



2016 - FAMA Spring Meeting

WELCOME MEMBER/GUEST BREAKFAST

Meeting Day 2





2016 - FAMA Spring Meeting

MEMBER MEETING RESUMES

2016 FAMA SPRING MEETING

Meeting Day 2





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CALL TO ORDER





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HOUSEKEEPING





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BYLAWS / POLICIES CHANGES





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MEMBERSHIP COMMITTEE

Tim Van Fleet &
Mike Bowman





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Committee Members

- Tim Van Fleet – Akron Brass Company
- Mike Bowman – Smeal Fire Apparatus Co.
- Gregg Geske – Waterous Company
- Jerry Merges – VisionMark Nameplate Co.
- Rick Suche – Fort Garry Fire Trucks
- Oran McNabb – AMDOR
- Board Liaison – Bev Lowery – H.O. Bostrom Co.





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Committee Annual Objectives

- Grow Membership 5%
- *Develop Membership Retention Plan*
- Engage Membership Company Participation





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Targeted New Member Companies

- CSI Emergency Apparatus
- Extend-O-Bed
- Fire Tec - Sam Massa
- *Innovative Controls
- M. Tech - Wade Meith
- Odyssey Specialty Vehicles
- *Precision Fire Apparatus
- Safety Vision, LLC
- Volvo Truck
- Warner Truck Bodies and Accessories

*** Been Contacted by ChairHelp with others**





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New Member Companies

- Dover Roller Shutters
- Safetek Emergency Vehicles
- Superwinch LLC





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MARKETING COMMITTEE

Andrew Lingel





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Marketing Members

- Andrew Lingel - Chair
- Neil Chaney - Co-Chair
- Deanna McGough
- Karen Pramas
- Bruce Whitehouse - Board Liaison
- 2 Open positions - Graphics skills, and copy writer/editor needed.





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Marketing Activities

- FAMA Apparatus Safety Guide member promotion
- FDIC International/FAMA Showcase communications
- Spring meeting graphics
- Update FAMA website
- FAMA video on membership meetings
- 70th anniversary logos
- Committee marketing request form
- Website analytics tracking





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Apparatus Safety Guide Member Promotion

FAMA Fire Apparatus Safety Guide
New Regulations



The new NFPA 1901 standard has now made it mandatory that every apparatus delivered contain a FAMA Apparatus Safety Guide. In order for your company to be compliant, these guides are available to FAMA member companies at the discounted rate of \$7 each.

To get the discounted price, simply order online at www.fama.org as follows:

- ~ Log in using your member log-in information;
- ~ Click on the FAMA Safety Guide link at the left;
- ~ Click on the red bar under the Safety Guide that says *Click Here to Purchase the FAMA Safety Guide at the Discounted Member Price*;
- ~ Finally, click on the *Requinet* logo in the middle of the page. This will take you to the order page where you can complete the information and place your order.

FAMA Member Price:

\$7 each





2016 - FAMA Spring Meeting

FDIC International/FAMA Showcase



WIN A DRONE!

FDIC International/FAMA Showcase

Attendees will enjoy learning what every fire department needs to know about drones in the fire service -- "The 3rd Dimension of Your Emergency Scene."

Plus, they'll get a preview of the new products and technologies on display by FAMA member companies.

One lucky participant will Win a DJI Phantom 3 Drone. Names of attending Fire Department personnel will be entered into a drawing. (Must be present to win.)

Thursday, April 21st at 10:30 AM in the 500 Ballroom

Fire Apparatus Safety Guide

Order your copy at Booth #6060



Fire Apparatus Manufacturers' Association
www.fama.org

FDIC Show Guide Ad



Fire Apparatus Manufacturers' Association

WIN A DRONE!



Want a guide to all the new technologies on exhibit?

FDIC International/ FAMA Showcase
Thursday at 10:30 am
500 Ballroom

Fire Apparatus Safety Guide
Order your copy at Booth #6060



www.fama.org

Hallway Banners



WIN A DRONE!



FDIC International/FAMA Showcase

Attendees will enjoy learning what every fire department needs to know about drones in the fire service -- "The 3rd Dimension of Your Emergency Scene."

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Thursday

Fire Apparatus Safety Guide
Order your copy at Booth #6060



Fire Apparatus Manufacturers' Association
www.fama.org

Postcard



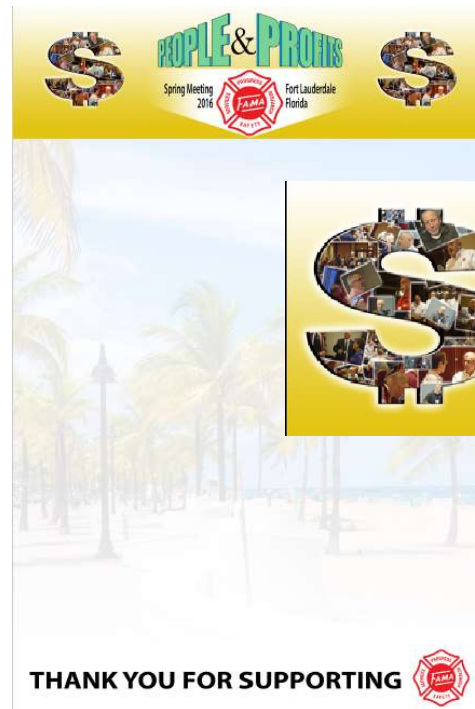


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Spring Meeting Graphics



Meeting Graphics



Posters and Table Tents



Communication Header





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Update FAMA Website

We are looking for the following images:

- Vintage trucks
- Crash test photos
- Manufacturing / production floor photos from both component and apparatus builders





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Meeting Video



<http://www.fama.org/membership/why-join/>





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70th Anniversary Logo





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Committee Request form for Marketing

- A working form has been developed to for FAMA committees to use when requesting marketing assistance.
- The form will be sent distributed once more resources are added to the committee to help fulfill the requests.





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Website Analytics



Acquisitions

- Tells how people come to the website. Also what source performs the best. The people who use Bing have a lower bounce rate than Google.

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	3,785 % of Total: 100.00% (3,785)	75.24% Avg for View: 75.22% (0.04%)	2,848 % of Total: 100.04% (2,847)	67.82% Avg for View: 67.82% (0.00%)	2.30 Avg for View: 2.30 (0.00%)	00:01:40 Avg for View: 00:01:40 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. (direct) / (none)	1,545 (40.82%)	70.55%	1,090 (38.27%)	69.84%	2.26	00:01:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. google / organic	1,115 (29.46%)	75.34%	840 (29.49%)	62.15%	2.76	00:02:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. firehouse.com / referral	159 (4.20%)	87.42%	139 (4.88%)	87.42%	1.47	00:00:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. bing / organic	136 (3.59%)	71.32%	97 (3.41%)	50.00%	2.77	00:02:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. rank-checker.online / referral	115 (3.04%)	86.96%	100 (3.51%)	97.39%	1.03	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. iContact / email	111 (2.93%)	82.88%	92 (3.23%)	77.48%	1.38	00:00:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. yahoo / organic	96 (2.54%)	82.29%	79 (2.77%)	64.58%	2.29	00:01:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. fireapparatusmagazine.com / referral	55 (1.45%)	76.36%	42 (1.47%)	61.82%	2.24	00:00:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. columbiasouthern.edu / referral	54 (1.43%)	94.44%	51 (1.79%)	85.19%	1.19	00:00:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. firerescue1.com / referral	51 (1.35%)	90.20%	46 (1.62%)	17.65%	2.98	00:02:56	0.00%	0 (0.00%)	\$0.00 (0.00%)





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Website Analytics

Referral Traffic

Feb 24, 2016 - Mar 25, 2016

All Users
20.24% Sessions

Explorer

Summary



Source	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	766 % of Total: 20.24% (3,785)	83.16% Avg for View: 75.22% (10.56%)	637 % of Total: 22.37% (2,847)	74.28% Avg for View: 67.82% (9.53%)	1.77 Avg for View: 2.30 (-22.96%)	00:01:14 Avg for View: 00:01:40 (-25.99%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. firehouse.com	159 (20.76%)	87.42%	139 (21.82%)	87.42%	1.47	00:00:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. rank-checker.online	115 (15.01%)	86.96%	100 (15.70%)	97.39%	1.03	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. fireapparatusmagazine.com	55 (7.18%)	76.36%	42 (8.59%)	61.82%	2.24	00:00:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. cumbiasouthern.edu	54 (7.05%)	94.44%	51 (8.01%)	85.19%	1.19	00:00:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. firerescue1.com	51 (6.66%)	90.20%	46 (7.22%)	17.65%	2.98	00:02:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. juniors.nvfc.org	22 (2.87%)	95.45%	21 (3.30%)	95.45%	1.05	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. m.facebook.com	17 (2.22%)	100.00%	17 (2.67%)	94.12%	1.12	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. rosenbaueramerica.com	17 (2.22%)	88.24%	15 (2.35%)	52.94%	1.65	00:00:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. famamembers.org	16 (2.09%)	18.75%	3 (0.47%)	81.25%	2.75	00:02:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. facebook.com	14 (1.83%)	42.86%	6 (0.94%)	64.29%	1.57	00:01:10	0.00%	0 (0.00%)	\$0.00 (0.00%)

Referral Traffic

- This is the people who come to the site from a different website (ie. Firehouse.com). The report shows how they interact with the website. This can help determine the success of any web marketing.





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Website Analytics

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	8,716 % of Total: 100.00% (8,716)	6,750 % of Total: 100.00% (6,750)	00:01:17 Avg for View: 00:01:17 (0.00%)	3,785 % of Total: 100.00% (3,785)	67.82% Avg for View: 67.82% (0.00%)	43.43% Avg for View: 43.43% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	2,134 (24.48%)	1,591 (23.57%)	00:01:05	1,519 (40.13%)	48.12%	42.22%	\$0.00 (0.00%)
2. /industry-survey/	1,103 (12.65%)	980 (14.52%)	00:02:22	961 (25.39%)	89.39%	86.22%	\$0.00 (0.00%)
3. /members/list/	846 (9.71%)	310 (4.59%)	00:01:08	79 (2.09%)	75.95%	20.92%	\$0.00 (0.00%)
4. /members/area/	267 (3.08%)	168 (2.49%)	00:01:06	42 (1.11%)	95.24%	29.59%	\$0.00 (0.00%)
5. /members/buyers_guide/	267 (3.06%)	208 (3.08%)	00:01:56	23 (0.61%)	65.22%	41.20%	\$0.00 (0.00%)
6. /resources/doc_view/	200 (2.29%)	167 (2.47%)	00:03:11	40 (1.06%)	82.50%	51.50%	\$0.00 (0.00%)
7. /2016-spring-meeting/	145 (1.66%)	137 (2.03%)	00:03:15	54 (1.43%)	75.93%	69.66%	\$0.00 (0.00%)
8. /fire-service-resources/fama-fire-apparatus-safety-guide/	132 (1.51%)	102 (1.51%)	00:01:37	16 (0.42%)	68.75%	46.21%	\$0.00 (0.00%)
9. /event/fama-spring-meeting/	104 (1.19%)	78 (1.16%)	00:02:02	34 (0.90%)	52.94%	32.69%	\$0.00 (0.00%)
10. /about-fama/history/	78 (0.89%)	67 (0.99%)	00:00:39	6 (0.16%)	100.00%	33.33%	\$0.00 (0.00%)

Pages

- Tells what pages people are viewing, did they land on the page, how long they stay on a page, and do they leave the website from that page.





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Website Analytics

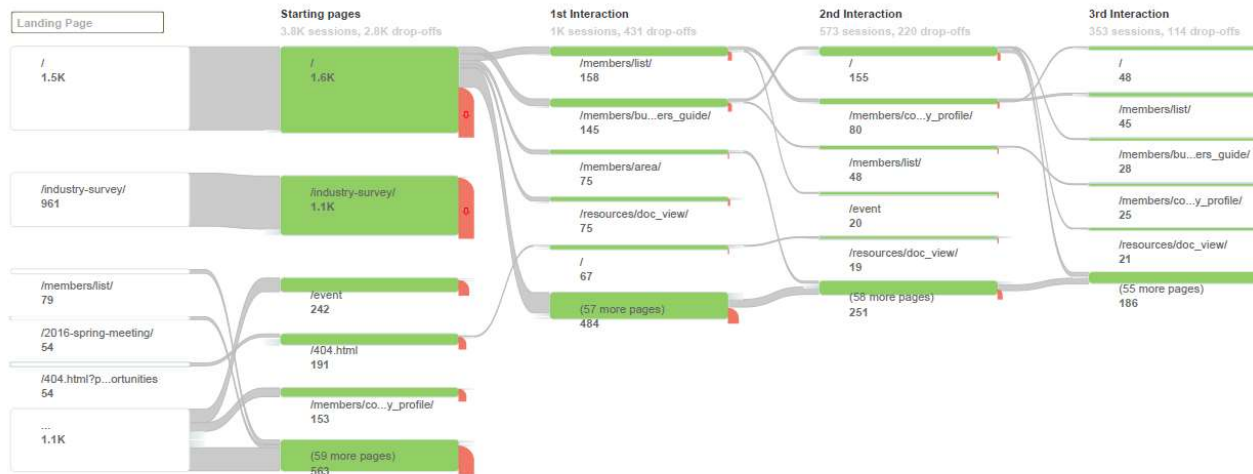
Behavior Flow

- Shows how visitors enter the site and the primarily flow of pages viewed

Behavior Flow

Feb 24, 2016 - Mar 25, 2016

All Users
100.00% Sessions





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Website Analytics

Demographics

- Shows demographic data on the visitors of the site (ie. men between the ages of 35-54 is the primary demographic for fama.org).

Demographics: Overview

Feb 24, 2016 - Mar 25, 2016

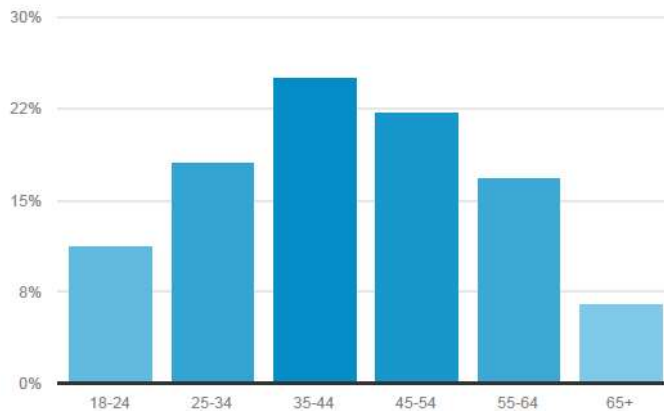
Some data in this report may have been removed when a threshold was applied. [Learn more](#)

 All Users
100.00% Sessions

Key Metric:

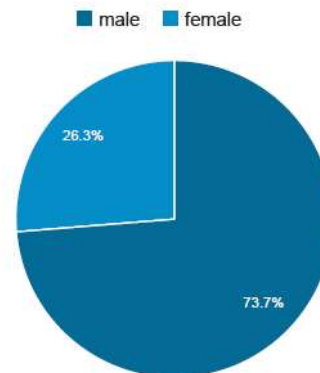
Age

8.93% of total sessions



Gender

9.35% of total sessions





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FDIC International/FAMA Showcase

- Encourage member companies to submit products to be highlighted.
- A handout detailing the new products featured will be provided to all attendees to use as a floor guide.
- Encourage member companies to help promote the event to their contacts.
- Attend the event with your contacts.



TO: All FAMA Members
Date: Thursday, April 21st
Time: 10:30 a.m.
(right after the FAMA Technical Committee Meeting and just before the exhibits open)
Location: 500 Ballroom



FAMA is preparing for a successful event at FDIC 2016. Beyond the great presentations planned, one lucky attendee will **Win a Free Drone**.

Names of attending Fire Department personnel will be entered into a drawing to win a DJI Phantom 3 Drone. The winner must be present at the time the drawing is conducted in order to collect the prize.

FEATURED PRESENTATION: "The 3rd Dimension of Your Emergency Scene" Matt Sloan will present what every fire department needs to know about the emerging use of drones in the fire service; and the new visual perspective and





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MEMBER PRESENTATION

Estate and Succession Planning





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Estate and Succession Planning

Considerations for the future
& General information





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Purpose of Estate and Succession Planning

- Take Care of Children
- Equitable Distribution of Property
- Charitable Considerations
- Continuation of Family Business
- Tax Avoidance
- Privacy Concerns
- Avoid Guardianship (If Incapacitated)
- Health Care Concerns During Aging





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Estate and Succession Planning Tools

- Probate Estate and Taxable Estate (2016 - \$5.45MM)
 - Usually Includes Business Interests
 - Estate Tax Avoidance: marital deduction, division of assets, marital trusts, life insurance trusts, lifetime gifts, charitable trusts.
- Utilize Pay on Death Benefits
- Joint Property (With Right of Survivorship)





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Estate and Succession Planning Tools

Will and Inter Vivos Trust (revocable and irrevocable)

- Will - less expense up front
- Testamentary Trust
- Inter Vivos Trust - eliminate probate?
- Privacy, simplicity – but more expensive.





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Closely Held Corp and Limited Liability Company

- Effective means of transferring wealth
- Shareholder and Member Agreements
 - Valuation
 - Method of Payment
 - Funded by life insurance?





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Closely Held Corp and Limited Liability Company

Planning for new leadership

- Getting buy in
- Cultivation of talent
- Implement Stock Incentives





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Other Tools

- Durable Power of Attorney
- Healthcare Surrogate Appointment
- Living Will





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MEETING BREAK

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BUSINESS SPEAKER

Mark Light

Economic Indicators





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APPARATUS SAFETY GUIDE





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MEETING PLANNING COMMITTEE Grady North & Jeff Resch





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Meeting Planning Committee

- Grady North – Chairman
- Jeff Resch – Co-chair, Speaker Coordinator
- Matt Pitzer – Marketing and Promotions
- Chick Granito – Corporate Sponsorships
- Tim Dean – Banquet Awards and Entertainment
- Joe Lingel – Group Activities
- Mark Albright – Meeting Sites
- Scott Edens – FAMA Board Liaison

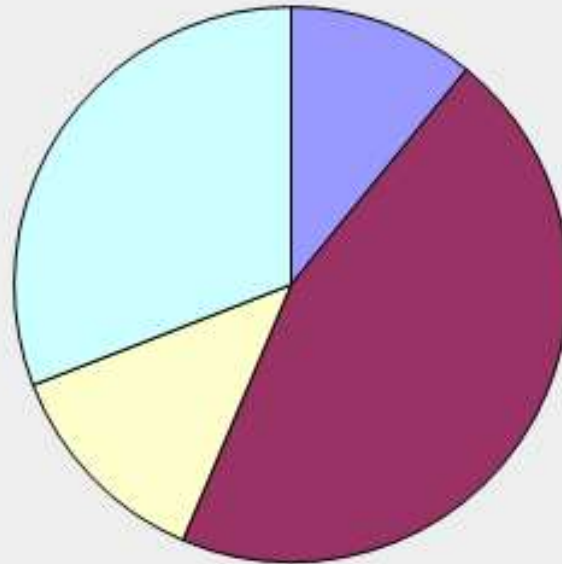




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Surveys (2015 Spring Meeting)

Including this year, how many years have you attended the FAMA Spring Meeting?



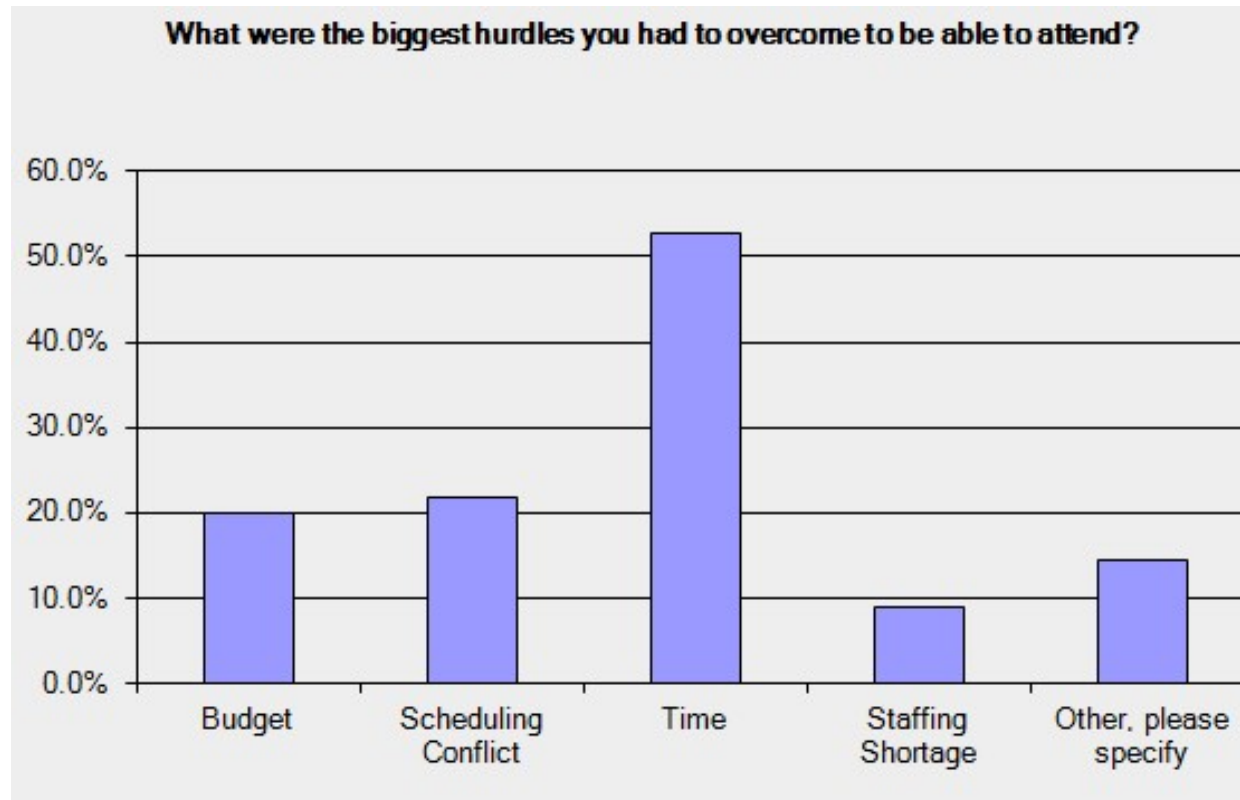
- First Year
- 2-10 Years
- 11-15 Years
- 16+ Years





2016 - FAMA Spring Meeting

Surveys (2015 Spring Meeting)

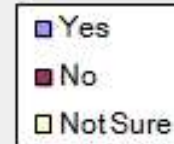




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Surveys (2015 Spring Meeting)

Do you plan to attend the 2016 FAMA Spring Meeting in Ft. Lauderdale, FL
(April 2-5, 2016)?

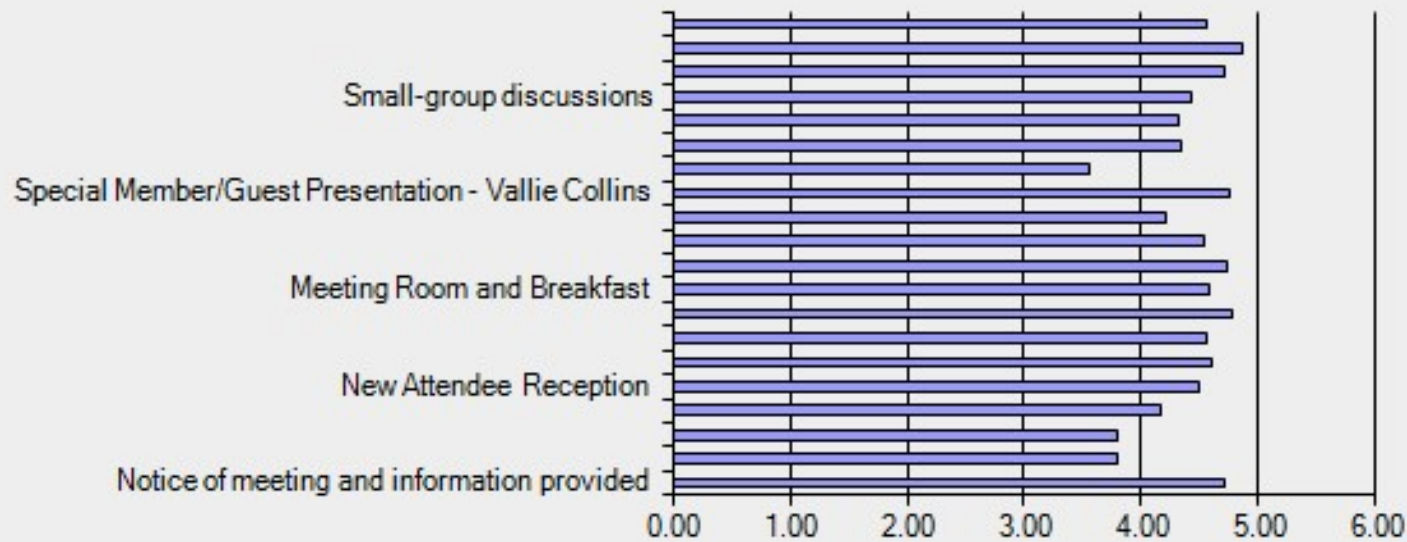




2016 - FAMA Spring Meeting

Surveys (2015 Spring Meeting)

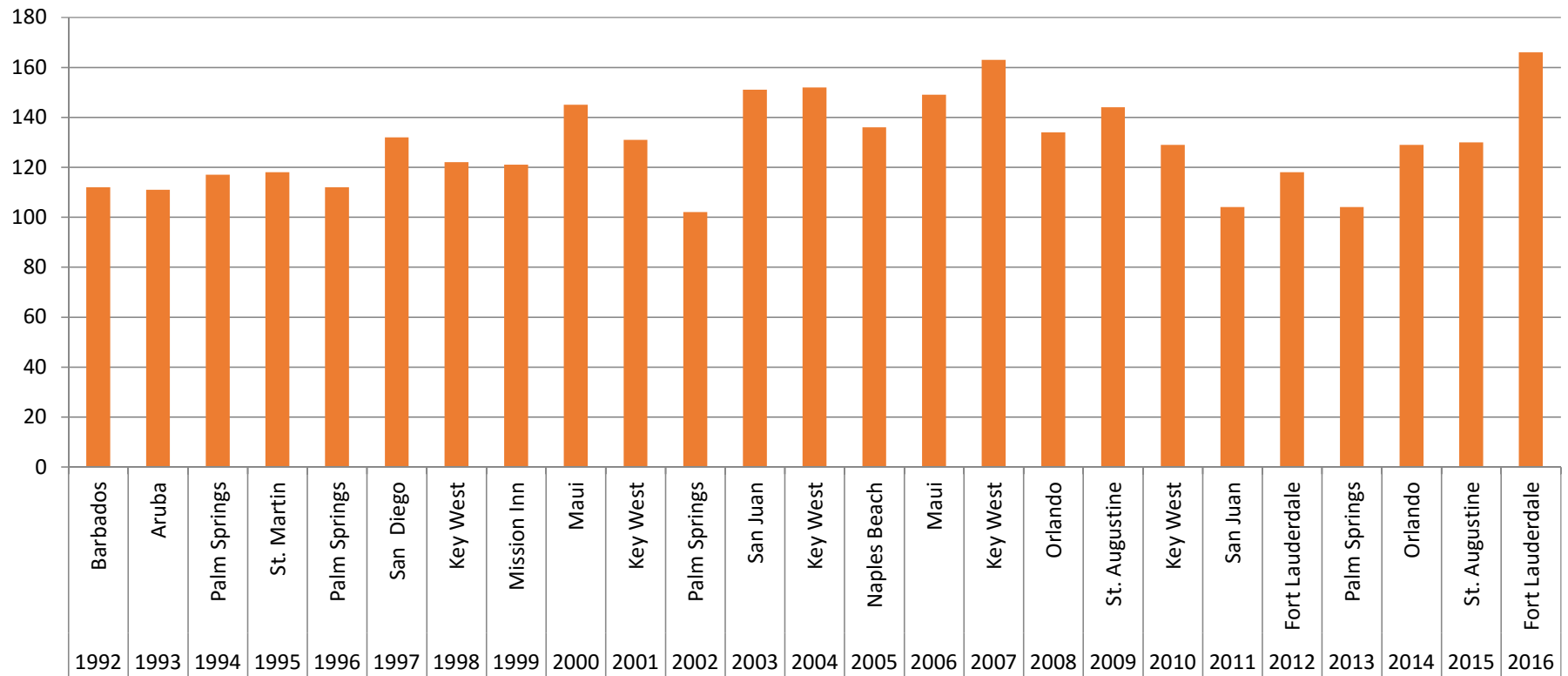
Please indicate your level of satisfaction with the following items relating to your Spring Meeting experience.





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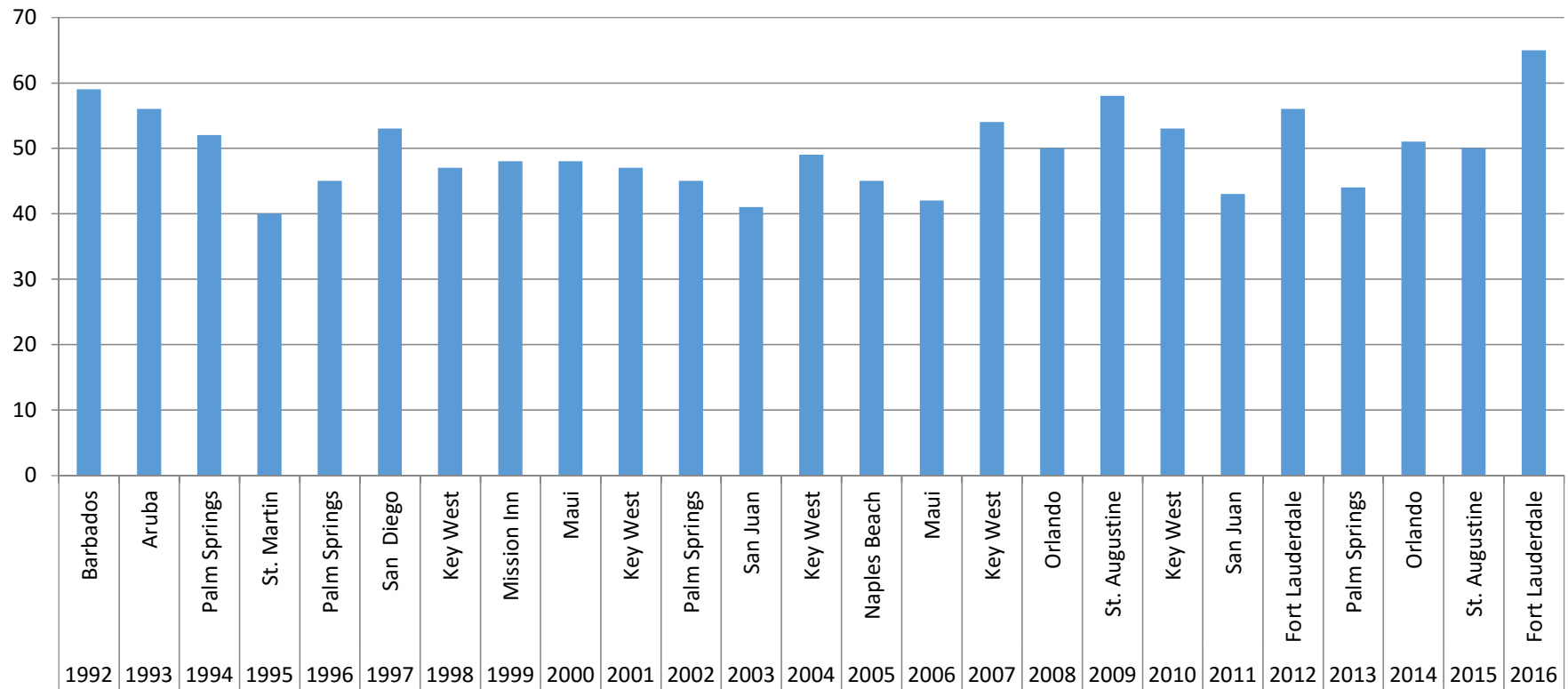
Members and Guests





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Member Companies





2016 - FAMA Spring Meeting

Fall Meeting 2016

*Nashville Marriott at Vanderbilt University
October 5-7, 2016*





2016 - FAMA Spring Meeting

Spring Meeting 2017

***Loews Don CeSar Hotel
St. Pete Beach, FL***

***March 18-21
2017***





2016 - FAMA Spring Meeting

Fall Meeting 2017

Renaissance Glendale Hotel & Spa, AZ

***October 4-6
2017***





2016 - FAMA Spring Meeting

Spring Meeting 2018
Marriott Coronado Island, San
Diego, CA

February 20-23 2018
(Wednesday to Sunday)





2016 - FAMA Spring Meeting



Fall Meeting 2018
Renaissance, Austin, TX
September 25-27, 2018





2016 - FAMA Spring Meeting

NOMINATING COMMITTEE

Harold Boer





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Nominating Committee Members

- Harold Boer – Chair
- Bruce Whitehouse - Vice Chair
- Phil Gerace - Board Liaison





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Activities

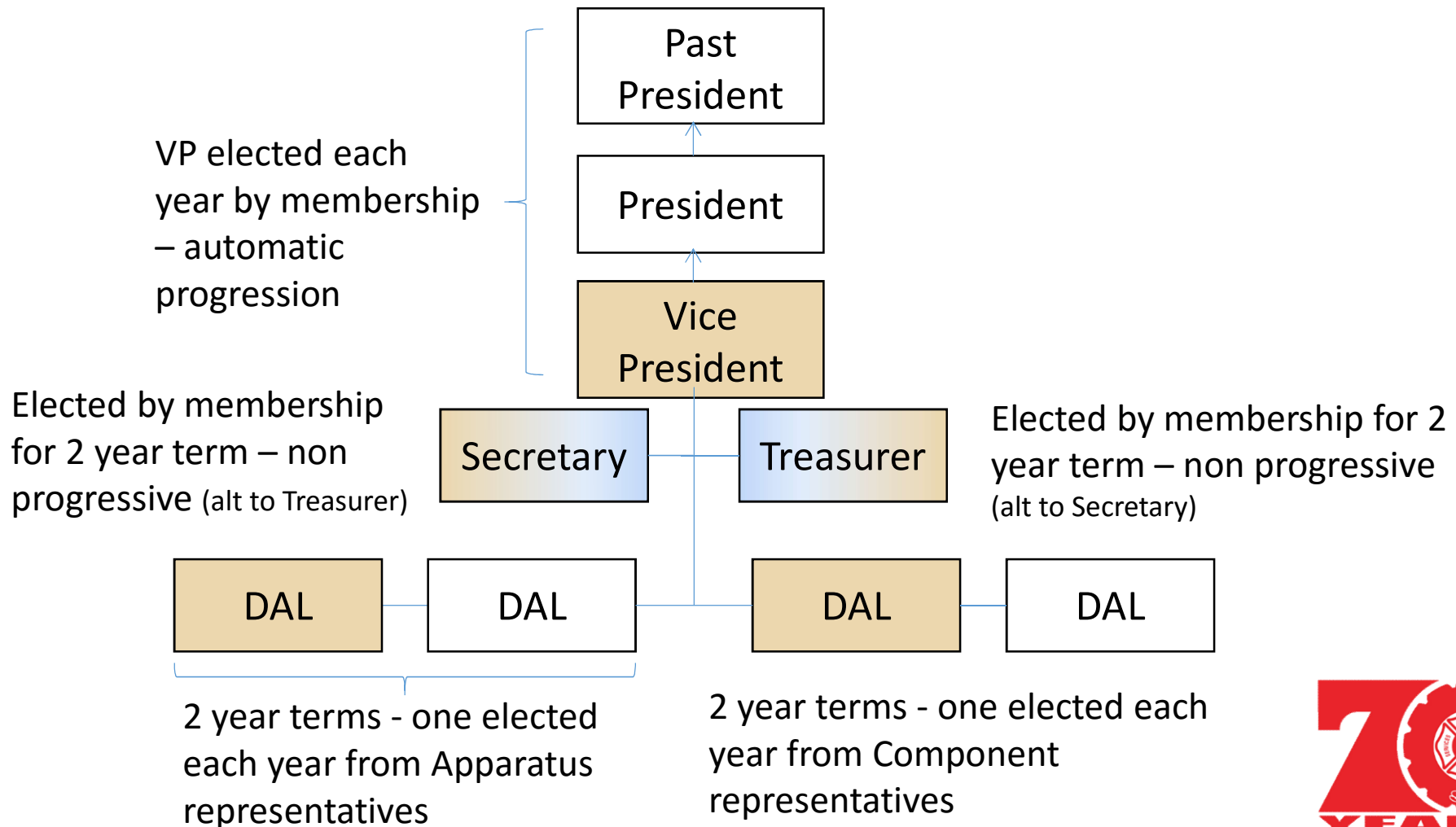
- Develop template to guide nominating process including announcements
- Identify candidates for 2017 Board positions
- Identify candidates for consideration in future years





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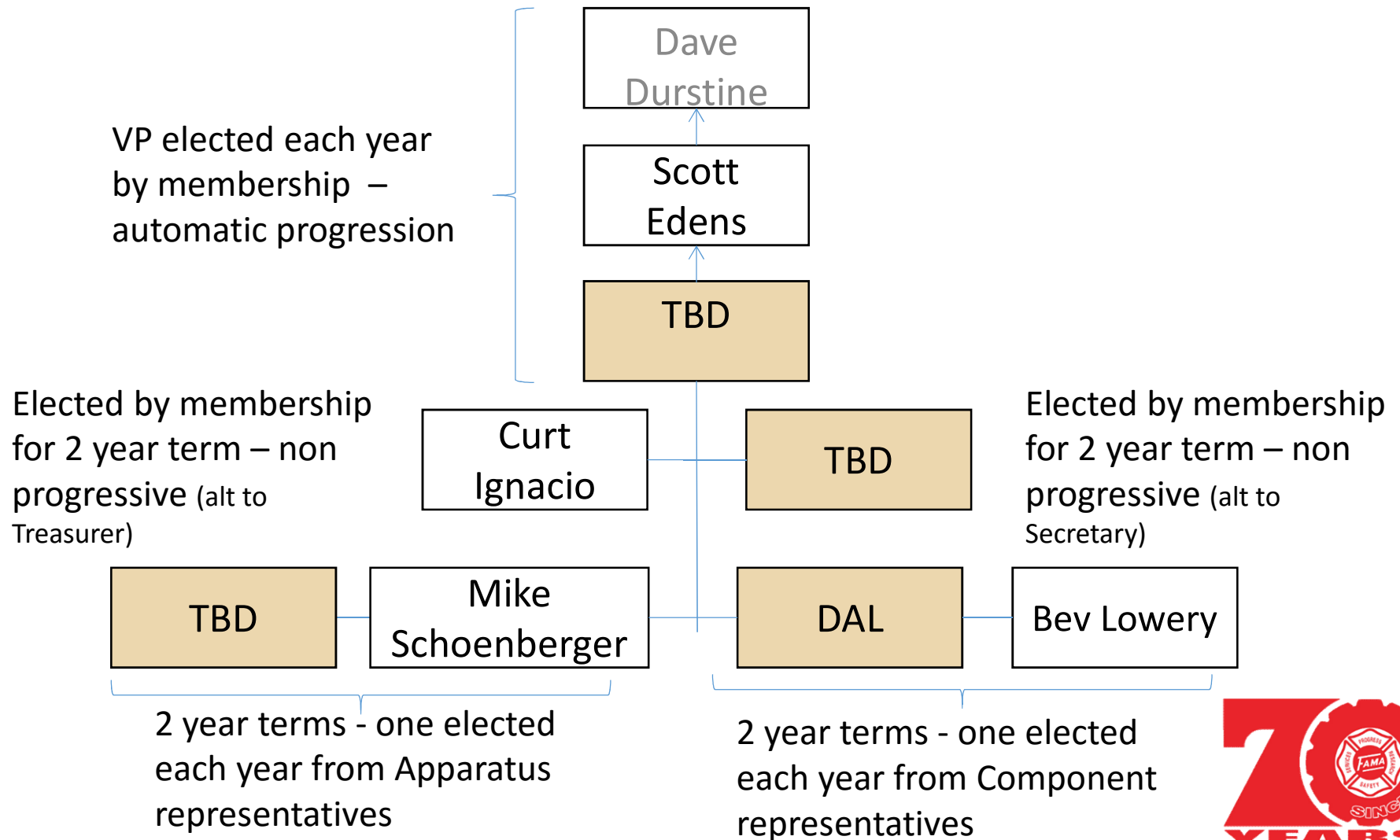
Board Structure





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2017 Board Positions





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2017 – Open Board Positions

- Vice President **
- Treasurer – 2 Year Position
- DAL – Apparatus – 2 year Position
- DAL – Component – 2 Year Position

** As agreed with Board members who started their service prior to the 2015 restructuring, the Nominating Committee will present the following candidates for Vice President:

2017 – Steve Toren

2018 – Curt Ignacio





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Candidate Qualifications

- Qualified representative of a member company who has previously served in a leadership position within the association as a committee or subcommittee chair, co-chair, vice-chair, or similar leadership role,
- Board of Directors is empowered to determine the qualifications of candidates seeking election to the Board,
- Nominees for Vice President must have 2 years service on Board of Directors.





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Next Steps

Publish Nomination Call	April 30/16
Identify and contact candidates for 2017 board positions	May 15/16
Prepare template for Slate of Nominees at Fall Mtg	June 30/16
Finalize slate of 2017 candidates	July 15/16
Publish slate of 2017 candidates for Fall Mtg	Aug 15/16





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UNFINISHED BUSINESS





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NEW BUSINESS





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CLOSING REMARKS





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**THANK YOU TO OUR
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**Next Meeting
October 5-7
Nashville, TN**





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ADJOURNMENT





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