



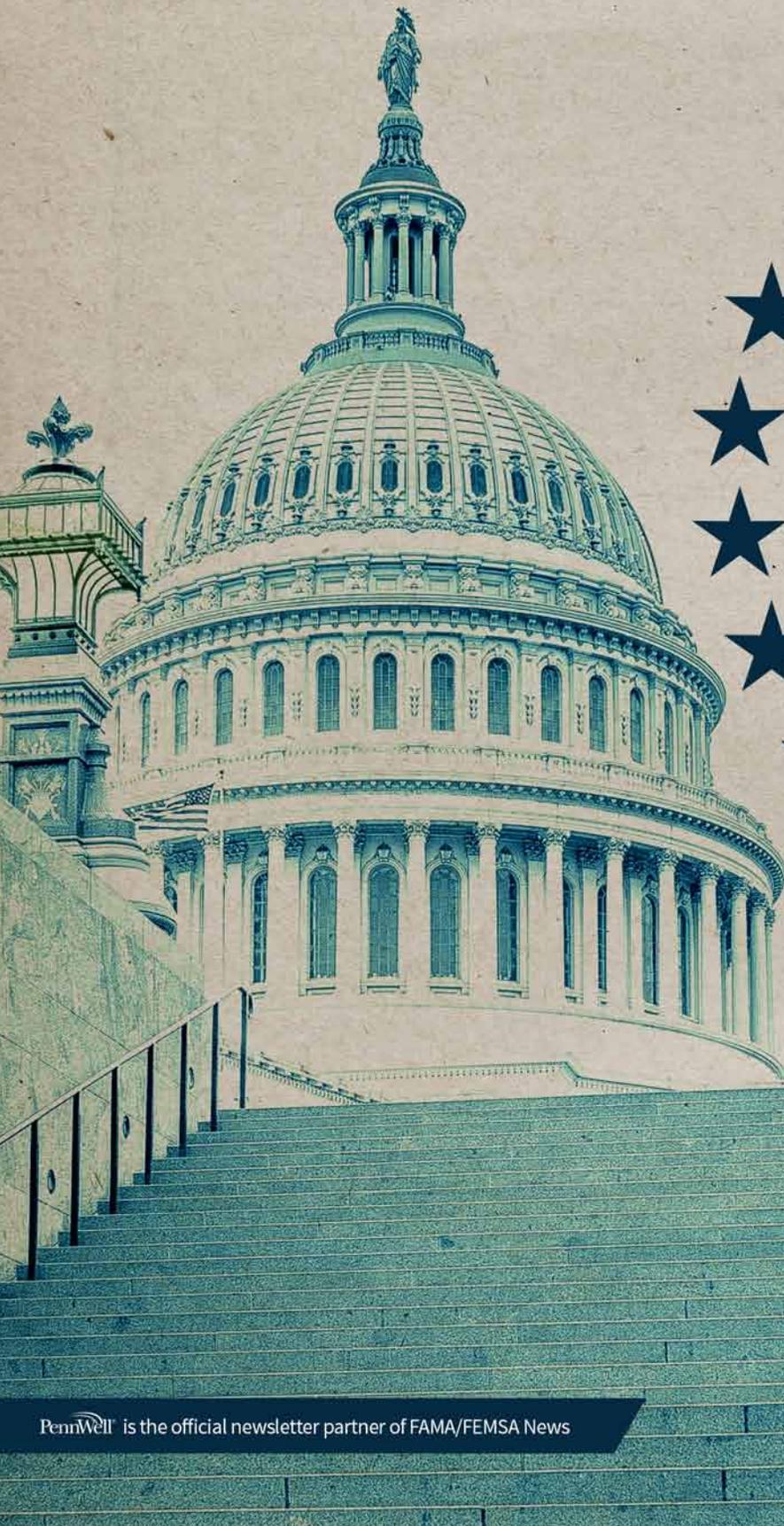
FAMA

ANSWERING THE CALL

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NEWS WINTER
2014-2015



A Pivotal Time
for **FIRE**
SERVICE
FUNDING

Hill Day 2015

A publication of the Fire Apparatus Manufacturers' Association, Inc. and the Fire and Emergency Manufacturers and Services Association, Inc.



By Phil Gerace
FAMA President

I believe many members will look back at 2014 as a year of growth and success. Following Harold Boer's strong leadership in 2013, Bruce Whitehouse continued with a smooth transition into the President's role in 2014. He helped the organization achieve some important milestones including terrific meetings with record attendance and sincere efforts to maximize membership engagement. Thanks to both for their leadership and service to the organization.

2015 will be an exciting year, and I look forward to serving with what I believe is a very talented Board of Directors. Some highlights of what members can expect to see this year include:

- Modifications to the organizational structure
- Exploration of additional opportunities for FAMA revenue
- Effective communication to and from membership

Modifications to the organizational structure

After decades of service to FAMA, Karen Burnham, Executive Assistant to the Board, and Bob Grimaldi, FAMA Meeting Planner, will be transitioning into retirement during 2015. FAMA has worked hard to be ready for these changes and has created a new role of FAMA Business Manager, which with assistance from the Board and several committees, will assume the duties of both positions. I'm pleased to let you know that Sonya Kelly has accepted the position and has already begun taking on a number of important tasks. Sonya's varied experiences include skills in accounting, finance, printing, event management, personnel development, and marketing with an intimate understanding of the fire service. I'm pleased to have her as part of the team.

We'll also be having some discussions in 2015 with membership about making some modifications to the Board structure in

order to provide for greater opportunities to participate from the membership without a seven year Board commitment.

Exploration of additional opportunities for FAMA revenue

I'm so very pleased to let you know that FAMA has sold through the first 5,000 copies of its Fire Apparatus Safety Guide, and that a second version has been printed. This is an example of the power of our collective expertise, and how organizational projects can be a win for all parties. As a result of this guide, I believe that the fire service is safer, member companies are better protected, and FAMA is financially stronger. Look for new projects in 2015 to further enhance improved market conditions for members, and generate revenue for the purpose of providing member companies increased levels of service.

Effective communication to and from membership

Most organizations succeed or fail based upon how they communicate. The Board will continue to engage membership at meetings with small group discussions for specific feedback on important topics. In addition, we'll be working even closer with Committee Chairs and Co-Chairs beginning with a face-to-face meeting at FDSOA in January. Lastly, I'd like to encourage you to seek out myself and other Board members for dialogue on issues that are important to you at industry events, or drop an email to info@fama.org with your comments and suggestions.

As I write this letter, we are gripped in an early winter with freezing temperatures in all 50 states and the Great Lakes region, receiving as much as five feet of snow! I'm not sure what the rest of the winter will bring, but whatever it is, I'm already looking forward to our Spring Meeting in St. Augustine. I've seen action by our Meeting Planning Committee, and I look forward to going to our nation's oldest city to hear speakers help us glance into what the future holds for manufacturers. The Spring Meeting, themed "The Past is the Gateway to the Future," looks to be another great event with opportunities for networking and learning from some nationally recognized speakers. Go to fama.org and register as early as possible. While we've continued to increase our room blocks to accommodate increased attendance, I recommend making sure your spot's confirmed for what will be a "do not miss" event! ☺

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By Bill Lawson
FEMSA President

2015—A Pivotal Year for the Fire Service

The Fire Service has made great strides in closing the gaps of equipment, training, and staffing needs over the past decade primarily through the success of the Assistance to Firefighters Grants (AFG) and SAFER grants. Since these programs started in 2001 for AFG and 2005 for SAFER, over \$9.11 billion (\$6.6B for AFG and \$2.51B for SAFER) have been granted to departments around the country to close the gaps that many departments face in staffing, equipment, and training. Unlike other federal programs, all grant applications are peer reviewed by volunteers from the fire service, which keeps the overhead costs of the programs down. Nearly 90% of the federal dollars slated each year for AFG and SAFER goes to the departments.

But these gains in preparedness of our nation's first responders are in peril. Both the AFG and SAFER programs are slated to end in 2017 if Congress takes no action to reauthorize them. While 2017 seems a long way off, in DC time it is just around the corner.

That is why the FAMA/FEMSA Governmental Affairs Committee (GAC) will be making a large push for member companies to get involved in 2015. The first step will be an industry survey of manufacturers of fire equipment. This data will be compiled securely to give Congress a picture of the manufacturing jobs that are directly tied to the fire service. I urge every FEMSA and FAMA member company to complete this survey as accurately and as quickly as possible.

The next step will be to get a large number of member companies to participate in this year's Hill Day. Over years of experience, the GAC and Dave Gatton's office have made Hill Day a unique and easy process to see members of Congress. Hill Day will be held on April 15-16, 2015 in conjunction with the Congressional Fire Services Institute annual dinner. This will be an important step in educating your Congress members and Senators on the importance of reauthorizing AFG and SAFER.

Make sure your voice is heard. ☉



By Bruce Whitehouse
FAMA Past President

Thanks in large part to the groundwork laid by Harold Boer and others who came before him, I believe 2014 was a year of growth and accomplishment for FAMA – and I hope you do too.

We have been consistent in our focus on building the brands of FAMA and, by extension, the brand and the success of our member companies. Increased attendance at our Spring and Fall Meetings, plus a number of new members, support that we are headed in the right direction.

While we have hit a couple of technical snags with our improved Statistical program, I am confident that we have the skill sets and the determination to overcome those “speed bumps.”

Thanks to the dedication of a small but mighty group led by Roger Lackore, the new FAMA Fire Apparatus Safety Guide is now in its second printing. Not only is it a great resource for the fire service, the guide is also a source of revenue for FAMA. That revenue will help to fund additional programs and developments that will benefit our members and the fire service in general. Stay tuned, as there is more good material in the pipeline.

A significant focus of this past year has been preparing for an effective transition as Karen Burnham gets ready to step back to spend more time with family (most notably her grandkids). After a rigorous and thorough selection process, I am pleased that Sonya Kelly has joined our FAMA team as Business Manager. Please join me in welcoming Sonya to our organization.

It would be an understatement to say that Karen's tiny feet leave big shoes to fill. While I am sure we are in good hands with Sonya, we will miss Karen's thoroughness, her encyclopedic knowledge of past events and people and, not least, the caring way in which she always finds time to look after her FAMA family. Karen – we will miss you but we take solace knowing that you are only a phone call away. As we enter a new year, it is time to “Pass the Baton” to Phil Gerace and your 2015 Board. I do so knowing our association is as strong, as vital, and as effective as it has ever been ... and I am confident that your 2015 Board will continue the journey and the focus of building the brand of FAMA and our member companies. ☉

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FAMA Welcomes Sonya Kelly as Business Manager

I am pleased to announce that after an extensive search and screening process, Sonya Kelly joined FAMA as Business Manager on December 15, 2014.

Sonya is based in Ocala, FL, and will work from her home office. She brings a wide variety of skills and experience including having worked in the fire industry.

We are looking forward to fulfilling our agreement to take some of the load off Karen Burnham during the early part of 2015. Ultimately, Sonya will assume full responsibility for the FAMA business office, administrative tasks and event planning by the end of 2015.

Aside from getting started and learning all about our organization, Sonya's initial focus will be to coordinate the preparation for our Spring Meeting in St. Augustine, FL. For those who will be at FDSOA in January, Sonya will be there to participate in the FAMA Board Meeting. If you don't get a chance to meet her in Orlando, please make sure you introduce yourself when you see her at our meeting in St. Augustine.

The search process involved evaluating and selecting from 20 qualified candidates. It was quite a task but was made possible by the dedication and contributions of Paul Darley, Grady North, Jim Juneau, Karen Burnham and your FAMA Board. Thank you to everyone who helped us to navigate this rigorous and effective process.

Shortly after mid-December, you will start seeing communications directly from Sonya. Sonya's direct phone number is (352) 843-3404, and her email address is skelly@fama.org.

Please join me in welcoming Sonya to the FAMA team.

BRUCE WHITEHOUSE
FAMA PRESIDENT-2014

2015 Hill Day and the New Congress



BY DAVE GATTON
GAC Consultant

Every two years in January a new Congress is sworn in. All the previous bills introduced or under consideration are scrapped and the new Congress is given a clean slate. In 2015 the 114th Congress will have 12 new senators and 58 new representatives (as of Nov. 23). The majority in the Senate will switch to the Republicans (54-46) and their majority in the House will be at least 60 members (244-186), pending special elections and outstanding recounts. That's a big change and turnover, which means this year our Hill Day will be more important than ever.

We simply cannot assume that new Congressional members will know about, and understand the importance of, the Fire Service and the key federal programs that support the nation's first responders. We have a lot of educating to do.

Scheduled to coincide again with the CFSI's National Fire and Emergency Services Symposium and Dinner on April 15-16, FAMA/FEMSA 2015 Hill Day will be one you won't want to miss, and shouldn't. This year we will start earlier with our orientation—9:30 a.m. April 15—to allow us more time to go to the Hill. When the registration deadline is closed, we will organize registered FAMA and FEMSA members into teams who will visit Senate and Congressional offices on both Wednesday, April 15 and Thursday, April 16. On Wednesday, we will return to the Washington Hilton for a special Fire Service Industry Forum organized by CFSI at 4:00 p.m. On Thursday afternoon, we will return to the Washington Hilton for the annual FAMA/FEMSA Reception followed by the CFSI Dinner.

With a new Republican majority in the Senate, it is paramount that members of the Senate Appropriations Committee are aware of the important role the Fire Service industry plays in state and regional economies. In the House, our job will be to work with the House appropriators to maximize the AFG program and to educate the

new members who will be starting their first term.

During the lame duck session of the 113th Congress, both the House and the Senate passed an FY 2015 omnibus appropriations bill funding all the federal agencies through the end of the current fiscal year, with the exception of the Department of Homeland Security (DHS), which administers most of the nation's immigration programs. Because many conservatives disagreed with the President's executive order on immigration, an agreement was reached that only funded DHS through the end of February. This means that the 114th Congress, when it convenes in January, will have to write an FY 2015 DHS appropriations bill while the immigration controversy still brews. Although we do not believe other DHS programs, such as the AFG, SAFER and the U.S. Fire Administration will suffer in the long-run, it certainly doesn't help for our key programs to be caught in the crossfire. Amid this uncertainty, it is still likely that funding levels of \$340 million for each of the AFG and SAFER programs will eventually prevail.

Yet another reason to make sure that you attend this year's Hill Day, April 15-16, 2015 in Washington, D.C.

The Fire Service can be proud that the funding levels for these programs have remained constant in a time of extreme federal budget pressures. But we can never be sure that our past victories will carry into the future. Capitol Hill is an ever-changing, highly charged place these days and controversies can emerge with collateral damage.

Plus, over the next two years, the Fire Service will need to reauthorize the AFG and SAFER programs in order for them to continue. This will not be easy and it is important to begin laying the political groundwork for the reauthorization this year.

If you haven't attended Hill Day in the past, now is the time to join your colleagues for two days of extremely important work for the fire industry and the fire service in general. The FAMA/FEMSA GAC will be reaching out to you to make 2015 Hill Day the most productive we've seen in years.

See you April 15-16, 2015 in Washington, D.C. ☺

Rosenbauer Opens Doors to Former SD Governor

While on the campaign trail for the U.S. Senate, South Dakota's former governor, Mike Rounds, was invited to visit Rosenbauer America's facilities in Lyons, SD. Former Governor Rounds spoke to a crowd of nearly 300 people about the issues affecting South Dakota.

Afterwards, he opened the floor to the employees for a Q&A session. The main topics of discussion were Obamacare, the Keystone Pipeline, Medicare and the EPA. Rosenbauer America's President, Harold Boer, also spoke about how the EPA directly affects the fire industry because of the strict regulations imposed and how the fire service overcomes these obstacles.



Rosenbauer's "mini" Home Day was a great opportunity for the employees to speak directly to the candidate about issues that directly affect them and the fire industry. Rosenbauer America encourages all FAMA and FEMSA members to extend an invitation to their state representatives to do the same. ☉



PERSONAL RESPONSIBILITY CODE

1. Fire Fighting and Emergency Response are inherently dangerous activities requiring proper training in their hazards and the use of extreme caution at all times.
2. It is your responsibility to read and understand any user's instructions, including purpose and limitations, provided with any piece of equipment you may be called to use.
3. It is your responsibility to know that you have been properly trained in fire fighting and/or emergency response and in the use, precautions, and care of any equipment you may be called upon to use.
4. It is your responsibility to be in proper physical condition and to maintain the personal skill level required to operate any equipment you may be called upon to use.
5. It is your responsibility to know your equipment is in operable condition and has been maintained in accordance with the manufacturer's instructions.
6. Failure to follow these guidelines may result in death, burns or other severe injury.

In 2005, FEMSA published and copyrighted a Personal Responsibility Code (PRC). Through the PRC, members that provide emergency response equipment and services warn responders of the dangers inherent in their profession and point out that failure to follow the guidelines outlined may result in death, burns or other severe injury. This publication has been endorsed by the International Association of Fire Chiefs (IAFC), the National Fallen Firefighters Foundation (NFFF), the Fire Apparatus Manufacturers' Association (FAMA), and the Fire Department Safety Officers Association (FDSOA). Members may order several formats of the PRC or enter into an annual licensing agreement to use the PRC in company literature, on websites, or wherever it best suits the member company. Contact the FEMSA office - info@femsa.org - for further information on this program.

Fire and Emergency Manufacturers and Services Association, Inc.
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Keynote Speaker Maura Nevel Thomas – Elevating Effectiveness

BY JUDY WEIGAND

Are you busy? Have you ever said, “I have to get that thing done.” And days later, “I still haven’t done that thing?” Is your life chaotic? Our keynote speaker, Maura Nevel Thomas, founder and chief trainer of RegainYourTime.com and creator of the Empowered Productivity System, helped



Bruce Whitehouse (2014 FAMA president), Thomas, Bill Lawson (FEMSA president)

us learn ways we can turn our chaos into control.

Maura’s main point of advice was to stop trying to manage your time until you can control your attention. Attention management is more important than time management. So how do we control our attention? First of all, make the decision to live a life of choice. Focus on what’s significant to you. If your experience is what you agree to attend to, and your life is made up of your experiences, then your attention determines your life. If you control your attention, you control your life.

Think about the things we need to control. Information – if it’s not serving you, it’s a distraction. Technology – it’s there for our convenience. Don’t let it control you. Maura boldly suggested shutting off the indicator for our e-mail and only checking it at set times. Behavior –

multi-tasking isn’t good for anyone. We get more done and do it better when we stay focused on a single task. Almost everyone today has symptoms of attention deficit disorder. Maura’s advice was to re-train your brain to be in the zone, or flow, for a state of optimum performance.

Implementing the Empowered Productivity System will help us know the best use of our time at any moment and enable us to take appropriate action. If you control your actions, you control your life. An organized system helps keep us on track, and will lessen our stress level. You don’t know how much stress you are under until things change!

Everyone in attendance received a complimentary copy of Maura’s book “Personal Productivity Secrets,” and an invitation to contact her with questions, concerns or for further information. ☉

In Honor of the Charleston 9 – A Study of Change Following Tragedy

BY MIKE NATCHIPOLSKY

Intense and Emotional...Two words that came to mind after seeing Dr. David Griffin’s presentation about how he and the Charleston Fire Department dealt with the need for change after the 2007 Super Sofa Store fire that killed 9 of his fellow firefighters on June 18, 2007.

Using video and audio from the fire, Dr. Griffin took the audience through a timeline of events, including gut-wrenching final radio transmissions from his doomed colleagues. He spoke about his role working that night as a pump operator for the first time. With the benefit of hindsight, he speaks of things that he could have done better that night, and vividly describes the blame he put on himself. This led to a path of self-destructive behavior.

Eventually, he realized this was not how he wanted to honor his fallen comrades. Instead, he decided to chronicle his experience and the journey to change the department. He has dedicated himself to sharing the lessons learned from this event

so that the sacrifice of his 9 comrades was not in vain.

Dr. Griffin described how prior to this fire, CFD’s operational tactics and culture were about 40 years behind the times when compared to national best practices. This all came to light when a group of fire service experts, led by Gordon Routley, conducted an exhaustive investigation of the incident, culminating with a detailed report and a set of recommendations for the organization.

The immediate reaction by Dr. Griffin, and many of the CFD department members, was dismissive, hostile, and defensive. But, new leadership was brought in, and change was forced upon the organization. Chief Tom Carr, and Operations Chief John Tippet, both from

Montgomery County, MD, worked to implement drastic changes to the department. These included new tactics, staffing, equipment, training, and more. The department today looks nothing like it did prior to the fire. Today they engage in “textbook fire-fighting,” and these changes have been embraced by the members.

Dr. Griffin’s message is clear: You, your team, and your organization must accept the challenge to change. He speaks about how the concept of organizational learning led to changes, and how you can institute the concept within your organization.

Dr. Griffin is now a captain and instructor in the Charleston Fire Department. He travels the nation spreading his message. His book can be purchased at www.DrDavidGriffin.com. ☉



Dr. David Griffin

Observations from 30,000 feet – Tim Sendelbach

BY RICK SINGER

A commonly used cruising altitude for jet-powered airliners is 30,000 feet. One often hears this altitude referred to in television and movies, or more recently by our high-powered annual meeting speaker, Tim Sendelbach. At 30,000 feet, much of the landscape and topography can be viewed quite easily. The minutiae is minimized and one can see for miles quite clearly.

Just like our view out the window of an airline flight, Tim offers us a view of our industry that can be quite dramatic, and as he shared, “might not be what you would like to hear, but is certainly what you need to hear.” Travelling North America (yes, some of it actually at 30,000 feet), Tim has looked out the proverbial window across the Fire Service and has much insight to share. His view shows much on the landscape – trials, tribulations, challenges, and certainly opportunities.

Trials and tribulations, driven by the fact that the way we have done things in the past, will not necessarily be our path forward. As the NIST (National Institute of Standards and Testing) video we viewed highlighted, the fire scene of today can be much different from the fire scene of yesterday. The legacy room outfitted with old-fashioned furnishings (wood, cotton, wool, silk) did not become fully involved for 29 minutes; while the room of today, equipped with modern furnishings (synthetic material), hits the flashover point in less than 4 minutes. This certainly highlights two scenarios of yesterday and today that require vastly different tactics and approaches.

Challenges driven by the changes we are confronting in the fire service: Actual fire response calls are on the downward swing while staffing and resource requests continue to rise. Of course, what at first seems like a contradiction in trends, is answered by the increasing numbers of EMS and Rescue-related response calls confronting our first responders. So it is clear that what is required today of our first responders as they continually reach towards their ultimate goal of saving lives is indeed

changing. Those new requirements dictate flexibility from the equipment manufacturers who serve our nation’s first responders as everyone strives towards saving lives.

The good news from Tim is that the fire service has the opportunity to address the trials, tribulations, and challenges in front of us, and come out on the other side stronger, safer, and more effective for it. “We must learn from the past in order to make our future safer.”

Additionally, Tim’s view is that much will occur around change, not just driven by changes provided by technology and new products, but more importantly driv-



Tim Sendelbach

“Tradition does have a place going forward, but when tradition begins to compromise the safety and efficiency of our responders, we must together challenge this tradition.”

en by changes in behavior. Much of the behavior of today’s first responder needs to change for the realities of today.

“Tradition does have a place going forward, but when tradition begins to com-

Let them be able to say that we have done the right thing, the right way, for the betterment of the industry, and most importantly – to save lives.

promise the safety and efficiency of our responders, we must together challenge this tradition.” The culture of the renegade firefighter who picks up the dropped line and moves on past his brother who has stumbled, is a culture of yesterday. The picture of success being depicted by the soot covered firefighter needs to be redefined.

As Tim shared in his talk, there is much that is taught and reinforced at every kitchen table within every fire house. How do we as an industry take control of the “kitchen table” in a positive manner and together challenge the behaviors so they align for today?

Tim’s challenge is for each of us to help define what success looks like in our industry. Can we assist in changing the behavior with our technology, our education, and our approach to the marketplace? Can we do this by packaging things the right way, by pushing the envelope, in challenging the traditions with how we market?

Ultimately, Tim’s challenge to us was to play a part in keeping the industry within the necessary boundaries of safety and accountability. He asked us to think in terms of the ripple effect when you drop a stone within a pond, the ever increasing and repetitive rings of response that are caused by this event. As we look at our industry and the ripples that we see, are we riding the wave or redirecting it?

Finally, he asked each of us to consider what the walls of the fire stations within our community would say if they could talk. Let them be able to say that we have done the right thing, the right way, for the betterment of the industry, and most importantly – to save lives. ☉

Fire Chiefs Roundtable

BY JANET WILMOTH

What new insights were revealed during the Chiefs' Roundtable at the FEMSA/FAMA annual meeting? Dennis Compton, the ever-popular moderator, did a fine job of encouraging the invited fire chiefs to participate in discussions with attendees.

This year's panelists were: Richard Boyes, Executive Director, Ontario (Canada) Association of Fire Chiefs; Charles Hood, Fire Chief, San Antonio (TX) Fire Department; Rhoda Mae Kerr, Fire Chief, Austin (TX) Fire Department; Mark Turvey, Assistant Fire Chief, Lubrizol Corporation, Texas; and Fred Windisch, Fire Chief, Ponderosa Fire Department, Houston (TX).

"A room with furnishings ignites in only 3.49 minutes. Years ago it used to be 29 minutes. How do you get fire crews to a scene before flashover?"



Panelist Chief Rhoda Mae Kerr

The economy's recovery was obvious over the past few years with increased budgets for fire and emergency service departments. This year, Compton tasked each chief on the panel with a specific topic to provide an update from his or her department before answering questions from the audience.

Chief Rhoda Mae Kerr, the First Vice President of the International Association



Moderator Chief Dennis Compton

of Fire Chiefs, explained that Austin is the fastest growing city in the country, increasing by 110 people a day. The department has 1200 members, 1167 of whom are sworn; 53 different sites and 5 different shifts. She described the department's response plan as a *pro-active* service response.

"What should training look like in the future?" Kerr asked. While Austin does not provide emergency medical services, 78 percent of calls are medical in nature and staffing is important. She added that hands-on, multi-city training is also critical. "We all use the same equipment and train together in how we provide services."

Kerr emphasized the changes in room and content fires that are making the fire service rethink response and rescue. "A room with furnishings ignites in only 3.49 minutes. Years ago it used to be 29 minutes. How do you get fire crews to a scene before flashover?" Kerr said.

Fire education and prevention are im-



Panelist Chief Richard Boyes

portant topics in the 457 departments in Ontario according to Richard Boyes. One effort Ontario chiefs are proud of is the Integrative Risk Management tool used to get public education, code enforcement and electrical contractors working together. They are working on how code enforcement can lower risks. "This is giving fire chiefs the support to stand before councils and justify public education and fire prevention, along with tools and equipment."

"More fire chiefs must learn to run their departments like a business," according to



Panelist Asst Chief Mark Turvey

"Industrial fire brigades are 'special ops' teams, we don't get incidents very often, but we have to train for incidents that will involve chemicals."

Ponderosa Fire Chief Fred Windisch who is only the third fire chief since the department's founding in 1972. "All former chiefs were Shell Oil employees and ran the volunteer fire department as a business since day one," he said.

Windisch encouraged the attendees to help chiefs understand the importance of leadership training available through the IAFC and Volunteer and Combination Officer Section (VCOS). "Encourage them to join because it's all about leadership. If you

can spread the word, everybody is going to win because they are going to get the education to be smarter and make better decisions." He added, "You have to make yourself available. Convince people to be political because all politics are local."

Mark Turvey represented the industrial fire service and addressed the fire service and public support. "Industrial fire brigades are 'special ops' teams," Turvey said. "We don't get incidents very often, but we have to train for incidents that will involve chemicals."

Addressing issues with social media, Turvey commented, "We live in a media-rich society. I think it's important to make a major media friend and learn how they can help, but be careful."

Among the challenges facing Chief Charles Hood and the San Antonio Fire Department is the increase in emergency medical calls. SAFD is currently working on a new Mobile Integrated Healthcare program to help address "frequent fliers."



Panelist Chief Charles Hood

Hood explained that they had identified 246 patients who call for the paramedics 10-12 times a year, generating over 2500 calls annually. Five paramedics are being trained in community medicine to determine how to follow-up and assist these frequent callers and lower EMS calls.

Each fire chief mentioned how continuing budget restrictions have had an impact on how they approach purchasing. Chief Turvey commented that his department had to look at apparatus design with a focus on functionality and safety. "Making apparatus safer is critical," said Turvey.

Multi-purpose and functionality in apparatus and equipment was one area that the chiefs agreed was important today.



Panelist Chief Fred Windisch

"We are creating non-compliance because the standards are too good, but similarly, we have to be aware of the liability."

Boyes commented, "Going from a reactive to a pro-active service, we use highly skilled people for more than a single function. The dollar is shrinking and there's no more money."

Kerr agreed and added, "Using other people's resources. Sharing a fire station. Working collaboratively and more successfully, whether with software or business intelligence."

When asked what the chiefs would like to see in new technology, Windisch promptly responded, "I want to hear my firefighters on the radio! Why can't we have engineered anchor-points in buildings?"

The panelists were asked whether they had a preference to work directly with the manufacturer on all aspects of an acquisition, or does a local dealer provide value in the process they are willing to pay for?

Chief Kerr stated that, in her opinion, the local dealer provides value and, "A local dealer knowing our specific needs is important."

Windisch concurred and added, "We couldn't exist without our local dealers. We don't have a procurement process in our department. I need those folks coming to me. The smaller agencies need you people and a dollar is not going to change my decision. My loyalty and support are my key things."

The question was asked, "What level

of importance do fire chiefs put on NFPA compliance in equipment or apparatus?"

Chief Kerr responded, "I think it's really important that we have a standard and if we don't use NFPA, then we don't how to measure." She added, "Each NFPA standard for the fire service was born out of a tragedy. They were created to make the best out of a tragedy and no departments are 100 percent compliant. NFPA 1710 is the standard and it should become the goal. We have to make the standards more realistic or doable."

Windisch countered, "OSFA – one size fits all – has become the norm. I believe in the NFPA standards – I support you – but we blame it on the suppliers creating these rules that are un-sustainable. We are creating non-compliance because the standards are too good, but similarly, we have to be aware of the liability. Are the majority of fire departments meeting or adhering? I think we need a moratorium for three or four years to let us catch up!"

A question from the audience was, "What's the one thing that FEMSA/FAMA can do to help your department?"

Windisch encouraged support of the IAFC and the Volunteer and Combination Officers Section. "We can use all the help we can get with VCOS's teaching programs, Beyond Hose and Helmets, and the Fire Respond Organization Guidance (FROG) Education programs. We would love to have lunch provided for our students. It will embed you with the students and show support."

When asked how chiefs instill apparatus safety in their company officers, Kerr replied that in her department they have enhanced safe driving by stopping at all right-of-ways. "It's really the model policy for NFFF, IAFF, and IAFC. As the face of the department, you have to hold people accountable," said Kerr. She recently disciplined a company officer for not implementing policy.

Richard Boyes supported holding officers responsible. "You have to make the right-hand seat accountable. When you are disciplining an officer, we don't give them the stripes because we have too many."

Final comments were best summed up by Chief Turvey: "We are better equipped because of you." ☉

Apps, etc.

Steve Barnett of Bullard and Paul Andrews of PennWell Marketing Solutions teamed up to present the online marketing trends that are occurring in the Fire Service. They also discussed those more popular apps that are being used by businesses and sales teams. The crowded room had many questions. On the app front, there was discussion about new productivity tools and whether or not the app came in both Apple and Android versions. One of the favorites, created by Charmin, "Sit or Squat," was partly developed for traveling sales managers. The app provides the locations of the cleanest public bathrooms while on the road. Many other productivity apps were shared: from spreadsheets, note takers, travel assistance to currency and language converters. Anyone needing a copy



Steve Barnett



Paul Andrews

of the list of apps should contact Karen.

Paul Andrews reviewed all the popular social media platforms. He discussed how marketers are facing a major dilemma with Facebook. Although there is a tremendous number of firefighters on Facebook, it is getting more and more difficult to communicate with them unless you are a paid advertiser. He shared that only 3.5%-6% of organic posts are now seen by followers. He also noted that Instagram and SnapChat have grown in usage, and that, as marketers, we will have to figure out the best method of getting our messaging across. He reminded the audience that the internet is a visual medium and that video usage has exploded. "Don't tell your audience, show them," was his mantra. Paul closed with discussing the convergence of mobile and social media. He noted the rapid decline of desk top usage and how apps are becoming a major part of the firefighting community.

The EFCA Never Went Away – But Its Form May Be Changing

In this presentation, San Antonio labor attorney, Robert Bettac, briefed attendees on major changes being considered by the NLRB for union representation elections. He began by revisiting the Employee Free Choice Act ("EFCA"), which failed in the Senate in 2007 and



Bob Bettac

2009. It would have required union recognition without an election, based on signed authorization cards alone. And if the union obtained recognition, the EFCA would have required the parties to submit to binding interest arbitration if they failed to agree on a contract within 120 days.

With the EFCA out of the way, on February 6 the NLRB proposed to use its rulemaking power – notably seldom invoked – to overrule several decades of precedent and radically alter union election procedures. These are commonly referred to as "ambush election" rules, because they would allow employers almost no time to respond to union representation petitions. Observers have predicted that the Board will finalize these rules after the mid-term elections this month, but before the end of the year.

The new rules would impose onerous filing requirements on the employer and yet limit an employer's ability to influence the size and scope of the proposed bargaining unit. Most voter eligibility disputes would be delayed until after the election. Under current rules, the average time from petition to election is 38 days. The proposed rules would cut this time almost in half, to 21 days. Bettac recommended that, if the NLRB does as expected, vulnerable employers create a "rapid response" team and even consider assembling campaign materials now, to avoid being "ambushed." ☉

THE FEMSA BOARD met in Nashville in November for two days to plan 2015 activities including preliminary brainstorming for the annual conference this October in Baltimore, Maryland. Stay tuned for meeting details, and another dynamic line-up of speakers. ☉



(front row, l-r: Doug Schaumburg, Judy Weigand, Melinda Freeman, Janet Wilmoth, Jim Juneau; back row, l-r: Bill Van Lent, Bill Lawson, Karen Burnham, Dan Reese, James Long, Mike Natchipolsky, Rick Singer, and John Granby; missing from photo: Paul Andrews and Rod Carringer)

Protecting IP in the US and Abroad

BY JOHN AND DIANA CONE

This presentation focused on patents and trademarks. Both are essentially national rights requiring separate applications in each territory in which protection is sought. Some progress has, however, been made towards consolidating the application processes. The presentation discussed, in par-



John Cone



Diana Cone

ticular, the application procedure available under the Patent Cooperation Treaty as a route to patent protection in a large number of countries. Discussion also covered protection under the Madrid Protocol (International Registration) system for registering trademarks around the world, as well as the European Community registration that provides protection in all 28 countries of the Community.

In addition, the presentation discussed the requirement that patent applications be filed before disclosure or commercial use of the invention if patent protection outside the US is required. It was noted that the one-year grace period for filing an application after a first disclosure or use available in the case of US patents is not effective for patent applications outside the US.

On the trademark side, the presentation contrasted the use-based, common law system for deciding priority of right on conflicting trademark rights that exists in the US, with the civil law, first-to-file system in most foreign countries that can result in someone else (for example, a distributor) owning the trademark in that country if the US company does not obtain an early registration of the mark in its own name. ☉

TESTIMONIALS FROM FIRST TIMERS

1. I was provoked by a friend to try again. I was very pleasantly surprised. I thought your choice of speakers was excellent and very relevant.

2. I like that you all respected that we are business owners or executives with very little time for things that don't apply directly to our industry or business. That being said, the information I gained to help my business was great.

—John A. Sikita; President
Equipment Management Company (Genesis)
FEMSA Member

As a new member of FEMSA, I really didn't know what to expect. So I called my good friend, Rod Carringer with TFT, to see what I was getting myself into.

Three things stand out for me: The first and foremost thing was the dialogue with manufacturers in a non-tradeshow environment. I had lots of time to speak with them and resolve small issues that have arisen over the year. I had their full attention.

Second was the dialogue among the non-competing competitors and competi-

tors in a friendly environment.

Most of the breakout sessions were directed to US companies, so some of the Canadian companies sat outside the main room and had our own breakout sessions. We spoke about the same issues as the US sessions, but also about duties, importing fees, and the US dollar, issues that are related to the Canadian economy.

Thirdly, I have found during my travels in the US and conversations with US dealers that what happens in the US will happen in Canada within two years, so we get a heads up to what the future holds.

In closing, I definitely gained insight and strengthened relationships by attending this FEMSA meeting. Even if the sessions didn't directly apply to my business right now, it's the one and only time to get all the key manufacturers from our industry in one location to talk to them and help grow a company. The level of conversation is one-on-one, different in a good way from time at a trade show. Will see you next year.

—Mark Prendergast; President, M&L Supply
Fire and Safety
FEMSA Member

As this was my first time attending a FAMA/FEMSA meeting, I had no idea what to expect besides interaction with others in the fire industry. I was pleasantly surprised by the welcome extended to all the first timers, especially by the very visible officials of the two organizations. The speakers and seminars were very interesting and pertinent. The facility, food, and fellowship were all first rate. All-in-all a very pleasant and positive experience.

—Gary Billings; AMDOR
FAMA Member

I really enjoyed sharing experiences with other small business owners facing the same day-to-day challenges we do.

Brian Reyburn
Firetrucks Unlimited
FAMA Member

It was very informative and the opportunity to network was great.

Joe Verdini
VP of Business Development—Transportation
Austin Hardware & Supply, Inc.
FAMA Member

AFG Grants and What's Up in Washington

BY JOHN GRANBY

This year at the FEMSA/FAMA annual conference in San Antonio, we were privileged to have two Washington insiders provide their insight into two important topics: (1) changes in some of the rules surrounding the AFG program; and, (2) what's happening in Congress and what might occur in the 2014 mid-term elections.

First up was David Gudinas, Section Chief, Assistance to Firefighter Grants Program outlining some of the changes in the 2015 grants program that include:

- Appropriations for 2015: AFG program \$306 million, Fire Prevention and Safety FR&S \$34 million, SAFER \$349 million



David Gudinas, Bruce Whitehouse (2014 FAMA president) and Bill Lawson (FEMSA president)

- Allocations same as last year
- DHS's more stringent enforcement of NFPA compliant products in the Communication and Thermal Imaging Cameras grant procurement area
- Accurate price estimates on grant proposals
- Performance periods for grants (1 year)
- Adoption in 2015 of 2 CFR Part 200 "Super Circular" and how this could affect how both manufacturers' and dealers' interactions with potential grant recipients in the development of product specifications for grant proposals and help in the preparation of grant applications. The grants office will be working in early 2015 to understand the implications of new limitations on manufacturers and dealers. Stay tuned as there will be more to follow.

Bill Webb, Executive Director of CFSI, followed David with his unique perspective on the activity, or lack thereof, of the 113th Congress. There was not much progress on many of the important issues facing the United States, but the Fire Service was able to maintain its funding for the grants programs, the US Fire Administration and other related important Fire Service issues in spite of budget cuts in many other ar-



Bill Webb

reas. Bill felt that the combined cooperation of all the major Fire Service groups, including the efforts of the FAMA/FEMSA Governmental Affairs Committee during the year and especially during CFSI week, was a major reason the Fire Service was able to maintain its funding for the FY 2015 federal budget. He hopes we will continue to be an integral part of CFSI week and be even more vocal in years to come. Bill also pointed out that one of the most important issues coming up in the next two budget years will be the reauthorization of the grants program before 2017 when, if not reauthorized, it will go away. He also gave us his insight as to the 2014 mid-term elections, which, to his credit as we look back, was most accurate. ☉

Going Global?

This presentation, by Nathan Calabrese, included a guide to the resources available to those wishing to begin or expand their international sales efforts. The guide is not intended as a full course of international business, but rather as a tool which provides the details and contacts available to US businesses that are looking to do business internationally. The large majority of the resources listed are from government agencies, which provide a mixture of free and paid assistance available to all US businesses regardless of size or type.

In the first part of the program, posted in the member areas of the FEMSA and FAMA websites, readers can find tips on how to begin doing business internationally, including how to plan for going abroad, preparing their company and their product, selecting locations where to do business, making and selecting contacts, export compliance, and travel preparations. In the second part of the program, readers will find the list of resources available to them, along with an explanation of the activities and topics usually focused on by each resource, as well as contact information. ☉



Nathan Calabrese

ALS Ice Bucket Challenge

\$765.00 was collected from FAMA and FEMSA members from the ALS Ice Bucket Challenge of the two Boards held in San Antonio at the Annual Conference. Thanks to all who contributed and participated!



Economist, Anirban Basu

BY BRUCE WHITEHOUSE

For the third year running, Dr. Anirban Basu of Sage Policy Group joined us for the Fall Meeting. Thanks to the Ontario Association of Fire Chiefs for sponsoring our Business Speaker and for helping to make it possible for Dr. Basu to treat us to his informative, engaging and entertaining economic update.

With a theme of “Back to the Future, Part II,” Dr. Basu provided insights into the disparity between dramatic stock market gains and the continued sluggish performance of the employment and housing markets. He noted that all US states had finally emerged from the recession and 11 were in expansion. Those that have been faring best were benefiting from energy production and significant export activity. The same held true in Canada where the most robust provincial economies were energy-based.

Overall, advanced global economies have been growing at an aggregate rate of 1.8%. By comparison, emerging economies have experienced 4.7% growth in 2014 – a significant slowdown from emerging market patterns in recent years. As in the past, most of our supply chains are tied to global markets. Increasingly, our sales efforts are turning outward so that our sales and profit results are more strongly influenced by global trends.



Anirban Basu

Of particular note was the trend impacting firefighter employment. Full-time, paid firefighting employment levels are forecast to rise 7% by 2022. This is far slower than the average rate for all occupations. At the same time, volunteer firefighter roles are declining due to factors such as: double income families, employers not supporting the volunteer model and increasing training costs. All the while, aging populations are driving the demand for more first responders. Dr. Basu noted that local governments have it all wrong. They should be accelerating their hiring programs to fill the firefighter/first responder demand.

Dr. Basu reported that US housing sales have been flat for the last 12 months. This has been particularly evident in the single-family market with the result that local tax based growth has been flat. He noted that

those currently 15 to 34 years of age (Gen Y) seem quite content to live at home, not drive and not own real estate. In an optimistic projection, Dr. Basu suggested that this trend will change over the next 10 plus years as the Gen Y cohort get married, have kids and decide that owning a car and a house is actually worthwhile.

Applying a favorite metric, Dr. Basu referenced the Conference Board Consumer Confidence Index. This composite of leading indicators was at 103.8 in August 2014. This contrasts well against an index value of 96.6 in August 2013, but not so well against the value of 100 in August 2004. The improvement versus last year seems to reflect greater certainty in federal budgeting and monetary policy, lower fuel prices, a stronger stock market and robust consumer spending. However, the continued flat comparison against the 2004 value would seem to indicate concern about the slowdown in full-time hiring due to healthcare reform, anticipated rise of interest rates in late 2015 and the expectation of labor shortages and ensuing inflation projected to result in a mild recession in 2016/17.

Barring any “black swan” events, it seems that we will be experiencing a slow growth scenario over the next few years but one that offers the hope of real improvement, especially if emerging economies stabilize and we can sell successfully into those growing markets. ☺

Thank You Conference Sponsors



The following firms graciously supported our 2014 annual fall conference with their sponsorships. Their support is an integral reason why we can offer such a great conference program, and we thank them for their generosity.



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 FEMSA/FAMA Friday Reception:
 FireRescue1.com, FireShowsReno, FIREHOUSE
 FEMSA/FAMA Business Speaker: Ontario Assn of Fire Chiefs

FEMSA/FAMA Banquet Open Bar: FireRescue1.com
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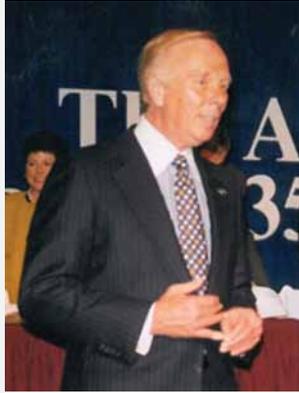
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Bruce T. Bowling FEMSA Past President and Co-Founder of *Firehouse Magazine*

Bruce T. Bowling, Past President and Board member of FEMSA (1995 through 2001), an integral member of the team that founded *Firehouse* magazine, and a luminary in the fire service business, passed away in October at age 77.

Bruce was a graduate of Alabama College and a USMC veteran. His sales and advertising career began in New York in the fabric industry, but he soon found his stride in the magazine world, notably at *Seventeen*, where he met Leonard Louder who offered him a position at *Vogue* in advertising sales, *Harper's Bazaar*, *Signature* (now *Travel and Leisure*), *Financial World*. When he landed at *Firehouse* in its infancy, he and Dennis Smith became partners in what would become a 30-year career.

He retired as *Firehouse's* group publisher and director of advertising in April 2005. Reflecting on *Firehouse's* first 25 years in business, Co-Founder Dennis Smith noted that Bowling was a very capable ad sales person, always able to pull out an extra ad or two to make the rent in the early days, and as an innovator, always up for a new idea. "When I met him in the startup days," Smith recalled, "my main investor said I had to hire Bruce, not because he wore Hermes ties, but



because he was so good at what he did. He sold advertising for us – and nobody could do it better than Bruce." Smith once called Bowling "a bastion on the business side of the fire service, known to every man and woman in the country who has a product to sell to firefighters or fire departments." Smith also echoed a universal remembrance of Bowling, "Bruce understood what the value was in having a good friend."

Upon retiring, Bowling recalled in an interview, "We originally planned *Firehouse* to be a bimonthly publication, budgeting for 11 pages of advertising in the charter issue and nine pages in the second issue. In fact, we sold 54 pages of ads for the charter issue and 49 for the second issue."

Associate Publisher, Jeff Barrington worked with Bowling for 10 years prior to his retirement. "He was my boss, but more than that, we were business partners and good friends," Barrington said. "Bruce recognized the importance of objective coverage of the fire service and always supported the editorial team. Perhaps most important, Bruce was always a gentleman," Barrington said.

Bill Bruns, longtime FEMSA and FAMA member, said he had known

Bowling for more than 30 years and considered him a personal friend more than a business associate. Bruns said he first met Bowling back in the 1980s and always enjoyed working with him. "He was one of the most honest and enthusiastic people I have ever known," Bruns said, "He always impressed him as a man of his word. His follow-up was always fantastic. If he said he was going to do something, you never had to wonder if it was going to be done."

Al Burnham recalls his relationship with Bowling as one of admiration and respect. "We were introduced to each other by Kit Cafaro. The two of us were engaged in advancing the education and training of emergency vehicle technicians through our local maintenance associations. Upon hearing of the interest to organize a national association for this purpose, Bruce stood behind the concept ... the National Association of Emergency Vehicle Technicians was born and thrived for many years thanks to Bruce and *Firehouse*."

Bowling was active on the National Advisory Committee of the Congressional Fire Services Institute (CFSI). CFSI Executive Director Bill Webb said, "CFSI is indebted to Bruce for his support of the organization. He was there when CFSI was first established in 1989, and remained committed to our mission during his time with *Firehouse*." ◉

The FEMSA Family also said goodbye to extended family members this year, but we know that the spirit of Faith lives on in every positive action we do.

Harvey Eisner Former Editor, *Firehouse Magazine*

Harvey Eisner, a nationally known fire safety advocate from Tenafly, NJ, decades-long editor-in-chief of *Firehouse Magazine*, and author of numerous books about the fire service, died in late October in New York City. He had been the magazine's Editor Emeritus since July 2014. His unexpected death leaves unfinished his ultimate work: a book compiling hundreds in interviews with New York City firefighters about experiences going back to the 1940s.

He recently told the magazine's associate publisher, Jeff Barrington, that he wanted his legacy to be a book he wrote about the experiences of firefighters responding to the Sept. 11, 2001 terrorist attack on the World Trade Center called "WTC: In Their Own Words."

"That was his crowning achievement," Barrington said on Friday.

Barrington said that Eisner had been conducting interviews for another book, storing them on notebooks and on audio tapes, which he intended to write chronicling the New York Fire Department's history of dramatic rescues, firefighters' escapes from dangerous situations and other anecdotes told by the people who lived them, dating back to World War II. Barrington hopes



to retrieve them and tell the stories as a posthumous tribute to Harvey.

Eisner joined the Tenafly (NJ) Fire Department in 1975 and served as its chief for 12 years. He first became a firefighter while he was student at Oklahoma State University's School of Fire Protection and Safety, serving in the Stillwater, OK, Fire Department for three years.

He was an avid photographer whose photographs of fires were published by newspapers. He worked as a crime scene photographer and videographer for the Bronx District Attorney's Office on weekends while also working at Firehouse Magazine and as a Tenafly firefighter, Barrington said.

He is widely known for his work at the magazine and as education program director at its sponsored conferences, Firehouse Expo on the East Coast and Firehouse World on the West Coast, considered some of the most important fire safety events in the nation.

"They are the go-to events," said Glenn Gaines, the Federal Emergency Management Agency's Deputy U.S. fire administrator for the U.S. Fire Administration. "He was dedicated to firefighters, to enhancing the profession.

No one has contributed more to the professionalism of the American fire service than this man."

National Fire Academy Superintendent Denis Onieal remembered, "Harvey and I became friends in 1971. We often laughed about what happened to a couple of lucky street kids from New Jersey, each with a passion for the fire service. Through emotive prose and vivid images, Harvey pushed, pulled, demonstrated, instigated, led and inspired America's fire services in ways few can ever comprehend or appreciate. His untimely passing creates a vacuum in our hearts and in our profession."

Last year, Eisner wrote in *Firehouse* that he had recently attended the 25th annual memorial service of a truss-roof collapse that killed five firefighters in Hackensack on July 1, 1988. He wrote several articles over the years about that collapse — an incident that "opened the eyes of the fire service to the hazards of truss roofs," he wrote in last year's article.

In tributes from around the globe, several words show up repeatedly: friend, mentor, fearless advocate for safety, good joe, effective, fair, objective and knowledgeable, and, perhaps most telling of all, "welcome in any firehouse in the world, any time!" ☺



SAVE THE [NEW] DATES:

2015 FEMSA/FAMA Annual/Fall Conference September 30 - October 2 - Baltimore, MD

Providing a more affordable room rate for all attendees, and an opportunity to attend the NFFF memorial ceremonies in Emmitsburg that follow the conference program.

TRADE SHOW REPORT CARD

BY KEN NIELSEN AND SUMMER JOHNSTON

The 2014 tradeshow season has come to an end. The overall average score for the 2014 year is a respectable 3.03 (B), which is the highest score of the last 5 years (2010–2014). We hope this is a continuing upward trend.

In this issue we have responses to the Trade Show Committee's questions from FRI and Firehouse Expo. Both shows have added new blood to their teams. We look forward to new and interesting offerings in 2015 for both exhibitors and attendees. See detailed responses below.

A big THANK YOU to everyone who took the time to take the survey!

Fire-Rescue International

August 15-16, 2014

Responses from:

Lisa Yonkers – IAFIC Director of Conference and Education

Shannon Gilliland – IAFIC Assistant

Director of Conferences and Education

Leslie Distler – IAFIC Corporate Relations Executive

Q: A lot of comments from the attendees were very positive, especially compared to last year. What did you do differently this year?

A: We have been committed for several years to revamping the show and making changes that positively impact FRI. Each year, we implement new opportunities that focus on our attendees' needs and wants. Whether that is adjusting the schedule, streamlining processes, increasing targeted marketing, improving customer service, adding excitement to the show floor like the Firefighter Throwdown or Life Scan – which was a free heart scan to all of our attendees – or moving the exhibit sales booth onto the show floor to make us more accessible. We are, and always have been, committed

to making this show the best it can be. We had the opportunity to implement many suggestions that have been made through online surveys or in-person conversations. Feedback from FEMSA/FAMA members is extremely important to us. We truly want to be partners and rely on FEMSA/FAMA members to speak up and make suggestions for improvements to all aspects of the show.

Q: What are you going to do to continue this to next year?

A: We continuously strive to improve each year and will continue to make edits to the schedule and to build the overall attendee experience. The schedule changes that were made last year were positively received, but one item we heard, was that our exhibiting partners would prefer not to have the exhibit hall hours overlap with the Presidential Celebration. In order to address that issue, we are adjusting the schedule slightly on Saturday so we have a smooth transition from the exhibit hall to the Presidential Celebration. This way, our partners and attendees can plan on joining us at this networking event and still be able to spend the time they need on the exhibit floor. For FRI 2015, we will continue building energy and excitement on the show floor, and encourage our partners to reach out to us with ideas on demonstrations or programs that can be added to the attendee show floor experience. On the educational side, adult learning concepts and new ways to deliver information will remain a strong focus for 2015.

The IAFIC will continue to focus on marketing for this event to build attendance. We will expand our international marketing outreach, target specialized segments of the IAFIC and the fire service as well as use the local Atlanta-based fire-rescue departments to build grassroots efforts for the Mid-

Atlantic, Midwest and Southern regions of the country.

Q: Any consideration of moving the show from August to September to coordinate better with family schedules due to the start of the school year?

A: We have explored many different time options for FRI. Due to the volume of public responder shows during other calendar periods, dates in the month of August are still the most viable option for FRI. These dates allow us to keep registration and exhibiting costs low as well as to offer reasonable hotel rates in higher drawing cities. The IAFIC also has contracts with cities and hotels secured as far out as 2022 so changing dates will not be possible in the short term. However, we will keep this in mind as we sign our contracts.

Q: There are suggestions to refresh the conference program to generate better attendance. Is there anything different in the works for next year?

A: The 2015 Program Planning Committee is working on the educational content as we speak. Their goal is to provide the best educational program that offers what the participants want to learn. One focus for 2015 is to incorporate adult learning techniques into the program. Examples of this will be interactive segments in the sessions to allow the session participants to learn from each other as well as the presenters. We also plan to provide relevant content to address issues the participants are currently facing so they can bring solutions back to their departments. The Program Planning Committee is also working in conjunction with IAFIC leadership to build upon the positive momentum from the revised General Session from FRI 2014. FRI attendees raved about the panel discussion that replaced a more traditional keynote speaker. The current

YEARLY GPA

TRADE SHOW	2010	2011	2012	2013	2014	Ave
FIREHOUSE WORLD	2.92	2.99	2.68	2.86	3.07	2.90
FDIC	3.14	3.44	3.45	3.57	3.51	3.42
NY CHIEFS	3.33	2.76	2.93	2.90	2.88	2.96
FIREHOUSE EXPO	2.88	2.36	2.49	2.65	2.24	2.52
FRI	2.48	2.63	2.38	2.62	3.2	2.66
PA EXPO	-	-	3.07	3.12	3.3	3.16

2014 ATTENDANCE RESULTS

TRADE SHOW	EXHIBITORS	ATTENDEES	FEMSA/FAMA MEMBERS EXHIBITING
FIREHOUSE WORLD	1,245	5,094	70
FDIC	5,500	31,936	144
NY CHIEFS	1,257	11,315	53
FIREHOUSE EXPO			49
FRI	463	9,233	89
PA EXPO	2,852	14,989	59

TRADE SHOW REPORT CARD

plan is to continue with that concept, and raise it up to the next level with an even more thought-provoking topic to address with the audience.

We are also continuing to build on our efforts to add excitement and energy to the show floor to draw conference participants (for example, the Firefighter Throw Down will be returning for FRI 2015). As new events are solidified, we will share with our exhibitors. The IAFC encourages FEMSA/FAMA members to send us information on new products that will be available at the show, show specials, in-booth activities, etc., so that we can promote to our attendees in our marketing materials. Also, make sure that your exhibitor information is updated in our system (contact information, product categories, and booth descriptions) as attendees use this information to plan their time in the exhibit hall.

Q: With Courtney Bulger gone, who will take her place and be the new face for the exhibitors at Fire-Rescue International? Can you tell us a little about them? How is this going to improve next year's show?

A: Your FRI team has not changed—Shannon Gilliland and Tracy Blankenship will continue to work with you on all your FRI exhibiting needs as your main point

of contact from booking exhibit space, through assisting you with exhibitor logistics leading up to the show, and through move-out. A new member to the Conferences and Education team is our new Director, Lisa Yonkers. She joined the IAFC team in early September. She has run successful conferences, exhibitions, led program committees and exhibitor advisory panels for the past 10 years at the American Academy of Audiology. She has plans to implement many positive changes to all of the IAFC events and education but more specifically FRI. She will be reaching out to industry to learn more about your specific needs and ideas and how FRI can continue to evolve to better serve all of the key stakeholders.

While we all will miss Courtney, we are excited that Leslie Distler joined the IAFC team on November 3. Leslie is a highly accomplished and customer-focused business development executive with 20 years of professional experience. Most recently, Leslie was Director of Strategic Alliances at the National Association of Secondary School Principals where she led the association's corporate partnership programs and fundraising initiatives. She also is quite familiar with trade shows, having managed all aspects of the NASSP's

annual conference for many years. Like Courtney, Leslie is about relationships; her success at NASSP resulted from getting to know the corporate partners, listening to their needs and creating partnership programs that created strong ROI for both the partners and the association.

At the IAFC, Leslie will be the lead for the "Five-Bugle" corporate partner program and our conneXions program. She also will be working with FRI exhibitors interested in participating in flex, our successful hosted buyer program providing scheduled 30-minute appointments with chiefs at FRI.

Both Lisa and Leslie look forward to getting out there to become familiar with our industry and to meet everyone!

Firehouse Expo

July 17-19, 2014

Responses from:

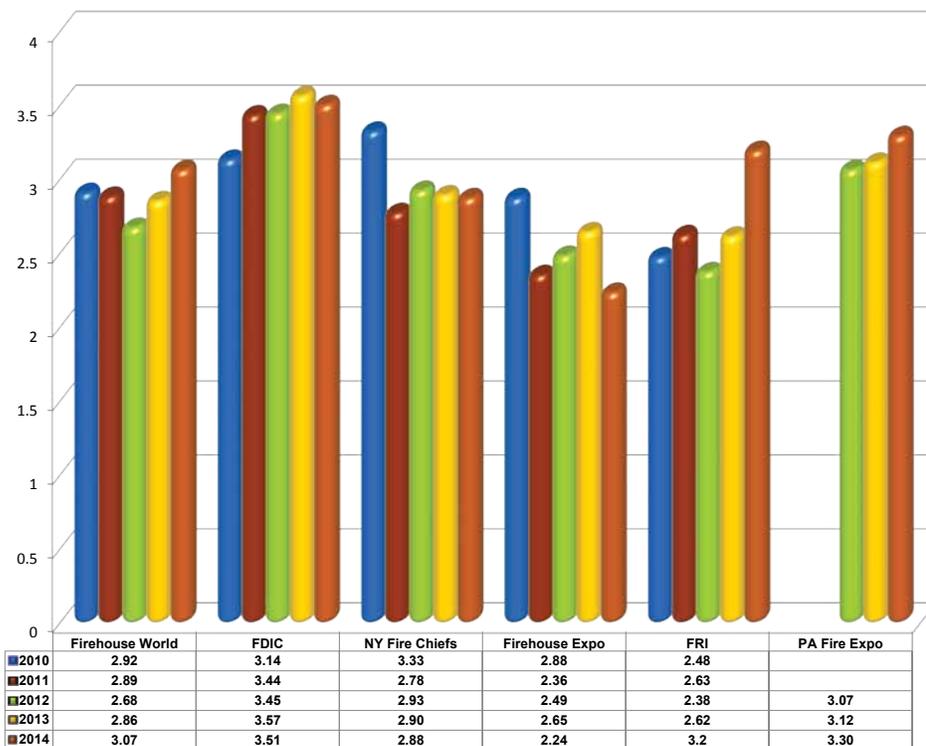
Ed Nichols, Vice President – Events
Brian Cassell, Show Manager

Q: Are there any plans of changing to a 2-day show? If not, why not?

A: We are not looking at a 2-day show right now. We are open to it. We have engaged a research company to give us some unbiased data on where we need to be and when we need to be there to provide the conference to the firefighters in that northeast region. We believe if everything works, we are going to need three days to get our goal number of attendees through the show floor so our exhibitors can have meaningful conversations with them. It is not off the table to go to a 2-day show. If the data supports, it is likely that is where we will go, but our suspicion is that that is not where the data is going to tell us to go.

Q: Price, as always, is a continuous concern. Is Firehouse Expo show management planning on doing anything to reduce prices for next year or subsequent years?

A: We are not reducing, but we are not increasing either. Our exhibit space cost will be the same this year as it was last year. We are looking at minimizing as much as possible. The drayage and labor increases, to some degree, those are things we just cannot control. We are looking at very minimal increases



in those areas that we cannot directly control. We are going to keep the Lead Guarantee Program in place, everyone will get free lead retrieval, and everyone will get a more prominent exposure on the mobile app and Firehouse.com website. For the booths over 1,000 square feet, we are giving them free carpet, padding and visqueen! We are looking at hitting the R in ROI going into 2015 to make it a better show than 2014. In 2015 we are committed to drastically altering the return on the investment.

Q: *Why did space draw change from being booked during the show to booking in advance?*

A: For now, we are going to continue to book in advance. More and more it is becoming the standard for shows for a couple of reasons. It is a less stressful and more private environment for the exhibitors in your office to pick your space and you do not have to worry about your competitors standing right next to you while you and I have a conversation about what you plan to accomplish next year. It also gives the exhibitors more opportunity to have some thoughtful discussions with their team members back in the office, who do not necessarily go to the show site.

Q: *What are Cygnus's plans to revitalize this show?*

A: The two largest upgrades we have brought to revitalize the show are the talent in key positions. Brian Cassell is the new Show Manager. He has fire service experience and a lot of experience sitting in the exhibitor's shoes understanding the pains, not guessing or justifying, rather knowing what exhibitors are wanting from Cygnus. Another addition to the

key positions is Timothy E. Sendelbach, the new Firehouse Editor-in-Chief. The addition of these team members were two big investments that we feel position us in the marketplace to help us understand what the needs are with the exhibitors and what the fire service needs, and we feel we will be able to deliver on it.

Firehouse events are more staffed now than ever before with two people selling full time and handling exhibitors' needs full time in addition to a full time attendee acquisition person who will be contacting the top 100 fire departments acting almost as a concierge for them. This person will be specifically focusing on apparatus committees, identifying where they are, identifying what their needs are, time frame, budget and all of that to see how we can put the committee in touch with the manufacturer. This pilot Concierge Program will debut at Firehouse Expo 2015 with apparatus and with an eye to expand towards other purchasing committees. If a department is going to make a large investment in technology, for example, we would bring those departments to the show and give them very specific education. For the purposes of the apparatus committee, we would most likely talk about safety innovations and upcoming fire apparatus or technological advancements in fire trucks, that kind of thing. We can give them some value added with specific education, so they can learn something they did not know before. This will help them make the best purchase for their municipality, and also help our exhibitors be able to look around that room and know that all of the people are going to buy this year. We are convinced this will drastically affect the return on your investment.

With this and advertising, we are getting the word out everywhere that the show is different, the content will be fresh, and the conference will help firefighters gain with both training and equipment knowledge of what they are up against today.

Q: *Would you like to speak on the acquisition? How do you envision the two companies working together?*

A: The acquisition is complementary to what we do. SouthComm is interested in the public service sector and the B-to-B Media, and has a particular interest in events. All of our team will come over. SouthComm is indicating they are going to put money into it as investors on the Cygnus side of things. From the event perspective, SouthComm is a company that, in the acquisition of Cygnus, will be keeping the Cygnus name. We do not have new owners with a pocketbook full of money being thrown at us. Cygnus Business Media filed for bankruptcy several years ago, and it was made very clear that we need to figure out how to grow these properties. However, the request annually was to do it on a shoestring budget.

We know we need to deliver. We are at a point where the industry knows we need to deliver. The proof we are delivering will be in Baltimore. ☺

We hope you have found these questions and answers useful. Please feel free to send us suggestions or any other feedback. Please remember to fill out our trade show surveys when you are notified by email. Participation is essential so that we have reliable statistics for this report, and it gives you a chance to help in the growing process. Thanks again to everyone who participated in the 2014 surveys!



The FAMA Fire Apparatus Safety Guide was launched at the 2014 FAMA Spring Meeting in Orlando. Association member companies have been very supportive of the program with the first 5,000 safety guides sold for use in apparatus deliveries since March. The National Fire Protection Association has a proposal to add this FAMA Safety Guide to the new Standard. Place your order for the FAMA Fire Apparatus Safety Guide through the FAMA website at www.fama.org. ☺

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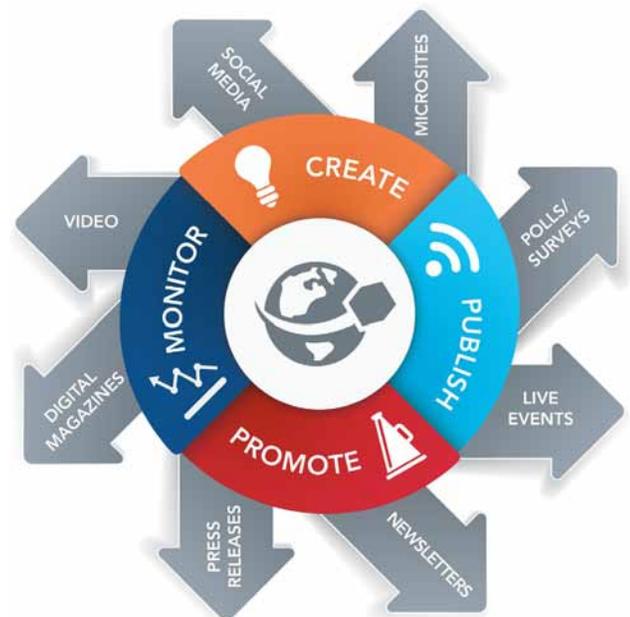
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► FEMSA MEMBER



Amkus Rescue Systems Named Official Rescue Tools of National Hot Rod Association

AMKUS Rescue Systems has been named the Official Rescue Tools of NHRA and Official Supplier of NHRA through 2017.

Headquartered in Glendora, CA, NHRA is the primary sanctioning body for the sport of drag racing in the United States. NHRA presents 24 national events featuring the NHRA Mello Yello Drag Racing Series, NHRA Lucas Oil Drag Racing Series and NHRA Pro Mod Drag Racing Series.

As part of the agreement, AMKUS will make available to NHRA the latest in safety equipment that will be used at all NHRA Mello Yello Drag Racing Series events and at all of its owned and operated facilities.

As the Official Rescue Tools of NHRA, AMKUS logos will be prominently displayed on all NHRA Safety Safari presented by AAA trucks and trailers and team uniforms. In addition to prominent track-side signage, the company will participate in many other NHRA marketing opportunities, including official recognition in National Dragster, NHRA's popular magazine, and on NHRA.com, the award-winning website of NHRA. AMKUS also will receive feature status in all pre-race parades at NHRA national events.

► FAMA MEMBER



Cummins Receives 2014 Frost & Sullivan Recognition

Cummins Inc. was recognized with the 2014 United States Overall Best Heavy-Duty Truck Engines Product Leadership Award from Frost & Sullivan at its North American Growth, Innovation &

Leadership Gala, held in San Jose, California, on Sept. 16, 2014.

The award was based on Frost & Sullivan's 2014 independent research survey of US heavy-duty fleet, safety and service managers. Results from the survey indicated that the majority of respondents selected Cummins as the overall best brand of heavy-duty truck engines for their fleets.

"We are honored to receive this award from Frost & Sullivan, as it is a direct endorsement from fleet managers of their affinity for the Cummins brand," said Julie Furber, Executive Director – North America Engine Business – Truck. "This recognition is a testament to our commitment to deliver industry-leading engines backed by unmatched support that enables our customers' success in all of the markets in which they operate."

A key leadership capability contributing to this award is the broad range of engines that Cummins has available for heavy-duty truck customers. This provides trucking customers with a choice when specifying the engine technology to best meet their unique needs across numerous applications. Cummins also works closely with customers to understand their product requirements and help optimize engine features and parameters to tailor the product for their operation.

In addition to the recognition of Cummins' leading engine technology, its customer support capability was equally highlighted by survey respondents as a key driving force for their acknowledgement of Cummins' brand preference. Cummins' strong standard warranty, combined with the largest and most capable service and support network were key elements that contributed to fleet manager confidence and Cummins' high ranking within the survey.

"Customer support will always remain a top priority for Cummins, and it is reassuring to see from this award that fleet managers highly value our capability," stated Furber. "Overall, the award is a true compilation of the hard work and dedication put forth by all members of the Cummins team who strive daily to deliver a better product for each and every customer."

Cummins Recognized with the 2014 Robert W. Campbell Award by the National Safety Council

Cummins Inc. announced that it received the 2014 Robert W. Campbell Award from the National Safety Council.

Campbell Award nominees are evaluated on the organization's Environmental, Health & Safety (EHS) management system and its incorporation into business practices. According to the Campbell Award executive review committee, Cummins scored highly because, "its leaders commit to safety through the company's 'Live It, Lead It' program. Cummins actively engages its employees in meaningful and impactful projects in the places they live and work."

"Our work in safety is about caring for our people who work every day to help our company succeed," said Tom Linebarger, chairman and CEO of Cummins. "The Campbell Award is terrific recognition for the Cummins employees who have made tremendous progress in the area of safety at our company. However, we know that when it comes to safety, our work is never done. There is much more to do and we will continue to be guided by our company's mission to demand that everything we do leads to a cleaner, healthier and safer environment."

"Cummins is a true learning organization that continues to seek opportunities to strengthen its outstanding approach to safety, health and sustainability," said Deborah A.P. Hersman, president and CEO of the National Safety Council. "Cummins is an example of a company far along on their Journey to Safety Excellence, but whose leaders still pursue improvement."

The Campbell Award is underwritten by the Exxon Mobil Corporation. It is named for Robert W. Campbell, a safety pioneer and the first president of the National Safety Council. Visit CampbellAward.org for more information.

► FEMSA MEMBERS

Departments in 9 States are Latest Recipients in Globe Gear Giveaway

Globe, DuPont and NVFC teamed up to award 52 sets of gear in 2014

Globe, DuPont Protection Technologies (DuPont), and the National Volunteer Fire Council (NVFC) are pleased to announce 9 more recipients in the 2014 Globe Gear Giveaway.

Jamestown (MO) Rural Fire Protection District and Strong (ME) Fire Department each received four sets of new Globe turnout gear.

Green Valley Volunteer Fire Department (Huntington, WV) and Golden City Fire & Rescue (Booneville, AR) each received 4 sets of gear, and Jefferson Township Fire Department (Midland, OH) received 3 sets of gear.

Hargett Fire Rescue in eastern Kentucky and Medina (TX) Volunteer Fire Department each received four sets of new Globe turnout gear.

Bannertown Volunteer (NC) Fire Department and Winfield Township (PA) Volunteer Fire Company each received four sets of new Globe turnout gear.

For the third year, Globe, DuPont, and the NVFC have partnered to assist fire departments obtain much-needed gear to enhance the safety and efficiency of their firefighters. Since the program began in 2012, 223 sets of gear have been awarded to volunteer departments that have demonstrated significant need. Additional awards are being made throughout 2014.

To further support the volunteer fire service, Globe also introduced a discount program for members of the NVFC. Through this program, NVFC members receive a special discount off of specific new gear offered by Globe.

"We thank Globe for taking this extra step to help volunteer firefighters afford new turnout gear," said NVFC Chairman Philip C. Stittleburg. "So many departments are in need, and the Globe Gear Giveaway Program along with the NVFC

discount program will enable more volunteer firefighters to obtain state-of-the-art gear so they are properly protected when the next call comes."

The final gear awards of 2014 will be made in December.

► FAMA MEMBER

**H. O. BOSTROM**

Wisconsin Manufacturers and Commerce (WMC), the State's Chamber of Commerce, recently honored **Senator Paul Farrow** with the prestigious "Working for Wisconsin" Award at H. O. Bostrom Company Inc. in Waukesha.

The award is given to legislators who stand up for jobs and improve the state's business climate by voting 80 percent or greater in support of the pro-jobs position on the WMC legislative scorecard. WMC reports that Senator Paul Farrow voted 100 percent to support job-creating legislation.

"Sen. Farrow was a true-leader for job creation and voted time and again to support pro-growth policies in the Legislature," said Kurt R. Bauer, WMC President/CEO.



Pictured, left to right, Paul Bostrom, Vice President Sales & Marketing, H. O. Bostrom; Senator Paul Farrow; Jason Culotta, WMC Director of Tax and Transportation Policy; and John Bostrom, President & Chief Executive Officer, H. O. Bostrom.

"Senator Paul Farrow has demonstrated a strong commitment to economic growth," Manley said. "He stood up for mining reform so our state can have high-wage jobs. He cut over \$1 billion in taxes, cut red tape, and clamped down on frivolous lawsuits. Wisconsin will be a better place for our children and our grandchildren because of his work to pass pro-

growth policies into law."

H.O. Bostrom Company announced that **Lynda Howard** has recently joined its sales team. Lynda will be focusing on customer service and inside sales, resolving service, warranty and technical issues for customers in Bostrom's fire seating division. Lynda's previous experience includes account management, new business development and sales within the commercial office furniture and seating industry. She also worked in sales and marketing for new home builders and developers. Lynda graduated from the University of Wisconsin and has two sons who are currently attending Iowa State.

We also wish to introduce **Katie Toman** as H.O. Bostrom's marketing specialist. Katie has experience working in the communications field and brings a broad range of knowledge to the marketing department. Her competencies include Market Planning, Research & Analysis, Cost Negotiation, New Business Development, Brand Management, Advertising, and Social Media. Katie graduated from Gateway Technical College and has an interest in graphic design and photography.

Mark Biernat has also been added to the H.O. Bostrom team as President of Biernat Fire Inc., an independent representation agency. He has been in the emergency service industry for 20+ years. He has a regular presence at major Canadian trade shows and is often a guest speaker. He is experienced in field demonstrations, boardroom presentations, market research and analysis. Mark received a Bachelor of Commerce degree with a Marketing major from Concordia University in Montreal, Quebec. He is fluent in French and English.

► FEMSA MEMBER

L.N. CURTIS & SONS
TOOLS FOR HEROES® since 1929

L.N. Curtis & sons is pleased to announce two promotions from within the ranks.

Troy Garside began his career with L.N. Curtis & sons 10 years ago in the sales office in Salt Lake City, UT. For the past four



years, he has been leading the ECMS Nevada operations in Las Vegas (one of our family of companies). We are excited to announce his promotion to Director of Quality and Process Management for ECMS. While continuing to lead our ECMS Nevada team, Troy will now also work closely with each of our additional five ECMS service operations to continue to provide outstanding service to our hero customers.

Brendon Norton has worked in the L.N. Curtis & sons Southwest operations center for over three years as a Customer Service Specialist. He quickly displayed unmatched dedication to our customers, and a strong work ethic, as he developed a great understanding of our system and processes. He has been a key asset to the team. It gives us great pleasure to announce his promotion to Assistant Operations and Customer Service Manager. We are excited to be taking this next step with Brendon as he takes on an important leadership role within the Southwest Division.



► FAMA MEMBER



Maintainer Custom Bodies Announces Expansion Plans and Holds Job Fair

Plant Expansion

Maintainer Custom Bodies, Inc. (MCB) announced plans to expand the production capacity at its Rock Rapids manufacturing plant. MCB leaders announced that it plans to break ground on a plant addition that will increase factory space by 22%. The expansion and plant reorganization are expected to be fully completed by Spring 2015, and will add 7200 sq. ft. to the existing manufacturing facility.

"Order activity has picked up tremendously at MCB in the past several months,"

said General Manager, Shelley Morris. "Our rescue business continues to attract new customers, and our relationship with Federal agencies continues to generate steady business. We need to increase our workforce, add paint capacity, and maximize the flow of product through our plant. Upgrading the facility and our technology will help our employees work more efficiently and safely."

Job Fair

In order to staff up for the increased production needs, MCB hosted a Job Fair & Open House at their facility in Rock Rapids. MCB currently employs 30 people but would like to add at least 6 more. "The Job Fair was also an opportunity for the community to see what we do, see our plans for the future, and consider a career move to Maintainer Custom Bodies. We think this growth will be great for Rock Rapids," said Human Resources Director Brad DeBoer.

► FEMSA MEMBER



**NORTH AMERICAN
FIRE HOSE
CORPORATION**

Mike Peterson Joins North American Fire Hose Corporation

We are pleased to announce **Mike Peterson** has joined North American Fire Hose Corporation as Senior Sales Manager – North America. Mike has assumed this newly created position so that NAFH will have a dedicated sales manager to oversee this very important customer support area.

Mike has significant fire service related industry experience, which includes over 37 years with both Pierce Manufacturing and Oshkosh Corporation in various sales management positions. Mike had primary responsibility for sales and technical support for the Western Pierce Fire Apparatus dealers, as well as similar duties related to Aircraft Rescue Firefighting vehicles with the Oshkosh Airport Products Division. His educational background includes degrees in Automotive Technology and Vocational Education, from North Central Technical



Institute, Wausau, WI, and University Wisconsin Stout, Menomonie, WI.

Mike, and his wife, Kathy, currently enjoy living in Arroyo Grande, California. Kathy is a school teacher in the area, and they have two adult children.

► FEMSA MEMBER



PBI Performance Products

Bryan Bolden has been promoted to Senior Sales and Marketing Manager for the Americas covering the Protective Fabrics business of PBI. In this role, Bryan will coordinate and direct PBI's sales and marketing efforts for the America's Protective Fabric market. Bryan has over nine years of experience in the fire service market. He started his career on the distribution level of the fire service in Arizona and Virginia, and for the past seven years has served as sales manager and representative for PBI covering the fire service market of North and South America.

► FAMA MEMBER



Pro Poly of America

Team Pro Poly announces the newest addition to its sales department – **Trish Allen**.

"We are excited to have Trish," said Tim



Dean, president of Pro Poly of America. "She brings a wealth of experience in manufacturing and business. We know she will enhance our inside sales as she becomes acclimated to the fire service industry."

Trish has over 25 years of experience in sales and customer service primarily in the automotive paint and supply industries. "I know paint!" said Trish. "But I also understand customer service and the provision of reliable and prompt information for the customer. I look forward to learning about the fire service and using my understanding of business to help my team improve."

► FAMA MEMBER



Rosenbauer adds California Dealership to its Team

Rosenbauer America, a global leader in fire apparatus technology, announced the appointment of Burton's Fire, Inc. of Modesto, CA. Burton's Fire, Inc. as the Rosenbauer dealership for sales and service in central California.

"Rosenbauer is a family-owned business founded in 1866 and is the largest manufacturer of fire equipment in the world," said Ken Burton. "It is a company that has been on our radar for a number of years, and we appreciate their family-like approach to conducting business. We are genuinely excited to be a part of this team!"

Harold Boer, President of Rosenbauer America, stated, "We are truly excited about the opportunity we have in partnering with Burton's extensive sales and service force in California. I am pleased to have them be a part of the Rosenbauer group."

Joining Burton's Fire is existing Rosenbauer sales engineer, **Ken Howenstine**. Howenstine will continue in his role, covering central California. **Carlos Sweeney** will remain the representative in the Bay Area and coastal counties. **John Burton** will represent the dealership in the southernmost counties in their territory, along with the eastern Sierras. **Dan Collins** will be joining the sales team as well.

► FAMA MEMBER



Smeal Fire Apparatus Co. Becomes Exclusive North American Marketing and Distribution Partner for Danko Emergency Equipment

Smeal Fire Apparatus Co. has signed an agreement with Danko Emergency Equipment Co. to sell and market Danko's entire line of fire apparatus, skid units and

ultra-high and high pressure foam systems. Under this agreement, Smeal will be responsible for North American marketing, sales and service. Smeal's entire dealer network is now the exclusive distribution arm for Danko® products.

In addition, Danko will continue as a full-line Smeal dealer, including UST® and Ladder Tower™ apparatus, in Nebraska, Kansas, southern South Dakota and western and central Iowa. "We have always had an excellent working relationship with our long-time friends and neighbors at Danko Emergency Equipment. This expanded relationship offers both companies unique opportunities. It allows Smeal and our dealers to offer in-demand products to our customers and meet more of their needs. And, for Danko, it allows them to leverage the strength of Smeal's newly expanded North American distribution network, and provide enhanced local service," said Mark Huber, Smeal's President.

"Our specialty has always been the ability to engineer highly reliable, "get-it-done" fire apparatus and technologies at a very attractive price. Our products work as hard as the people who use them. We're excited by the expanded sales and service opportunities that working with Smeal and its dealers will bring to our company and employees," said Daniel Kreikemeier, Danko's President and CEO.

Smeal Fire Apparatus Co. Acquires LTI Aerial Assets

Smeal Fire Apparatus Co. announced in June that it has acquired the assets of LTI, including LTI ladders, platforms and tractor-drawn aerials, Squirt® and TeleSquirt® boom-ladders and Snorkel® articulating aerial platforms. This acquisition enhances Smeal's product offering to the fire service.

This acquisition provides our customers with more choices, and it provides additional opportunities for us to serve urban aerial customers who are looking for the reliability, performance and packaging of the lines," said Mark Huber, Smeal's president.

"Our first priority is to support the many fire departments that have LTI products in their fleets today. Now, Smeal has brought these products into our company for the long term," explained Huber. "As a result, we understand the need to quickly provide

parts and service support for these customers. We will be supporting them through an experienced aftermarket team and comprehensive parts support program with local service available through Smeal's nationwide network of dealers."

As part of the acquisition, Smeal acquired the technical data files for units sold previously to help ensure continuity of service to LTI, Telesquirt, Squirt and Snorkel customers.

► FAMA/FEMSA MEMBER



W.S. Darley & Company Adds New Pump Sales Representative

ITASCA, IL - **Audrey Darley** has joined W.S. Darley & Co. as of September 29, 2014 to further support the growing pump division.



Audrey is a 4th generation member of the 106 year old family business with a background in commercial banking where she previously managed a portfolio of middle market companies in the Chicagoland area.

As a pump sales representative, Audrey will be conducting business with OEMs, their dealer networks, and end users. She will be committed to Darley's core value of customer focus among many others. Audrey looks forward to working with you and encourages you to contact her (audreydarley@darley.com) if she can do anything to assist you and your business.

► FEMSA MEMBER



Witmer Public Safety Group Expands Sales Footprint with Acquisition of Heroes Apparel

Witmer Public Safety Group, Inc., a multi-channel distributor of public safety equip-

ment and supplies headquartered in Coatesville, PA, announced the acquisition of Heroes Apparel of Richmond, VA. With this purchase, Witmer Public Safety Group gains additional sales territory in the state of Virginia, a seasoned sales team, and an additional retail location in Richmond. This acquisition allows them to expand their ability to meet the demands of public safety heroes on several different levels. With this acquisition, Witmer Public Safety Group continues to fulfill their motto of Equipping Heroes™—by expanding their footprint into Virginia.

Jim Witmer, Chairman and CEO of Witmer Public Safety Group, Inc., com-

mented, “This most recent acquisition will expand our capacity to serve Fire, Law Enforcement and EMS customers in the state of Virginia. It also provides us with an excellent storefront in Richmond, and an additional website.” Mr. Witmer continued, “We are proud to add this strong business and well-recognized name to our family of companies. Similarly, we are excited to welcome Heroes Apparel’s employees to the Witmer Public Safety Group family.”

James W. Witmer, Vice President of Sales, said, “The synergies of our two companies could not be ignored and made us a perfect match for each other. As part of this

acquisition we’ve managed to build out an experienced sales force to cover Virginia’s public safety professionals with an unmatched assortment of the equipment, supplies, and uniforms that they need.

Paul Hartsoe, Co-owner of Heroes Apparel said, “Becoming a part of Witmer Public Safety Group will greatly expand our abilities to meet and exceed the needs of our current customers as well as attract new customers.” Lee Smoyer, Co-owner, went on to say “The potential for both companies to benefit greatly from this new relationship is what brought this acquisition to fruition. We couldn’t be more excited to see what the future holds.” ☉

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2015 FIRE SERVICE EVENTS

January 9-10
 Utah Winter Chiefs
 Conference
 St. George, UT
utahfirechiefs.org

January 15-17
 Arizona Fire District's
 Assoc. Winter Conference
 Laughlin, NV
azfiredistricts.org

January 16-17
 Piedmont Fire Expo
 Winston Salem, NC
forsythcountyfire-rescue.com

January 18-20
 FDSOA Apparatus
 Maintenance Symposium
 Orlando, FL
fdsoa.org

January 18-20
 Intersec Safety &
 Security Expo
 Dubai, UAE
intersecexpo.com

January 19-21
 Mississippi Fire Chiefs
 Mid-Winter Conference
 Ridgeland, MS
msfirechiefs.org

January 21-24
 Fire Rescue East
 Daytona Beach, FL
ffca.org

January 23-24
 LSU Fire & Emergency
 Training Equipment Show
 Baton Rouge, LA
feti.lsu.edu

January 28-29
 Firehouse World
 San Diego, CA
firehouseworld.com

January 28-31
 Working Together
 Conference (WEMSA)
 Milwaukee, WI
wisconsinems.com

February 4-8
 North Carolina Mid-
 Winter Conference
 Concord, NC
ncafc.com

February 6-8
 Missouri Winter Fire
 School & Eq. Expo
 Columbia, MO
mufrti.org

February 19-22
 Virginia Fire Chiefs Mid
 Atlantic Expo & Symposium
 Virginia Beach, VA
vfca.us

February 20-22
 Green River FF Assoc.
 Officer School
 Owensboro, KY
marc.henderson@kctcs.edu

February 21-22
 Long Island Mega Show
 Uniondale, NY
liproductions.net

February 23-28
 Black Chief Officers
 Committee Annual Conf.
 Baltimore, MD
bcoc.us

February 23-25
 Texas Fire Chiefs
 Association
 Frisco, TX
tfcaconference.org

February 25-28
 EMS Today
 Baltimore, MD
emstoday.com

February 28 March 1
 Pittsburgh Fire, Rescue
 & EMS Expo
 Monroeville, PA
simoneventmanagement.com

March 9-13
 Oregon EVT Conference
 Brooks, OR
ofaema.org

March 12-14
 Secutech Security
 and Fire & Safety
 Mumbai, India
secutechexpo.com

March 20
 Georgia Fire & Emergency
 Services Equipment Show
 Perry, GA
gsffa.org

March 21-24
 FAMA Spring Meeting
 St. Augustine, FL
fama.org

March 21-25
 Fire Rescue Med
 Henderson, NV
iafc.org/FRM

March 24-26
 Wildland Urban
 Interface Conference
 Reno, NV
iafc.org/wui

March 26
 AZ Chief Desert Southwest
 Fire & EMS Expo
 Glendale, AZ
azfirechiefs.org

April 1
 Southeast MI Chiefs
 Midwest Fire Rescue Expo
 Novi, MI
smafc.org

April 14-18
 Oklahoma Fire Chief's
 Conference
 Weatherford, OK
elaineg@osfa.info

April 15-16
 CFSI Fire Service
 Seminars & Dinner
 Washington, DC
cfsi.org

April 15-16
 FAMA/FEMSA GAC Hill Day
 Washington, DC
famafemsagac.org

April 16-18
 Saskatchewan Fire Chiefs
 Swift Current, SK
safc.sk.ca

April 23
 FAMA Technical
 Committee Meeting
**Emerging Technologies
 Presentation**
 Indianapolis, IN
fama.org

April 23-25
 Fire Department Instructors
 Conference (FDIC)
 Indianapolis, IN
fdic.com

April 28-May 2
 Metro Fire Chiefs
 Conference
 Las Vegas, NV
metrofirechiefs2015.com