media platform and ability to market to larger audience. In a very short time, the showroom tactical sales of firearms have increased 22% with projected continued growth of 25-30% growth for the year.

In addition to Rapid Response, Mark-it Graphics and Vengeant Apparatus, Mark has also branded and developed 911 Just Box.It and Ignite Warning. The Just Box.it division builds custom command organizers found in fire and EMS duty vehicles with minimal margins compared to utilizing a 3rd party vendor. Ignite Warning focuses on quality USA produced lighting options at lower cost to the end user. Ignite Warning currently maintains 30% growth for the year.

Branding is important and every upfit that leaves Rapid Response has the company's branded wiring system- Volt Link. Volt Link offers specialty fuse boxes with color-coded harness that the end user can adjust or maintenance when needed.

Mark's entire business profile is focused on streamlined processes, customer service, innovation and quality products. A significant amount of time is invested into hiring similar growth minded management which has played a large role in the success of business. Management has successfully recruited quality employees focused on implementing the processes developed.

Outside of business Mark continues to be involved in his community in many ways. He developed a Search and Rescue team in Lebanon County known as Special Unit 66 where he currently holds position as Chief handling operations. He is also strongly involved with the K9's of the team and is a K9 Handler of 2 successful dogs. He remains active with his local fire department, Bellgrove Fire Company and has recently hit 26 years of service. 2021 marks the last year in law enforcement and he will officially retire September 1, 2021 after 15 years of service with 8 of those as a K9 officer.

Due to his natural tendency as an entrepreneur and desire to give back he developed a program called YouStartU. The driving force is guiding individuals in the process of building their own business and allowing the younger generation opportunity for real world interview skills.