



FIRE  
APPARATUS  
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ASSOCIATION



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**NEWS**

Winter | 2016-2017

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



By Bill Lawson  
FEMSA President

“Things are neither as good, nor as bad, as they first seem.” I was planning to write about the terrific meeting we had in Nashville (it really was), but the political earthquake, tsunami, or other natural disasters our media uses (solar flares, anyone?) to describe what happened on November 8<sup>th</sup> has taken the cake.

I use the quote above (I believe it's from Colin Powell, but I could be wrong) to help both sides realize where we are now. Our country is still deeply divided, and everyone has family and friends who have political stripes different from their own. And in the end, these folks will have your back much more than any politician residing in DC. Change will happen in 2017, just as it did in 2009, and hopefully these changes will result in positive outcomes for the majority of Americans. As business people and leaders in our own organizations, we have an obligation to remind people that politics is transitory and our focus needs to be building businesses that are not transitory.

End of soapbox rant. FEMSA had a great 2016. We revamped the website, increased our presence in Washington, and had a fantastic annual meeting and conference in Nashville. For those of you who did not attend the Nashville meeting to hear about the new website, the redesign has some important new features. First, the website has a new buyer's guide to help prospective firefighters find products they need. In order for your company's products to appear in the search, every member company must log into the member area (if you do not know how, please contact Karen Burnham - info@femsa.org) and update your company profile. **YOUR COMPANY'S PRODUCTS WILL NOT SHOW UP IN ANY SEARCH UNTIL YOUR PROFILE IS UPDATED!** FEMSA plans to promote the buyer's guide as a resource for the fire service in the coming year.

The Governmental Affairs Committee (GAC) is ramping up efforts to get the Fire Grant program reauthorized in 2017. This means every FEMSA and FAMA member needs to plan to go to Washington, DC for Hill Day (April 5-6). The Grants program will end in 2017 without this reauthorization from Congress, which makes Hill Day in 2017 a critical event.

Thank you to everyone who attended the FEMSA/FAMA annual conference in Nashville. Your comments and feedback are already being incorporated into planning for the 2017 event in Glendale, AZ. Next year's conference will see a shift in the schedule, starting a day earlier — on Tuesday evening, October 3<sup>rd</sup> — and ending a day earlier — on Thursday evening, October 5<sup>th</sup>, after dinner – allowing for your travel home on Friday. A consistent comment members make is they want to be home for family weekend time, and we are pleased we could make this happen.

FEMSA also will be revamping its User Information Guide Program into the digital age in 2017. A great deal of work was done in 2016 to prepare for this change, and UIG participating companies are up to speed and on board with the new process.

Please join me in welcoming Dave Russell to the FEMSA Board, and in thanking Doug Schaumburg after six years of service on the Board. If you, as a member representative, would like to run for a Board position, please contact Nominating Committee Chair Barbara Connolly (bconnolly@firenews.com), Board Liaison Crosby Grindle (crosby.grindle@nppgov.com), or any member of the FEMSA Board.

Cheers to all for a happy, healthy, safe, and prosperous New Year!



By Scott Edens  
FAMA President

## Transition is never easy!

However, the restructuring of the FAMA Board in 2016 that added two Director-at-Large positions has worked well to enhance the Board's capabilities.

Due to an unexpected opening on the Board earlier this year, Bruce Whitehouse graciously served an additional year as a Director-at-Large. This creates a unique situation for the association as we lost two Past-Presidents at the end of 2016; Phil Gerace has also fulfilled his tenure. I am grateful for opportunity to have served on the Board with Bruce and Phil, and their presence will be greatly missed in 2017. Thank you both for your dedication to FAMA and the fire apparatus industry.

### *Opportunity to Participate: Board and Committee*

Currently, there are great opportunities for members to participate on a FAMA committee or serve on the Board. The new Board and Committee structure was intended to:

1. Encourage members to participate in leadership positions: Committees, Chairs, Director-at-Large, Secretary, Treasurer, etc.
2. Define requirements and reduce the term length for the Executive Board (Vice-President, President and Past-President) to encourage additional candidates to participate.
3. Let members vote! Nominate multiple members for open Board positions and allow members to vote at the Fall Membership Meeting.

I encourage all members to participate on a committee and all interested in serving on the Board to contact Sonya Kelly for additional information. The Nominating Committee is continuously working on a list of possible candidates and will open the nominating period at the Spring Meeting in St. Pete Beach.



By David Durstine  
FAMA Past President

### **Key Association Initiative: Reauthorization**

The Assistance to Firefighters (AFG) and the Staffing for Adequate Fire and Emergency Response (SAFER) grants have a sunset clause that will end the programs after the FY2016 appropriations (2017 deliveries). Unlike previous years, the programs will not be part of a continuing resolution. A reauthorization of the grants must be passed during the 2017 Congressional session or the fire service will lose over \$600,000,000 in grants to support fire apparatus acquisitions, replacement of old equipment and firefighter training programs.

FAMA, FEMSA and the Congressional Fire Services Institute (CFSI) will be hosting Hill Day April 5-6 to allow our members to meet directly with Senators, Representatives, Congressional staff and key fire service stakeholders. These meetings will be a crucial part of the process to ensure that a reauthorization vote makes it to the floor and ultimately gets approved for the FY2017 budget. FAMA had 18 member companies represented at the 2016 Hill Day. The Board has initiated a goal to double the participation in 2017 to 36 member companies. Please mark your calendar for the 2017 Hill Day.

### **Website Design Improvements: Statistics Reporting & Member Profiles**

The new FAMA Statistics website is complete and the functionality is exceptional. The Statistics Committee did a great job developing a reporting tool that allows members to create custom booked and shipped reports.

The member profile area of the FAMA website was also enhanced. Information in the member's profile will be the basis for a future FAMA app and all association notifications (a 2017 initiative). Within your member profile you can indicate what committees you are interested in participating in and provide the appropriate contacts for the various positions within your organization (ie. accounting, marketing, government). If you have not yet reviewed the new website, please log-in soon, review the new reporting tool, and complete the company and personal profiles.

### **Spring Meeting: Flying High with FAMA**

I am excited about working with the Committee Chairs and the new Board members in 2017. We look forward to presenting our finalized 2017 platform at the Spring Meeting at the Loews Don CeSar Hotel in St. Pete Beach, Florida. Watch your emails. Online meeting registration opened in early December. Make plans to attend, it's going to be a great meeting and venue. If you plan to extend your stay at the hotel, the contracted rate is available, however, room availability pre- and post-meeting is limited, so make hotel arrangements early.

Wow, where has the time gone? It seems like it was just yesterday, I was sitting down to write my first article as the incoming FAMA Board President for the winter edition of the newsletter; but that was a year ago. Although my time as President has come to an end, I look back on the year with a great sense of pride and accomplishment. I feel I have done my small part in advancing the organization just as the many Presidents before me. I can promise you the tradition of leaving the organization better than when you found it will continue under the guidance of President Scott Edens, and I look forward to 2017.

2017 will be filled with industry challenges and potential monumental milestones. I know the unique culture of the FAMA organization and its members will continue as we work together for the common interest in making the fire service better for both first responders and the companies that serve them.

I thank the current FAMA Board for their support and patience. Special acknowledgement to Bruce Whitehouse and Phil Gerace for their guidance to me and commitment to FAMA over the past couple years. It is not every day you get the benefit of mentorship from two influential Past Presidents on the Board! Thank you to Sonya and all the Committee Chairs for the valuable work they do every day to keep the organization progressing and moving forward.

I am proud to be a part of this great organization and grateful for the opportunity to serve. I challenge the member companies and their representatives who are not currently active within the organization or serving on a committee to get involved in 2017. Come to the Spring and Fall Meetings, participate in Hill Day, go to the Technical Committee Meetings. It's truly one of those rare opportunities that is a win/win for everyone.

Thank You,  
David Durstine  
(Youngest FAMA President) @Paul Darley

# We Must Prepare for the 115<sup>th</sup> Congress and the Trump Administration



BY DAVE GATTON  
GAC CONSULTANT  
FAMA/FEMSA GAC

What a shocker! No one, perhaps even the President-elect himself, was ready for an upset Presidential election of this magnitude. And with it, the retention of the Republican majority in the Senate! People voted for change. Now we wait and see in what form that change will occur.

In many respects, the fire service agenda remains the same: a must-push for reauthorization of the AFG and SAFER programs early in the 115<sup>th</sup> Congress, and increased funding for the AFG, SAFER, U.S. Fire Administration, and Urban Search and Rescue programs.

As threats to our homeland security increase, as severe storms become more frequent and intense, as wildfires increase, as the baby boomer generation retires requiring more services, and as many from the fire service retire needing a new generation to replace them—as all these trends occur, the fire service and the federal pro-

grams that support them become even more important and critical to the nation's safety.

We have the public policy arguments on our side. We just have to make sure that Congress and the new Administration understand them. This means it will be absolutely critical for FAMA and FEMSA members to attend 2017 Hill Day, April 5-6, here in Washington D.C.



*Presentation at Firehouse Expo to Congressman Jim Cooper, 5th District Nashville, TN, of the Congressional Edition copy of Burton Clark's book that was hosted by the FAMA/FEMSA GAC and co-sponsored by seven member companies*

In years past, we have scheduled over 100 meetings of FAMA and FEMSA teams who go to the Hill to make our case. Given the importance of reauthorization and the unknown changes that could be in the offing, 2017 is the time for you to attend. Registration material is now available.

There is no question that the country remains deeply divided around many issues following the Presidential campaign. Many have spoken of the need to heal and find a way to unite around a common agenda. One common agenda is preserving the foundation of universal rights and equality. We see these values embedded in and displayed throughout the service and sacrifice of our first responders. When the fire and rescue providers arrive on scene, they do not ask the type of person who is in need and then act. No, they move quickly and strategically to save all lives no matter their status or identity.

I believe this is why the fire and rescue service is so beloved and supported in our nation. They try to save everyone, and do so out of respect, duty and acceptance.

The nation would be served well to emulate such values of service and devotion. ☉

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## WELCOME NEW FEMSA MEMBERS



### ALL-STAR INFLATABLES, INC.

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www.all-starinflatables.com

Manufacturers of inflatable products for a variety of industries including bounce-houses, slides, mobile structures for football, SWAT ad firefighter training. For the past 10 years, the company has produced inflatable houses for fire education, oversized firefighter boots and other items. All products are made in Dallas.



### AMERICAN MEDICAL DEPOT

Akhil Agrawal, President  
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Miramar, FL 33025  
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maria.caraballo@amdnext.com  
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American Medical Depot is a dealer/distributor of fire and emergency equipment supplies.



### Euramco Safety

#### EURAMCO SAFETY, INC. (RAMFAN)

Zachary Allen, VP Sales & China Operations  
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Spring Valley, CA 91978  
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zallen@euramcosafety.com  
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Euramco is better known as the manufacturer of the PPV brand RamFan in the US fire market.



### GML INDUSTRIES, INC.

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GML Industries manufactures wiring harnesses, cables, power distribution boxes, etc. for the automotive industry, primarily for fire and industrial applications.



### HAMMERHEAD INDUSTRIES, INC.

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Hammerhead Industries, Inc. is a manufacturer of retractable gear attachment systems.



### IAMRESPONDING.COM

Daniel Seidberg  
PO Box 93  
DeWitt, NY 13214  
(315) 701-1372  
dseidberg@emergencysmc.com  
www.lamResponding.com

A patented software system that lets departments know immediately who is responding to calls and dispatches, where they are responding, and when they will be responding.



### PENNWELL PUBLIC SAFETY GROUP

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The PennWell Public Safety Group includes JEMS (The Journal of Emergency Medical Services) and the EMS Today Conference and Exposition. These brands are committed to being the leading providers of information for the improvement of patient care in the prehospital setting. We achieve our mission by delivering the latest and most reliable information through clinical breakthroughs, compelling case studies, management perspectives and legal advice, product innovations, research, special editorial sections, supplements, face to face networking, and more.



### SOUTHEASTERN SAFETY PRODUCTS, INC. D/B/A RESCUE TECHNOLOGY/TACTICALTECH

David G. Newell  
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Carrollton, GA 30117  
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www.rescuetechn1.com

Southeastern Safety Products primarily operates in the safety equipment business/industry manufacturing bags and cases, rescue stretchers, and products relating to rope rescue, spinal immobilization, technical rescue, training, and water rescue.

## WELCOME NEW FAMA MEMBER



Powering Business Worldwide

### EATON VEHICLE GROUP

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Eaton is a power management company providing solutions that help its customers manage electrical, hydraulic and mechanical power more reliably, efficiently, safely and sustainably.

The next dozen-plus pages that follow furnish an overview of speaker presentations from the FEMSA/FAMA Annual Conference in Nashville (October 2016). Actual PowerPoint presentation files may be found in the member areas of the FEMSA and FAMA websites.

## The AFG and “The Super Circular”



BY JOHN GRANBY

Every year at the FEMSA/FAMA Annual Fall Conference we get an update on the status of the Assistance to Firefighter Grant (AFG) program from the grants office. This year, however, because of the inability for anyone from that office to travel due to the lack of appropriate budget authorizations (no 2017 budget nor a Continuing Resolution), I was asked to fill in. Catherine Patterson, Branch Chief, Grants Program Directorate, Assistance to Firefighters Grant Program, was kind enough to send me a PowerPoint presentation on both the state of the FY16 grant

program and information on the issues around the Super Circular.

The grant programs for 2016 will be as follows: AFG \$310,500,000, SAFER \$345,000,000 and Fire Prevention and Safety (FP&S) \$34,500,000. In addition, the AFG grant period was just getting ready to open (October 11 –Nov. 18<sup>th</sup>) and would close by the middle of November. The SAFER and FP&S grants will open sometime in the winter. In addition, all FY15 AFG grants have been awarded. We also had a quick look at what the funding priorities would be for the FY16 AFG grants. The priorities for Operations and Safety fall into the following general categories (in no specific order): training, modifications to facilities, wellness and fitness, vehicles, PPE, and equipment.

I also spent some time reviewing 2 CFR part 200 “Super Circular.” We revisited where it was in force (all AFG grants), what the specific procurement requirements were, what both manufacturers and distributors had to be concerned with, and some of the best ways to comply with these newly mandated guidelines. We also discussed the new GAC “Super Circular” document that was released by the GAC at this meeting. This document provides background on how the “Super Circular” came to be, and some best practices that our members can do to not run counter to the “Super Circular” guidelines. Copies of both the presentation and the Super Circular can be found in the members section of both the FEMSA and FAMA websites and the GAC website. ☉

## Nashville as a BBQ and Beer Town



BY CHRIS CHAMBERLAIN

Recently, Nashville has earned a national reputation as a culinary hotbed, including a burgeoning barbecue scene and craft brewing community. But it hasn't always been that way. As recently as the late 1980s, Music City had the dubious distinction of being one of the top per capita consumers of Budweiser, and what passed for barbecue was far from authentic – or even palatable for that matter.

Since the closure of the regional giant Gerst Brewery in the 1950s, no beer was brewed in Nashville until a group of brewpubs took advantage of a change in Tennessee's laws to allow brewing on a small commercial scale. Of those original pioneers of the 1990s, Blackstone and Big River are still in operation and brewing great beer, although the latter has been re-

named Rock Bottom. Other vaunted brewing operations in Nashville now include Yazoo, Jackalope, Black Abbey, Tennessee Brew Works, Little Harpeth, and Czann's.

These breweries have reached mature status after several years of operation, but they have not become complacent, still pumping out great beers and new seasonal recipes. The brewmasters at Yazoo et al continue to be pushed by creative new upstarts at smaller breweries such as Bearded Iris, Mantra Artisan Ales, Smith & Lentz, and Southern Grist. Almost every brewery in Nashville has a taproom offering the opportunity to sample their entire lineup, so the town has become a destination for beer tourists seeking to set up their own pub crawls.

The town has also been recognized by national publications as a nexus of barbecue cooking, but not because of a specific style of cooking a la Memphis ribs or Texas brisket. Nashville is literally a crossroads

with three interstates intersecting within a mile of downtown, with spurs leading to barbecue hotbeds like the aforementioned Memphis plus St. Louis, Kansas City, North Carolina, and even Northern Alabama.

Pitmasters have followed these roads to Nashville and brought along their favorite styles of cooking to create an amalgam of different smoking methods. So Nashvillians have plenty of choices to find great 'cue. Martin's Bar-b-que Joint is known for their whole hog cookery, while Peg Leg Porker recreates authentic Memphis-style dry ribs. Edley's makes some fantastic wings complete with Alabama white bbq sauce, and Jack's BBQ offers a little bit of all of the above.

While Nashville hasn't reached the top of the barbecue mountain yet or established their own unique style, culinary visitors can certainly spend several days eating their way around town without having to repeat a menu or a meal. And you should! ☉

# Jerry Jasinowski – Economic Forecast, Political Changes, and Impacts

BY CHRIS CROWEL

Jerry Jasinowski, former President of the National Association of Manufacturers and the Manufacturing Institute, offered his thoughts on the economy, political changes, and impacts. The objective of this interactive session was to provide a framework for thinking about the future.

Jasinowski began with very positive views of the current national environment. We have the best technology and are applying this technology to manufacturing. Further we have some of the best human capital as a result of leading university programs. We also have higher growth and productivity than the rest of the world. Despite the positives, we have been experiencing an extended period of slow growth with a GDP of about 1-2%.

Workers without a college education realized only a 19% increase in wages while college-educated workers enjoyed a 133% increase. This has resulted in unhappiness with the status quo, leading candidates in the upcoming US election to focus on change. Jasinowski shared that the only way to drive economic growth was to decrease uncertainty in the economy and increase federal spending in the right areas.

His 10 point agenda for economic growth includes:

1. **Focus on Manufacturing.** Manufacturing is the muscle of the American economy and consumes 70% of research and development spending. According to a study by the McKinsey Institute, 34% of employment in manufacturing is the result of services to those manufacturing facilities. In effect, a magic multiplier occurs where one additional manufacturing job results in 1.6 additional jobs. High technology manufacturing jobs result in as many as 3 additional jobs.
2. **Tax Policy.** Small business is where most new jobs will be created. Therefore, tax incentives should be focused on small business. The government should provide incentives to corporations to drive capital investment. Research and Development tax credits should receive greater support.
3. **Commit to cutting edge technologies.** Technology can be very disruptive on traditional manufacturing jobs, but leads to the creation of different service-based jobs. Developments in universities need to be transformed into commercialized products and more efficient production processes.
4. **Encourage Entrepreneurship.** We have experienced a decline in new entrepreneurs in recent years, which was a historical strength. The government should consider tax incentives to encourage small companies to be entrepreneurial. We have created a regulatory maze that serves no one well. Substantive regulatory reform is needed at all levels – federal, state, and local.
5. **Reshoring.** Companies are now bringing jobs back from regions such as India and China due to rising foreign labor costs and potential concerns around the loss of intellectual property. Eighty-Thousand jobs have come back in recent years. Our government can do a lot to encourage this trend with tax incentives and regulatory reform.
6. **Skills Training.** One of the biggest challenges for corporations today is finding skilled workers. New emphasis should be placed on two-year community college and technical schools to deliver skills training and technical degrees. As an example, the Manufacturing Institute facilitated the creation of 35-40 partnerships between schools and companies to address the challenge of finding skilled workers.
7. **International Trade.** Exports are one of the biggest factors for increasing growth and represent a major part of our GDP. The US population represents only 5% of the world's consumers, we cannot cut ourselves off from the rest of world. It was suggested that we were not as strong on NAFTA as we should have been and should focus on stronger enforcement of current trade regulations. Businesses should be encouraged to buy American without demonizing imports.
8. **Tax Cuts.** More positive and creative tax cuts should be considered, such as incentives to encourage profit sharing in which all employees share in a company's profits. Programs that reward active employee contributions are the most productive.
9. **Budget Deficit.** We are spending far beyond our means which threatens our nation's future. Efforts to execute fiscal prudence leading to solvency have been avoided by both the Congress and White House.
10. **Invest in Infrastructure.** The economy is dependent on moving raw materials and finished products efficiently. We face a huge job in upgrading our infrastructure – highways, bridges, roads, railroads, ports, etc. Investment in infrastructure is an investment in the future. ☉



# Purpose-Driven Marketing: Do Fire Service Leaders Believe in your Brand?



JEFF BEREND, PARTNER  
REDFLASH GROUP

Every day, we spend our time talking about what our organizations do—creating and selling

fire apparatus, PPE, nozzles, software, trade shows, etc. But how many of us talk about the Why of our organization, our Purpose—the reason we get excited about coming to work and serving our fire service customers?

The truth is, the Why of our work is much more compelling and inspiring. In truth, people want to do business with organizations they believe in. It's what makes fire service leaders believe in your brand.

At my company, we used to describe ourselves by what we do: "We're a national consulting firm that helps public safety and healthcare organizations with strategy, marketing, communications and outreach." Bluh... Then we really defined our **Why**, our purpose: *We help great organizations tell their stories.* Now that sounds a little more inspiring.

The statistics back up the idea of purpose-driven marketing:

- 71% of consumers would help a brand promote its products or services if there is a good cause behind them (Edelman Good Purpose Study)
- 76% say it's okay for brands to support good causes and make money at the same time (Edelman Good Purpose Study)
- 80% are more likely to purchase from a company that can show how it makes a difference in people's lives (Cone Communications)

You know that your organization makes a difference in the lives of fire service leaders, firefighters, and the communities they protect. So why don't you share that with people?

Before the annual conference in October 2016, I reviewed most of the websites of FAMA and FEMSA member companies. All talk about what they do as organizations. Very few talk about Why they exist.

A great resource for thinking about your Purpose is Simon Sinek's book and TED Talk, *Start with Why: How Great Leaders Inspire Everyone to Take Action*. Watch the TED Talk first—the full version is under 20 minutes available either on YouTube (<https://www.youtube.com/watch?v=sioZd3AxmnE>) or Sinek's website (<https://www.startwithwhy.com/>). If you like what you see, then check out the book.

Millennials, that group of employees discussed so much at this year's conference, are another good reason to develop and share your organization's Why. Among the top things millennials want from work (according to the Deloitte Millennial Survey, 2016):

1. Sense of meaning from work
2. Have an impact on society
3. Strong sense of purpose

In fact, 6 out of 10 millennials say a sense of purpose is part of the reason they chose to work for their current employer. That's you! Do you constantly remind your employees of your company's purpose, the difference you make for fire departments, firefighters and their communities? If not, you should. This is also true for recruiting prospective employees.

And there's another important way to share your purpose: Align with a cause you

believe in. So many of you already do. You support the Congressional Fire Services Institute, National Fallen Firefighters Foundation, the Firefighter Cancer Support Network, and of course FAMA and FEMSA.

Do you tell your customers that you support these organizations? Do you tell your employees? A little logo buried on your website or a placard in the corner of your booth isn't enough. Be loud and proud about the organizations you align with and support.

According to a 2015 study by Cone Communications/Echo Global, 90% of global consumers say they are likely to switch brands to one associated with a good cause. To rephrase: fire chiefs and others would rather do business with manufacturers and service providers that are associated with good causes.

So what are the next steps in identifying your organization's Purpose and putting it into action?

- Bring your leadership team together and identify your Purpose/Why (Simon Sinek's *Start with Why* will help, or feel free to reach out to me for ideas)
- Share the draft Why with employees to get their input and buy-in
- Test your Purpose/Why with a few trusted customers. Is it genuine and authentic to your company? They'll tell you if it's not
- Embed your Why and the causes you align with into your marketing and communications, both internal and external

In other words, go out and tell the world. Share with your employees, partners, customers and prospective customers not just what you do, but Why you do it. Your business will benefit, and you'll feel even more inspired to come to work every day. ☉

# Managing Millennials with Success



BY PAIGE HILTON

How often do you hear, “What’s up with these new hires? What’s going on with this new generation?” There is no deny-

ing that millennials are rapidly infiltrating the workforce while managers and older generations are scrambling to understand and work with this growing segment.

Every 20 years, a new generation comes into the work world as adults, and we all freak out about it. As the largest living generation, millennials (those younger than 35) have perhaps borne more than their fair share of scorn. We’re constantly saying “they don’t get it. They don’t know how to work in the real world.” In truth, they likely understand more about the future of business than others, given that they are shaping it. They have a lot to teach us and we need to shift conversation away from complaining and more toward being curious. Understanding their needs, behaviors and motivations will improve engagement, retention and productivity.

What is unique about the millennials is that this generation has experienced the greatest shift than generations before them in regards to how we live our day-to-day lives. This is largely in response to the changes in family demographics, societal changes as it relates to schooling and education, and most importantly technology.

The reality is that every generation presents its own unique set of challenges. No one generation is better than the other. They all work. They each have something to offer. It is the understanding and

the overall management of these differences that will help you and your organizations be successful in integrating this new generation into the workplace.

There are four key generational differences that are at the root cause of today’s disconnect between millennial workers and their managers:

- **They Are Worldly**- they hold fewer summer jobs than ever before, summer is about attending camps and touring the world or getting ahead with summer classes or athletics.
- **Role Models Have Changed** – Previous icons were rich, old men who paid their dues. They are raised to believe they have every right to be at the top NOW and parents are their friends and mentors, i.e., “peer-enting.”
- **Highly Scheduled, Supervised and Busy** – Norm is for someone to tell them exactly what to do and when, structure creates security, highly scheduled and over committed, no time to be bored.
- **Why?** – if they don’t understand they just ask WHY, need an explanation or demonstration. In the workplace they say “teach me, show me how, do it with me.”

This is what we do today BUT in the workplace, we expect millennials to know better. Millennials expect the rest of us to get it and conform to their needs; that’s how they were raised.

The following seven techniques are essential to effectively manage and retain them in the workplace: Structure, Personalize, Encourage, Communicate, Inform, Adjust and Learn.

- **Structure**–Give structure; then wean them off, Explain the cans and the can’t’s, define objectives and goals, tell them what is expected – final outcome
- **Personalize**–Build relationships, ask about their lives outside of work, ask questions, don’t assume, differentiate–same needs but different for each employee
- **Encourage and Engage** -Recognize and appreciate – “thank you,” be public, personal, generous, be inclusive, collaborative
- **Communicate**–Give feedback early and often, give face time, give clear instructions and clarify expectations, listen
- **Inform**–Share the insider’s view; inclusivity is key, provide training; their development is essential, give coaching on business etiquette, initiative, conflict resolution, leadership
- **Adjust**–Understand different styles, challenge your traditional views, be open to their ideas
- **Learn and Mentor**–Offer opportunities for development, highlight career paths and skill sets, teach them how to think on their own

This generation will make up over 75% of our workforce in the next 10 years; 55% in less than five years. They aren’t going anywhere and they are most definitely not changing. They are who they are, not right, not wrong, just different.

It is on us to figure out how to motivate and develop them to achieve the superior job performance that our organizations need. ☺

## Hill Day

April 5-6, 2017  
Washington, DC.

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## Social Media: Decoding the Mystery



BY NATHAN CALABRESE

Tips and tricks on maximizing social media returns for your business are everywhere, but what if you are not an avid social media user? What if you aren't sure about the different platforms, how they are used, or the differences between them? We are going to decode this mystery into smaller, manageable parts.

### *What is Social Media?*

In using social media, we are interacting with others about specific interests. A revolutionary method of interaction, it is how the masses now wish to interact. The audience is always present and listening, we just need to provide the content. Users seek instant gratification, we are able to provide it, and it's all free! The only thing needed is a willingness to participate.

### *The Downside*

There can be drawbacks with mass participation. Volatility of the crowd, the bandwagon effect, false news, and social proof are some of the dangers to avoid on social media. Everyone has an equal voice on social media, and from behind a keyboard, it's much easier to get a crowd to pile on in a negative manner. Being cautious, avoiding conflict, and keeping it positive are good preventive measures.

### *Four Important Social Media Platforms*

Facebook, Twitter, Instagram, and LinkedIn are currently the most popular and versatile platforms.

Facebook is similar to a public "internet journal." Loud, busy, and difficult to filter, nearly everything can be found here. Facebook offers many forms of interaction, all content can be shared, and you are likely to be connected offline with those in your network (friends, family). Users tend to trust what is positively referred from their

network, and are skeptical of what their network deems as negative. Your network is generally a reflection of you and those you associate with.

Twitter is snippets of short, direct, raw information. Tweets, limited to 140 characters, are the primary form of interaction. Tweets expire quickly, but can have a broad impact with the proper use of hashtags (#) and tags (@). Users can tweet to everyone, to each other, or to an individual or company. It is noisy, but easily filtered and navigated through topic and relevance. Your network is not necessarily a reflection of you, and many public figures and companies can be reached directly via Twitter.

Instagram focuses on sharing personal media. It is engaging, creative, unique, and timeless. Users upload photos and videos after editing them with Instagram's powerful editing tools. Using hashtags (#) and tags (@) identifies the content and makes it searchable. The engagement takes place from the network liking, sharing, and commenting on the media. Without the noise of some other platforms, Instagram is a sanctuary to enjoy great photos and videos pertaining to their interests.

LinkedIn is a business form styled platform where one can find industry topics, best practices, and talent networking. Interactions take place in the form of networking, discussions, and messaging, all usually done at a business-to-business level, or pertaining to talent acquisition. Many business professionals share important content via LinkedIn which can be helpful to other professionals. When using LinkedIn, keep it professional; your profile is your live resume, a reflection of you and your accomplishments.

### *The Language of Social Media*

Users of social media often communicate in a unique, simplified language. The lack of punctuation and frequent use of abbreviations is not a reflection of poor grammar, but purposefully used to save space. For example, 140 characters per tweet leaves

little room or necessity for our traditional grammar rules.

Memes—photos with text overlaid—are often used to describe situations, express emotions, or relay a message, as social media users have found that a picture really does speak 1,000 words!

The hashtag (#) is used to relate or link "something." It makes the content searchable throughout social media and gives association to what is being communicated. Hashtags can be direct, informative, angry, funny, sarcastic, etc. Be creative with hashtags, there are no rules! The only caution with hashtags is to make them count. Too many can make your message overbearing and irrelevant, while a few cleverly placed and named can make a post go viral.

The at symbol (@) is used to name, relate, or link "SOMEONE." It tags a user or a group of users to your content, while giving association or relation. Once a user has tagged someone using @, that user is really locked into being related to that content, like it or not. Positive or negative, feel free to use tags, but be aware of others when doing so.

### *Wrap-Up*

Not meant to be a conclusive guide, but rather a short introduction, my hope is that you're now feeling a little less confused and overwhelmed with the social media landscape. Start slow, build up a network on each platform, and learn the ropes. Click on a few #hashtag or @tag links and see where they go to get the hang of it. Social networking is a lot of fun, and in the present time, there is no better way to reach your audience. ☺

Facebook: <https://www.facebook.com/Nathan.Calabrese/>

Twitter: <https://twitter.com/CalabreseNathan>

Instagram: <https://www.instagram.com/nathan.calabrese/>

Firefighter Nation: <http://firefighternation.com/profile/NathanCalabrese>

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# Keynote Speaker: Y'all Listen Up! ... Col. Mortenson Speaks Out

BY CROSBY GRINDLE,  
FEMSA BOARD MEMBER

Col. Royal P. Mortenson inspired the FEMSA/FAMA Annual Fall Conference in Nashville with leadership lessons from his years of experience as a military commander and fire service training center director. His humble delivery and down-to-



earth style made him an immediately likable and effective presenter, starting with his opening statement, "I have no book to sell, no business card that says 'leadership lecturer' – I have a day job."

Col. Mortenson warmed us up for his presentation: *Leadership Maxims for the Individual: 12 Maxims That Define Who You Are as a Leader* with his thoughts on the basics of leadership. He expressed the importance of a whole-person approach, "The essence of being a good leader is how you are as a man or woman – that's what people will follow. Everyone is a leader in some way." He made it clear that he did not believe leadership to be "unique, easy or optional."

His presentation took us through his 12 Leadership Maxims for the Individual, which are published adjacent to this article [and available on the association websites]. These commonsense principles create a solid foundation for courageous leadership, and are easy to understand and apply to virtually all aspects of life.

## LEADERSHIP MAXIMS FOR THE INDIVIDUAL

By

Colonel Royal P. Mortenson, USMC (Ret)

Director, IFSI

1. Be a good person, a person of character and strength, and you will always be a good Leader.
2. Never be afraid to take a moral or ethical stand on something you believe in your gut to be right. Stand up and be counted.
3. Always hold your self accountable for all you do and don't do. Hold others accountable for their actions commensurate with their position and responsibilities at every level.
4. Listen to and help anyone, anytime. Expect and demand that your subordinate leaders do the same, however, remember, every person must reach out and grab the "offered hand."
5. Don't lie, steal or cheat and never tolerate those that do.
6. Someone has to lead, in the absence of authority---take charge.
7. "Band of brothers" is not just a line from Shakespeare's *Henry the V*. Your unit should be a Band of brothers. Like a brother, never turn your back on your fellow Marine or Sailor. Take care of each other. The organization's success depends on it.
8. Always strive to be tactically and technically proficient in all you do. The price of anything less is far too costly. You will certainly play a role in an uncertain world. Never let it be said that your unit failed or you lost a member of your team because you didn't do your homework.
9. Everything you do must prepare yourself and your team for mission success and survival.
10. Mistakes of omission will not be accepted. Tell your people; "if you act and make a mistake because you lacked accurate information but you did your best---all can be fixed. If your mistake is bedded in a failure to try---all will be painful."
11. Take care of your families. Stress at home tears at the fiber of your unit.
12. Never accept hazing, racism or otherwise cruel, demeaning behavior, it is the hallmark of the ignorant and the unprofessional.

Throughout the presentation, Col. Mortenson used examples from his decorated military career with stories that were at times both arresting and funny. Additionally, Mortenson has demonstrated his commitment to community and country with his continued work as a leader in the fire service. As Director of the Illinois Fire Service Institute (IFSI), he proudly pointed out they trained 66,000 students last year including stu-

dents from every county of the state, as well as students from across the country and in some instances from other countries. The IFSI is now the third largest fire service library and research institution in the country.

During the wrap up, Col. Mortenson was asked to list the leadership traits that he admires in current leaders. He replied, "thoughtful, consistent and they ask for input." ☺





# Teamwork Speaker Jack Clark, Rugby Coach, University of CA Berkeley

BY JERRY HALPIN

As soon as I was asked to write a brief recount of Coach Jack Clark's talk at the FEMSA/FAMA Annual Fall Conference, I introduced myself to Coach Clark to get an impression of him personally. He is really big! He has really big hands!! He has a really big voice!!! And he has the nicest, comfortable way about him, making him approachable and just like you and me.



Okay, now that I know he won't throw me out of the room for being late to practice... here is a bit of what he had to say.

Beyond coaching, part of his career has been lecturing and speaking on organizational performance and team building. Team building is all about human performance and how people engage each other. Coach Clark

says people need "understanding and engagement" to perform at their best.

- According to Jack, most, or the vast majority of individuals, do not believe in team.
- People need the basics ... such as sleep. You need 8 hours or as near as you can get. If you're not rested, your stress levels rise and you are "no good to the village."
- Coach Clark believes in "being ones best self." Develop what you do best, both you and the team benefit equally.
- Coach Clark likes to see people put their work into a bucket and then "systemize your bucket of work" based on your best skills.

Jack went on to define a regimen he follows and teaches based on a value system. You must have or develop core beliefs that are unshakeable. Make them "practical with a little bit of science." To best develop or augment your core beliefs, Coach Clark says you must create the proper mindset. "Grateful for everything...entitled to nothing."

The values Jack believes to be most useful in his career are:

- A. Selflessness—No one left behind
- B. Team First—Constant performance improvement
- C. Merit—Teams are all about performance  
They are "Meritocracies"

D. Toughness

1. Talk about it; define it; live it
2. Body and mind
3. Celebrate it

E. Leadership

1. It is not authority based
2. It is based on ability
3. Understand chain of command; respect it!
4. Be strong in observing people's weakness, but celebrate people's strengths

When hiring to win, find the right person and take the time necessary to do that. Coach Clark says, "Get the wrong person and he or she beats you every day. Get the right person and you only get beat the day they leave."

Be positive and promote the winner within and you win for yourself and the team. Business, like ours is all about competing to win. I believe Coach Clark is telling us to treat our business and its employees like a team.

Scout them well, hire them right, nurture them, respect them, celebrate the wins and value of what is learned from the losses to build a long term successful enterprise. Yup, that makes sense!

If you were not at the meeting, sorry you missed it. ☺

## "SAVE THE DATE" 2017 Annual/Fall Conference

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### NEW MEETING PATTERN:

- Boards & Committees—Arrive Monday, October 2nd
- Members—Arrive Tuesday, October 3rd
- Departures—Friday morning, October 6th ... or enjoy the weekend in Glendale!

# “Swiped ... Identity Theft & Cyber Security”

BY RICK SINGER

Adam Levin is a consumer advocate with more than 40 years of experience in personal finance, privacy, real estate, and governmental service. As a former director of the New Jersey Division of Consumer Affairs, chairman and founder of Identity Theft 911, as well as chairman and co-founder of Credit.com, Adam brings much experience and knowledge to the question: “How do you protect yourself from the scammers, phishers, and identity thieves of the world.”

You may ask, is this really an issue in today's world? Adam shared a few statistics that quickly make you realize the realities. Identity theft is a growing industry. According to Javelin Strategy and Research, the odds of getting scammed after a data breach in 2010 were one in nine. In 2014, Javelin found that the odds had increased to **one in three**. Furthermore, according to the FBI, corporate ransomware payments are up in Q1 2016 almost 1000% since Q1 2015. “To put this in perspective, once the database of your company is breached, you have entered the realm of an extinction-level or near extinction-level event. It is estimated that the average cost of a breach is now over \$4 million.” Amazingly, one public company lost \$46 million.

So who is causing this havoc? Adam shared that there are four basic types of hackers. State Sponsored, For-Profit, Cause, and Because I Can. Their common trait – they are well armed, fully weaponized, and in war mode. They are sophisticated, creative, and persistent. And finally, their breaches are customized to their target. This means they scouted the target, got to know the players, used social engineering, implanted the malware, understood the

access rights of employees and the points of ingress and egress, and after all this knowledge building, exfiltrate your data! In Adam's words, “Breaches have become the third certainty in life!” As much as we don't want to acknowledge it, every organization will suffer a breach and every individual will suffer at least one compromise.

So how do we combat this in the corporate world? The easy and wrong answer is to spend a fortune on technology. This will not get it done. From Adam's perspective, it's all about your corporate culture. It's about instilling a culture that puts security front and center—from the

boardroom to the mailroom. Ultimately, it's about the 3Ms: **Minimize** the Risk of Exposure, **Monitor**, and **Manage** the Damage.

## *Minimize the Risk of Exposure:*

1. Do a risk assessment
2. Develop and implement an enterprise-wide process to identify and assess threats and vulnerabilities
3. Implement employee security awareness training
4. Ensure your security is layered. Multiple layers can slow down intruders and limit what they can access and steal
5. Ensure your systems are always asking “Do I Know You?”
6. Segregate your systems: Financial, Security, and Customer / Employee data
7. Establish stringent security protocols that must be met before allowing **any** device to connect to your secure systems
8. Never underestimate the importance of physical security
9. Develop proper file retention and destruction policies

10. And finally, never hesitate to consult outside counsel or trusted experts

## *Monitor your Security:*

1. Periodically test that the security protocols you put in place continue to be sufficiently robust to safeguard your most precious assets (employee / customer data, intellectual properties, trade secrets)
2. Perform vulnerability scans and penetration testing
3. Constantly monitor your systems for intrusions
4. Institute a robust Information Security Program run by a professional with the authority and time necessary to do whatever is needed
5. Establish a robust Patch Management Program that provides you with periodic reports as well as monitors and installs security updates

## *Manage the Damage:*

1. Invest in your Incident Response Capability
2. Cyber Insurance should be mandatory (sufficient to cover all costs of the breach)
3. Incident Reporting (comply with regulators to maintain insurance coverage as well as comply with local jurisdictions and federal laws)
4. Reputation Management (how to deal with the media as well as consumers)

In closing, Adam summarized, “The dangers extend far beyond fines, penalties, regulatory interactions and litigation. If an organization fails to respond urgently, transparently, and empathetically, it results in a loss of trust by partners, consumers, and employees. We are all in this together: We must cooperate, collaborate, and communicate.” ☉



## “Next Gen” Panel of Fire Chiefs

BY JANET WILMOTH

Over the 50 years of FEMSA and 75 for FAMA, members have evolved through the years with new generations of organizational goals and leadership style. This year, the FEMSA Education Committee decided to reach out to the next generation of fire chiefs for an interactive panel discussion at the annual conference in Nashville. These “Next Gen” chiefs embrace new technology, hire tech-savvy millennials and are taking emergency response to new dimensions.

The 2016 Next Gen panel of fire chiefs was introduced by Scott Edens, Fouts Bros, and moderated by Rod Carringer, Task Force Tips. Panelists included:

- Bill Boyes, Ph.D. (c), Fire Chief, Director of Emergency Services, Barrie Fire & Emergency Services Headquarters, Ontario, Canada – Boyes, working on his Ph.D., commented, “We really are a business now, and we are being challenged to be managers of a business.”
- Scotty Bush, Fire Chief, City of Hendersonville, TN.
- Anthony E. McDowell, Fire Chief, County of Henrico, VA, Division of Fire: recently attained ISO 1 and accreditation
- Cori Hayes, Assistant Chief, Mesa Fire and Medical Department: Changing EMS with nurse practitioners on course and doing stitches and stress tests and UTIs in the field.

**The opening question:** *What changes and methods have you made in your organization... based on the millennial generation?*

**Hayes:** “This to me is the best problem in the world to have.” Hayes said over 50 percent of her department has less than five years on the job, which is a huge turnover. “We are hiring a highly educated workforce,” she said, and added 50 percent of recruits have bachelor’s degrees. “What we’re doing is all about change—the way we deliver service is changing. I don’t know that it’s totally generational, because our fire chief has driven technology. Mesa Fire Department has embraced social media. We have been using teleconferencing

training and use Target Solutions, i.e. in EMS CE and whole college education is online or in chat rooms.” Hayes added, “The challenge is that most of the new generation hasn’t swung a hammer and are not familiar with building construction. Twenty-five years ago everybody came out of construction jobs.”

**McDowell:** “As a society we are talking to kids about rights. We have created



an environment of higher test scores... They were mercenaries. They do the job and leave. They expect their rights.” He added, “We decided in our department we are going to hire ‘missionaries’—find out what people do in their communities, people with an academic background, and know what it means to be part of a team. Millennials get a bad rap, millennials are also over in Afghanistan and Iraq and on a day-to-day basis we need those people. We also need that person with experience that can operate big construction equipment... Military service is good because you did what you were told.”

**Boyes:** “The need for instant information is more societal. It’s not just because the chief says so, there is a lot of resistance and whys and the need to explain how it impacts them and their role. We’re hiring a

more educated group now. You’re signing a \$4 million contract—a 30-year career and how are you going to help our department and show value?” Boyes added, “I do see a lot of bright spots.”

**Bush:** “[Millennials] are just like the older folks that are stuck in their ruts. The company officers don’t want to be the bad guys.” He added, “With millennials how do you get them the experience that they need?”

They can see it on a computer, but do they know how it is in real life? Don’t be afraid to tell them what they are doing right and what they are doing wrong. Don’t wait for an annual evaluation. I want it to be better for the people that are following me.”

As time was limited, the interactive technology compared the panelists’ responses with audience perceptions with several ‘speed’ questions:

*Over the next five years, will fire apparatus become: Larger, smaller, stay the same. The audience response predicted apparatus would be: Larger – 14% Smaller – 58% Stay the same – 28%*

**Chief Bush** replied he thinks more staff cars will be used. “If we go to smaller vehicles, hire the people to staff the FAST cars quicker, spend more time with the

people, we can start doing some data collection on high-frequency callers. What will it take to cut down on those high-frequency calls?"

**Chief Boyes** responded, "I think we'll see them get smaller and more functional too. It has to be able to deal with the new technology. Instead of a \$1.5 million, 100-foot platform, I bought two trucks for the same money, reducing operational costs on our older trucks."

**McDowell** agreed, "Definite demand for smaller trucks. The demand for urban, mixed development, apartments built above stores, restaurants, and townhouses are creating small town environments. Millennials and over-50's want to live in walkable communities. Zero set-backs. Planners and elected officials are criticizing fire departments and pressure to provide company fire services."

**Hayes** countered, "Our trucks are getting bigger and our total department is [one brand]. My firefighters are riding in the best, safest apparatus ever, but we have some trucks that don't fit in the stations. There's a lot of innovation we'd like to see from [manufacturers]."

**Speed question:** *Over the next five years will the volunteer firefighters: Increase (10%) Decrease (81%) Stay Same (9%)*

**Hayes** replied Mesa has no volunteers.

**McDowell:** "Virginia is declining, but

so are Rotary and Boy Scout volunteers declining."

**Boyes:** "The outside mandates of certificates and education is difficult for volunteers."

**Bush:** "There are many departments smaller than ours. It's a trend that's going to decline overall. A lot of millennials just want to work their 40 hours and spend time with their families."

**Speed question:** *Over the next five years will fire department fleets: Increase (43%) Decrease (29%) Stay Same (28%)*

**Bush:** "I'm hoping my fleet grows. We're a couple stations behind. Until we meet the demands of the infrastructure, we need to have reserve apparatus. As apparatus goes down, we need to have something ready to provide service."

**Boyes:** "Same size or decrease. I don't think they will increase."

**McDowell:** "The fleet will meet the needs of the requirements; i.e. command or vehicles needed."

**Hayes:** "Grow. Our city is expanding and we need to add a couple more stations. Plus, we're changing our response models especially with medical response that will do a lot more calls. We have to be able to respond to calls with a lot less money."

*In the wrap-up, the chiefs offered final comments to the membership.*

**Hayes** made her case by appealing to the

tech-vendors: "Fix-it—nothing we have can talk to each other. We're spending millions of dollars building fixes. We need to be able to pull data out of responses and everything in the technology side is hardware-hardware-hardware! We need stuff quick and easy."

**McDowell** offered that the biggest challenge he faces is the governmental procurement process. "Virginia is tightening the procurement process; cooperation agreements, models—anything to help us streamline the purchasing process."

**Boyes** stated that in Canada, "We are looking at wholesale. We're doing more large purchases and want long term agreements—for five years." He emphasized, "We're running a business so please show us the value from a chief's perspective."

**Bush** focused on building a relationship. "Once we make a purchase, where do you go? We have a good relationship on the nine months leading up [to purchase], but how much communication goes on after the purchase? How much communication do we push to other people? After 18-19 months, why not call and say 'how is the apparatus doing for you?' We don't do that a lot either. We shouldn't wait till it falls over, we should do that, too."

Most members agreed that this year's panel of fire chiefs were straightforward, offered refreshing insights and definitely needed more time for questions from the audience. ☺

## From FEMSA and FAMA ... Thanks, Rod!

Like the Energizer Bunny, you keep going, and going, and giving. Thanks, Rod, for many years of dedicated service on the FEMSA Board, and for allowing us to dub you "photo master!"



## Washington Update Presentation by Bill Webb

Each year, CFSI Executive Director Bill Webb is asked to address the annual FEMSA/FAMA conference to provide his insight on Congress and its work on fire service legislation. This year, Bill spoke about the gridlock on Capitol Hill, citing how over 10,000 pieces of legislation had been introduced this session and approximately 200 had been signed into law. He also discussed some of the major funding measures that CFSI and the other national fire organizations are addressing, including funding for the United States Fire Administration and the AFG/SAFER grant programs. He spent most of his time talking about the reauthorization of the two aforementioned grant programs.

2017 is a critical year for the fire service at the federal level. By now, both FEMSA and FAMA members are aware that these two grant programs will expire if Congress does not approve reauthorization legislation in the coming year. Webb was cautiously optimistic that these two programs will be reauthorized, but it will require the engagement of all the major fire organizations and their members working together in the coming year.

With much uncertainty about the pending elections, Webb indicated that any changes in political power should not play a major factor in AFG/SAFER reauthorization. When the AFG program was established in 2000, the Democrats had control of the White House and the Republicans had control of both the House and Senate. Since then, party control of the White House has switched twice — the same as the House — while party control in the Senate has switched four times. Despite these changes, Congress has appropriated over \$10 billion in AFG/SAFER funding throughout the years. Webb attributes the sustainment of funding to the collective efforts of the national fire service organizations, including both FEMSA and FAMA, and their willingness to work with both sides of the political aisle. That will certainly be how the organizations approach their work when Congress convenes for the 115<sup>th</sup> session in 2017.

Webb concluded his remarks with a special presentation. Congressman Bill Pascrell,

### Congress Acknowledges FEMSA and FAMA on Milestone Anniversaries

Congressman Bill Pascrell, Jr. (NJ-9), Chairman of the Congressional Fire Services Caucus, submitted into the Congressional Record a tribute to both FEMSA and FAMA in celebration of their 50<sup>th</sup> and 70<sup>th</sup> anniversaries, respectively. Bill Webb delivered the Congressman's tribute at the annual conference in Nashville, and presented framed copies to FEMSA President Bill Lawson and FAMA President David Durstine.



Jr. (NJ-9), Chairman of the Congressional Fire Services Caucus, submitted into the Congressional Record a tribute to both FEMSA and FAMA in celebration of their 50<sup>th</sup> and 70<sup>th</sup> anniversaries, respectively. Webb delivered the Congressman's tribute to the audience and presented framed copies to FEMSA President Bill Lawson and FAMA President David Durstine.

On April 5-6, 2017, the Congressional Fire Services Institute (CFSI) will host the

29<sup>th</sup> Annual National Fire and Emergency Services Symposium and Dinner. This is the largest gathering of fire and emergency services officials in the nation. FEMSA and FAMA take advantage of this important opportunity by organizing their GAC Hill Day program. Because Congress will be addressing the future of AFG and SAFER in 2017, it will be important for members of both organizations to be in Washington, DC for this event. ☉



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2017



# FAMA Spring Meeting 2017

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## Tentative Overall Schedule

### Saturday, March 18th

Arrival

1:00 pm – 5:00 pm

5:30 pm – 6:00 pm

6:00 pm – 7:30 pm

Technical Sub Committee Leaders Meeting

New Member/First-Time Attendee Reception

Welcome Reception

### Sunday, March 19th

7:30 am – 9:30 am

9:30 am – 11:30 am

12:00 pm – 5:00 pm

Board of Directors Meeting

Board and Committee Chairs Meeting

Golf Tournament

1:00 pm Shotgun Start

### Monday, March 20th

7:30 am – 8:00 am

8:00 am – 12:00 pm

12:00 pm – 4:00 pm

6:00 pm – 9:00 pm

Member Breakfast

Member Business Meeting

Beach Party

Reception & Awards Banquet

### Tuesday, March 21st

7:30 am – 8:00 am

8:00 am – 12:00 pm

Member Breakfast

Member Business Meeting

This year's keynote speaker, Brian Shul, is the inspiration for the 2017 Spring Meeting theme: Flying High with FAMA.

Brian served as an Air Force fighter pilot for more than 20 years. During the Vietnam War he flew 212 close air support missions. Shot down near the Cambodian border, he was unable to eject and forced to ride his plane into the jungle. Severely burned in the ensuing crash, he was given up for dead. Rescued by Special Forces, Brian endured one year in military hospitals where he underwent 15 surgical procedures and was told he would never fly again.

Brian's remarkable comeback story has inspired audiences nationwide as he is in high demand as a keynote speaker. Brian is a Spirit of Freedom Award winner, a Crystal Eagle recipient, has appeared on the History Channel, and in 2011 was inducted into the Air Force Legends Hall of Fame.

The 2017 Spring Meeting will prove to be an invaluable experience for attendees. Beyond providing priceless networking opportunities, the exceptional speakers and meeting content are sure to help meeting attendees develop great ideas and applicable knowledge.

#### Networking Events Include:

Golf Tournament, Receptions, Beach Party, Awards Dinner and Poolside Hospitality Suite.

**Register at [fama.org](http://fama.org)**

# State of the Fire Service Survey on the Economy

BY MELINDA FREEMAN

I have been honored to be the Board liaison responsible for the State of the Fire Service Survey for a few years, and this year was very special. I am constantly amazed at the time and thought that goes into the selection of equipment by the winning department. Each year, the equipment chosen has been quite different, yet it reflects the type of department and their individual needs.

In my experience, equipment award winners are always very thankful. This year, we received a nice letter from the fire chief that I share with you:

*Dear All,*

*Thank you greatly for this excellent equipment. The kits are of fantastic quality and will be put to great use. Members of my department and I are very impressed with the equipment and the impact it will have for improving the efficiency and safety of our on-scene operations. I really appreciate the winnings and the hard work that went into the delivery process. I cannot thank you enough.*

*Sincerely,  
Justin Kabis, Chief  
Montgomery Township  
Volunteer Fire Company #2  
Skillman, New Jersey*

Chief Kabis chose product from Junkyard Dog Industries/ESI Equipment. A big shout out goes to Tammi Northrop and Gunther who were very supportive in organizing the order and arranging delivery directly to the fire department.

We look forward to our 2017 State of the Fire Service Survey on Disaster Preparedness, and awarding another fire department with \$5,000 worth of needed equipment for taking the survey. ☺



# Fall Technical Committee Meeting Recap

BY ROGER LACKORE

The FAMA Technical Committee had two significant meetings since the last FAMA newsletter was published. The first was the usual meeting in conjunction with the Fire-Rescue International conference in San Antonio, TX. Attendance at the meeting was less than that at FDIC, but was still strong. We covered the Tech Committee initiatives with a particular emphasis on regulatory training to cover the regulations set forth by the NHTSA. While we have been hitting the highlights at the last few meetings, the membership felt that a deeper dive was important to ensure that member companies become well versed in our regulatory responsibilities. More in-depth training is planned to take place prior to FDIC 2017 in Indianapolis. There will be morning and afternoon sessions designed to cover both chassis and body manufacturers' responsibilities. Watch for sign-up opportunities in February.

The second meeting took place at the FAMA Fall Meeting in Nashville with excellent participation. While we have had Tech Committee planning sessions prior

to the FAMA Spring and Fall meetings for several years, previous participation has been much lower. The last meeting was attended by several dozen members and was very productive. It included brainstorming on 2017 FAMA Forum topics as well as FDSOA speaker topics for the Apparatus Symposium in January 2018.

The FAMA buyer's guide initiative continues with steady progress. We added two more guides that should be available on the website by the time this article is published. The Chassis subcommittee created a guide for selecting auxiliary braking systems. Readers are introduced to the need for auxiliary braking in large fire apparatus, and then educated on the pros and cons of the four main types of brakes. The Aerial subcommittee has pro-

duced an Aerial Apparatus Buyer's Guide that helps truck committees select the right device for their needs. These documents, along with our Pump Selection Guide, form the nucleus of FAMA's buyer's guide program.

We still have much more work to complete. There are many great topics that would be of benefit to our customers, and we have such a knowledgeable and talented membership, that we should be overflowing with papers. If we could get just one person from each member company to create a draft, we could easily cover all aspects of a fire apparatus. Please consider what expertise you can share. Thanks to all of you who participate and contribute, and we look forward to even greater accomplishments. ☺

## Special thanks to the sponsors of the August Technical Committee Meeting



## 2016 Phillip L. Turner Scholarship

FAMA awarded the 2016 Phillip L. Turner Fire Protection Scholarship to Julie Bryant, a senior at the University of Maryland. She graduated in December 2016 with a Bachelor's degree in Fire Protection Engineering. Bryant was recognized for outstanding achievements and dedication to life safety.

Bryant maintained a 3.3 GPA while serving as an active volunteer firefighter with the Prince George's County (MD) Fire Department, Station 11 Branchville Volunteer Fire Company and Rescue Squad. In 2016, she successfully completed an engineering internship at JENSEN HUGHES, she is an ongoing instructor for an outreach project that teaches high

school students important fire protection concepts, and she supports the university as a teaching fellow for the freshman Hot Topics in Fire class. During her "free time," she completed Emergency Medical Technician and Fire Fighter 1 courses with plans to become a certified Paramedic.

Bryant plans to pursue a Master's degree in Fire Protection Engineering. Dedicated to helping people and ambitious to protect those who protect others, Bryant intends to focus her career on improving personal protective equipment.

The Phillip L. Turner Scholarship has been sponsored since 2009 by FAMA member Akron Brass Company. ☺



(l-r:) Jason Nawrocki, 2016 Education Committee Co-Chair; David Durstine, Akron Brass and 2016 FAMA Board President; Julie Bryant; and Tim Van Fleet, Akron Brass



## A tribute to FEMSA's finest

*In celebration of its 50th Anniversary, and during the 2016 Annual Meeting...*

... eight (8) founding member companies that joined FEMSA in 1966 were recognized. Member representatives and their companies include:



*(l-r:) Matt Wolf (Waterous), Ben Mauti (MSA), Ron Truhler (Elkhart Brass), Rick Singer (Akron Brass), Eric Schlett (Fire Engineering/PennWell Fire Group); presentation by President Bill Lawson*



*(l-r:) Ken Fritz and Eric Hannay (Hannay Reels)*



*(l-r:) Erv and Roger Weinmeister (SuperVac). (Erv recalls when he joined FEMSA back in 1966, it was a much different organization ... less work and more partying!)*

... two (2) Past Board Members concluded their service at the close of 2015.

... and, FEMSA also saluted its Past Presidents during the banquet.



*(l:) Rod Carringer; (r:) Dan Reese; (c:) presentation by President Lawson*



*(l-r:) Presentation by President Lawson to Jerry Halpin [2000-2004], Kit Cafaro [1988-1991], Giff Swayne [2005-2008], and Dan Reese [2009-2013]. [Missing from group photo: Mary Grilliot [1992-1995], and Bruce Bowling [1996-1999; deceased.]*

MY NEPHEW IS GOOD AT COMPUTERS.

# “HE’S DOING OUR WEBSITE.”

We hear about *Nephew-Built* websites all the time. But the truth is, *\$300 and a six-pack aren’t going to get you the website you need.* Unless your nephew works for us, that site could end up costing you a fortune in lost leads and missed opportunities.

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# For Sure You Noticed the New FAMA Logo!

BY BRUCE WHITEHOUSE

The FAMA logo featuring the Maltese cross and the words “Progress, Research, Safety and Service” has been the mark of our association for many years. As part of our branding, the logo was granted United States Registered Trademark status in 2002 and was renewed in 2012. In 2013, we applied for and received the Canadian Registered Trademark.

In publications throughout 2016, we adopted a 70<sup>th</sup> anniversary logo to mark seven decades of providing support to our members and the fire service. As part of the anniversary logo development, the Marketing Committee recommended that the Board consider a refreshed look to the general logo. This led to a formal project where the Board considered designs submitted by members of the Marketing Committee and by contestants in an open source design competition.

The RFP required that the logo clearly link to our association name and requested concepts both with and without the Maltese

cross. More than 256 logo concepts were submitted, many variations on a theme, making for a difficult selection process to narrow down the semi-final selections presented to members at the Fall Meeting.

Using an electronic balloting process during the meeting, members further nar-



*New logo files and Usage Guidelines are available for download in the secure section of the FAMA website.*

rowed down the selections and a clear choice emerged. Ultimately, meeting attendees were asked to choose between the top updated logo concept and the existing Maltese cross logo. The updated version was chosen by a wide margin.

The winning design features a stylized shield and can be used with the FAMA letters in a vertical stack to the right or with the full name spelled out beside the vertical stack. Where applications dictate, the FAMA letters can be used horizontally underneath the shield.

To ensure consistency, the Board approved a guide detailing the approved configurations, colors and applications for our new logo. To protect the logo, the Board has initiated the trademark registration process in both the United States and Canada.

We look forward to proudly displaying and using the new FAMA logo on all association communications and marketing materials. Moving forward, the Marketing Committee asks all members to prominently display the new logo on their corporate websites.

Thanks to all who contributed to reimagining our brand. Let's all take pride in FAMA's fresh and engaging logo that will serve our association well as we prepare to celebrate our 75<sup>th</sup> Anniversary in 2021. ☉

## Remembering Phil Schwab

On December 17, 2016, Philip “Phil” Schwab (Duo-Safety Ladder) died due to complications from ALS. Phil was FAMA’s longest active Past President. He served as its President in 1984 and attended FAMA spring meetings through 2016. In 1980, Phil was named the “Good Egg” award recipient, and in 2008, he received the distinguished “Star Achiever” award for his outstanding contributions to the industry. In addition, in 2007, Phil and his wife Ann created and hosted the first FAMA “Old Timers Club” luncheon for “retired” and long-time friends. This annual tradition continued through 2016.

We salute and thank you, Phil, for your years of dedicated service and friendship. ☉



## IN MEMORIAM

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

James “Jim” Glazebrook  
Earl S. “Chuck” Glenney  
George Gossett  
Harold “Hal” Harrington  
Robert Koch  
Martin Natchipolsky  
Eric Polka  
John Resch  
Philip “Phil” Schwab  
Jerry Corrales-Virnig  
Mary Jean Waldoch

# Special Report Tax Briefing

November 9, 2016

POST-ELECTION TAX POLICY UPDATE

Trump's Win Expected to Bring Tax Law Changes

BY SCHENCK ACCOUNTING FIRM

Donald Trump's election as the 45th president of the United States on November 8 is expected to bring changes to the tax laws for individuals and businesses. President-elect Trump made tax reduction a centerpiece of his economic plans during his campaign, saying he would, among other things, propose lower and consolidated individual income tax rates, expand tax breaks for families, and repeal the Affordable Care Act.

During the campaign, Trump released an outline detailing his plans for his first 100 days in office. Within the "100-day plan presentation," Trump listed several tax proposals to immediately work with Congress on enacting:

- The Middle-Class Tax Relief and Simplification Act — According to Trump, the legislation would provide middle class families with two children a 35 percent tax cut and lower the "business tax rate" from 35 percent to 15 percent. During the campaign, Trump described the plan as "an economic plan designed to grow the economy 4 percent per year and create at least 25 million new jobs through massive tax reduction and simplification."
- Affordable Childcare and Eldercare Act — A proposal described by Trump during the campaign that would allow individuals to deduct childcare and elder care from their taxes, incentivize employers to provide on-site childcare and create tax-free savings accounts for children and elderly dependents. Repeal and Replace Obamacare Act – A proposal made by Trump during the campaign to fully repeal the ACA.
- American Energy & Infrastructure Act — A proposal described by Trump during the campaign that "leverages public-private partnerships, and private investments

through tax incentives, to spur \$1 trillion in infrastructure investment over 10 years."

## INDIVIDUAL TAXATION

### Income Tax

During the campaign, Trump proposed to compress into only three tax brackets the current seven tax brackets, which currently top out at 39.6 percent. Trump's proposal would reduce rates on ordinary income to 12, 25, and 33 percent. Under Trump's plan, the standard deduction would increase to \$15,000 for single individuals and to \$30,000 for married couples filing jointly. In contrast, the 2017 standard deduction amounts under current law are \$6,350 and \$12,700, respectively, as adjusted for inflation. Trump also proposed during the campaign to implement a cap on the amount of itemized deductions that could be claimed at \$100,000 for single filers and \$200,000 for married couples filing jointly. Additionally, according to campaign materials, all personal exemptions would be eliminated, as would the head of household filing status.

### Capital Gains/Dividends

The current rate structure for capital gains would apparently remain unchanged under Trump's plan. Trump presumably would also retain the same rates for qualified dividend income. However, Trump has proposed to repeal the 3.8 percent net investment income (NII) tax imposed on passive income, including capital gains.

### Estate and Gift Tax

Trump proposed to repeal the federal estate and gift tax. The unified federal estate and gift tax kicks in at \$5.490 million for 2017 (essentially double at \$10.980 million for married individuals)

### Alternative Minimum Tax (AMT)

Trump proposed to eliminate the alternative minimum tax (AMT).

### Net Investment Income (NII) Tax

Trump proposed to repeal the Affordable

Care Act (ACA). Repeal of the ACA would include repeal of the 3.8 percent net investment income (NII) tax.

### Childcare Tax Benefits

Trump proposed to create a new deduction for child and dependent care expenses, as well as increasing the earned income tax credit (EITC) for working parents who would otherwise not qualify for the deduction. Trump's plan, as explained during his campaign, would provide:

- "Spending rebates" to lower-income families for childcare expenses through the EITC. "The rebate would be equal to a certain percentage of remaining eligible childcare expenses, subject to a cap of half of the payroll taxes paid by the taxpayer," according to campaign materials.
- "Above-the-line" deductions for child and elder care expenses, for qualified taxpayers with income up to certain thresholds. Trump also proposed during the campaign to create Dependent CARE Savings Accounts (DCSAs), tax-favored savings accounts for children, including unborn children, and dependent care expenses, which would be matched by a government contribution. The savings accounts would have an annual contribution limit. Trump's plan would also expand the credit for employer-provided child care.

### Carried Interest

Trump proposed to tax carried interest as ordinary income.

## BUSINESS TAXATION

### Corporate Income Tax

Trump proposed to lower the business tax rate to 15 percent and eliminate the corporate alternative minimum tax.

### Small Businesses

Trump's campaign materials about how pass-through entities (sole proprietorships, partnerships, and S-corporations) would be taxed are broad-brush. Generally, Trump's

campaign materials indicate that the owners of pass-through entities could elect to be taxed at a flat rate of 15 percent on their pass-through income retained within the business, rather than be taxed under regular individual income tax rates (the top individual rate would be 33 percent under Trump's plan).

### **Business Tax Incentives**

According to campaign materials, unspecified "corporate tax expenditures" would be eliminated, except for the Research and Development (R&D) credit, in exchange for a lower corporate tax rate.

**Section 179 expensing.** Specifically directed toward small businesses, Trump during the campaign indicated that he would increase the annual cap on Section 179 expensing from \$500,000 to \$1 million.

**Childcare credit for businesses.** During the campaign, Trump proposed to increase the annual cap for the business tax credit for on-site childcare. Additionally, the recapture period would be reduced.

**Manufacturing expensing.** In lieu of deducting interest expenses, Trump proposed during the campaign that manufacturing firms would be able to immediately deduct all new investments in the business.

### **HEALTHCARE RELATED TAXES**

Trump proposed throughout the campaign to "repeal and replace Obamacare," the Affordable Care Act (ACA), entirely, including all associated taxes. Trump's campaign materials, however, only mention repealing the ACA's 3.8 percent NII tax.

### **Cadillac tax**

Under current law, the so called "Cadillac tax" on high dollar health insurance plans is scheduled to go into effect in 2020. Trump has not mentioned this tax specifically but repeal of the ACA would presumably include repeal of the "Cadillac tax."

### **Medical device tax**

As part of ACA repeal, Trump's plan would apparently envision repeal of the medical device tax.

### **INTERNATIONAL**

During the campaign, Trump indicated that one direct result of lowering the corporate income tax rate would be to make US companies more competitive worldwide, as well as keep US companies onshore.

### **Repatriation**

During the campaign, Trump proposed to provide a deemed repatriation of corporate profits held offshore at a "one-time" reduced tax rate.

### **TAX BRIEFING**

#### **Stock Ownership.**

The House passed the bipartisan Empowering Employees through Stock Ownership Bill (HR 5719) shortly before recessing in the fall. The bill would allow an employee to elect to defer, for income tax purposes, income attributable to certain stock transferred to the employee by an employer. An identical Senate bill, Sen. 3152, was introduced in July.

#### **RESPECT Bill**

In September, the House passed the bipartisan RESPECT Bill (HR 5523), which prohibits the IRS from seizing money from taxpayers who circumvent the reporting requirements unless the IRS proves that the money was connected to a crime. Similar legislation has been introduced in the Senate.

#### **Damaged Crops**

The House also approved the Emergency Citrus Disease Response Bill (HR 3957) in September. The bill would enhance the tax benefits available to growers who have damaged citrus crops.

#### **Retirement Savings**

Also shortly before Congress recessed, the Senate Finance Committee unanimously passed the bipartisan Retirement Enhancement and Savings Bill of 2016, a measure that would make changes to the required minimum distribution rules for tax favored employer-sponsored retirement plans and individual retirement accounts (IRAs).

Before year-end, some tax bills may be taken up in the House and Senate either as stand-alone bills or as parts of larger tax bills. A sample of these bills includes:

- The Louisiana Flood and Storm Victims Devastation Bill, which provides emergency tax relief for persons affected by severe storms and flooding in Louisiana.
- The Support Small Business R&D Bill, which would expand knowledge resources available to startups and small businesses in connection with their using the research and development (R&D) tax credit.
- The Middle-Income Housing Tax Credit (MIHTC) Bill of 2016, which would provide tax credits to encourage development of affordable housing.

### **IRS FUNDING**

In September, Congress approved and President Obama signed a continuing resolution to fund the federal government, including the IRS, through December 9, 2016. The continuing resolution generally funds the IRS at current levels. Congress has been unable to agree on a fiscal year (FY) 2017 budget for the IRS. As December 9th approaches, lawmakers will likely pass an omnibus spending bill to cover all federal agencies for the remainder of the 2017 fiscal year.

### **CCH® FEDERAL TAX PERSPECTIVES: 2016 YEAR-END TAX PLANNING**

A multifaceted resource covering legislative and political changes in 2017 as well as changes to major tax provisions and reforms. This essential title provides the necessary tools to respond to:

- How legislative and political forces in 2017 may shape some strategies at year-end 2016
- How a review of traditional year-end techniques, such as balancing income and deductions, may be applied to year-end 2016
- How changes in personal and financial circumstances should be reflected
- How recent tax law changes should be integrated into specific 2016 year-end strategies ☉

# Winter 2016 Trade Show Report Card

BY SUMMER JOHNSTON

Another trade show season has come to an end. We have a lot of information for you and hope you find it useful. In this issue we have the results from FDIC International, FIRE 2016 (NYSAFIC), Ontario Fire Chiefs, PA Fire Expo, Fire-Rescue International, and Firehouse Expo. Thank you to show management from these shows for working with us to bring you this article, and to everyone who took the time to fill out the surveys.

Please remember to take the Trade Show Survey! If you are not the correct person to take the survey in your company, please forward it to the person who is. Thank you in advance!!!

## FDIC International

Indianapolis, IN, USA

April 21-23, 2016

Interviewee: Eric Schlett, Senior Vice President, Group Director PennWell Fire Group

**Q:** What is being done to improve the value for exhibitors on Saturday? Frustrations range from the quality of attendees to hours, and if the exhibit floor should be open at all.

**A:** We are asked this question every year. A lot of people are at FDIC International for the entire week to obtain hands on training, continuing education credits, and to walk the show floor to shop and obtain research. These people tend to leave Friday to get home to their families in time for the weekend. We need to stay open on Saturday for the volunteers who work Monday through Friday.

**Q:** What is being done to address costs associated with this show?

**A:** PennWell has a huge investment in training. In order to attract the types of key people the exhibitors need, we have to have a price increase yearly to offset the cost of training. Therefore, the cost to exhibit is really based on the tremendous value that we are providing the exhibitors. We don't just bring 32,000 firefighters; we

attract the correct people who have access to the purse strings of their departments.

**Q:** Explain what is being done to correct the hotel room availability downtown, and if anything can be done about the pricing of the hotels in general.

**A:** The city of Indianapolis has plans on the books to create 1,125 rooms within the next three years. Due to complaints from firefighters not being able to get rooms near the show, we are limiting the number of rooms going to exhibitors in each housing group to increase the amount of rooms for the firefighter.

PennWell as an organization is working with the housing corporation to keep costs down. Our records show the price of rooms has only gone up from 1.5-1.9% on average, with the exception of the JW Marriott which is 2.1%.

**Q:** Can anything be done to increase the consistency of booth locations every year? Several exhibitors were frustrated that their booth location seems to jump around year after year.

**A:** We are making our best efforts to be fair. Points are awarded with a point

system. Based on your points, you are able to pick your space and hotel rooms.

## FIRE 2016 (NYSAFIC)

Verona, NY, USA

June 16-18, 2016

Interviewee: Sue Revoir, Conference Coordinator NYSAFIC

**Q:** What ongoing efforts are you employing to increase attendance and pull attendees from all regions of the state, not just the Albany area?

**A:** We are getting ready to go into a new website, and are starting to do more push on social media posts with Facebook and Twitter. We think our social media people will help drive an increase in attendance.

**Q:** The show hours changed from last year. Was this strategy effective?

**A:** The exhibitor surveys stated most people were happy with the changes. We are still evaluating our show hours, and we will determine soon the 2017 show hours.

**Q:** The show received poor marks for hotel availability and value. Are you taking any steps to address this with the hotel community?

**A:** We continue to add hotel space as we can. In 2016, we added three hotels. Everyone wants the host hotel, but it is not possible. We put a mix of attendees and exhibitors in the host hotel.

2016 ATTENDANCE RESULTS		
TRADE SHOW	EXHIBITORS	ATTENDEES
FIREHOUSE WORLD	254	3,381
FDIC INTERNATIONAL	780	32,439
FIRE 2016 (NYSAFIC)	320	13,000
FIREHOUSE EXPO	364	7,543
FIRE RESCUE INTERNATIONAL	438	5,261
PA EXPO	344	18,000
OAFC	174	2,526

TRADE SHOW	2010	2011	2012	2013	2014	2015	2016	Ave
FIREHOUSE WORLD	2.92	2.99	2.68	2.86	3.07	2.72	2.67	2.84
FDIC INTERNATIONAL	3.14	3.44	3.45	3.57	3.51	3.42	3.66	3.46
FIRE 2016 (NYSAFIC)	3.33	2.76	2.93	2.90	2.88	2.88	3.13	2.97
FIREHOUSE EXPO	2.88	2.36	2.49	2.65	2.24	2.14	3.36	2.59
FIRE RESCUE INTERNATIONAL	2.48	2.63	2.38	2.62	3.2	2.87	2.59	2.68
PA EXPO	-	-	3.07	3.12	3.3	3.15	3.05	3.14
OAFC	-	-	-	-	-	3.44	3.69	3.57
<b>Average</b>	<b>2.95</b>	<b>2.84</b>	<b>2.83</b>	<b>2.95</b>	<b>3.03</b>	<b>2.95</b>	<b>3.16</b>	

## Ontario Fire Chiefs

Toronto, Ontario, Canada  
May 1-2, 2016

Interviewees: Richard Boyes, OAFCE Executive Director & Shelly Molica, OAFCE Finance/Trade Show Manager

**Q:** The proximity to FDIC dates was cited as a concern by members. Is there any thought to changing the date of the event to distance it from FDIC?

**A:** We have been on our show dates for about 20 years. We run into this when the NCAA pushes FDIC's dates. It is on our radar. It is just not as simple to move it a week or two. If we can move it and keep it financially viable for us, we will do it.

**Q:** What is being done to address cost to attendees for attending the show? The event was given low marks for a high cost to attendees.

**A:** We are baffled that this question has come up multiple times. Tickets are \$20 to get into the show and less than 100 people pay to get in the show. Our goal is not to make money off the tickets, but to get foot traffic into the show.

**Q:** Have you thought of ways to get more of the chiefs to the exhibits? Some events

dedicate time in the chiefs' schedules to visit the exhibits; is this an option?

**A:** We generally shut the conference down when the trade show is open, so the chiefs have time to visit the show floor. Additionally, every fire department in Ontario receives 10 free passes to entice them to visit the show floor.

**Q:** Explain what is being done to correct the hotel room availability downtown, and if anything can be done about the pricing of the hotels in general.

**A:** We are not downtown. We are in the airport strip, which has around 20 hotels including our host hotel. All vendors are able to get into the host hotel at the conference rate.

## PA Fire Expo

Harrisburg, PA, USA  
May 20-22, 2016

Interviewee: Audrey Noll, Administrator/Coordinator

**Q:** The appropriateness of show hours and exhibition days received low marks in our survey. Has thought been given to ending the event earlier in the afternoon and eliminating Sunday all together?

**A:** Eliminating Sunday has been discussed

at our Committee Meeting. At this time, we are still working on that issue.

**Q:** While the Staging area was recognized as an easy process, some of the aspects and facilities were given low marks: Cleaning Facilities (C), Defueling Services (D+), Availability Show / Decorator staff (C), Check-in process (C). Can you tell the membership what show management is doing to improve this critical function?

**A:** We have been aware of some of the problems and have addressed them with the decorator staff and cleaning staff. We have asked they have their staff more available and that they improve these areas.

**Q:** Program and Demos allowed were also metrics that were given low marks. Are there plans to add additional programs for attendees and improve the availability of live demos?

**A:** At this time our committee has discussed the possibility of providing improved availability of live demos and additional programs. We are conducting some additional research on where and how to accomplish these goals.

## Fire-Rescue International

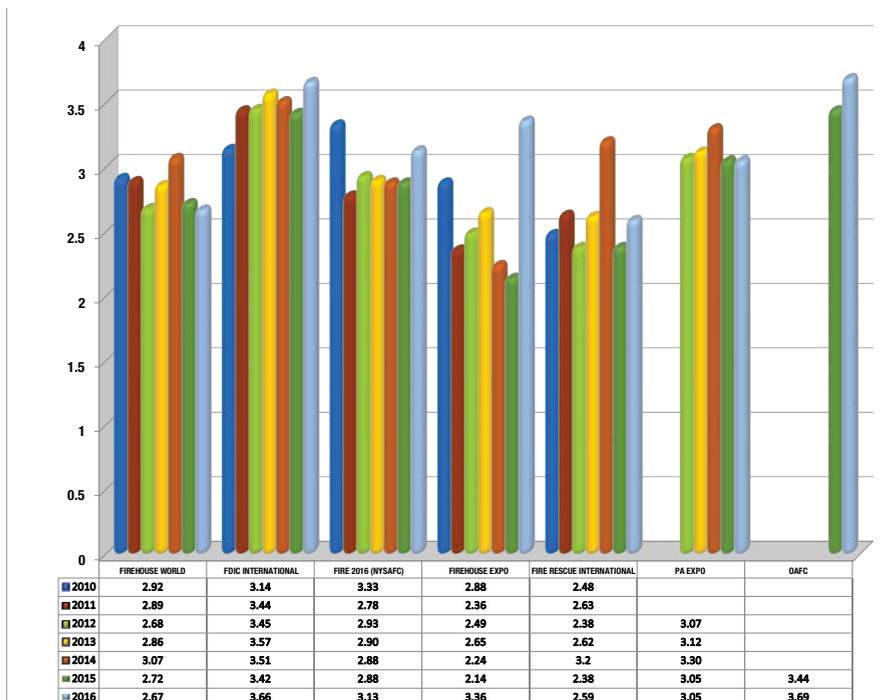
San Antonio, TX

Exhibits: August 19-20, 2016

Interviewees: Lisa Yonkers, IAFC Director of Conferences & Shannon Gilliland, Assistant Director, Conference and Education

**Q:** Can you share your attendance numbers vs the 2015 event in Atlanta?

**A:** This year, we had a 22% increase in conference attendees over 2015 which represents the highest number of conference attendees since the great recession (2008)! This dramatic increase demonstrates that a growing number of chiefs and officers see FRI as the "must attend" conference for leadership training and executive networking. Fire-Rescue International 2016 attendee demographics were 67% chiefs and chief officers, 47% identify as decision makers and 28% identify as recommend purchases or are researching services and products.



**Q:** *Saturday attendance continues to be slow. Do you have any changes in mind for 2017 that would boost show floor traffic on day two?*

**A:** Saturday results were unexpected. We anticipated our expo-only numbers would rise Saturday morning, and they did not. We had tremendous turnout Saturday in the educational classes, but were disappointed, as well, by the trade show floor traffic on Saturday. We tried many new initiatives in 2016 in the exhibit hall to draw traffic. Show Management is working on new items to showcase and highlight the exhibit hall floor in 2017. If any exhibitor has any ideas or would like to try something new, we welcome the conversation!

**Q:** *We had a couple commenters suggest that the show be moved to Thursday and Friday while classes are still in session. The thinking being that Friday and Saturday attendees are trying to get home for the weekend. Is the schedule change an option?*

**A:** We are pleased to have announced new dedicated exhibit hall hours on Thursday, July 27th from 5:00 pm – 7:00 pm. We heard from attendees that they want additional time on the floor, and certainly from our exhibitors, and we are pleased to be able to accommodate this.

**Q:** *FRI moves to a new location every year and three of the four next shows are recent repeat locations. How are cities chosen?*

**A:** The IAFC brings together a task force. The task force develops an RFP and sends to prospective cities. RFPs are reviewed and finalists are determined. The task force conducts site visits to each finalist city. Final selection is made using a variety of factors (exhibit space, meeting space, hotels, city amenities, host department participation, pricing, transportation, labor rates, past history, etc).

**Q:** *How did the partnership with South Atlantic Fire Expo for 2017 come together, and what impact do you expect this partnership will have on FRI?*

**A:** During conversations with the NCSFA, they have traditionally held their event in Raleigh, but with FRI slated to come to Charlotte, they started last year to rotate two years in Charlotte, two years in Raleigh to coincide with FRI 2017.

## **Firehouse Expo**

*Nashville, TN*

*Exhibits: October 20-22, 2016*

*Interviewee: Brian Cassell, Show Manager*

**Q:** *What did attendance numbers look like compared to the last few years in Baltimore?*

**A:** Attendance numbers were twice as high as they were in Baltimore last year, and have not been this high since 2011.

**Q:** *The first show in a new venue must have included a few lessons. What do you plan to change for 2017?*

**A:** A couple of good lessons were there is a lot to do in Nashville and people really like it! From an improvement standpoint, we will separate apparatus staging from the outdoor demos and Hands-On training locations. In regards to hotels, we are working to obtain lower rates which may entail us extending the room blocks out further, beefing up the number of shuttles and their frequency to the hotels. One thing we can't improve is the design of the building. We think consistency, keeping things in the same place year-over-year, will be our best tool to combat that problem.

**Q:** *Hotel costs were a big concern from the membership. Will you have some leverage to negotiate better deals in 2017?*

**A:** As we bring more people and demonstrate our economic impact to the

city, we will have more leverage in all of our negotiations with the city.

**Q:** *The show floor seemed to struggle after 2pm Thursday and Friday and all day on Saturday. Can anything be done to even out traffic flow?*

**A:** We can improve that. We will continue to look at conference hours versus exhibit hours and create more non-competing hours. We also need to do a better job of managing exhibitors' expectations. We know that education is the justification for a number of these folks to attend. However, we could let exhibitors know when we anticipate things slowing down (conference sessions, moderated panels, demos) so we give you the tools you need to make the best use of your time.

**Q:** *Could Firehouse Expo become a two-day event? The membership seemed frustrated with Saturday traffic levels?*

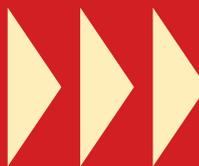
**A:** Everything is on the table – always. If we cannot make Saturday viable – or cannot make the three days of Firehouse Expo worthwhile for our exhibitors – then absolutely. Given the number of volunteer departments in Tennessee – the Volunteer state – and in the surrounding states, what we need to do is improve on our local outreach and deliver those volunteer firefighters on Saturday. That's our commitment currently, make Saturday better, not cut it. That said, if we cannot make that happen, we will continue to assess day and date pattern, show hours, competing hours, as we continually strive to improve the product for our exhibiting customers. ☺



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INTERNATIONAL



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► MEMBER FEMSA AND FAMA



**Akron Brass**

Fourteen businesses across Wayne County, Ohio, opened their doors to students, hoping to inspire a new generation of manufacturers. Five hundred students from participating schools visited companies for tours and informational sessions. Akron Brass hosted groups from Triway and Wooster High schools.



Akron Brass employees led students on a factory tour, focusing on machining, assembly and testing. Students were able to speak with employees and see the variety of jobs available in manufacturing. Presenters showed that these jobs are viable career options, requiring experience, computer knowledge and technical skill.

Manufacturing Day is an annual event across the United States to inform students about the importance of manufacturing to the economy. The goal is to create an event where students and educators are given the opportunity to connect with manufacturers and explore how they can be involved in the growing number of manufacturing-related careers.

► MEMBER FEMSA



**AMKUS**

**Jeff Darling**, veteran Iowa firefighter, is taking his knowledge of vehicle stabilization equipment and lifting systems on



the road as the newest addition to the AMKUS sales team. Darling, brainstormed with fellow emergency responder Jay Hisel to replace the antiquated strut systems. After many nights and weekends, the team introduced a new patented strut system in 2012. The company and its reputation grew, and it became the first acquisition for AMKUS Rescue Systems.

**Alex Walker** has been named as AMKUS Service Department Manager after 3 years with TFT.

the road as the newest addition to the AMKUS sales team. Darling, brainstormed with fellow emergency responder Jay Hisel to replace the anti-



**Grand Opening**

More than 150 guests and members of the media helped celebrate the "Powered by Innovation" Grand Opening and Media Days at the new AMKUS rescue tools distribution and production plant in Valparaiso, Indiana. AMKUS, formerly of Downers Grove, IL, was acquired by



TFT in February 2016. Attendees toured the 55,000 sq.ft. plant, attended service seminars, and met with employees and innovators.

► MEMBER FEMSA AND FAMA



**Darley Employees Participate in Local Adopt-A-Highway Cleanup**

Fifteen Darley employees from Chippewa Falls, WI, did just that in May by taking part in the annual Adopt-A-Highway cleanup.



Darley volunteers worked on a one-mile stretch of WI Hwy. 178 east of the company's production facility that the company "adopted" years ago.

Participants included managers, machine shop and assembly employees, office workers and truck assemblers.

► MEMBER FEMSA AND FAMA



**Elkhart Brass**

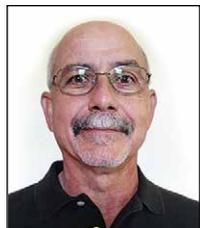
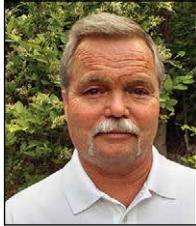
**Keith Watson** has joined Elkhart Brass as the Southeast Municipal Sales Manager reporting to Ron Truhler, Divisional Vice President, North American Sales. Keith brings over 30 years of experience in the fire service industry, most recently representing Elkhart Brass products as the Hydraulics Specialist on



## MEMBER NEWS

the West Coast for Shur-Sales. Prior to that, he spent 12 years as a Regional Manager with Scott Safety and 10 years with Northrup-Grumman as a Field Engineer.

**Jay White**, a former LA City Firefighter, is Western Regional Sales Manager. Jay's most recent work experience also includes Fire Aide and All-Star Fire Equipment. His territory includes: AK, CA, HI, ID, NE, OR, and WA. Jay will be based in Hayden, ID.



**Dean Hutt** is Midwest Regional Sales Manager. Dean's previous post was at Elkhart Brass where he was a successful OEM Sales Manager. In addition, Dean served as Fire Chief for both the Indianola Fire Department and the State of Iowa. Plus, Dean was on the Heiman Fire Equipment sales team. His territory includes IA, KS, MN, MO, ND, NE and SD. Dean will be based in Thayer, IA.

**Jason Witmier** is the new Northeast Regional Sales Manager. He was most recently with KME as the aerial product manager and is also an Assistant Fire Chief with the Pottsville Fire Department. Jason's territory includes: CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VA, and VT. Jason will be based in Pottsville, PA.



### ► MEMBER FEMSA



### Fire-Dex

**Steve Quonce** is the new Regional Sales Manager (RSM) for T60 (NY and New England states) to fill the opening made by Jeff Koledo's promotion to National Sales

Manager. Jeff selected Steve as his successor. Steve has been a Sales Rep for Fire-Dex distributors in New York state for many years so he already has a great deal of Fire-Dex product knowledge.



She has been hired as the newest CSR.

**Todd Herring** has been named Director of Marketing. Todd will have overall responsibility for product management, marketing, rationalization, promotion, and strategy for all Fire-Dex product lines.

Todd has done an outstanding job integrating TECGEN into the company and will now make a larger impact on the complete Fire-Dex business. Prior to joining us as part of the TECGEN acquisition, Todd worked at Milliken as a product/process leader as well as growth/innovation leader.



Larry brings strong business development skills honed during his sales career in multiple industries and all sizes and types of customers. He was most recently the Southwest RSM at TECGEN by INVISTA, working alongside Todd Herring before the acquisition. His region included TX, AR, LA, OK, NM, NV, and AZ.

**Nick Lino** has been promoted to Team Leader. He will be instrumental in planning and assigning work, implementing procedures and company policies, coach-

ing and developing teams, and all other team leader functions. Nick is currently overseeing the TECGEN product line. Nick joined Fire-Dex in August, 2011 in our Shipping & Receiving Department where he excelled in customer service and accuracy. In September 2015, he accepted the responsibility of TECGEN Coordinator.



**Jamie Marks** joins the team as Human Resources Manager. She brings



nearly two decades of human resource management experience. In her most recent role, she was HR Business Partner for Swagelok and was instrumental in driving continuous improvement efforts in their HR systems. Throughout her HR career, Jamie has participated in the Society for Human Resources Management in various roles and responsibilities.

### ► MEMBER FAMA



### Fort Garry Fire Trucks

**Graeme Cross** has been hired as Central Ontario Sales Manager. He has over 20



years in the business management, marketing and customer service business, and is no stranger to the fire service industry, having worked as the business manager for a large apparatus manufacturer. He is a certified firefighter and instructor, and has been a volunteer firefighter with the McNab/Braeside Fire Department for over five years.

## ► MEMBER FEMSA



## FSI Celebrates 20 Years

On July 1, 1997, Fire Safety International, Inc.® dba FSI North America® was founded by the Conron family with a mandate to offer emergency response products to first re-



sponders worldwide through a network of authorized distributors. An early product debuted in North America was a portable hazmat decon shower system that at first was met with much amusement but precious few orders. Over the years FSI® has broadened its world coverage to 60+ countries, and its product range to include thousands of SKUs inclusive of emergency response products.

With facilities on the west side of Cleveland Ohio, and in Bradenton Florida, FSI® is now welcoming the second generation into the business.

## ► MEMBER FEMSA



## Globe Manufacturing Company

**Jordan Davis** was recently hired as Regional Sales Manager for the southeastern states of: AL, FL, GA, MS, SC and TN. Prior to re-joining Globe, he sold Globe products throughout north and central Florida with Globe dealer partner, Bennett Fire Products. Jordan trains end users on NFPA 1851, Selection, Care, and Maintenance of Structural and Proximity Clothing. He previously worked for Globe for almost eight years as supervisor of the Fairfax CARES PPE Center for three years and staff accountant for five years.



### Globe Manufacturing Wins International Achievement Award for ATHLETIX™ Turnout Gear

Globe was awarded the 2016 International Achievement Awards (IAA) Award of Excellence and Best in Category for Advanced Textiles. The award was presented by Industrial Fabrics Association International (IFAI) at their IFAI Expo, the largest specialty fabrics trade show in the Americas, held in Charlotte, NC, on October 20.

Globe received the Award of Excellence and Best in Category for Advanced Textiles for its new ATHLETIX™ turnout gear.

Globe collaborated with three supplier partners on the development of the new materials: fabric manufactured by TenCate Protective Fabrics; thermal barrier material manufactured by DuPont Protection Solutions; and reflective material manufactured by 3M Company.

For more than six decades, IAA has recognized excellence in design and innovation, highlighting work in the specialty fabrics and technical textiles industry.

### Globe Gear Giveaway

Globe, DuPont Protection Technologies (DuPont), and the National Volunteer Fire Council (NVFC) have partnered for the fifth year to provide new, state-of-the-art turnout gear to fire departments in need. The latest recipients of the 2016 Globe Gear Giveaway are: Klawock (AK) Volunteer Fire Department, Franklin Township Volunteer Fire Department (NJ), Norton Volunteer Fire Department (New Brunswick, Canada), Northwest Washington Volunteer Fire Company (IN), Sylvia-Yellow Creek Volunteer Fire Department (TN), Brindle Ridge Fire Department (KY), Eastern Douglas County Volunteer Fire Department (MO), Grindstone (PA) Community Volunteer Fire Department, and the Cottonwood Shores (TX) Volunteer Fire Department.

To be eligible to apply for the four sets of new Globe turnout gear, 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, Globe sponsored NVFC Department Memberships for the first 500 applicants.

## ► MEMBER FAMA



## H.O. Bostrom

**James Hoffey** joins the company as western regional sales manager – US. James brings over 15 years of sales experience and three years of experience as a wildland firefighter in southern California. Additionally, he is certified in maintenance, inspection, and testing of fire apparatus through EVT.



### Andrew Reuss

joins the company as a customer service specialist. Andrew brings a mix of communications and technical skills to the company, and spent the last five years leading and developing customer service operations for a large retail location at the store level.

### H.O. Bostrom, Co., Inc. Recognized by Wisconsin Governor

H.O. Bostrom Company, Inc. is one of three statewide recipients of the 2016 Governor's Export Achievement Award, which honors businesses that have achieved significant growth or imple-



mented innovative strategies in exporting. Nominees were evaluated on measurable export growth, innovation, and contributions to the state's overall economy and trade development.

"Receiving this award is a testament to our company's dedication to innovative product designs, high quality and exceptional customer care," said Paul Bostrom, vice president of sales and marketing.

► MEMBER FEMSA AND FAMA



**Hannay Reels**

**Trey (Robb) Thayer** joined the Inside Sales team. Previously, Trey worked at CSX Transportation for 22 years as a Supervisor in the Locomotive and Car Repair shop. Trey's background in day-to-day production processes, customer service and his knowledge of the railroad



industry are a great asset to the team.

**Mark Saker** has been promoted to Vice President of Sales & Marketing. Mark's career with Hannay Reels spans nearly two decades



in both operations and management.

► MEMBER FAMA



**Harrison Hydra-Gen**

**Troy Padgett** has been added as a Regional Business Manager. Troy will be responsible for the forecasting, marketing, training and sales of Harrison products into all the business segments that Harrison serves. Troy will also be respon-



sible for global integration of Harrison products and services outside of the USA.

**Azael Garcia** has been added as a Regional

Business Manager. Azael will be responsible for the forecasting, marketing, training and sales of Harrison products into all the business segments that Harrison serves with an emphasis in the oil industry.



► MEMBER FEMSA



**INNOTEX®**

**Chad A. Wenzel**

has been named Vice President of Sales for the United States and Canada. He will spend most of his time working with our dealer network and the fire service across America.



► MEMBER FEMSA



**L.N. Curtis & sons**

**Tyler Dennison** has been promoted to Personal Protective Equipment (PPE)



Specialist Manager.

**Ashley Silcott** joins the Curtis

team as a Personal Protective Equipment (PPE) Specialist for Southern California, Las Vegas, NV, and Arizona.

**Tom Larsen**

has been promoted to Air Equipment Specialist Manager to lead our team that focuses on products such as SCBA, Compressors, Gas Detection, and more.



**Nathan Wentworth** joins Curtis as



an Outside Sales Professional serving customers in Northwestern Washington. He has comprehensive industry knowledge having previously worked in sales for a firefighting equipment manufacturer.

► MEMBER FAMA



**AIRPORT PRODUCTS**

**Oshkosh Airport Products**

**Jack Bermingham** has been named Regional Sales Manager (RSM). Bermingham began his Oshkosh career in 2012, and was assigned to the international group out of their Singapore office as a RSM for the Oceania region, which includes Australia and the Pacific Islands.

While working in Singapore, his primary focus was developing the Oshkosh Fire & Emergency segment in South Asia – including Australia, New Zealand, Micronesia, Polynesia, and Papua New Guinea.



► MEMBER FEMSA



**PennWell Fire Group**

**Elizabeth Eldridge** has joined the PennWell Fire Group as Business Development Manager. She hails from New York City and has spent her entire career in media including Tribune, AOL, and B2B publishers United Business Media and Crain Communications. She is responsible for the Midwest and select accounts outside of the traditional Midwestern territory.



► MEMBER FEMSA



**PennWell Fire Group Marketing Solutions – New Team Members**

**Megan McManus** has joined PennWell Marketing Solutions (PWMS) as a Sales Development Manager to work with publishers and sales teams to introduce Marketing Solutions capabilities to our clients. Megan has been working in marketing agencies for the majority of her career, and pulls from her experience in PR/communications, marketing, and sales for both B2B and B2C brands to create focused, measurable marketing solutions.



**Amy Bomar** has joined PWMS as the division's Digital Strategist. She will be responsible for developing and implementing clients' online marketing strategies as well as providing strategic



marketing direction for marketing projects and campaigns. Amy is an experienced marketing and public relations professional with expertise in building brands. She also has extensive experience working with firefighters and fire service brands.

**Jeremy Bailey** has joined PWMS as a Project Manager. Jeremy will be working on the fulfillment side of the marketing team to ensure that client projects are on time and on budget and completed to the highest standards. Jeremy brings over 15 years of diverse Project Management experience to our team.



**Braidyn Browning** has joined PWMS as Content Coordinator. Braidyn will be working closely with our team on content and messaging implementation. Her main responsibilities will include the production and accuracy of all digital content for clients.



**Hannah Hutton** has joined PWMS as the Marketing Assistant. Her main role is to support the managers and digital strategies in all marketing efforts. She has a natural ability for organization and keeping projects moving forward. She is passionate about digital marketing, social media, and creating engaging content.



**Kristine Meggenberg** joins PWMS as a Sales Development Manager to introduce Marketing Solutions capabilities to our clients. Kristine's background is in commercial brokerage sales and marketing where she was responsible for developing team marketing strategy and worked with brokers on branding and lead-



nurturing campaigns. She is passionate about providing clients with strategic and tactical marketing services to enhance their investments.

**Ryan Kerr** joins PWMS as a Sales Development Manager. Ryan will rely on both his marketing and client relationship expertise to assist the sales staff in developing customized, value-added marketing packages for PennWell's customers. Ryan will be working in the Tulsa, OK office.



► MEMBER FAMA



**Pierce Manufacturing**



MacQueen Emergency Group, a subsidiary of MacQueen Equipment Group of St. Paul, MN, is the new Pierce dealer for the states of MN, ND, SD and NE. Established in 1961, MacQueen – a well-known name across the Upper Midwest – represents several leading heavy-equipment brands including Pierce's sister company, Oshkosh Airport Products.

► MEMBER FEMSA



**Pro-Tech 8 Logo and Website**

The Pro-Tech 8 logo now conveys a high-tech feel that references the protection provided to the fire service as well as the

ability to keep hands cool in intense heat. The Pro-Tech 8 team believes the new logo accurately represents their brand in the global market. The new logo will be available on gloves and featured in all marketing materials.

The new Pro-Tech 8 website, [www.protech8.com](http://www.protech8.com), is now live. The website focuses on glove technology and specialty materials as well as comparisons between the many gloves offered.

► MEMBER FAMA



**PyroLance**

**Scott Alexander** has been appointed President and CEO. He has been with PyroLance since the company formed 10 years ago. He earned a BS in Chemistry from Harding University and an MBA from Southern Methodist University (SMU). He has 20 years of extensive and diverse business experience in both U.S. and international markets. His career spans several industries including oil and gas exploration, mining, construction, health care and fire-rescue-ems.



**Keith Durden** has been appointed Plant Manager. He has been a technical representative for PyroLance for the past 4 years. He earned an AA degree in electronics from Memphis Tech and an AA degree in management from the University of Alabama. He is a U.S. Navy veteran, has 27 years of fire industry experience, and is a certified EVT.



**Joe Garitta** joins PyroLance as Senior Electrical Technician. He earned a BS degree in electrical science from Eli Whitney State Technical College. He is U.S. Navy



Seabee veteran. He has 35 years of fire industry experience including 15 years as a volunteer firefighter.

**Jamie Brown** joins PyroLance as

Senior Mechanical Technician. He has 30 years of diverse fire industry experience in both mechanical and electrical design and fabrication. He is a certified welder and has certifications for Briggs & Stratton engines.



*Recent Factory Upgrades Include:*

- Streamlined process flow with dedicated work stations
- Point-of-use visual inventory system
- New PTO hydraulic test station
- New final inspection station
- Dedicated customer reception area
- Dedicated customer conference room
- Dedicated customer training room
- New product display area

► MEMBER FEMSA



**Safety Components**

**Bill Black** has been added to the Fire Service sales and marketing team. Bill comes to SCI from Municipal Emergency Services, Inc. (MES) where he was the Vice President of Sales for the MES California branch. Bill will be responsible for supporting garment manufacturers, distributors, and end-use customers in the expansion of SCI fabrics for use in structural firefighting, wildland, USAR, and station wear garments.



► MEMBER FAMA



**Seats Incorporated**

Construction was recently completed on the addition of approximately 58,000 square feet of warehouse space at the headquarters facility located in Reedsburg,



WI. This project represents the fourth addition to the building since it was first constructed in 1991, and eliminates the need for off-site storage space. The warehouse addition also heralds Seats' new direction of "building ahead" of anticipated high volume products and is part of an overall strategic growth plan.

► MEMBER FEMSA AND FAMA



**Spartan**

**Luis Silva** has been hired to lead the procurement and supply chain management function at Spartan. Prior to joining the company, Luis was most recently the Purchasing Manager, Global Sourcing at Blue Bird Corporation. Luis has over 20 years' career experience in purchasing and global sourcing.

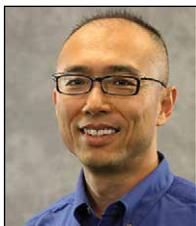


► MEMBER FEMSA AND FAMA



**Task Force Tips, Inc.**

**Mark Hu** has joined TFT as its International Sales Representative for China. Hu, who holds Master's Degrees in both Applied Science and Engineering, has extensive experience in international sales and marketing. Fluent in both English and Mandarin, the Canadian resident is familiar to many customers in Asia for his earlier work in the



sales and demonstration of firefighting equipment.

**Shaun Price** has joined TFT as its Asia Oceania Sales Representative. Shaun's training and



experience in import and export include significant time with GAAM Emergency Products as Sales Manager for Fire and Emergency Products. He is a native of Australia.

► MEMBER FAMA



**Trident Emergency Products, LLC**

**W. Parker Browne**, Trident Product Specialist, was awarded the Ohio Fire Educator Lifetime Achievement



Award on September 21, 2016.

The award reads as follows: W. PARKER BROWNE, has demonstrated innovative, outstanding teaching characteristics, and because of these attributes, has made a major impact on the fire service at both the local and national level.

► MEMBER FAMA



**United Plastic Fabricating, Inc.**

**Andrew Lingel** has been promoted President. Joe Lingel will remain as Chairman and CEO of the company.

"Andrew has gained valuable experience over the past 10 years working in, and with, various departments. He has proven to be an asset within the organization; his passion to enhance processes and efficiency within the departments using lean initiatives has resulted in noticeable improvements," said Joe Lingel.

Andrew responded, "My father has built an amazing company over the past 30 years, and I am so proud to be a part of it."

► MEMBER FEMSA



**Veridian Fire Protective Gear**

**Doug Dafler** has rejoined the company in support of its growing regional and national account base. Doug brings over 23 years of Fire Service and Industrial Safety experience to the organization.



Doug previously worked with Veridian from 1998 – 2008. During that time he de-

veloped sales and marketing networks for Veridian's U.S. manufactured protective clothing for air-crash-rescue, structural and wildland fire fighting applications through fire equipment distributors.

► MEMBER FAMA



**Will-Burt Co.**

**Drew Newman** has been named Lighting Sales Manager for North America. He will direct the lighting sales team and will play a leading role in the development of future sales programs and products. Drew will be the key contact for FAMA AND FEMSA along with other industry associations. Drew joined The Will-Burt Company in 2012 and has held increasingly important roles in the Sales Division. ☉



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FAMA/FEMSA NEWS

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FACEBOOK: <https://www.facebook.com/FEMSANews/?ref=bookmarks>  
LINKEDIN: <https://www.linkedin.com/groups/3398935>

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## 2017 FIRE SERVICE EVENTS

February 1-5  
North Carolina Mid-  
Winter Conference  
Concord, NC  
[ncafc.com](http://ncafc.com)  
February 5-9  
Firehouse World  
San Diego, CA  
[firehouseworld.com](http://firehouseworld.com)  
February 18-19  
Long Island Mega Show  
Brentwood, NY  
[liproductions.net](http://liproductions.net)  
February 22-26  
VA Fire Chiefs Mid Atlantic  
Expo & Symposium  
Virginia Beach, VA  
[vfca.us](http://vfca.us)  
February 23-25  
EMS Today  
Salt Lake City, UT  
[emstoday.com](http://emstoday.com)  
February 23-26  
Green River FF Assoc.  
Officer School  
Owensboro, KY  
[marc.henderson@kctcs.edu](mailto:marc.henderson@kctcs.edu)  
February 23-25  
Orlando Fire Conference  
Orlando, IL  
[orlandofireconference.com](http://orlandofireconference.com)

March 1  
Southeast MI Chiefs  
Midwest Fire Rescue Expo  
Novi, MI  
[smafc.org](http://smafc.org)  
March 4-5  
Pittsburgh Fire, Rescue  
& EMS Expo  
Monroeville, PA  
[simoneventmanagement.com](http://simoneventmanagement.com)  
March 18-21  
FAMA Spring Meeting  
St. Pete Beach, FL  
[fama.org](http://fama.org)  
March 21-23  
Wildland Urban  
Interface Conference  
Reno, NV  
[iafc.org/wui](http://iafc.org/wui)  
March 29-31  
Oklahoma Fire Chief's  
Conference  
Tulsa, OK  
[osfa.info/ofca/](http://osfa.info/ofca/)  
April 5-6  
CFSI Fire Service  
Seminars & Dinner  
Washington, DC  
[cfsi.org](http://cfsi.org)  
April 5-6  
FAMA/FEMSA GAC Hill Day  
Washington, DC  
[famafemsagac.org](http://famafemsagac.org)

April 6-8  
Secutech Security  
and Fire & Safety  
Mumbai, India  
[secutechexpo.com](http://secutechexpo.com)  
April 7-13  
Metro Fire Chiefs  
Association Conference  
Orlando, FL  
<http://metrofirechiefs2017.org/>  
April 24-29  
FDIC International  
Indianapolis, IN  
[fdic.com](http://fdic.com)  
April 27  
FAMA Technical  
Committee Meeting  
Indianapolis, IN  
[info@fama.org](mailto:info@fama.org)  
April 27-28  
Saskatchewan Fire Chiefs  
Annual Conference  
North Battleford, SK  
[safc.sk.ca](http://safc.sk.ca)  
May 4-5  
Northwest Fire Expo  
Eugene, Oregon  
[northwestfirerescue.com](http://northwestfirerescue.com)  
May 7-8  
Ontario Fire Chiefs  
Toronto, ON  
[oafc.on.ca](http://oafc.on.ca)

May 7-10  
AAAE Annual Conference  
and Exposition  
Long Beach, CA  
[aaae.org](http://aaae.org)  
May 10-12  
RETTmobil  
Mittwoch-Freitag, Germany  
[rettmobil.org](http://rettmobil.org)  
May 11-13  
Smoky Mountain Fire/  
Rescue Expo  
Gatlinburg, TN  
[smokymtnweekend.com/index.html](http://smokymtnweekend.com/index.html)  
May 19-21  
PA Fire Expo  
Harrisburg, PA  
[lcfa.com](http://lcfa.com)  
May 20-23  
Alabama League of  
Municipalities Conference  
Birmingham, AL  
[alalm.org](http://alalm.org)  
May 20-24  
Fire Rescue Med  
Henderson, NV  
[iafc.org/FRM](http://iafc.org/FRM)  
May 22-23  
Quebec Fire Chiefs  
Convention  
Gatineau, QC  
[acsiq.qc.ca](http://acsiq.qc.ca)  
(click "Congres" tab)

May 23-27  
Washington St.  
Firefighters Conference  
Wentachee, WA  
[wsffa.org](http://wsffa.org)  
May  
Texas Fire Chiefs  
Association Conference  
Gaviston, TX  
[tfcconference.org](http://tfcconference.org)  
May  
Oregon Fire Chiefs  
Association Conference  
Redmond, OR  
[ofca.org](http://ofca.org)  
June 4-5  
FCABC Annual  
Conference & Fire Expo  
Vernon, BC  
[fcabc.bc.ca](http://fcabc.bc.ca)  
June 4-7  
NFFA Conference & Expo  
Boston, MA  
[nffa.org](http://nffa.org)  
June 4-8  
XTREME Industrial Fire  
& Hazard Training  
College Station, TX  
[williamsfire.com/TrainingsNEW/XTREME.aspx](http://williamsfire.com/TrainingsNEW/XTREME.aspx)  
June 4-11  
Black Chief Officers  
Committee Annual Conf.  
Atlantic City, NJ  
[bcoc.us](http://bcoc.us)