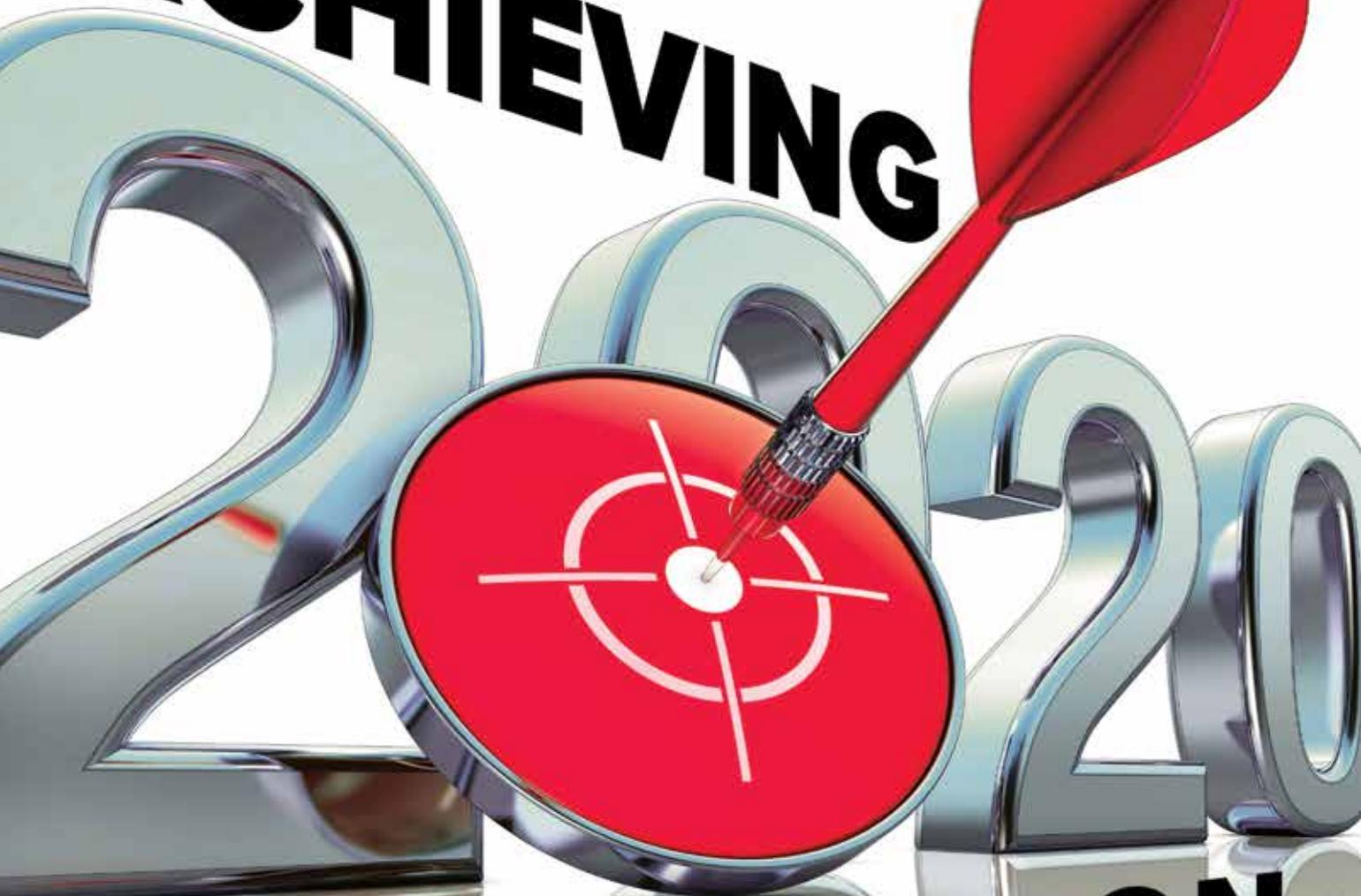


ACHIEVING



VISION



NEWS | WINTER | 2020



FIRE
APPARATUS
MANUFACTURERS'
ASSOCIATION

 **First Arriving** is the official newsletter partner of FAMA/FEMSA News

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Fire and Emergency Manufacturers and Services Association, Inc.



I've always bought into the notion that you'll get along in life by doing your fair share, but you'll really succeed when you put in your fair share plus a little extra. So, after standing on the sidelines at a few FEMSA meetings, I finally raised my hand and asked for a job. One term on the FEMSA Board lead to another term, then a second term and now a third. In 2020, I will have the privilege of serving as your new President. I'm delighted that Bill Van Lent will be staying for one more year in the role of Past President to help with the transition.

Nothing has prepared me more than watching and learning from the leaders like Bill Lawson, Dan Reese, Gif Swayne, Jerry Halpin and Karen Burnham. I'd also like to acknowledge Paul Andrews who is stepping down after 15 years of amazing service. Over the years if you had questions regarding digital marketing to the fire service, Paul was the perfect person to get to know.

While I'm sad to see Paul leave, I'm equally excited to be working with Jenny Surovey of Fire-Dex, our newest board member, and quite the marketer in her own right.

The feedback members give for joining FEMSA is the networking opportunities as well as an action-packed Annual/Fall Conference with excellent speakers. For those of you that have been attending over the years, you can attest to the growth in the overall content and member attendance. That didn't just happen as we have three individuals who put an enormous amount of blood, sweat and tears into making this a reality. Please let Crosby Grindle, Cynthia Leighton and Sonya Kelly know how much you enjoyed Toronto. If you missed out this past year, we've locked in future sites including 2020 New Orleans, 2021 Tampa and 2022 Salt Lake City.

We are all part of the FEMSA legacy and it's our obligation to carry on the tradition while looking for opportunities

to best serve today's members. Thanks to all of you that volunteer your time to help FEMSA move forward with ideas and comments.

I would encourage you to mark your calendar for Hill Day and the CFSI Dinner on April 29 and 30, 2020 in Washington, DC. A strong showing by our industry members goes a long way toward securing grants for the first responder community. April will certainly be an exciting time to be in our nation's capital during an election year.

Finally, I serve at the discretion of the board, which also means I serve the members. My email is jameslong@darley.com and my cell 708-369-3657. Let me know how I'm doing or ways we can bring the new year into focus.



It's hard to believe that 2019 is over already. As the saying goes, "time flies when you're having fun!" I hope 2019 was an outstanding year for you and your businesses. I'm happy to report that FEMSA had a very productive year and the organization is financially strong, energized and well positioned for 2020 and beyond.

It was wonderful to see so many of you at the 2019 Annual Conference in Toronto, Canada. The speaker lineup was tremendous, the program was informative and the networking and social opportunities, as always, were a hit. Special thanks to James Long, Crosby Grindle, Cynthia Leighton and Sonya Kelly for their efforts in making this year's conference another success. The survey results are in and the feedback has been overwhelmingly positive. I want to thank all who attended. If you were not able to attend this year, we look forward to seeing you next year, Oct. 7-9, 2020, in New Orleans, LA.

At this year's annual business meeting in Toronto, we were pleased to welcome Jenny Surovey from Fire-Dex, LLC to the FEMSA Board. We were also pleased that James Long from W. S. Darley &

Company, John Granby from LION and David Russell from Fire & Safety Services, Ltd. were reelected to the FEMSA Board. Congratulations to these candidates and thank you for serving! I would also like to take this opportunity to recognize and thank Paul Andrews for his dedicated service to FEMSA as a board member for 15 years. Paul has made a lasting contribution to the organization.

The end of 2019 also signals the conclusion of my term as your Board President. I can truly say that it has been an honor and a privilege to serve this membership and to work with such a hardworking and distinguished board of directors. There have been several important transitions over the last two years. First and foremost, we welcomed Cynthia Leighton to the FEMSA Administrator position. Cynthia has done a wonderful job taking on the many responsibilities of the organization. Behind the scenes, there have been numerous changes from website hosting, newsletter publishing and banking relationship transfers just to name a few. While challenging, these transitions have gone well and added increased capabilities and improved functionality for our organization.

In closing, as proclaimed in the theme from our 2019 annual conference "A World of Opportunities" I believe the future looks very bright for FEMSA and its members. While a lot has been accomplished, many opportunities lie ahead. Please join me in a brief reflection on the many successes and blessings that we enjoyed in 2019. Now let's make 2020 the best year ever! ●



I'm very honored and excited to be serving as FAMA's 2020 Board President. In my time serving on the Board, there have been a lot of changes to the people and structure but, it will be good to get back to some stability. I want to thank Steve Toren for his service to the Board, Curt Ignacio for a wonderful year as President, and also welcome Bert McCutcheon as a Director at Large.

Through the years, the FAMA Board has successfully pushed forward on a number of improvement projects including: the marketing and rebranding of FAMA, the development of the Sage Industry Outlook Reports, the reauthorization of AFG and SAFER grants, the overhaul of the statistics program, the Apparatus Safety Guide, the new Buyer's Guides, while continuing to keep the membership robust, and making the Annual Spring and Fall Meetings better. With that said, the Board is constantly faced with questions, ideas and opportunities to improve the organization, but with limited bandwidth how do we choose what is best for our trade association?

As your 2020 Board President, I plan to continue the good work but, I would like to put a more structured process in place to allow the Board to have better directions on what opportunities to pursue and which to let go. Using a Hoshin Kanri method at our Fall Strategic Planning Meeting the Board identified: 1) the key purposes of our Association, 2) what metrics will be used to track our success to meeting those purposes, 3) what activities our Committees and Board be working on that will influence those metrics. With this process in place, I believe the current and future Boards will be better able to meet the needs of our Association.

It is important to remember the Association or member companies would not be here if it wasn't for our customers. Hill Day is a great way to show your support for your customers by encouraging Congressional officers to increase funding

for the Assistance to Firefighters Grant (AFG). Mark your calendars for April 29-30, 2020 and show your support.

Reminder: Please sign up and encourage other member representatives to join us on March 21-24, 2020 in St. Pete Beach, FL for the Annual FAMA Spring Meeting. This is a fantastic location. For those that attended in 2017, I am sure you would agree it is probably one of the best locations the meeting has been held in the last ten years.

The Don CeSar Hotel is historic and very different than a typical venue. Along with great speakers (Commander Kirk Lippold, Dr. Coyte Cooper and Anirban Basu) you will not want to miss out on this year's Spring Meeting.

Finally, I am always looking for input and feedback. Feel free to reach out to me directly at Alingel@unitedplastic.com or by phone at 978-989-0260. I am confident in our 2020 Board and anticipate a great year for our trade association and for the industry as a whole. ●



Time waits for no one and as the calendar just turned to another year, so did my term as FAMA Board President and I have joined an illustrious group of past presidents. It has truly been a pleasure to serve in this position after years of working with the Board. I hope that I/we have represented you well.

We had a good year as the economy continued to move in a positive direction for many. We had some new folks join FAMA, welcome to all. Always good to add more good members, so if you know of someone, reach out to them or contact someone on the Membership Committee with a recommendation.

In 2019, we tried a new style (smaller) hotel for the FAMA Spring Meeting and prayed for no rain. Well we did not have rain, but we did have the Army Corps of Engineers and earthmovers on the beach, even with the obstacles we persevered. We had great music and dancing

during the annual dinner, as well as, a fine lad in a kilt that earned the "best dressed." As Rod Stewart sang "you wear it well..."

Again, we had a good showing at Hill Day, but we will always welcome more participants to support our efforts on Capitol Hill garnering support for AFG, SAFER, US Fire Administration (USFA), and Urban Search and Rescue Response System (USAR). When registration opens in January, be sure to register and attend Hill Day (April 29-30, 2020) - the more the merrier and more effective!

We had our first sojourn north of the border (to Toronto) for the Fall Meeting with our FEMSA friends. Toronto proved to be a great city and our members from the north provided great hospitality. I think we're all better for learning a little bit of Canadian history and trivia.

At our annual Board Strategic Planning Meeting, I was honored to "pass the baton" to our next President, Andrew Lingel. Andrew will have the distinction of being our youngest Board President in FAMA history. Dave Durstine has held the short-lived record since 2016. Records are meant to be broken! Prior to Durstine, Paul Darley held the distinction from his presidency in 2000.

The 2020 Board will also feature another Association milestone, our first woman Vice President, Bev Lowery. Bev's year of presidential service (2021) will coincide with FAMA's 75th Anniversary. Very Cool!!

I'm not intending to steal Andrew's thunder, but there are some very exciting initiatives on his agenda for next year.

This spring, we head back to St. Pete Beach and the Don CeSar Hotel. The Meeting Planning Committee has been working hard to ensure good meeting content, great speakers and the wonderful networking opportunities to make it well worth your investment of time. We look forward to having a great group attend.

Finally, thanks to everyone that helped make 2019 fly by and enjoyable. I am proud to serve and assist FAMA in any way. ●

Changing of the Guard

Looking back on the successes of FEMSA and FAMA over the years, we acknowledge with sincere appreciation, the following dedicated individuals and their member companies, whose voluntary contributions have had significant impact on the associations.

FEMSA



Paul Andrews | *Bobit Business Media*

Served five three-year terms: 2004-2006; 2008-2010; 2011-2013; 2014-2016; 2017-2019. Total years on the FEMSA board: 15 years.

FAMA



Steve Toren | *Valor First Responder Seating*

Served on the board: 2012-2019; appointed in 10/2011. Total years on the FAMA Board: 7 years

Entering 2020, the Boards welcome and look forward to working with the following talented individuals elected to serve the FEMSA and FAMA memberships through their Board terms:

FEMSA Directors, 2020-2022:



John Granby | *LION*

Incumbent, having served on the FEMSA Board for 15 years to date - since 2005, many of those years on the Board's Executive Committee.



James Long | *W.S. Darley & Company*

Incumbent, having served on the FEMSA Board for 6 years to date – since 2014. Served as Board Secretary/Treasurer 2016-2017 (2 years) and Board Vice President 2018-2019 (2 years).



David Russell | *Fire & Safety Services, Ltd.*

Incumbent, having served on the FEMSA Board for 3 years to date - since 2017. Served as Board Secretary/Treasurer 2018-2019 (2 years).



Jenny Surovey | *Fire-Dex, LLC*

Elected 2019

New FAMA Board Members



Bert McCutcheon | *Ferrara Fire Apparatus, Inc.*

Elected October 2019

If you have aspirations to serve on the FEMSA or FAMA Board in the future, please contact info@femsa.org or info@fama.org.



SAVE THE DATES

October 7-9

2020 FEMSA/FAMA Annual/Fall Conference

**J.W. Marriott
New Orleans**

It will be an event you DON'T want to miss!

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FAMA Awards 2019 Phillip L. Turner Scholarship Awarded to William Calcagno



The Fire Apparatus Manufacturers' Association (FAMA) awarded its 2019 Phillip L. Turner Fire Protection Scholarship to University of Maryland student William Calcagno. Calcagno was selected to receive the \$5,000 scholarship in recognition of his commitment to research and steadfast focus toward the improvement of fire safety.

It was during Calcagno's work in the FireTEC lab at the University of Maryland that he found his passion for research and defined his goal of a research-based career in fire protection engineering. Calcagno plans to pursue a master's degree in Fire Protection Engineering and hopes to focus his knowledge towards the improvement of fire safety and prevention in the commercial market, to protect consumers from fire risks.

The Phillip L. Turner Scholarship is awarded annually by FAMA and has been sponsored since 2009 by FAMA member Akron Brass Co., a worldwide marketer and manufacturer of high-performance life safety, firefighting and emergency rescue equipment.



SAVE THE DATES

2020 🗓️ FAMA Spring Meeting March 21-24

Don CeSar Hotel
St. Pete Beach, FL

2020 🗓️ FAMA/FEMSA Hill Day April 29-30

Washington, DC

2020 🗓️ FEMSA/FAMA Annual/Fall Conference October 7-9

JW Marriott New Orleans
New Orleans, LA

2021 🗓️ FAMA Spring Meeting March 20-23

The Westin Fort Lauderdale Beach Resort
Fort Lauderdale, FL

2021 🗓️ FAMA/FEMSA Hill Day April 28-29

Washington, DC

2021 🗓️ FEMSA/FAMA Annual/Fall Conference September 22-24

The Westin Tampa Waterside
Tampa, FL



GAC CORNER

Congressman Glenn Grothman Visits UPF

by Pat Cahill

On August 27, the United Plastic Fabricating, Inc. (UPF) Wisconsin manufacturing facility welcomed Congressman Glenn Grothman, Alan Ott, District Director at U.S. House of Representatives; and members from the Neenah Fire Department. The visit included with a presentation thanking the Congressman for all he does to support the fire industry as a member of the Congressional Fire Services Caucus.

Congressman Grothman stated, "Wisconsin is the number two state in the country for manufacturing jobs. Companies like UPF manufacture products that help communities and save lives not just for our community but, all of the United States and globally. It's amazing what these people do here."

U.S. Rep. Glenn Grothman is serving his third term representing Wisconsin's 6th Congressional District in the U.S. House of Representatives.





Congressman Frank Pallone Visits Fire & Safety Services

by David Russell

On August 15, 2019, Congressman Frank Pallone and his District Director, Matt Montekio, visited Fire & Safety Services. During their visit, the Congressman toured the offices and shop and discussed the difficulty in finding qualified technicians to do fabrication and service work. This topic was further discussed later on as a critical issue not just for the fire service, but for the heavy-duty trucking industry at large.

In addition, AFG and SAFER grant funding was also discussed at length with the Congressman agreeing that flat funding, while beneficial, is still slipping behind in the cost of goods increases the equipment has encountered over the last few years.

Other local issues were discussed prior to the Congressman having to leave for his next appointment. ●



14th Annual Illinois Fire Service Home Day a Huge Success

ILLINOIS FIRE SERVICE HOME DAY

MABAS Readiness Center - Wheeling, IL

Friday, June 7, 2019

Speakers:

Mark Puknaitis, President, Illinois Fire Chiefs Association

Vikki Hanson, Fire Program Specialist, FEMA

Glenn Ericksen, Chief Executive Officer, Mutual Aid Box Alarm (MABAS)

Mike Bost, U.S. Congressman, Co-Chair, Congressional Fire Services Caucus

The 14th annual Illinois Fire Service Home Day was held Friday, July 7, 2019 at the Mutual Aid Box Alarm System (MABAS) Readiness Center in Wheeling, IL. With almost 150 attendees -- including fire chiefs from 48 different departments, congressional staffers, as well as FAMA and FEMSA member companies -- the event was a huge success in advancing issues important to the fire service.

Fifteen companies participated in the event with displays for their equipment including the following FAMA and FEMSA member companies: CE Niehoff, Paratech, FIREHOUSE, Federal Signal, Groves Inc., Haas Alert, Conway Shield, Municipal Emergency Services, and W.S. Darley & Co.

We had thirteen congressional staffers in attendance representing Senator Tammy Duckworth, and

the following Congressional offices: Casten, Garcia, Kinzinger, Krishnamoorthi, Quigley, and Schakowsky.

Paul Darley, Co-Chairman of the event, served as the emcee. He addressed the congressional staffers, saying, "This day is about you, and we ask that you carry home the following messages:

1. Thank you for your reauthorization of the AFG & SAFER programs.
2. We need your continued support and ask that congress continue to increase funding.
3. If you are not already a member, please join the Congressional Fire Services Caucus."

Jay Reardon, former MABAS CEO, announced a new MABAS Foundation was being formed due to the lack of federal funding. Paul Darley pledged that the Darley Family Foundation was donating \$25,000 to the newly formed MABAS Foundation in the name of William J. Darley.

After formal presentations, staffers had the opportunity to operate rescue tools and other firefighting equipment, as well as tour the 25,000 sq. ft facility that houses specialized fire and rescue equipment.

After attending the Illinois Fire Service Home Day, Congressman Krishnamoorthi joined the Congressional Fire Services Caucus.

Plans already are underway for next year's 15th Annual Illinois Fire Service Home Day.



Over 120 people attended the Home Day



Vikki Hanson, FEMA Fire Program Manager spoke about changes to the SAFER and AFG grant programs.



Thank You from the ILLINOIS FIRE SERVICE CAUCUS
Thanks for our sponsors.



Jay Reardon, former MABAS CEO (left), Paul Darley, W.S. Darley & Company (right)



2019 FEMSA/FAMA Annual/Fall Conference Overview

by James Long

The City of Toronto, Canada played host to the 2019 FEMSA/FAMA Annual/Fall Conference marking the first time the gathering has been held north of the U.S. border. The event drew 224 attendees, guests and speakers from 127 member companies with 37 first time members.

On Tuesday, the FEMSA and FAMA Boards of Directors wrapped up final conference details while members, with passports in hand, rolled into the Toronto Marriott Downtown Eaton Centre Hotel and began enjoying the sights and sounds of a truly, world class city.

The official kickoff started Wednesday morning with a warm welcome from Deputy Fire Chief Jim Kay of the Toronto Fire Services, followed by opening keynote speaker, Dr. Todd Dewett, sharing his thoughts on “Authenticity in Leadership.” The audience later received insights from Kirby James on “Building Resilient Organizational Culture” and Dr. Brian Brauer on “Human Behavior and Innovation.”

Earlier that morning, spouses and member guests reveled in a special brunch and a private tour of Toronto on a double decker bus.

Anirban Basu, always a crowd favorite, presented “To All the Economists I’ve Loved Before” addressing the tangled web of economic forces that influence business today and their potential impact in the future.

Basu’s report was consistent with political updates from Bill Webb, Dave Gatten and John Granby on legislative events affecting the fire service in Washington, DC. For the Canadian attendees, a session moderated by Michelle O’Hara, executive director of the Ontario Association of Fire Chiefs, was provided to focus on current topics and issues facing the fire service in Canada.

Thursday’s highlights included a very informative discussion from the Chiefs Panel on the “Future of the Fire Service with a Focus on Fire-Based EMS and Transportation Technology.” Assistant Director J. Gordon Routley (Montreal Fire Department) moderated the panel that included: Division Chief of Mechanical Rob Anselmi (Toronto Fire Services), Chief John S. Butler (Fairfax County, VA Fire & Rescue), Chief Darnell Fullum (DeKalb County, GA Fire & Rescue),

Chief Mark Puknaitis (Naperville, IL Fire Department) and Chief Deryn Rizzi (Vaughan Fire & Rescue Service).

The afternoon Fire Lane presentations gave attendees the opportunity to select from several different speakers and topics including Richard Bryan on “Family Businesses,” Tammy Rimes on “Make Purchasing Your New BFF!,” Nathan Calabrese on “Podcasting,” and Jim Crawford on “Partnering in Community Risk Reduction.”

While members attend the conference to gain education and inspiration on ways to grow their businesses from respected speakers, they often rank the valuable networking opportunities as one of the main reasons they join the FEMSA and FAMA organizations.

The program concluded with a reception and banquet featuring a highly competitive Canadian trivia contest and a request from the FEMSA President Bill Van Lent to see everyone in New Orleans September 7-9 for the 2020 conference. ●

‘Show Your Ink’ and Be Authentic

Dr. Todd Dewett, Opening Keynote

by Scott Weishaar

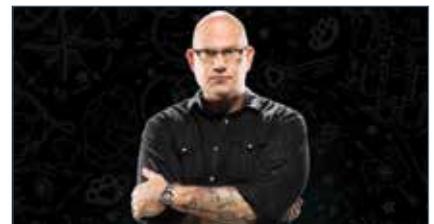
Dr. Todd Dewett kicked off the 2019 FEMSA/FAMA Annual/Fall Conference in Toronto with a keynote that offered great perspectives and tugged at emotions. His presentation was both thought-provoking and practical - he challenged members to ‘show our ink’ and realize that more is possible.

His underlying message was very simple and pure - we must be authentic in our approach to leading and how each of us need to be real and honest in our daily lives and interactions.

His points were broken into four key points. First, he emphasized the importance of being authentic and not pretending to be someone else. He stated that it is important to manage impressions and that perception is key. To illus-

trate this concept, he used the example of running into an old friend for lunch while dressed in a sportcoat and proud of his success. He said that his friend quickly saw through his mask and asked if he was happy in what he was doing. That was one of the last times he wore a coat and did not “show his ink.” As leaders, we cannot try to be something we are not - our teams will see through this mask and will not buy into what we are asking to be done.

The second key point discussed was learning to get over ourselves. We need to get off any preconceived pedestal and avoid telling our teams what to do but rather, listen, observe and advise. True leaders show appreciation and build a strong rapport throughout the orga-



nization. Dewett shared the story of a manager trying to attempt to show his appreciation unsuccessfully to his team with a happy hour and a canoe trip. He realized this team was into professional wrestling and used that as an opportunity to build the team dynamics and show his appreciation for their effort. He noted that leaders must use their knowledge to help others be better versions of themselves and simply understand and communicate.

For his third point, Dewett elaborated on how leaders should balance their project intelligence while still showing we can and will make mistakes. He shared his example of losing a basketball

game as a young man and his mother's advice to not have a pity party, get over it, learn from it and make a choice to do something about it. Dewett shared a story about 'falling on his face' at a State Farm conference, unprepared and only shared charts and graphs to an audience that wanted to hear stories and examples from him. He made a choice to learn from this experience, do something about it, learn and focus on self-improvement and to be ready for his next engagement.

His fourth and final point was on perspective and taking risks knowing that not every aspect will work. He shared a story about his father, his life experiences and how, after time, they rebuilt their relationship. People can sense insincerity and lack of being honest; avoid these pitfalls at all costs. Make the choice to be positive and authentic every day. Many leaders are concerned with being liked and expect to be respected. As leaders, we must shift our mindset and focus on being real and honest. Respect will be the result of these actions.

In summary, Dewett ended with: "Roll-up your sleeves, show your ink and remember people like real - be authentic in our daily decisions and actions. People like 'real,' live every day with integrity and honesty, this will result in a positive and strong life." ●

“Learn to Lead: Guaranteed to Succeed” Richard Bryan, Closing Keynote

by Paul Darley



Richard Bryan grew up in Bristol, England, but currently lives in Colorado. His family owned an auto dealership for four generations. When the business was on the brink of bankruptcy, Bryan found a consultant named Frank who helped him turn the company around.

Bryan grew up in a house with four generations of his family. After going to a university in Scotland, Bryan came to the USA to work in auto dealerships to learn the trade. At age 28, he learned his father was ill and he was called home to join the family business. In order to successfully run the family business, he had to earn the respect of his co-workers after a rocky start.

With \$120 million in sales and almost 500 employees, the company was losing \$3 million per year. Bryan hired Frank who created a step-by-step plan to get the company back on the road to success. The first hour of the day he would walk around the business and listen to employees, customers, etc.

Simple things are the most difficult to achieve. Some of the strategies they implemented to turn the business around were simple things. Bryan was guided by the following four lessons in achieving his goals:

- 1. Define your role.** Do the things that only you can do. He focused on relationships including bankers, key customers, manufacturers, property and shareholders.
- 2. Hire “A” Players.** Look for people who have transferable skills. Industry experience is not a prerequisite. Positive attitude. Compatible. Competent.
- 3. Have some fun!** Celebrate Success. Look for low cost ways to spend quality time with your “A” players.
- 4. What's your No. 1 Priority?** It is good to focus on the most important things and use the 80/20 rule, but you need to find the one thing that is most important.

Bryan was successfully able to turn the auto dealership around and later sold the business in 2008. ●

“Building a Resilient Culture of Excellence”

by Julie Phelps



Kirby James presented on Building Resilient Cultures at the FEMSA/FAMA Annual/Fall Conference in Toronto. James is a cultural change specialist that has researched change management and how the different cultures of businesses affect their success. He shared that organizations which have more resilient cultures are typically more successful and are more-likely to thrive when challenged.

According to James, life experiences determine how we respond to situations; however, he asserted by employing Stress Inoculation Therapy we are able to improve how we make decisions, thus change our response and resiliency to events. As

employees become more resilient, their decisions become more intentional and founded on purpose and values.

James defined a resilient culture as one that is focused on a purpose and supported by values that are in alignment. When systems are developed with a purpose, an organization is more aligned and resilient.

James presented the Organizational Cultural Index (OCI) which describes three main cultural styles: 1) Constructive & Positive, 2) Aggressive Defensive, and 3) Passive Defensive. He pointed out that studies show all organizations have some elements of each cultural style but, the more resilient and sustainable organizations have a greater constructive component.

James recommended companies use the OCI to evaluate their cultures and systematically develop a path to more resiliency. He stressed the more resilient an organization is, the happier the parties involved, including the employees, managers, customers and owners.

It is evident in this rapidly changing world, it is very important to teach resiliency to all employees and promote flexibility in our businesses.

Lastly, James shared his “secret website” (gystmethod.ca/resilient) and encouraged all to continue their journey to building a more resilient organization. ●

“To All the Economists I’ve Loved Before”

by Mike Natchipolsky



Unicorns, Leprechauns, and Entertaining Economists. One of these mythical creatures is real.

Back by popular demand, Dr. Anirban Basu delivered another highly entertaining and informative presentation about the economy, titled “To All the Economists I’ve Loved Before.”

In his presentation, Basu quoted famous economists to transition from one part of his presentation to the next. Starting at a global level, he worked down to the national economies of both the U.S. and Canada, and ended with his opinion on how future economic conditions might affect the fire service industry.

With his rapid, deadpan delivery, Basu’s dry wit was sprinkled throughout the presentation. He spoke about the challenges facing employers trying to fill jobs in the

current economy. The occupational outlook for firefighters, which is projected to grow seven percent through 2026, demonstrates that fire departments are facing the same challenges. “Here is what we want...physically fit applicants with high test scores. Well, that’s easy to find. There must be at least eight of those people out there... Captain Marvel, Iron Man...”

Basu presented reasons why the U.S. economy is vulnerable, and hypothesized that the 11-year expansion will turn to recession in 2020 if some of the following events don’t occur:

- Signing a trade deal with China
- Eliminating tariffs on steel, aluminum, and other raw materials
- Congress identifying a funding source for an infrastructure spending plan
- Federal Reserve stops tightening



If none of these events occur, 2020 could see a significant downturn in the U.S. and Canada.

At the conclusion of his presentation, Basu conducted a Q&A session, answering questions on topics ranging from the resiliency of the economy to his thoughts on crypto currency.

Basu closed by saying, “That’s my prediction. Of course, I could be wrong...I’m an economist.”

Human Behavior and Innovation

by Dr. Brian Brauer



Fire and emergency services organizations have a deep, change-resistant culture that is influenced by behaviors, values, attitudes, history and leadership.

This culture can impact how a department accepts, integrates and takes advantage of new or changing technologies. This article will share some strategies, based on the Vital Smarts Influencer Model, which manufacturers can apply to develop a more strategic approach when introducing products to the fire service.

The Influencer Model considers six sources impacting product adoption in the areas of ability and motivation across personal, social and structural settings. Focusing on these vital behaviors can have a significant impact.

	MOTIVATION	ABILITY
PERSONAL		
SOCIAL		
STRUCTURAL		

To explain how the model can be applied, consider how to introduce something as simple as a skin decontamination wipe into an agency. Regardless of the brand or size, the wipe is a towelette or disposable washcloth with no moving parts and no sharp edges. Additionally, you’d be hard-pressed to find an emergency responder who desires to experience the ravages of cancer. So, why can it be so difficult to properly use wipes after exposure to products of combustion?

It’s difficult because even though we may WANT to change, we may be lacking in some or all of the six areas of influence. On the personal side, motivation is the first potential source to consider. Do our responders know that they are at an increased risk of cancer? Do they know which types of cancers? Do they understand that the tumors in emergency services are less common than those impacting the general public? Do the responders understand the connection between removing contaminants and reducing carcinogen exposure? Do the responders understand the sources

and routes of contamination we may be exposed to, including the third-highest carcinogen at the emergency scene - vehicle exhaust?

Next comes personal ability. Does the responder know HOW to use the wipe properly? How many wipes should they use? Which body parts need to be cleaned, and how, and in which order? Where are the wipes found? All simple questions, but if they aren’t addressed and communicated before the emergency scene, the desired results may not be achieved.

Social Motivation is the next area of influence. In this area, we need to ensure the stage is set to produce the behaviors we want by having them modeled by leaders. The leaders may be the formal officers or the barn bosses, the instructors and the chiefs. We need to ensure that the right application and use of wipes is demonstrated and incorporated into training and all appropriate post-exposure scenarios in the field.

For Social Ability, we need to get comfortable talking with each other

about the need for skin decontamination and offer wipes to each other. We need to be capable and have permission to challenge members who are not using the wipes. Peer leaders and formal officers play a huge role in modeling, encouraging, and correcting behavior towards the desired outcome of post-exposure skin decontamination after EVERY exposure to EVERY member.

The final area is structural or environmental. How do manufacturers aid in the successful implementation of a product which requires a new behavior? Perhaps a decal is provided to customers to serve as a reminder. It could be a sticker on a helmet or something more ubiquitous like the “employees must wash hands before returning to work” signage found in any North American restaurant bathroom. Consider adding a reward program for responders who are “doing it right.” It’s much easier for our brains to find faults and errors - you’ll have to work to notice people performing the correct behaviors!

Understand where this positive deviance comes from, and leverage that understanding from the initial customers to aid in adoption by later customers.

To influence Structural Ability, leaders need to ensure that the wipes are abundant, accessible, and convenient. We have all seen apparatus with that compartment next to the pump panel, the one where old brass and appliances go to sit unused and oxidize in peace. If you put a tool you want members to use in an out-of-the-way or uncommon location, you’ve created a barrier to the behavior you want. Putting a package of wipes next to every SCBA, or under every seat in the apparatus, creates an environmental change that encourages the use of the cloths. Mount them like we do gloves for bloodborne pathogen protection; give them out like we do bottles of water during rehabilitation. Most importantly in this category - don’t run out! Ensure that you have a mechanism to resupply after specific short intervals so

that you always have an ample supply on-hand. What message does it send if you only have wipes for the fires which occur early in the month and not later?

Creating and leading behavioral change in the fire and emergency services requires balancing the introduction of “new ways of working... with the preservation of traditional basics. Changing uniformed cultures requires patience and wisdom” (*Hofstede, 2000, p. 481). For more information contact brbrauer@illinois.edu.

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Report from Washington, DC

by Bill Webb



Since 1995, Congressional Fire Services Institute (CFSI) Executive Director Bill Webb has attended the FEMSA/FAMA Annual/Fall Conference to discuss the work of Congress towards fire service issues. This year, his presentation focused on the status of the Fiscal Year (FY) 2020 appropriations bills, which provide discretionary funding to federal programs.

As of the date of Bill’s presentation, there had been little headway towards enacting any of the 12 appropriations bills. While the full House had approved ten measures and the Senate Appropriations Committee cleared ten, not one had been voted on by the full Senate by the end of September. Due to the lack of progress, Congress was forced to approve a “continuing resolution” (CR) to allow more time to complete their work. The CR funds the government through November 21st but, as Webb mentioned, Congress will most likely need to approve another CR to allow additional time to address the more contentious issues holding up the appropriations bills.

For example, the Department of Homeland Security (DHS) appropriations bill has been controversial again this year. Per Webb, it will most likely be the last appropriations bill Congress addresses. If the House and Senate cannot resolve their differences, they may resort to another CR that will fund DHS programs at FY2019 levels for the remainder of FY2020.

The impasse between the Democratic-controlled House and Republican-controlled Senate stems from disagreements over funding for a wall along the southern border. Similar disagreements last year led to a partial government shutdown that lasted for 35 days. Webb expressed his hope that Congress will find a way to approve a DHS appropriations bill to ensure that the fire service can receive vital funding increases for FY2020.

Webb outlined some of the programs and agencies that would receive additional funds based on the levels contained in the House and Senate measures. AFG/SAFER, funded at \$700 million in FY2019, would receive FY2020 funding of \$750 million in the House bill



and \$710 million in the Senate bill. The U.S. Fire Administration, with a \$44.2 million enacted level for FY2019, would receive \$47.23 million in the House bill and \$46.84 million in the Senate bill. While the House and the Senate will ultimately have to reach a compromise on the final numbers for these programs and agencies, the recommended funding in both chambers indicate that increases are likely unless there is a CR.

In closing, Webb thanked the members of both associations for their continued support of CFSI and encouraged them to continue engaging their members of Congress in discussions about support for our nation’s fire service and the industry that equips our 32,000 fire departments.

Keeping Our Eye on the Ball

by Dave Gatton and John Granby



Since FAMA and FEMSA members convened in Toronto, first responders have continued to be newsworthy as wildfires in the west threaten life and homes in the Bay Area and Southern California. It seems that firefighters and emergency responders are constantly on national news doing what they do best—saving people from natural and man-made disasters. This visibility and birds-eye-view of how dangerous their jobs can be, only helps to cement in the public's mind how important first responders are to public safety.

Alongside these images on the evening news, is the extremely rare Congressional consideration of the impeachment



process. Washington will be consumed by this issue in the coming months, and as the public hearings begin, it may seem that they will command all of our attention. It would be easy to assume that nothing else will get done in Washington as the impeachment process unfolds, but nothing could be farther from the truth.

The appropriations process must still be completed for FY 2020, which began October 1. Not having completed their appropriations bills, Congress passed a Continuing Resolution that keeps federal agencies open through November 21, giving them more time to reach agreement on a final package.

This process remains crucial for the Fire Service. As Bill Webb mentioned in his Toronto presentation in the House FY 2020 DHS appropriations bill, AFG and SAFER were given a combined \$50 million increase. Each program would be funded at \$375 million. In the Senate Appropriations committee, both AFG and SAFER received a \$5 million increase. As House and Senate appropriations members meet, they will need to iron out their differences. These discussions will be critical for FAMA and FEMSA members.

Unfortunately, the DHS appropriations process is now one of the most controversial appropriations bills, as it contains a variety of immigration issues including the famed border wall. The fire service



will need to remain vigilant to ensure that we receive increases in our priority programs despite these controversies.

In Toronto we talked about how the fire service, in this super-charged political environment, is at least one group that does not ask one's party affiliation when they enter a burning home, rescue a person from a crushed vehicle, respond to terrorist attack or save someone from a tornado or hurricane. First responders don't see the color of a person's skin, their political party, their social status or their income when they respond to an emergency. They see a person in need; a person whose life needs saving.

In this day and age when Americans trust their governmental institutions less and less, there is one encouraging sign. The American public ranks local government, and by extension the fire service, as the one level of government that still works and is there for them. For the most part, public servants at this level of government have yet to fall prey to ideological differences. Perhaps this is because they are closest to the people they represent and their direct needs are more real, more urgent, and more compelling.

As part of the fire service, it is our responsibility to remind the public that local government works, and that people can in fact come together.

Yes, it will be easy to be distracted, but don't be fooled. Congress will continue

to do its appropriations work whatever is happening elsewhere in Congress. We will need to keep our "eye on the ball," and to make sure our first responders are protected with the equipment and apparatus they need. ●

As we mentioned in Toronto, now more than ever you have a reason to visit with your Congressional delegation to ensure full funding of AFG and SAFER and to make plans now to attend the FAMA/FEMSA 2020 Hill Day April 29-30th in Washington, D.C.



Chiefs Panel on Future of the Fire Service with a Focus on Fire-Based EMS and Transportation Technology

by Chris Mc Loone

The 2019 FEMSA/FAMA Annual/Fall Conference Chiefs Panel was moderated by J. Gordon Routley, assistant director, Montreal (QC) Fire Department and featured:

- Chief Mark Puknaitis, Naperville (IL) Fire Department
- Division Chief of Mechanical Rob Anselmi, Toronto Fire Services
- Chief Deryn Rizzi, Vaughan (ON) Fire & Rescue Service
- Chief John S. Butler, Fairfax County (VA) Fire & Rescue Department
- Chief Darnell Fullum, DeKalb County (GA) Fire Rescue Department

The panel has become an annual part of the FEMSA/FAMA Annual/Fall Conference and allows attendees to hear from end users regarding various issues they face and how members' products can help. As with years past, the panelists' answers varied, often depending on their location, department policies and finances.

The panel began with a discussion on the current efforts to provide clean cabs for apparatus, on-scene decon, having a second set of protective clothing, and other strategies to reduce firefighter exposure to carcinogens. Butler stated carcinogen awareness is everyone's responsibility, and the fire service needs to get people to do what they should be doing before even delving into clean cabs, adding that a clean cab alone is not a solution.

Rizzi approached it from the perspective of an administrator. Tweaking apparatus, adding a second set of PPE, etc. are all costs that must be justified. She also stated that looking into these efforts is the correct thing to do, but departments also must look at the cost of cancer. Anselmi added, to avoid getting into the cab dirty, it is important to conduct gross decon.

Puknaitis concurred that there are many things departments can do, but they must first determine what constitutes a clean atmosphere. Regarding deconned PPE, he asked where should it be stored and floated the idea that perhaps a separate decon unit will be



necessary at the scene of a fire to carry all the gear.

The conversation turned to how carcinogen exposure affects fire training. Butler asserted that there is not enough fire training that simulates what firefighters are facing, but that departments should practice like they play when it comes to carcinogen exposure. He claimed that they should be switching out gear at the end of a training evolution just like they would at the scene.

Other topics covered by the group included tactical medics and equipment, what the fire service will look like five to 10 years from now, and rapid response units.

Pertaining to the future of the fire service in five to 10 years, there were differences between Canada and the United States. The Western provinces have a fire/EMS model. Forty-two percent of their calls are medical, and they use a rapid response model there to improve unit availability. In Canada, EMS is a third service, Canadian fire departments don't buy ambulances. In the U.S., Puknaitis said, 70 percent of the call volume in his department is EMS-related, but departments will always need to be prepared to fight fires and that will never change. Fullum's department has integrated fire and EMS but, stated that EMS calls are going up.

Tactical medics are becoming a reality everywhere. Departments are being proactive, but equipment storage is an issue, according to Butler. Ambulances require additional space for the ballistic equipment. Puknaitis states that his department has a tactical EMS team.

Fullum agreed that departments are preparing for tactical medic units, but also noted, storage space for the extra equipment is a challenge. For Rizzi, her department has Public Order Units (POUs), and spare apparatus is used for this purpose.

The five departments are doing different things regarding rapid response vehicles. Puknaitis's department implemented the use of small vehicles for nonemergent calls, and the system has proven to be effective for Naperville. Butler's department still uses a conventional system, but is answering the question "Why a fire truck?" more and more. Fullum has rapid response fire vehicles operating, and the department has identified a reduction of wear and tear on its larger vehicles AND its people.

Rizzi added that her department has a program and is watching the data. A captain and a firefighter will respond with a unit, and the department is monitoring the data to see if this type of unit is appropriate. Anselmi chimed in and said, his department is under immense pressure to downsize its vehicles.

The main takeaway from this panel is a better understanding of what fire departments, FAMA/FEMSA member company customers, are up against every day. Walking away from this presentation, members learned several insights, but the opportunity is theirs to take what they've learned, return to work, and develop new innovations to help the end users to do their jobs safer and more efficiently. ●

FEMSA/FAMA Canadian Member Meeting

by Michelle O'Hara



Attendance: Rick Suche, Fort Garry Trucks; Mike Stone and Dan Stone, A.J. Stone Co. Ltd.; Oran McNabb, AMDOR; Luc Thibault, Battleshield Industries Ltd.; Pino Natale, Dependable Emergency Vehicles; Mike Welte, Hub Fire Engines & Equipment Ltd.; Daryl Kretzschmar, PPE Solutions Inc.; Rob Hosslett, LION; Mark Christie, SafeDesign Apparel Limited; Helene Picard, Aero-Fire; Terry Steward, Fire Department Safety Officers Association (FDSOA); Laura Aiken, Fire Fighting in Canada (FFIC); Geoff Evans, Streamlight, Inc.; Ryan Stacey, Metalfab Ltd; Kris Newton, Ontario Association of Fire Chiefs (O AFC).

On October 9th, 2019 Michelle O'Hara, Executive Director of the Ontario Association of Fire Chiefs (O AFC), facilitated a roundtable discussion with the Canadian members of FEMSA and FAMA. After brief introductions, the group jumped into a conversation on the history of lobbying efforts aimed at the Canadian Government through a Canadian Governmental Affairs Committee (GAC).

While significant efforts to lobby to the government occurred on the manufacturers/dealer side, the GAC ran into challenges when attempting to engage relevant stakeholders. There are significant variations with respect to the federal funding models and the opportunities available in the United States are not available in Canada.

There was a strong desire to reunite the CGAC (Canadian Governmental Affairs Committee) to allow fire service organizations to partner in an effort to improve fire industry standards and to draft and promote new legislation to create a safer Canada.

Mike Stone provided an overview of A.J. Stone Co. Ltd.'s participation at the O AFC's inaugural Queen's Park Advocacy Day in May 2019. Stone noted that even though the Advocacy Day was considered a success, it was apparent to the O AFC and their industry partners, that their lobbying efforts require a louder, more unified voice to effect change. This voice needs to be the collective group, all those associated in the fire service industry that

can work to create a more safe Canada.

Collectively, the Canadian members of FEMSA and FAMA agreed that they would like to see more industry-wide lobbying efforts and government relations. The O AFC committed to speaking with the Board of Directors of FEMSA and FAMA to convey the group's interest in the creation of a new Canadian Government Relations Committee. This new committee would utilize the expertise of FEMSA and FAMA to create a political policy platform for the fire service industry. Both Fort Garry, and AMDOR, agreed to help lead the committee. They plan to leverage the experiences and lessons learned from the U.S. GAC committee and adapt them for use to lobby the Canadian Government. Since this roundtable, O'Hara has been in contact with John Granby, co-chair of the FAMA/FEMSA Governmental Affairs Committee, to continue the conversation and to facilitate the next steps.

The Canadian members also discussed meeting at the 2020 O AFC Conference and Trade Show in May to collaborate further on this initiative. ●

Fire Lane: Family Businesses and Succession Planning

by David Russell



At the FEMSA/FAMA Annual/Fall Conference in Toronto, Richard Bryan was the closing keynote, speaking on learning to lead and picking A-Players to succeed. In addition, he provided a Fire Lane Presentation on family businesses and succession planning.

Bryan took over his family's almost 100-year old business as an inexperienced 28-year old when his father had to retire suddenly due to illness. Bryan stabilized the business, and was able to get his fellow shareholders (all family members) to agree to sell the business several years later. He shared his lessons of taking over the business from his father and getting the family to agree to part with something that had been a part of their lives for five generations.

While no one wants to think about succession planning, it is essential to the long-term success and stability of the business. In addition, there are two levels of succession planning that a company has to have: emergency temporary succession planning (due to temporary illness or incapacity) and the longer-term planned succession. As Bryan stated, it is essential that it is a written plan and shared with the key players and advisors so that everyone is aware. He said it is also vital that successors meet and establish a relationship with the trusted advisors, so they are not just names on paper.

Bryan stated that the key to successful succession planning is to start with the long-term end result in mind: do you want to pass the business to family; or do you want to exit completely and transfer the business to employees or a third party? Either way, the transition should

begin five to 10 years before exiting the business. This allows a few years for the successor to ramp up and learn the various aspects of the business and to gain the experience and credibility with the staff and key advisors before the predecessor transitions out.

When it's a family business, he noted that special care is needed because the person transitioning out has dedicated a good part of their life to that organization, and in many ways the company is a big part of their "Who am I?" and identity. As a result, understanding the psychology of transition is essential and that conflict will be natural, especially as the new generation implements changes. Finding the right balance between change and tradition, and communication between generations will make the process much smoother. ●

Fire Lane: Make Purchasing Your New BFF!

by Tammy Rimes



When meeting with any government agency, having insight into the do's and don'ts of procurement can be helpful. From setting up the initial meeting to implementing an awarded contract, understanding purchasing requirements can make the process go smoother. Below are three high-level strategies from a former Purchasing Agent:

1) Teach Me Something! One of the biggest challenges for procurement teams is limited research time on any given industry or commodity. During your presentation, teach the Purchasing Agent something about the industry, upcoming regulations, or how their team might be thinking to the future.

2) Build a Relationship. Government procurement is a very formal process,

however, human beings are involved on both sides. With emergency preparedness, reaction times may be very fast. Suppliers with an established relationship are often the first ones Purchasing Agents reach out to during an emergency or upcoming opportunity.

3) What Makes You Special? Procurement managers meet with suppliers every week. Define those details that make your company and products special, and how you would specifically meet the needs of the Purchasing Agent's organization. This is also a good time to "name drop" any other similar size/type agencies who are using your products/services.

State and local government purchases may result from different sources: bid, request for proposal (RFP), sole source, or cooperative contracting. A cooperative contract is an agreement that has

been solicited and awarded by a governmental contracting agency and can be the fastest route to a sale. Because the time-consuming solicitation process is already complete, and the contract is used by many agencies (thus leveraging greater pricing advantages), many governments are gravitating to these types of contracts. Sell your product or service, and then offer this awarded contract as an avenue to purchase (rather than competing in a solicitation process every time). If your company doesn't already have a cooperative contract, you may want to pursue one as part of your sales strategy. The National Cooperative Procurement Partners (NCP) serves as the professional association for cooperative procurement organizations, and offers free educational materials on its website: www.NCPAssociation.org

Community Risk Reduction

by Jim Crawford



Community Risk Reduction (CRR) has become a "buzz" phrase in the fire service in the last decade, and many people still misconstrue what it means.

The technical definition reads: "a process to identify and prioritize local risks, followed by the integrated and strategic investment of resources (emergency response and prevention) to reduce their occurrence and impact."

It sounds rather officious - but one of the key words here is "process." CRR is a process, not a specific product. It is not another term for fire prevention. It begins with a local assessment of community risks, followed by the development and delivery of specific strategies and actions that will mitigate or prevent those risks. It leaves the door open for a variety of approaches that will improve outcomes in CRR - improving on the fact that the fire service typically measures response time rather than outcomes. It moves us away from the concept that emergency response is the only thing upon which we (the fire service) focus.



For example, it is logical to note that if a building has been burning for 20 minutes before a local fire department is notified, a quick response by the fire service will produce a very different outcome than would be the case if they were to arrive within five minutes of a fire actually starting. So, when we change our focus to outcomes, other effective ways to mitigate fire damage are apparent, such as fire sprinklers, building compartmentalization, alarm systems and active public

safety education programs that can either prevent incidents or mitigate the damage when they do occur.

If we consider that the variety of community risks go well beyond fire, like medical calls, hazardous material incidents, opioid overdose calls, water rescues and many others - we can apply the steps of the process in the same fashion. Specifically, we can analyze the risks and come up with strategies that include engineering or technological

solutions, public education, code adoption and compliance, and emergency response capabilities that are all designed to reduce risks and improve outcomes.

How then do these concepts apply to equipment manufacturers?

The steps of the process are the same: identify the risks and , come up with strategies and products to ameliorate them. Sometimes manufacturers create products that are designed to reduce risks via direct sales to the public. Smoke alarms, fire sprinklers, fire resistant door assemblies, fire resistant fabrics for tablecloths in commercial settings, etc., are all ways to improve public and life safety directly. Other examples are products that enable the fire service to respond more effectively and safely. Products like catch basins for fire tanker water to be used for drafting, improved protective turnout gear to protect firefighters during fire and medical operations, thermal imaging cameras, and other products like them, all help improve CRR outcomes indirectly, by helping the fire service improve performance.

Designing fire apparatus to help deliver emergency medical services in the field, rather than transporting people to the hospital emergency room, is another example of how equipment manufacturers can improve CRR efforts indirectly. In short, anything that helps improve public safety, firefighter safety or emergency operations is part of the larger CRR effort.

Manufacturers are an important part of the CRR process and have been all along. It only begs the question: "What next?" In my opinion, equipment manufacturers can help by being innovative, and driving improvements that the fire service may not even recognize until some very smart product developers look at community risks and then figure out how to reduce them by introducing new or better products that do so directly or indirectly. ●

FEMSA Annual Business Meeting Highlights

by Cynthia Leighton

For the very first time in history, the FEMSA/FAMA Annual/Fall Conference was held in Canada! And it was a huge success! Warm weather and sunshine welcomed us while we met in Toronto, Ontario on October 7-11 at the Toronto Marriott Eaton Centre. Thank you to the 204 members and guests who found their passports and crossed the U.S./Canadian border for educational presentations from leading professionals, special interest meetings, networking opportunities and travel adventures in a beautiful, cosmopolitan city.



91 representatives from 58 FEMSA member companies and 30 representatives from 18 member companies of both FEMSA and FAMA ventured north to find "A World of Opportunities," the theme of this year's conference. If you were not able to make it to Toronto this year, you missed an amazing opportunity to learn from top speakers, meet new business colleagues, re-engage with old friends, participate in caucus group and business meetings and visit the sites in the Toronto area. Be sure to save the dates of October 7-9, 2020 for the conference in New Orleans!

Most importantly, thank you to our sponsors without whom there would not be a conference! Their loyalty to the FEMSA and FAMA associations and their generosity to support the annual conference helped cover the costs of speakers, meeting rooms, receptions, meals, breaks, marketing and signage. FEMSA and FAMA are eternally grateful to all the sponsors of this year's conference. We hope you will renew your sponsorship for the 2020 conference in New Orleans.

If you are interested in becoming a new or returning sponsor of the FEMSA/FAMA Annual/Fall Conference, please contact skelly@fama.org or cleighton@femsa.org. Sponsorship opportunities are available now! First Come! First Served!

Thank you to the FEMSA and FAMA board members for dedicating their time and talents preparing presentations for their business meetings, recommending

and introducing speakers, mentoring new and first-time attendees, and writing newsletter articles about the conference.

James Long and Crosby Grindle, co-chairs of the annual conference, interviewed and selected an outstanding group of speakers focusing on the business side of the fire service and on future technology to help the first responders operate safely and effectively. We were so fortunate to have this year's renowned speakers come from all over the U.S. and Canada to share their knowledge, experience, enthusiasm and time. Summaries of their presentations are included in this newsletter. The speakers who prepared PowerPoint presentations shared them, which you can find posted in the Secured Members Area on the FEMSA and FAMA websites.

President Bill Van Lent called the FEMSA 2019 Annual Business Meeting to order on Wednesday afternoon, marking the association's 53rd anniversary. FEMSA Board Members were recognized for their hard work and dedication to the association. New members and first-time attendees were introduced and welcomed. Vice President James Long called the roll of the member companies. Secretary-Treasurer David Russell presented the financial reports confirming the association's financial strength. Board Liaisons presented the Committee Reports detailing the activities of each of the committees. After the Nominations Committee presented the slate of candidates, elections were held. Board members John Granby, James Long, David Russell and Jenny Surovey were confirmed for the three-year term commencing January 1, 2020. After many years of dedication to the FEMSA board, Paul Andrews will end his Board term on December 31, 2019. Thank you, Paul, for your numerous contributions to the Board over the years! You will be immensely missed!

All members were and are encouraged to actively engage in the association's activities - join a committee, run for the Board. It's your association - get involved! Opportunity is knocking! Open the door! ●



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Aréo-feu / Areo-fire
Hélène Picard, President
5205 J. Armand Bombardier
Longueuil, Québec J3Z 1G4
450-651-2240 | 514-594-2240 (m) 450-651-1970 (f)
hpicard@areo-feu.com | www.areo-feu.com

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Atlantic Emergency Solutions
Chris Breslin, Vice President, Equipment Division
12351 Randolph Ridge Lane
Manassas, VA 20109
410-609-2306 | 443-824-4341 (m)
cbreslin@atlanticemergency.com
www.atlanticemergency.com

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Douglass Safety Systems
Douglas Engwis, President
2655 N. Meridian Rd.
Sanford, MI 48657
989-687-7600
douglas@dougsafe.com | www.dougsafe.com

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Laura Aiken, Editor
105 Donly Drive South
Simcoe, Ontario, Canada N3Y 4N5
416-522-1595
laiken@annexbusinessmedia.com
www.firefightingincanada.com

Fire Fighting in Canada has a 60-plus year history of educating and informing fire chiefs, senior officers and firefighters in municipal, industrial and military fire departments across the country. The editorial mandate of the magazine is to share news and developments in the industry and provide analysis and commentary on significant happenings in the fire service. Fire Fighting in Canada provides a forum for fire and related emergency-service leaders to share information and succeed in challenging times. The magazine is also a distributor for NFPA products. Fire Fighting in Canada is published eight times a year, in February, March, May, June, August, September, November and December.



Fireforce Ltd
Anthony Jumeau, President
1990 Switzerville Road
Napanee, Ontario, Canada K7R 3K9
613-862-3313 | 604-300-4664 (m)
info@fireforcelt.com | www.fireforcelt.com

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Safedesign Apparel Ltd
Mark Christie, Sales & Marketing Manager
34 Torlake Crescent
Toronto, Ontario, Canada M8Z 1B3
416-253-9122 | 647-205-3515 (m)
416-253-0437 (f)
markc@safedesign.com | www.safedesign.com

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Keir High, Sales Manager
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keir.high@teijinaramid.com | www.teijinaramid.com

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Marty Gura, VP of EZ Trac Sales
9098 W 800 S
Brookston, IN 47923
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308-278-3131 | 308-340-4756 (m)
www.golight.com | jay@golight.com

Golight Inc is a leading global designer and manufacturer of remote controlled and fixed mount lighting solutions. Golight provides lighting for a broad range of market segments allowing Golight to develop the right solution to meet our customer's needs. Being the first on scene whether in a fire truck, an ambulance or a cruiser means dealing with the unexpected. Golight can help alleviate some of that uncertainty by illuminating the situation. Having the proper lighting and having directional capability is critical in maintaining the safety of both the first responders and the civilians on the scene in a nighttime event.



Groeneveld Lubrication Solutions Inc.
Steve Woodward, Account Manager
8450 Lawson Road, Unit 5
Milton, Ontario L9T 0J8
800-263-1760 | 416-571-8880 (m)
www.groeneveld-group.com
s.woodward@groeneveld-group.com

Reducing customers' operational costs, while increasing uptime, productivity, efficiency and safety of our customers equipment: This is what it's all about at Groeneveld Lubrication Solutions. We accomplish this by developing, producing, supplying and servicing industry-leading automatic lubrication, oil management and safety support systems.



Make plans now to attend the 2020 FAMA Spring Meeting set in beautiful St. Pete Beach, FL! Come for the exceptional line-up of speakers that will give you valuable advice on how to stay cool when your world heats up, stay for the priceless networking opportunities and industry bonding events



THE 2020 FAMA SPRING MEETING "STAY COOL IN A CRISIS" – DON'T MISS IT!

Tentative Overall Event Schedule

Event Sponsors

SATURDAY, MARCH 21		Arrival	
8:00 am – 11:00 am	Board of Directors' Meeting		
11:00 am – 11:00 pm	Hospitality Suite Open		
1:00 pm – 5:00 pm	Technical Committee Planning Meeting (open to all member representatives)		
5:30 pm – 6:00 pm	New Member/First-Time Attendee Reception		
6:00 pm – 7:30 pm	Welcome Reception – All Members/Spouses		Elkhart Brass, Fire Research Corp., and ROM
SUNDAY, MARCH 22			
7:00 am – 7:30 am	Board of Directors' Breakfast		
7:30 am – 9:30 am	Board of Directors' Meeting		
9:30 am – 11:00 am	Board of Directors & Committee Chairs Meeting		
11:00 am – 11:00 pm	Hospitality Suite Open		
11:30 am – 5:00 pm	Golf Tournament		Akron Brass, AMDOR, Fire Research Corp., Matheny Fire & Emergency, Ward Diesel Filter Systems, and Whelen Engineering Co.
MONDAY, MARCH 23			
7:30 am – 8:00 am	Member Breakfast		Marion Body Works
8:00 am – 12:00 pm	FAMA Membership Meeting		Keynote Speaker: PPG Industries Meeting Break: Waterous Company
9:00 am – 12:00 pm *	Spouse/Guest Event *Times listed are estimates. Details to be announced.		Dependable Emergency Vehicles and Sutphen Corporation
12:30 pm – 4:00 pm	Networking Event (lunch included)		Bronto Skylift Inc. and Spartan Emergency Response
12:00 pm – 11:00 pm	Hospitality Suite Open (exclusive of dinner hours)		
6:00 pm – 7:00 pm	Reception		E-ONE, Ferrara, and KME
7:00 pm	Awards Dinner		Valor First Responder Seating Entertainment: Hannay Reels and Midwest Fire Equipment
TUESDAY, MARCH 24			
7:30 am – 8:00 am	Member Breakfast		IMMI
8:00 am – 12:00 pm	FAMA Membership Meeting		Business Speaker: AMDOR Inc. Speaker: Federal Signal and HME Ahrens-Fox Meeting Break: The Will-Burt Company

REGISTER TO ATTEND AT FAMA.ORG



Be sure to follow FAMA on Facebook!

Additional Sponsors:

Corporate Sponsor: Clarion Fire & Rescue
Hospitality Cups: United Plastic Fabricating



The End of a Leadership Era

by Callan Jarabek

More than 40 years after building his first fire apparatus, Harold Boer, President of Rosenbauer America, LLC, retired on December 31st. While the company looks onward and upward towards the future, it is the end of an era from an influential leader, not only at Rosenbauer America, but from within the entire fire industry.

Harold and Helen Boer began their nearly 45-year journey when they purchased a local gas station, Lyons Garage, for \$12,500 in Lyons, SD, at the ages of 22 and 20. From 1975 to 1983, Harold manufactured and fixed a wide range of farm equipment, while Helen worked in the gas station tending the cash register and kept the financial books for the business.

In 1977 the Lyons Fire Department was formed, and Harold was tasked to build its first piece of fire apparatus from an old army truck. Manufacturing work steadily increased over the years, and more area departments sought service from the Lyons Garage. Then, in December of 1982, Lyons Garage became Central States Fire Apparatus. They had one dealer, Heiman Fire Equipment; two employees, Harold and Helen; and a sales goal of four units for 1983. Their first official fire truck was built for Tea, SD in 1983, and 11 more units followed that first year.

Then, in 1998 Central States Fire Apparatus joined with General Safety in Minnesota and Rosenbauer International of Austria to create Rosenbauer America. Two years later, RK Aerials of Nebraska joined the merger, and Rosenbauer America was complete. The divisions were later renamed Rosenbauer South Dakota, Rosenbauer Minnesota, Rosenbauer Aerials and Rosenbauer Motors – part of the Minnesota campus.

Today, Rosenbauer South Dakota manufactures 800 trucks per year and employs 350 team members, a vast jump from the no more than 20 employees that Harold promised Helen in 1983. They have had a front row seat to all the technological improvements made in the manufacturing industry, from the simplest of welding tools to the most complex automated laser cutting machines. They have gone from rota-



ry-dial party-line phones and type writers, to state-of-the-art computer programming equipment.

Harold and Helen had paved the way for Rosenbauer South Dakota and looked forward to the future leaders taking hold of the reigns to keep Rosenbauer America on its upward path when they retired from the day-to-day operations at Rosenbauer South Dakota in July of 2016. While the day-to-day operations passed to the next line of leadership, Harold and Helen were still very much involved with Rosenbauer America. Helen transitioned into more of an advisory and supportive role, as well as continuing to coordinate group activities among all four U.S. divisions. In addition, Harold continued to serve as the President and marketing director of the Rosenbauer America group, as well as serve as a member of Rosenbauer International's executive committee.

On January 1st, John Slawson became the new Rosenbauer America Chairman and CEO and now serves on the Rosenbauer America Supervisory Board.

"We've built an organization known for its innovation and dedication to the fire service. The supervisory board has appointed a proven leader who will provide strong leadership and maintain the pace of innovations Rosenbauer is known for," said Harold Boer.

Rosenbauer America and the entire industry would like to thank Harold for all of his leadership the last four decades, and we wish him the very best on his retirement! ●

In Memoriam

FEMSA and FAMA offer condolences to the families of those who recently have passed:

Norma Bowman

Mother of Mike Bowman
(Valor First Responder Seating)

Sean Duffy

David Eliot

(Action Coupling & Equipment Inc.)

William Emory

Father of Karen Mandel
(Founder of Hi-Tech Fire & Safety, Inc.)

Ewald Haimerl

(HAIX)

Helen Heiman

Mother of Ron Heiman
(Heiman Fire Equipment)

Jean M. Miller

Mother of Doug Miller
(Task Force Tips, Inc.)

Dale Newville

Father of Nicole Newville
(First Arriving)

Patricia Newville

Grandmother of Nicole Newville
(First Arriving)

Heinz Otte

(Waterous Company)

Don E. Reese

Father of Dan Reese
(Waterous Company)

Helen Marie Scholten

Mother of Harold Boer
(Rosenbauer America, LLC)

Rose Smith

(Jacobs Weber-Insurance)

Randall Van Brymer

(formerly of Tower Fire Apparatus)

Jeffrey Craig Van Lent

Brother of William Van Lent
(Veridian Fire Protective Gear)



Chiefs Speak

by Nathan Calabrese



General Questions

Q: How long have you been with the department?

A: 19 years

Q: How long have you been in the fire service?

A: 24 years

Q: Are you aware of the FEMSA and FAMA organizations, and what they do?

A: No, not until you contacted me and explained to me what they are.

Q: Is your staff paid/volunteer/mix?

A: Paid

Q: How many stations do you operate?

A: 23 stations, with our 24th station opening in April of 2019.

Q: How many personnel do you have?

A: 623 including admin and civilians.

Q: How many apparatuses do you operate?

A: Total fleet 110.

Q: What size is the population that you serve, and the square mileage of your jurisdiction?

A: 321,959 across 280 square miles.

Q: How many calls per year does your department run?

A: We had 60,000 calls in 2017.

Q: What is your call ratio in terms of fire, accidents, EMS, natural disasters, or other?

A: EMS makes up 80% of our calls, everything else is the remaining 20%.

Budgetary Questions

Q: Would you be willing to tell us the size of your annual budget?

A: \$76.9 million

Q: Are you satisfied with the department budget in terms of budget size vs. department demands?

A: Yes

Q: What are your top 3-5 equipment purchase expenses?

A: Apparatus, EMS supplies, at the moment we're spending a lot on thermal imaging cameras.

Q: Are there challenges you face in the procurement and purchasing process while utilizing your budget?

A: I would say not really. It tends to be pretty easy to work with our budget, and the system is very user friendly for us.

Q: Does your department actively seek out and apply for government grants either local, state, or federal?

A: Yes, we do.

Q: Does your department actively seek out and apply for private grants from businesses and non-profit organizations?

A: Yes, we do.

Product and Purchasing Questions

Q: How far in advance do you plan your purchases for vehicles and equipment?

A: We try to operate on a 10-year replacement plan.

Q: In terms of products, would you describe your department as brand loyal, function loyal, or price loyal?

A: We tend to be very open when we are looking for products. We like to look at all the options available, and we really put a lot of focus into value, quality, and the reputation of the manufacturer.

Q: Do you have a standard time in which you review equipment, is it done as the equipment nears its' useful life, or is it driven by input from your personnel?

A: Apparatus end of life is ideal for replacing most of the equipment. All of our apparatus is purchased bare, and once the apparatus is delivered we purchase the equipment for it and load it up before it's put into service.

Q: When you seek to replace vehicles or equipment, do you tend to evaluate many manufacturers and products, or do you tend to stick with what you have purchased in the past?

A: We like to look at all of our options when going for a replacement.

Q: How much do you rely on resellers (dealers, distributors) to assist you in trying out products and purchasing products?

A: We utilize and talk to resellers in the field quite a bit.

Q: Do you maintain a relationship with few local or specific resellers, or do you tend to shop around from a larger and broader base of resellers?

A: I'd say we like to really shop around.

Q: What is your opinion of the work manufacturers are doing in terms of presenting and offering new technology into the industry?

A: I think they are doing a pretty good job. We recently had a meeting with a manufacturer and they were asking us what we think we need, what we see coming, what kind of challenges they face, and it seemed like they

were really trying to produce what we need to succeed.

Q: Are there challenges your department faces on the job which require products and/or technology that is not being addressed by the manufacturers in the industry?

A: I think you can improve on anything, but I don't think there are specific challenges we face where a solution doesn't exist. I think there is technology that keeps coming which will improve the way we perform our duties.

Q: What are the top three challenges you yourself face in managing the organization?

A: Probably the thing we address the most often is the mindset or culture of the younger generation. The political aspects of the position as well as dealing with the union are also continuous challenges.

Q: What are the top three challenges your department faces in responding to calls?

A: Probably the number and location of our stations, personnel, and the infrastructure of the streets in the community.

Open Ended Questions

Q: If you could directly communicate anything you wanted to the manufacturers, resellers, and service providers of the industry, what would it be?

A: Addressing some of the manufacturers, I would talk about the quality and pricing of the products offered. I feel some products offered are not necessarily of the best quality, and the cost of them is astronomical to us as a department.

Q: How did you feel about this interview?

A: Very good, thank you.

Q: Would you be open to participating on a Fire Chief's panel at the annual FEMSA conference?

A: Yes.

Q: Would you be ok if this interview were made public in printed form and you were quoted?

A: Yes.

Q: Anything you would like to add?

A: No. ●



FEMSA / FAMA Trade Show Report: 2019 FDIC – Indianapolis, IN, April 8-13

FEMSA / FAMA asks - Eric Schlett, Sr. VP, Clarion Fire & Rescue Group, answers

F/F: *What will be different with your 2020 show?*

ES: **NEW! Metro Officers Innovation Briefing.**

This year at FDIC International, we are introducing Metro Officers Innovation Briefing; a small intimate gathering where decision makers for larger metropolitan departments can see what's new in the industry, meet with new or current trusted suppliers and network with fellow metro officers. This is a one-day event that takes place on Wednesday, April 22, the day before the FDIC exhibit hall opens. In order to participate in this one-day event, you have to fit certain criteria, which you can learn about here: <https://www.fdic.com/event-information/metro-officers/>.

Expanded MATCH! Program

FDIC International launched its first ever MATCH! program at the 2019 event. The program was a resounding success with over 430 meetings conducted in two days. MATCH! is a customized meeting experience that directly connects decision making attendees to vendors who offer the products and services they are interested in purchasing. This highly efficient and consultative experience is expanding in 2020, as we look to double the number of participants and conduct close to 600 meetings.

NEW! Extrication Demonstration and Competition Area

The Extrication Demonstration and Competition Area at FDIC International will create an interactive experience throughout the week for manufacturers and attendees in our Outdoor Exhibits & Demo Area located on South Street. The main focus of the area is to educate and demonstrate the proficiency, excellence and capability of the tools provided by the manufacturers. Attendees will vote on the manufacturer of their choice and whichever manufacturer has the most votes wins!

NEW! Innovation Hub

It is easy for new innovations and technology to get lost on the exhibit floor. This year we are making it easier to find and easier for companies to showcase their new technology, innovation, product or services for the fire industry by creating an Innovation Hub in Lucas Oil Stadium. Those who exhibit in the Innovation Hub will have the opportunity to present their product innovation, as well as take their product discussion to our website post event.

F/F: *What offerings do you have that others don't?*

ES: FDIC is North America's largest fire event, bringing together over 35,000 fire industry professionals. What distinguishes FDIC from other industry events are the multitude of opportunities for learning and training, starting with its 27 interactive Hands-on Training (H.O.T) sessions, 75 pre-conference workshops and over 200 conference sessions taught by world renowned instructors. FDIC's immersive learning experience extends to the exhibit hall floor and outdoor demonstration area where attendees can see and try the latest products, equipment, services and technology from over 800 exhibiting companies.

F/F: *What advice do you have to exhibitors that can increase their effectiveness at your show?*

ES: For some exhibitors it may be easy to get overwhelmed when you arrive onsite and realize the scale of FDIC International. That is why it's imperative that you plan ahead!

F/F: *What trends are you seeing in the trade show industry that exhibitors should be aware of?*

ES: **Customer Focused Design**

When designing your booth for an event, the exhibitor needs to think about the customer they want to attract, do business with, and their own goals for exhibiting. From

there, the exhibitor builds out the experience that they want to create with the customer in mind throughout the whole process.

Create an Experience

Bring your product to life, let your customers experience how their lives would change by using your product or service. Design your exhibit and marketing plan to create a lasting impression for your customers.

Digital Marketing

Digital marketing efforts can help you focus on being in front of the right audience. For those looking for a niche audience or targeting specific individuals, this approach is a cost efficient and effective way to get their attention leading into FDIC.

Live Demonstrations

Based on customer feedback from FDIC International, our attendees want to see more live demonstrations! They want to be able to touch, feel and experience the product or service you are sourcing; they want to have the ability to ask specific relevant questions and get to know the person they are doing business with.

Highlight NEW Products or Technology

FDIC International attendees are looking to see what's new! Be sure to highlight what your company will have on display that's new this year.

Quick Facts from 2019

Number of attendees who visited the exhibit hall: **35,369**

Number of FEMSA / FAMA exhibitors: **195**

Advertised cost per square foot of a 10x10 booth for 2019: **\$37.00 per sq ft – Discounts available for advertisers**

Number of departments represented at the 2019 FDIC: **5,999**

Average number of leads per member: **14**

Average member cost per square foot: **\$30.15**



FDIC International 2020
April 20-25, 2020
Indianapolis, IN



FEMSA / FAMA Trade Show Report: 2019 Fire-Rescue International – Atlanta, GA, August 8-10

FEMSA / FAMA asks – Lisa Yonkers Director of Conferences and Education, International Association of Fire Chiefs, answers

F/F: *What will be different with your 2020 show?*

LY: Fire-Rescue International (FRI) 2020 will be an entirely new experience for participants. The IAFC staff has spent over a year working with members and internal and external partners to create a re-imagined FRI. Visit our website FRI2020.com to learn more.

Highlights of the changes:

- New educational offerings focused on five content and experience areas that will expand the traditional classroom presentations, for example, thought leaders from inside and outside the fire and EMS world, hands on experiences, wellness programs, peer to peer learning and informal learning areas.
- Engagement hubs located throughout the exhibit hall, including a centralized hub to keep FRI participants on the show floor.
- Multiple main stage speakers to anchor each morning and energize the participants.
- Revised show hours – Show opens with Welcome Reception in Exhibit Hall on Wednesday, regular hours on Thursday and closes at 2pm on Friday. Education for FRI 2020 will run Wednesday – Friday with pre-conference activities on Tuesday.

Every aspect of the event has been evaluated and refined, from pre-event engagement to when the attendee arrives at the destination to the day of departure and post event touch points.

F/F: *What offerings do you have that others don't?*

LY: The IAFC strives to be the leader in education for the fire and EMS profession. What makes us unique are our dedicated members who work to develop education and experiences at FRI that are created for their peers by their peers. The FRI Program Planning Committee

enthusiastically participated in the re-imagining for FRI 2020 because they wanted to take what was working to the next level and make it unlike any event currently offered in fire shows.

F/F: *What advice do you have to exhibitors that can increase their effectiveness at your show?*

LY: Trade shows are still the ultimate sales call. With more than 260,000 net square feet of exhibit space and 450+ exhibiting companies, Fire-Rescue International is the global event highlighting the convergence of fire and emergency service leaders, education and technology. Being an exhibitor not only positions your brand as a global innovator and leader in fire and emergency leaders, but also gives you access to more than ten thousand of the most influential and powerful buyers in the industry.

The IAFC embraces and values what our industry partners can bring to the event in terms of knowledge, research and attendee engagement. The changes planned for 2020 provide a unique and fluid opportunity for our partners to engage differently at our event. We have a variety of customized educational, branding, non-traditional booth areas, and activation options available this year that were not available in the past.

F/F: *What trends are you seeing in the trade show industry that exhibitors should be aware of?*

LY: The new year, 2020, promises to bring many changes and advancements in face-to-face marketing, but we're most excited to observe the intersection of people and technology.

Some trends exhibitors should be aware of:

- Brand activation / multi-sensory-experience
- Engaging with attendees in a more interactive way (use of event technology to showcase ca-

pabilities using Bluetooth, VR, AI, stand-alone chatbots, and nostalgic environments to draw attendees in, etc.)

- Advertising spending is predicted to increase dramatically
- Harnessing the power of data
- Cyber security - Protecting data will continue to rise as a concern
- Understanding who is and who isn't engaging with you at your booth, tracking ROI, developing achievement goals
- Live demonstrations will continue flourishing
- Customer-focused design - For companies who wish to stay competitive, it's all about understanding your customers. Don't start with kiosks and demo stations. Instead, start with the ideal customer in mind. Why are they attending the show? What do they already know about your product or service? What do you want them to do, think, or know after they stop in your booth? Design with the answers to those questions in mind to appeal to customers and prospects. ●

Quick Facts from 2019

Number of attendees who visited the exhibit hall: **8,658**

Number of FEMSA / FAMA exhibitors: **92**

Advertised cost per square foot of a 10x10 booth for 2019: **\$17.00 per sq ft – Discounts available for advertisers**

Number of departments represented at the 2019 FRI: **2,500+**

Average number of leads per member: **4**

Average member cost per square foot: **\$17.65**



FRI 2020
August 19-22, 2020
Phoenix, AZ



FEMSA / FAMA Trade Show Report: 2019 Ontario Association of Fire Chiefs Show Mississauga, ON, May 3-4

FAMA/FEMSA asks - Kris Newton, Events & Trade Show Manager, Ontario Association of Fire Chiefs answers

F/F: *What will be different with your 2020 Trade Show?*

KN: Thanks to feedback from our 2019 Trade Show evaluation and from exhibitors that attended our Vendors Meeting in June, we are pleased to offer some new and different opportunities for the 2020 show, while maintaining old favorites. The year's biggest change will encompass a vastly improved lead retrieval process to ensure maximized lead generation throughout the show. This will partly be achieved through a quicker and more efficient onsite registration area, and welcome desk.

Some other changes include a newly re-designed trade show floor which will allow for greater networking opportunities through lounges and sponsorship opportunities to maximize vendor and delegate interactions. We have also made changes for first-time attendees to the trade show, through a special orientation reception tour.

Finally, we've made changes to the agenda and conference hotels. We have moved the OAFIC Memorial Service, which will be followed by our annual Awards Dinner, to the International Centre on Saturday evening. We've also revamped our charity silent auction, and pre-booked larger room blocks at the two main conference hotels to better accommodate both attendees and exhibitors.

F/F: *What offerings do you have that others don't?*

KN: The OAFIC Trade Show is the largest and most successful gathering of fire service manufacturers and suppliers in Canada. The 2020 OAFIC Trade Show offers direct access for sales teams to maximize product exposure and corporate visibility, with people who not only purchase the products, but use them too. This event will allow equipment manufacturers and

service providers to connect with all levels of fire service personnel and municipal officials in Ontario. Year after year, the OAFIC Trade Show continues to be one of the highest rated components of our annual events.

F/F: *What advice do you have to exhibitors to increase their effectiveness at your show?*

KN: Firstly, make sure you're getting the most out of your time on the trade show floor by pre-show marketing and by leveraging our sponsorship opportunities. Network with your customers! Whether you do this by meeting people on the trade show floor as they walk by, or by attending conference evening functions and keynote sessions, networking is a huge component to connecting with current, and/or potential new customers.

One of the easiest ways to increase your effectiveness, also happens to be the most overlooked, pre-schedule meetings or marketing appointments with potential clients before you arrive and have your booth ready to demonstrate the product right on the trade show floor.

Become an OAFIC Industry Member! By being a member, not only will you get discounted rates at the OAFIC 2020 Trade Show, but you'll be front of the line for sponsorship and marketing opportunities.

Be creative with your exhibit at the 2020 OAFIC Trade Show. With over 170,000 square feet of exhibit space, and over 300 exhibitors, getting creative will help elevate your brand's profile, draw crowds to provide invaluable networking opportunities, obtain important leads, and generate sales to emergency service providers and municipal officials. It also gives you the opportunity to come face to face with fire and emergency

personnel from all across Canada.

F/F: *What trends are you seeing in the trade show industry that exhibitors should be aware of?*

KN: Trade shows are changing with the times, and the OAFIC 2020 Trade Show is no exception. Over the past few years we've been hard at work integrating data advances into our show. Utilizing new technologies to help with lead retrievals, organizing appointments for clients, tracking ROI, helping to develop achievement goals, and to better understand who is interacting and engaging with which vendors, the OAFIC 2020 Trade Show is staying ahead of trade show trends. Vendors also need to use this approach by utilizing technology such as virtual reality and creative visuals to help drive traffic to their booths. More and more, exhibitors are creating fun, interactive displays with lighting to attract attendees and offering creative swag. Booths are incorporating comfort stations within their booths, offering smart device charging and a beverage, so attendees can relax while they take in all of their company's branding and marketing. The OAFIC 2020 Trade Show provides exhibitors with the opportunity to craft a unique, creative, open booth concept that allows for opportunities for live product and/or service demonstrations and creative designs. ●

Quick Facts from 2019

- Number of attendees who visited the exhibit hall: **2,961**
- Number of FEMSA / FAMA exhibitors: **31**
- Advertised cost per square foot of a 10x10 booth for 2019: **\$18.75 per sq ft – Discounts available for advertisers**
- Number of departments represented at the 2019 OAFIC: **300+**
- Average number of leads per member: **19**
- Average member cost per square foot: **\$20.33**



OAFIC 2020
May 1-2, 2020
Mississauga, Ontario



Trade Shows by the Numbers

SHOW	Firehouse World	FDIC	PA Fire Expo	NYS AFC	FRI	Firehouse Expo	O AFC
CITY	Los Angeles	Indianapolis	Harrisburg	Syracuse	Dallas	Nashville	Mississauga
STATE	CA	IN	PA	NY	TX	TN	ON
2019 Number of Departments / Agencies / Municipalities Represented	330	5,999	N/A	N/A	2,500+	N/A	300 + Est.
2018 Number of Departments / Agencies / Municipalities Represented	1500 Est.	7,270	N/A	309	7,500 + Est.	2,731	300 + Est.
2019 Number of FEMSA / FAMA Exhibitors	65	195	61	58	92	64	31
2018 Number of FEMSA / FAMA Exhibitors	59	166	64	64	91	76	29
Change from Previous Year	10%	17%	-5%	-9%	1%	-16%	7%
2019 Number of Attendees	1,588	35,369	N/A	N/A	8,658	N/A	2,961
2018 Attendees	3,245	34,426	15,679	10,564	8,040	8,676	2,597
Change from Previous Year	-51%	3%	N/A	N/A	8%	N/A	14%
Average Leads Generated Per FEMSA / FAMA Member	3	14	51	9	4	26	19
2019 Undiscounted List Price Per Sq. Ft.	\$19.50	\$37.00	N/A	N/A	\$17.00	\$19.75	\$18.75

MEMBER FEMSA



Black Diamond

For more space and modern technologies, Black Diamond has moved their offices. The new space is approximately five times larger and features conference



rooms with the most modern teleconferencing technology available. Other improvements include, employee desks that convert to standing height at the push of a button.

MEMBER FEMSA



Bobit Business Media

Bobit Business Media has launched a new brand called iFIRE International. The "i" represents its mission to inform, instruct, influence, and inspire. Tasked with growing the brand is the company's new Vice President and Chief of Public Safety Operations, Chief **Tim Sendelbach**.



To help launch iFIRE International, Bobit



acquired Industrial Fire World publication and website and Industrial Fire World Emergency Responder Conference. In addition, Bobit has also partnered with the Los Angeles Area Regional Training Group (RTG) to launch the Los Angeles Fire Training Conference.

MEMBER FEMSA



Casco Industries, Inc.

The following individuals joined the Casco Industries Sales Team:

John Kendall is based in the Grand Prairie, TX office. He is currently enrolled in the Executive Fire Officer



program at the National Fire Academy, is the Battalion Chief of Operations at DFW Airport on B shift. He has been a career firefighter for 25 years and a volunteer firefighter for 30 years.



Michael Sesvold is responsible for the North Louisiana territory. Mike is a 14-year veteran of the Natchitoches Fire Department where he served the last seven years as the Chief of Training and Safety. Mike currently is the Fire Chief for Natchitoches Parish Fire District 6 where he has served on staff and as a volunteer for over 15 years.

Jeff Fox is based in the La Porte, TX office. Previously, Jeff was a Casco Service Technician and a Salesman in the Southeast Texas territory. Jeff has been in the fire service for 24 years starting as a volunteer in his hometown while still in high school. Jeff worked for Southeast Fire/EMS in Houston, TX until October 2018 when he accepted a full-time position with Casco Industries.



Ted Moore is based in Kansas with the return of Casco to the state of Kansas as it's MSA Globe distributor. Ted served 20 years as a firefighter/EMT for Overland Park Fire Department.

Mark Riddle is also based in Kansas. Mark has been in the fire service for over 40 years, spending 21 years as a paid firefighter in El Dorado, KS and 12 years as a volunteer in Towanda, KS.



David Friar retired in August after working with Casco Industries for 17 years as the salesman for the North Louisiana sales territory. David came to Casco after retiring from the Shreveport Fire Department as Chief of Maintenance.

MEMBER FEMSA



Clarion UX Fire & Rescue Group

Clarion Fire & Rescue media welcomes two new members to its media sales team, **Mike Robertson** (Western region)



and **Frank Rosa** (Northeast region) reporting to Erin Moriarty. In addition, **Rod Washington** will be expanding his

EMS Today sales responsibilities to include FDIC exhibit sales, reporting to Nanci Yulico.



MEMBER FEMSA



Congressional Fire Services Institute

The Congressional Fire Services Institute announces the hiring of **Michaela Campbell** as Director of Government Affairs, taking over for Sean Carroll who left CFSI to become Associate Director of Government Relations with Kidde.



Prior to joining CFSI, Ms. Campbell served as a Legislative Assistant for Steptoe & Johnson LLP. She also previously served as a Legislative Correspondent in the Office of Senator Susan Collins, working on AFG/SAFER funding and a broad range of economic, tax, national defense, and homeland security issues.

MEMBER FEMSA



CURTIS

Michele Harris joins the CURTIS team as the new Outside Sales Professional for San Diego and Orange Counties of California. Her previous sales experience specialized in personal protective clothing.



Rob Briggs joins the CURTIS team as an Outside Sales Professional for the state of Alaska. He has worked in the fire sales industry for years gaining working knowledge of firefighting and rescue tool equipment.

MEMBER FAMA, FEMSA



Dependable Emergency Vehicles & Dependable Fire Equipment

Dependable Emergency Vehicles & Dependable Fire Equipment is pleased to welcome **Becky Atkinson** to the Marketing and Business Development team. With nearly 15-years experience working with fire and emergency service professionals, Becky is excited to apply her skills in customer, vendor, and partner relations to Dependable.



MEMBER FAMA, FEMSA



Elkhart Brass, FRC, R.O.M.

Elkhart Brass is proud to announce Episode 69: "What It Takes to Be a Good Nozzle Firefighter", one of the videos in the Brass Tacks and Hard Facts series, was presented with a Telly award. The Telly awards honor excellence in video and television across all screens from around the world. The Brass Tacks and Hard Facts series features some of the country's top engine company instructors, presenting the pros and cons of the relevant engine company topics in the fire service.

Michael Cesarz has been hired as the Mid-Atlantic Regional Sales Manager. In his new role, he will be responsible for sales growth and servicing FRC, R.O.M., Elkhart Brass, and FoamPro customers in Wisconsin, Illinois, Michigan, Indiana, Ohio, and Kentucky.



MEMBER FEMSA



Fire Department Safety Officers Association (FDSOA)

The Fire Department Safety Officers Association (FDSOA) has partnered with Drexel University's Center for Firefighter Injury Research and Safety Trends (FIRST)

since 2016, through a FEMA FP&S grant, to survey fire departments on their safety culture through the Firefighter Organizational Culture of Safety (FOCUS) program. To date over 400 fire departments have assessed their department's safety culture with FOCUS, but there is funding available for at least 1,000 departments in total.

MEMBER FAMA



Fire Lion Global

Fire Lion Global is pleased to announce that **Damon Hanson** has joined the team as production technician.



Jared Holmgren has been promoted from engineering to production supervisor.

MEMBER FEMSA



Fire-Dex

Fire-Dex announced the hiring of **Darrel McCartney** as the new second shift Production Supervisor. In his new role, Darrel will manage departmental performance measures, provide employee coaching, maintain Six Sigma standards and identify key areas for improvement.



Fire-Dex welcomed the addition of **Bernice Kubinski**, with over 17 years of customer support experience. Bernice will be responsible for a territory.

Fire-Dex is proud to be recognized as a four-time recipient of the NorthCoast 99 Award. This award is distributed annually by the ERC, a Northeast Ohio Human Resource Organization that honors the 99 exceptional workplaces in the region for top performing people that drive results, provide competitive advantages, allow businesses to innovate and grow, and provide economic vitality within their community.

MEMBER FAMA



Fort Garry Fire Trucks

Fort Garry Fire Trucks' Chief Executive Officer, **Rick Suché**, celebrated his



40th anniversary with the company in September. Throughout 2019, Fort Garry Fire Trucks celebrated its centennial anniversary. The employees came together to surprise Rick and celebrate his milestone.

MEMBER FAMA



H.O. Bostrom

H.O. Bostrom announced the promotion of industry veteran **Paul Bostrom** to the position of President. Paul joined H.O. Bostrom in 1992 in a sales and marketing role and advanced to Executive Vice President, successfully growing sales globally and developing new markets for Bostrom's engineered commercial vehicle seating products.



Tim Schoenecker has joined Bostrom as the new Vice President of Sales. Previously, Tim served for years as Director of Sales at Bradley Corporation.



MEMBER FAMA



Hanson International, Inc.

Antony Saputo has been hired as Quality Engineer and is responsible for handling day to day quality control activities.



Darrell Jackson has been hired as Senior Maintenance Technician and is responsible for all preventative and routine maintenance



processes to the facility and equipment.

Edward Hamilton has been hired as Maintenance Technician and is responsible for performing minor repairs and preventative maintenance of the facility and equipment.



MEMBER FAMA



HME Ahrens-Fox

HME Ahrens-Fox hired **Ed Boring** as Fleet Sales Manager. Ed recently retired as the Deputy Fire Chief of Support Services and Special Operations, Hilton Head Fire Rescue in South Carolina.



As Fleet Sales Manager, Ed will be working with the dealer sales network to better respond to the needs of fire department fleets.

MEMBER FEMSA



Jarrett Logistics Systems

Inc. magazine announced in August that Jarrett is No. 4032 on its annual Inc. 5000 list, the most prestigious ranking of the nation's fastest-growing private companies. Only 5 other companies in the history of Inc. 5000 have made the list 14 times or more.



Jarrett opened a new location in Seville, Ohio for their Fleet Services operation.

MEMBER FAMA



Midwest Fire successfully hosted their 3rd annual Manufacturing Day. More than 100 visitors from the area toured the facility, including a group of visitors from the Veterans Home, students from Beaver Creek Hills and Luverne High School. Each year attendance at the annual event has increased, with this year being their highest attended.

Visitors were given a tour of the entire facility and witnessed how fire apparatus is manufactured. During their visit, they also met with Midwest Fire



team members of sales, project management, and production.

In September, for the third time in five years, Midwest Fire Equipment & Repair Company was named one of fifty winners in Prairie Business Magazine's "50 Best Places to Work 2019" contest. Prairie Business boasts over 1,400 employee-written nominations for this year's competition.

MEMBER FEMSA



National Volunteer Fire Council

MSA, DuPont, and the National Volunteer Fire Council (NVFC) have teamed up again to help volunteer fire departments obtain much-needed gear through MSA's Globe Gear Giveaway. Since the program launched in 2012 to 2019, a total of 507 sets of turnout gear has been given to 108 volunteer departments in need.

To be eligible to apply, departments had to be all-volunteer or mostly-volunteer, serve a population of 25,000 or less, be legally organized in the U.S. or Canada, demonstrate a need for the gear, and be a member of the NVFC. To help departments meet this last requirement, MSA sponsored NVFC memberships for the first 500 applicants.

The 13 recipients of MSA's 2019 Globe Gear Giveaway, each receiving four new sets of gear and helmets, are:

- Aguila (AZ) Volunteer Fire Department
- Jacobstown (NJ) Fire Company
- Salcha (AK) Fire & Rescue
- Kenduskeag (ME) Fire Rescue
- Fuego Volunteer Fire Company (Billings, MT)
- Harbour Grace (Newfoundland and Labrador, Canada) Volunteer Fire Brigade
- Witt (IL) Volunteer Fire Department
- Canal Fulton (OH) Fire Department.
- Stella Rural Fire Department (Rocky Comfort, MO)

- Balsam-Willets-Ochre Hill Volunteer Fire Department (Sylva, NC)
- Rocky Creek Volunteer Fire Department (TX)
- Utica Volunteer Fire Department (MS)
- Rutland Volunteer Fire Company (NY)

MEMBER FEMSA



Ontario Association of Fire Chiefs

Michelle O'Hara, long time association staff member, has been named executive director of the organization, replacing Richard Boyes who retired from the post after seven years.



In her role as operations manager, Michelle is acutely aware of the demands and responsibilities of the day-to-day operations of both OAFIC and OFAI and will look for opportunities to provide value and resources to our members.

Michelle has a diverse background that includes experience in business, marketing, accounting, project management and IT. She is currently working towards her Certified Association Executive (CAE) designation, through the Canadian Society of Association Executives.

MEMBER FAMA, FEMSA



Performance Advantage Company

Christina Ziolkowski began working for PAC in February of 2018 in order processing and now has the responsibility of handling warranty requests.



Mark Lawniczak has been promoted to the Head of Purchasing. Mark joined PAC in June 2015 as a Shop Technician, shipping and receiving orders. In his new position, Mark will work to build relationships with current and new vendors.



MEMBER FAMA



Rosenbauer

Rosenbauer America Group is honored to announce the retirement of its Chairman and President Harold Boer effective December 31st, 2019. John Slawson has been appointed by the Rosenbauer America Supervisory Board to replace Boer.

Slawson has held executive leadership roles within the fire industry since 2004 and is well suited to lead the group as it continues to grow and remain a leader in fire technology. Slawson most recently served as the President of Spartan Motors from 2015-2018.

MEMBER FEMSA



Sourcewell

For the fourth year in a row, Sourcewell has been awarded the Achievement of Excellence in Procurement® (AEP) Award by the National Procurement Institute, Inc. Public and nonprofit agencies earn the AEP Award by demonstrating a commitment to procurement excellence. The annual program recognizes procurement organizations that embrace innovation, professionalism, productivity, leadership, and e-Procurement. Sourcewell was one of only 202 out of approximately 90,000 public entities in the country to achieve this honor in 2019.

MEMBER FEMSA



Streamlight

Streamlight®, Inc. donated \$20,000 to the National Fallen Firefighters Foundation (NFFF) in 2019, including \$10,000 in proceeds from sales of specially marked NFFF mini-flashlight, helmet light, and



lantern. The company also contributed \$10,000 with its "Bronze Helmet" NFFF sponsorship. Streamlight's sponsorship helps fund the organization's National Fallen Firefighters Memorial Weekend tribute to fallen heroes, scholarships awarded to spouses and children of fallen firefighters, and counseling programs for agencies that have lost colleagues in the line of duty.

Streamlight announced in September that Scott Wert



joined as Regional Sales Manager for the Industrial/Fire Division. In his new role, Wert will be responsible for driving sales and working with manufacturer representative agencies and distributor networks.

Wert has more than 20 years of experience managing regional sales programs, distribution channels, national accounts, and commercial businesses.

MEMBER FAMA, FEMSA



Task Force Tips

Task Force Tips (TFT) welcomes Rob Meek to its Territory Management team.



Rob has a strong water flow and forestry background with extensive experience in sales and support roles at WATERAX and Mercedes Hose. Based out of the Portland, OR area, Rob will lead our Dealer Network and support end user needs across the Northwest U.S. and Western Canada.

MEMBER FAMA



Trident

TRIDENT is pleased to announce Kevin Sullivan has joined our team as Senior Engineer.



Sullivan has extensive experience working in the fire industry. He started as a design engineer for Hale Fire Pump in 1985. In 1989, Sullivan was promoted to design engineer for Hurst Jaws of Life. Over his years with Hurst, he served as engineering manager and plant manager.

MEMBER FAMA



United Plastic Fabricating, Inc.

United Plastic Fabricating, Inc. is pleased to announce Jairo Cuadra, has been hired as the new Plant Manager for our Florida facility. Cuadra has many years of production management experience at E-ONE and most recently Thompson Pipe Group.



In addition, UPF is pleased to introduce Paul Korcuska as the new Director of Manufacturing. Paul has with experience in project management, lean continuous improvement, and plant management. His most recent experience was with Allied Air.

MEMBER FEMSA



Western Fire Chiefs Association

Western Fire Chiefs Association (WFCA) has formed a new cooperative procurement partnership with Sourcewell. WFCA looks forward to developing new opportunities and offerings with Sourcewell while continuing to support fire chiefs' associations nationwide.

MEMBER FAMA



Whelen

Whelen is excited to announce the hiring of Bill Wrublewski as Dealer Development Manager for their fire and EMS sales division.



This new role will further Whelen's involvement and support to all the fire and EMS dealers throughout the U.S. and Canada. Wrublewski will work alongside the Whelen Sales Reps to ensure we continue exceeding industry expectations.

★ PROUDLY SERVING ★ FEMSA, FAMA and their members



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BOARD OF DIRECTORS



PRESIDENT Andrew Lingel
United Plastic Fabricating, Inc.
(978) 989-0260, Cell: (978) 360-5574
alingel@unitedplastic.com



VICE-PRESIDENT Bev Lowery
RealWheels Corporation
(847) 662-7722, Cell: (847) 826-0100
blowery@realwheels.com



PAST-PRESIDENT Curt Ignacio
Marion Body Works, Inc.
(715) 754-1139, Cell: (715) 281-9624
cignacio@marionbody.com



SECRETARY
Jeromie Johnston
Pierce Manufacturing, Inc.
(920) 832-3117, Cell: (920) 216-2712
jjohnston@piercemfg.com



TREASURER Jeff Mazza
Bulldog Fire Apparatus
(508) 435-4054, Cell: (617) 784-8422
jmazza@bulldogfa.com



DIRECTOR-AT-LARGE
Oran McNabb
AMDOR Inc.
(877) 845-3816, Cell: (905) 973-1089
oran@amdor.com



DIRECTOR-AT-LARGE
Bert McCutcheon
Ferrara Fire Apparatus, Inc.
(225) 567-7668, Cell: (225) 773-5624
bertm@ferrarafire.com

FEMSA

BOARD OF DIRECTORS

OFFICERS/EXECUTIVE COMMITTEE



PRESIDENT
James Long
W.S. Darley & Co.
(630) 735-3500
jameslong@darley.com



VICE-PRESIDENT
David Russell
Fire & Safety Services, Inc.
(800) 400-8017
drussell@f-ss.com



SECRETARY/TREASURER
Peter Askey
Ricochet Manufacturing Company, Inc.
(215) 849-1971 x16
paskey@ricochet-gear.com



EXECUTIVE COMMITTEE MEMBER
John Granby
LION
(937) 415-2843
jgranby@lionprotects.com



EXECUTIVE COMMITTEE MEMBER
Crosby Grindle
Sourcewell
(541) 948-3146
crosby.grindle_contractor@sourcewell-mn.gov

BOARD MEMBERS



Mike Aubuchon
North American Fire Hose
(805) 922-7076
msaubuchon@nafhc.com



Bryan Bolden
PBI Performance Products
(704) 451-8353
bryan.bolden@pbiproducts.com



Nathan Calabrese
Task Force Tips, Inc.
(800) 348-2686
nathan.calabrese@tft.com



Karen Mandel
Hi-Tech Fire & Safety, Inc.
(631) 777-5170
k.mandel@hitechfireny.com



Stephanie McQuade
Globe Manufacturing Company, LLC
(800) 232-8323
stephanie.mcquade@msasafety.com



Mike Natchipolsky
FireRescue1.com
(240) 606-4297
MNatchipolsky@Lexipol.com



Jenny Surovey
Fire-Dex, LLC
(440) 376-9155
Jenny@firedex.com



William Van Lent
Veridian Fire Protective Gear
(712) 262-5200
bvl@veridian.net

PROFESSIONAL RESOURCES



FAMA BUSINESS MANAGER
Sonya Kelly
(352) 843-3404
info@fama.org



FEMSA ADMINISTRATOR
Cynthia Leighton
(630) 470-5742
info@femsa.org



LEGAL COUNSEL
James J. Juneau
(972) 866-3333
jjuneau@juneauboll.com



GAC CONSULTANT
David Gatton
Development Initiatives, Inc.
(202) 957-6530
dgatton@dininitives.com



NEWSLETTER DEVELOPMENT
Dave Iannone
First Arriving
CEO & Co-Founder
Dave@FirstArriving.com



Nicole Newville
First Arriving
Director of Marketing Operations
NNewville@FirstArriving.com



FAMA/FEMSA NEWS

FAMA

📍 P.O. Box 3065
Ocala, FL 34478
☎ (352) 843-3404
✉ info@fama.org
🌐 fama.org
📘 facebook.com/FAMAnorthamerica

FEMSA

📍 P.O. Box 95771
Hoffman Estates, IL 60195
☎ 630-470-5742
✉ info@femsa.org
🌐 femsa.org
🐦 twitter.com/FEMSANews
📘 facebook.com/FEMSAnews
🌐 linkedin.com/groups/3398935

EDITORS: Curt Ignacio
Sonya Kelly
Cynthia Leighton
Andrew Lingel
James Long

PRODUCTION: Nicole Newville
DESIGN: Liz Stubbs
PHOTO CREDITS: Mike Aubuchon (FEMSA)
Kraig Scholten (FAMA)

SUMMER ISSUE DEADLINE: April 30, 2020

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2020 FIRE SERVICE EVENTS

February 24-27
Firehouse World
Las Vegas, NV
firehouseworld.com

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

April 20-25
FDIC International
Indianapolis, IN
fdic.com

April 23
FAMA Technical Committee Meeting
Indianapolis, IN
info@fama.org
www.fama.org

April 29-30
CFSI National Fire & Emergency Symposium and Dinner
Washington, DC
cfsi.org/events

May 15-17
PA Fire Expo
Harrisburg, PA
Expo@LCFA.com

June 4-7
International Hazardous Materials Response Conference
Baltimore, MD
iafc.org/events

June 10-13
FIRE 2020 Fire Industry, Rescue & EMS Expo NYS AFC
Syracuse, NY
nysfirechiefs.com/fire2020

June 14-17
NFPA Conference & Expo
Orlando, FL
nfpa.org

June 15-20
INTERSCHUTZ
Hannover, Germany
interschutz.de

June 19-25
Maryland State Firemen's Association
Ocean City, MD
msfa.org

July 21-25
Firehouse Expo
Nashville, TN
firehouseexpo.com

July 23-25
Louisiana State Fireman's Association
West Monroe, LA
lsfa.net

August 19-22
Fire-Rescue International (FRI)
Phoenix, AZ
iafc.org

September 14-18
EMS World Expo
Las Vegas, NV
emsworldexpo.com

September 18-19
New Jersey State Firemen's Convention
Wildwood, NJ
njfireexpo.com

October 3-4
NFFF Memorial Weekend
Emmitsburg, MD
firehero.org

October 7-9
FEMSA/FAMA Annual/Fall Conference
New Orleans, LA
femsa.org | fama.org

October 13-17
INTERSCHUTZ USA
Philadelphia, PA
hfusa.com/interschutzusa

October 14-16
Texas Municipal League Annual Conference & Expo
Grapevine, TX
tml.org

November 12-15
VCOS Symposium in the Sun
Clearwater Beach, FL
iafc.org/events