



TURNING UP THE HEAT

2017 ANNUAL FALL CONFERENCE
OCTOBER 2-6, 2017 GLENDALE, ARIZONA



FIRE
APPARATUS
MANUFACTURERS'
ASSOCIATION



WELCOME

2017 FAMA FALL MEETING



2017 - FAMA Fall Meeting

CALL TO ORDER

INVOCATION

P. Gerace

OPENING REMARKS

S. Edens

HOUSEKEEPING

Networking Event



This is how it works

Ask the audience a question. Then watch their answers come to life on the screen.



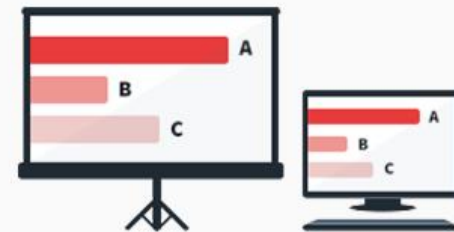
Step 1

Ask your audience a question with the Poll Everywhere app



Step 2

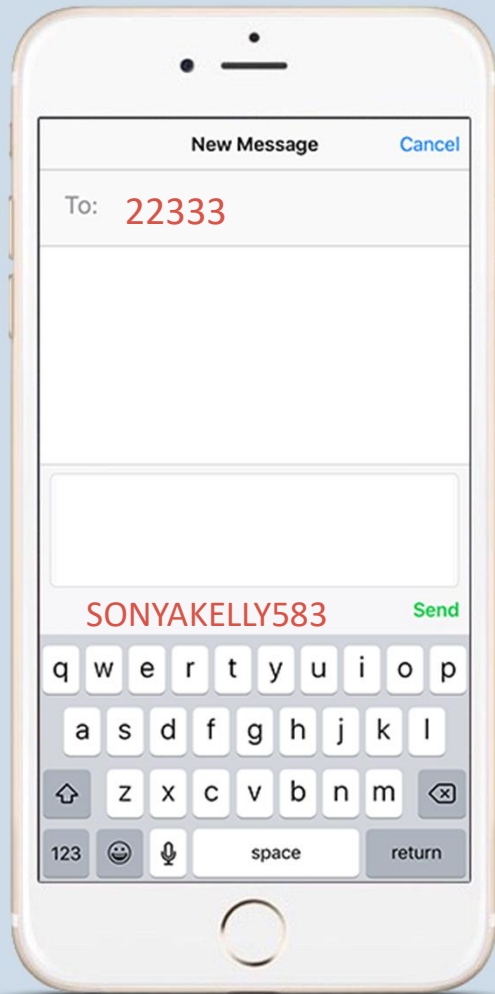
Audience answers in real time using mobile phones, Twitter, or web browsers



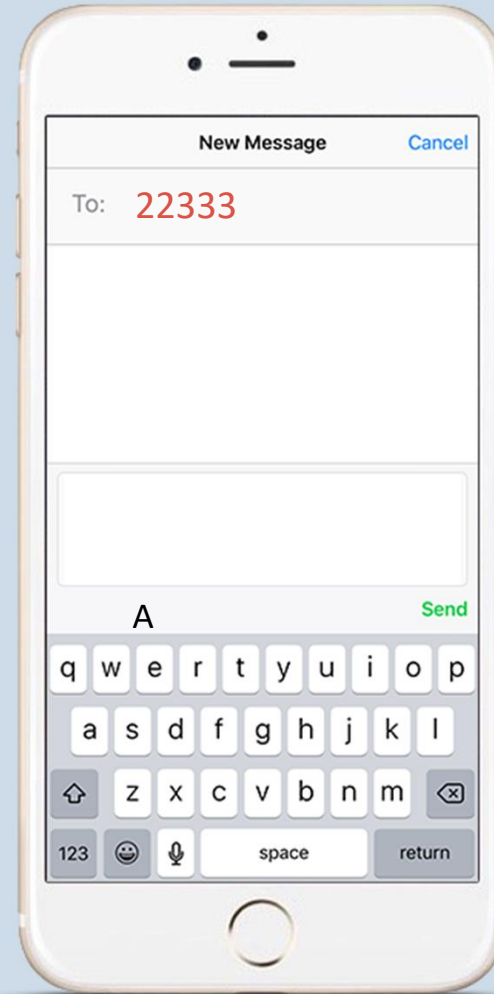
Step 3

See your response live on the web or in a PowerPoint presentation

Participating with Poll Everywhere



Set-up



Text voting





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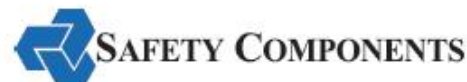
Thank You Conference Sponsors



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2017 ANNUAL MEETINGS | GLENDALE, AZ

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2017 - FAMA Fall Meeting

Anti-Trust & Non-Discrimination Policy



2017 - FAMA Fall Meeting

INTRODUCTION OF BOARD OF DIRECTOR'S

David Durstine

Steve Toren

Curt Ignacio

Jeff Darley

Bev Lowry

Andrew Lingel

Mike Schoenberger

John Slawson



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NEW FAMA MEMBERS ATTENDING (5)

Fire Lion Global

Tom Reser

HAAS Alert

Cory Hohs

HAAS Alert

Noah Levens

Heiman Fire Equipment

Ron Heiman

Ward Diesel Filter Systems

Scott Beecher



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FIRST TIME ATTENDEES (10)

Edgar Villarreal

Nik Conley

George Wessner

Jeff Bowen

Patrick Patton

Wayne Stevens

Mike Schwabe

Scott Beecher

Matt Kehoe

Dennis Masters

C.E. Niehoff

IMMI

Kochek

Midwest Fire Equipment & Repair Co.

Navistar / International Truck

Safetek Emergency Vehicles

Toyne Fire Apparatus

Ward Diesel Filter Systems

Whelen Engineering

Whelen Engineering



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Curt Ignacio – Board Secretary

ROLL CALL

PROOF OF NOTICE

REVIEW OF MINUTES

MEMBER INTRODUCTIONS



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TREASURER'S REPORT

Jeff Darley



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" Balance Sheet

- " 2016 \$463,842.25 (9/22/2016)
- " 2017 \$502,932.71 (9/22/2017)
- " 8.43% improvement over 2016

" P & L

" Gross Profit

- " \$394,789.49 (9/22/2016)
- " \$418,128.95 (9/22/2017)
- " 5.91% improvement over 2016

" Net Income

- " \$141,798.81 (9/22/2016)
- " \$138,647.02 (9/22/2017)
- " -2.22% reduction from 2016

" Budget vs. Actuals

- " Tracking nicely to Budget



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" 2017 General Comments

- " Financials in good shape
- " Final Quarter should be about the same
- " Budget vs. Actuals – Everything tracking nicely to Budget.



MARKETING COMMITTEE



Sam Massa



www.facebook.com/FAMAnorthamerica



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Special Presentation

Mike Schoenberger



2017 - FAMA Fall Meeting





2017 - FAMA Fall Meeting

Meeting Suspended



Meeting Resumed

Thank You Conference Sponsors



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2017 ANNUAL MEETINGS | GLENDALE, AZ

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BOARD OF DIRECTORS REPORT



Scott Edens



2017 - FAMA Fall Meeting

BOARD OF DIRECTOR\$ REPORT

Meeting Planning

- Booked through Fall meeting 2020
- Breaking Records

Statistics

- Enhanced website live
- Sage Policy

Technical

- Firehouse Expo
- Buyers Guide
- Safety Guide over 3,000 sold in last 12 months

GAC

- Hill Day
- Reauthorization

Education

- Scholarship
- Survey



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BOARD OF DIRECTORS REPORT

By-Laws

- Review of Association Policy Manual

Membership

- 132 Members!

Trade Show

- New Survey & New Questions
 - 1) FAMA or FEMSA
 - 2) Apparatus or Component
 - 3) Size of Booth
 - 4) Cost per Square foot
 - 5) Number of Leads

Nominating

- Excellent slate of candidates for 2018 Board Positions



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STATISTICS COMMITTEE

**Paul Bostrom
&
Mike Moore**



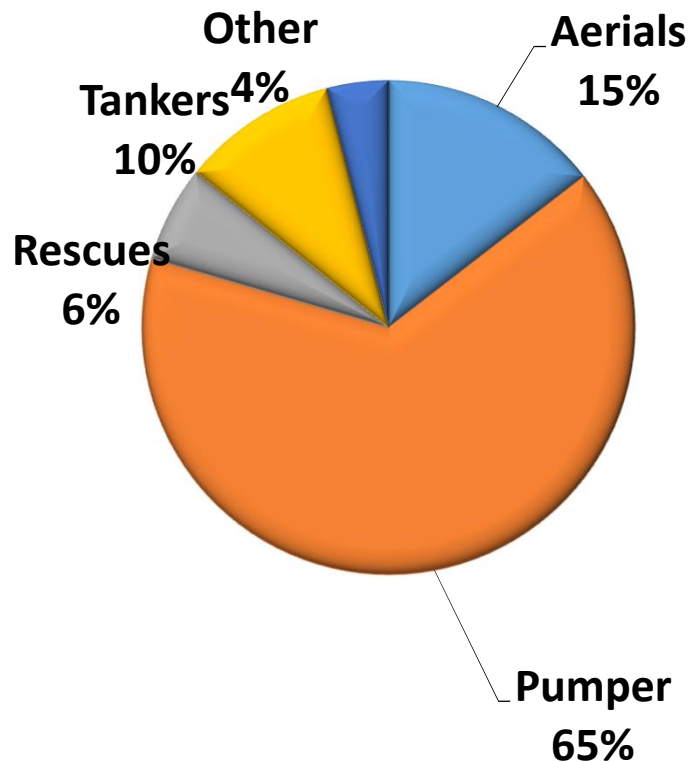
Fire Apparatus Sales & Shipments YOY Half Year Results

All Vehicles*	2016 Q1-Q2	2017 Q1-Q2
Booked	1,784	2,059
Shipped	2,597	2,235

*All vehicles: includes ARFF & Refurb



Total Fire Apparatus Sales 12 Month Rolling



Bookings Mix

All Vehicles	12 Month
Booked	4,491
Shipped	4,345

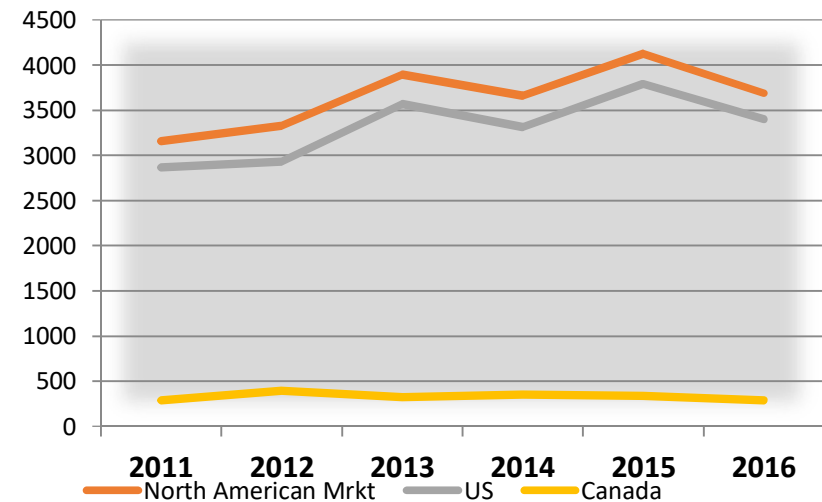
12 month rolling ending June 2017

*All vehicles: includes ARFF & Refurb



North American Fire Apparatus Sales

Years	Average Annual Vehicle Sales
2002-2008	5197
2009 -2015	3611
2016	3690

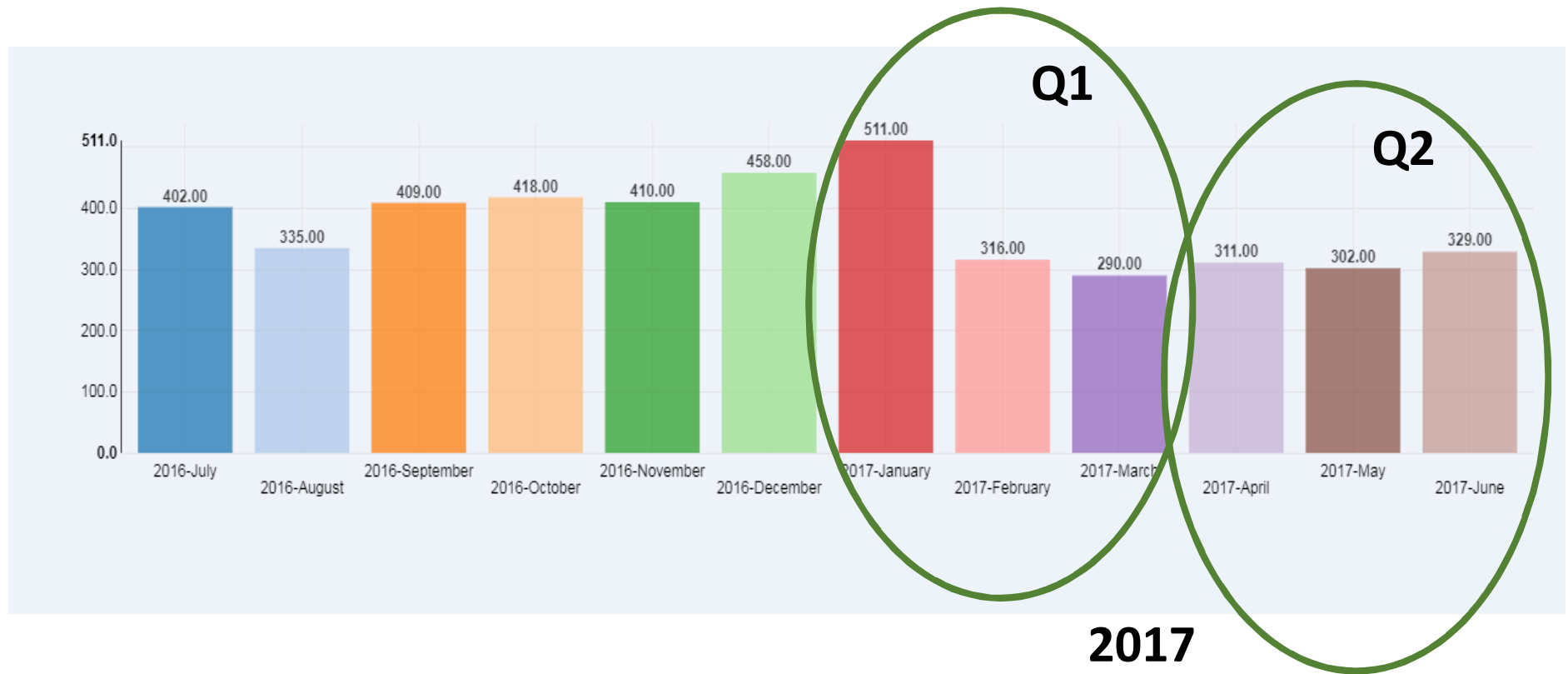


12 Month Rolling 4024 units

Does not include ARFF or Refurbs



Total Fire Apparatus Sales By Month (12 month rolling)



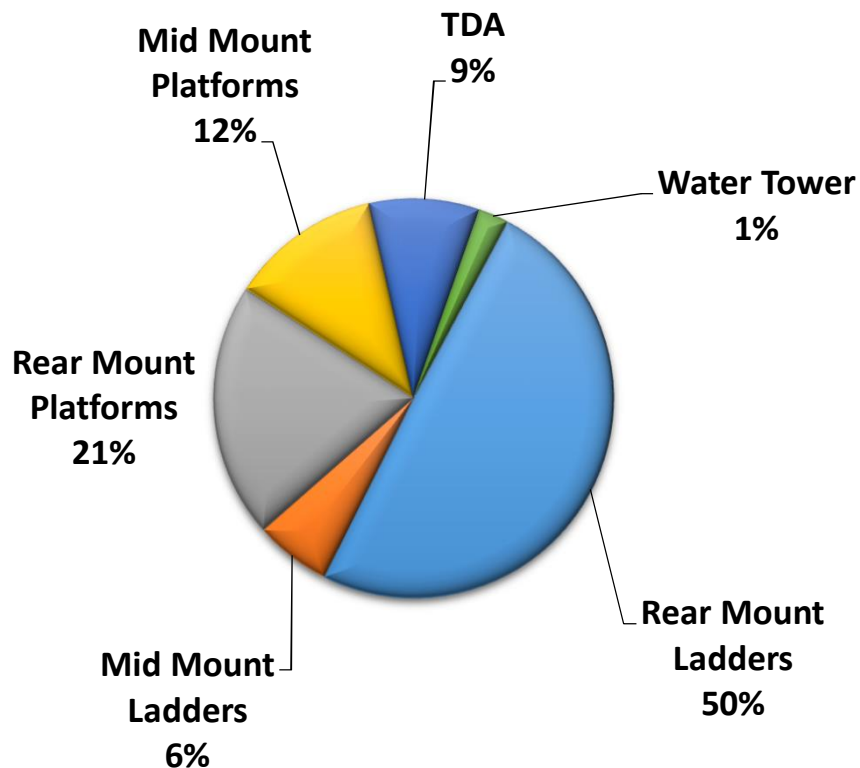


Aerial Data (all)

12 Month Rolling

" 653 Booked

" 580 Shipped

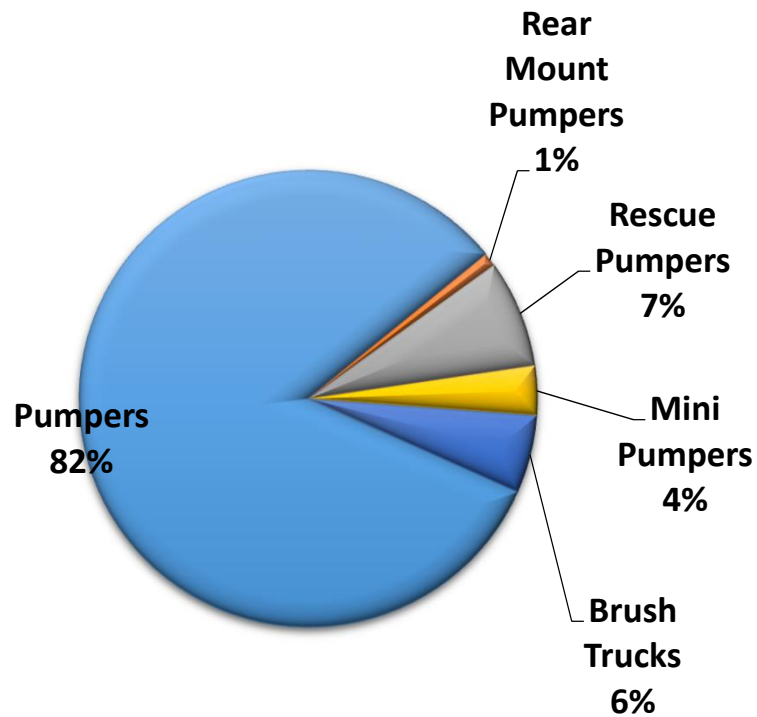


Aerial Product	Quantity
Rear Mount Ladders	324
Mid Mount Ladders	40
Rear Mount Platforms	135
Mid Mount Platforms	80
Tillers	58
Water Tower (telescoping & articulating)	16



Pumper Data (all)

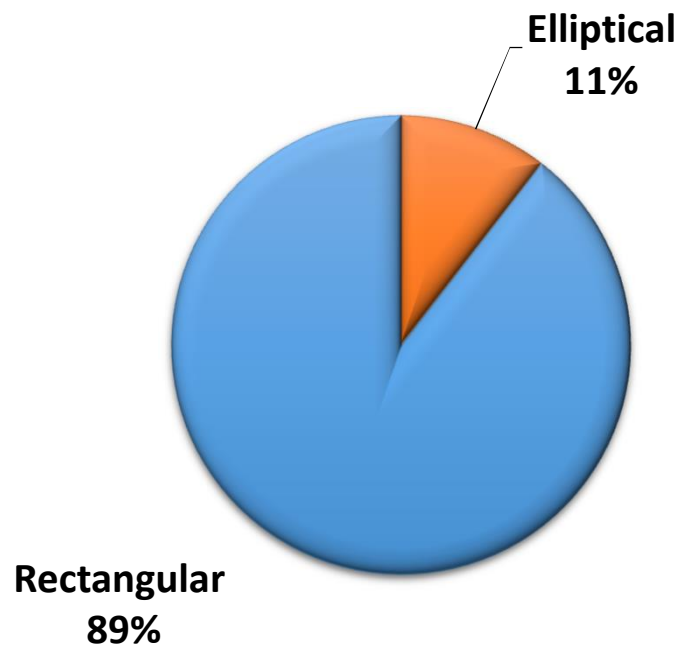
12 Month Rolling
" **2917 Booked**
" **2772 Shipped**



Pumper Product	Quantity
Pumps	2395
Rear Mount Pumps	36
Rescue Pumps	210
Mini Pumps	118
Brush Trucks	158



Tanker Data (all)



12 Month Rolling

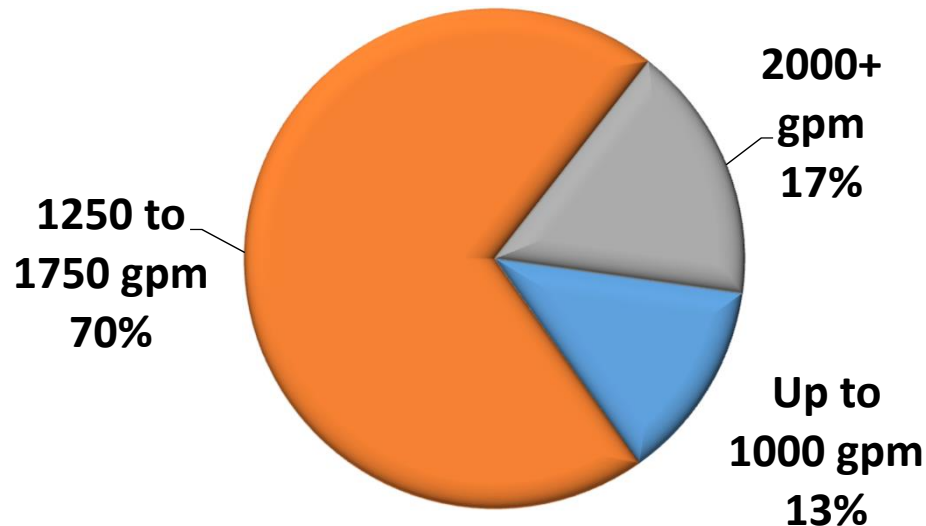
" 458 Booked

" 452 Shipped

Tanker Product	Quantity
Elliptical	48
Rectangular	410



Vehicles w/Pumps (all)



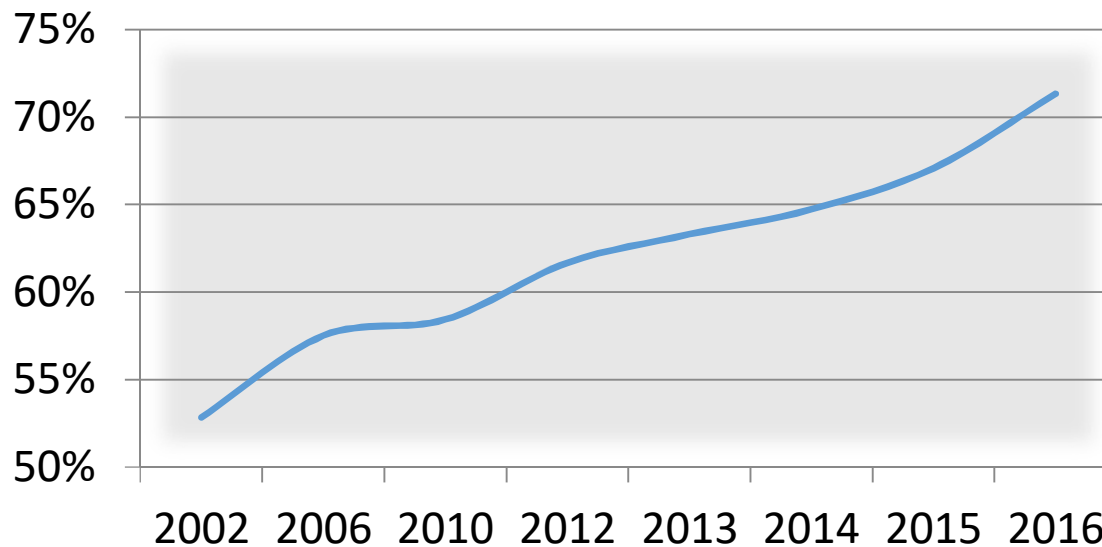
12 Month Rolling
" **3994 Booked**
" **3,769 Shipped**

Vehicles w/ Pumps	Quantity
Up to 1000 GPM	518
1250 – 1750 GPM	2810
2000+ GPM	666



Custom vs. Commercial Chassis (All Vehicles)

**Custom Chassis Trend
All Products (Annual)**



Year	Commercial	Custom
2002	47%	53%
2006	44%	56%
2010	42%	58%
2014	35%	65%
2016	29%	71%

Rolling 12 Month: 28.7% Commercial / 71.3% Custom



Goal:

Post Within 30 Days of Closing Qtr.

**Continue to Submit Your
Quarterly Reports In a Timely Manner**

Help w/Data Entry Quality



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TECHNICAL COMMITTEE

Roger Lackore

&

Wes Chestnut



Subcommittee Leaders

Aerial/Quint

Jim Salmi
(E-One)



John Brady
(KME)



ARFF

Paul Powell
(Rosenbauer)



Sarah Peck
(Akron Brass)



Ambulance

Steve Rowland
(Demers)



Mike Franckowiak
(Akron Brass)



Body

Will Pilcher
(Fouts Bros)
Wayde Kirvida
(Custom Fire)



Electrical

John Doperalski
(Harrison)
Peter Luhrs
(SafeFleet)



Foam

Gregg Geske
(Waterous)
Mike Dupay
(Fire Research)



Pumps & Plumbing

Doug Miller
(TFT)
Mike Sulmone
(Trident)



Chassis

Tim Johnson
(KME)
Chris Crowell
(Cummins)





FDSOA Support



- ” 2018 Symposium Location . Scottsdale
- ” 2018 Speaker Schedule Published





Forum Schedule 2017

Jan-17	Big Data in the Fire Service	Fire Service	Paul Darley
Feb-17	Apparatus Line-Voltage Power Generation and High-Tech Loads	Lighting	Sam Massa
Mar-17	NIOSH Publishes New Firefighter Size and Weight Data	Anthropometry	Roger Lackore
Apr-17	Fire Truck of the Future	Technology	Wes Chestnut
May-17	Auxiliary Braking – Picking the Best of all Goods	Braking	Roger Lackore
Jun-17	NFPA 1911 Updates	NFPA	Roger Lackore
Jul-17	Winch Cables, Wire vs Rope	Winches	Steve Stein
Aug-17	Suspension Specification	Suspensions	Bob Albano
Sep-17	Layman's guide to Seat Belt Function and Maintenance	Seat Belts	Steve Ward
Oct-17	FDSOA Promotion		Sam Massa
Nov-17	Getting Involved in the NFPA Process	NFPA	Wes Chestnut
Dec-17	On-Board Cameras		Mike Dupay



Forum Schedule 2018

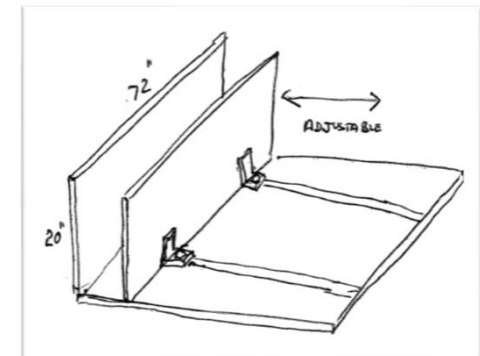
Jan-18	Fire Service Statistics	Fire Service	Paul Darley
Feb-18	Headlights	Lighting	Sam Massa
Mar-18	History of FAMA Influence on Apparatus Safety	Safety	Grady North
Apr-18	SAE Ambulance Recommended Practices	Safety	Roger Lackore
May-18	Common Engine Maintenance Mistakes	Engines	Chris Crowell
Jun-18	Hose Testing Safety	Safety	Gregg Geske
Jul-18	V2V Communications in Fire Apparatus	Technology	Cory Haas
Aug-18	Carcinogens and Apparatus Design Impact	Safety	Scott Beecher
Sep-18	Foam Concentrate Evolution	Foam	Tom Reser
Oct-18	FDSOA Promotion		TBD
Nov-18	Temperature Impact on Modern Electronics	Electronics	Sam Massa
Dec-18	Corrosion and Fire Apparatus	Chassis	Zac Soderberg



Hose Bed Capacity Test Standard TC065

” Initiative

- ” Create a test standard for determining the hose capacity of a hose bed
- ” FEMSA agreed to use the test method to provide data to apparatus manufacturers.



Test Number	Test Date	Hose Diameter (in)	Brand Name	Part or Model Number	Material	Description	Service Pressure (psi)	Test Hose Assembly Length (ft)	Test Hose Assembly Weight (lbs)	Test Fixture Width (in)	Test Lay Height (in)	Total Volume of Test Assembly (in³)	Volume per Linear Foot (in³/ft)	Weight per Linear Foot of Hose (lb/ft)
Example	8/23/2017	1.75	Ndurance		Polyester	Double Jacket	400	200	120	8	16	9216	46.08	0.6
Example	8/23/2017	2			Nitrile / PVC through-the-weave	Rubber Covered	300	200	100	10	18	12960	64.8	0.5
Example	8/23/2017	2			Polyester	EDPM Lined Dbl Jckt	300	200	100	10	18	12960	64.8	0.5
TC065-001												0	#DIV/0!	#DIV/0!
TC065-002												0	#DIV/0!	#DIV/0!
TC065-003												0	#DIV/0!	#DIV/0!
TC065-004												0	#DIV/0!	#DIV/0!



EPA Compliance

Training at Firehouse Expo, 2018

" Tires

" Air Conditioning

" Labeling



CANCELED



Fall Tech Committee Meeting Location Change

- “ Fall Tech Committee will **NOT** meet at FRI in August
- “ We **WILL** meet at Firehouse Expo in Nashville in October.





Buyers Guide Progress

Draft	13
Published	5
Remaining	21



Body

Will Pilcher, Wayde Kirvida

TC039	Buyers Guide - Tanks	Andrew Lingel - UPF
TC041	Buyers Guide - Hose Restraints	Grady North - E-One
TC042	Buyers Guide - Stepping Surfaces	Burt McCutcheon - Ferrara
TC043	Buyers Guide - Chevron Stripping and Graphics	Jerry Merges - VisionMark
TC053	Buyers Guide - Breathing Air Systems	Ed Smith - VT Hackney
TC054	Buyers Guide - Compartment Doors	Bruce Whitehouse - AMDOR
TC055	Buyers Guide - Reels	Denis Bleile – COXREELS Ken Fritz - Hannay
TC056	Buyers Guide - Ladder and Equipment Racks	Mike Adams - Ziamatic
TC058	Buyers Guide - Equipment Mounting - Body	Greg Young - Performance Advantage Co.
TC059	Buyers Guide - Body Access	Mike Adams - Ziamatic



Chassis

Tim Johnson, Chris Crowell

TC034	Buyers Guide - Winches	Steve Stein, Steve Martin
TC036	Buyers Guide - Apparatus Seating	Bev Lowry - Bostrom
TC046	Buyers Guide - Engine Air Intake	???
TC047	Buyers Guide - Specing Apparatus for Maintenance	Drew Sutphen - Sutphen
TC048	Buyers Guide - Suspensions - Front	???
TC049	Buyers Guide - Suspensions - Rear	Bob Albano - Hendrickson
TC051	Buyers Guide - Cab Storage	Mike Adams - Ziamatic
TC057	Buyers Guide - Occupant Protection	Dan Veselsky - IMMI
TC062	Buyers Guide - Tires	Woody Savage - Michelin
TC063	Buyers Guide - Wheels	Greg Polka - Real Wheels
TC064	Buyers Guide - HVAC	Mark Bartlett - Spartan
TC066	Buyers Guide – Engine Exhaust Removal	Scott Beecher - BEST



Electrical

John Doperalski, Peter Luhrs

TC035	Buyers Guide - Batteries, Alternators, and Chargers.	Pete Sremac - Niehoff
TC037	Buyers Guide - Lighting Technology	Sam Massa - Hi-Viz
TC038	Buyers Guide - Line Voltage Generators	John Doperalski - Harrison
TC040	Buyers Guide - Headlights	Sam Massa - Hi-Viz
TC044	Buyers Guide - Warning Lights	Matt Pitzer - Code 3
TC045	Buyers Guide - Electrical Systems	Dave Durstine - Weldon
TC050	Buyers Guide - Audible Warning Devices	Morgan Look - Federal Signal
TC060	Buyers Guide - Light Towers	Drew Newman - Will-Burt Co.
TC061	Buyers Guide - Camera Systems	Grady North - E-One
TC069	Buyers Guide - Vehicle to Vehicle Communications	Cory Haas – Hass Alert



Foam

Gregg Geske, Mike Dupay

TC030	Buyers Guide - Foam Systems	Greg Geske, Michael Dupay
TC067	Buyers Guide - CAFS	Troy Carothers



Pump

Doug Miller, Mike Sulmone

TC024	Buyers Guide - Pumps	Doug Miller
TC052	Buyers Guide - Pump Pressure Governors	Dave Guynn - Hale



Aerial

Jim Salmi, John Brady

TC031	Buyers Guide - Aerial Apparatus	Reed Wissler
TC068	Aerial Rope Rescue Systems	TBD



NIOSH Seating for 1901

- “ 1901 Committee will need to address NIOSH report
- “ FAMA can be pro-active by creating our own suggestion for addressing the issue through a new standard.
- “ Proposal should maintain traditional cab
- “ May involve losing four-across seating option
- “ Lackore will present to Tech Committee at meeting in Nashville



Pending Whitepapers

- “ Power Line Contact Position Paper
- “ Apparatus Size and Weight (Update)





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EDUCATION COMMITTEE Scholarship Program

Lou Milanovich



2017 Phillip L. Turner Scholarship Report

The application is
posted on the FAMA web site.

<http://www.fama.org/about-fama/scholarships/>



2017 Phillip L. Turner Scholarship Report

We reached out to the following colleges (14 total) asking them to post the scholarship information.

Bowling Green State University
Columbia Southern University
Eastern Kentucky University
Indiana University
LSU FETI
Oklahoma State University
Texas A&M

University of California, Santa Cruz
University of Illinois
University of Maryland
University of Nebraska
University of Northern Iowa
University of Wisconsin - Oshkosh
Virginia State Firefighters Association



2017 Phillip L. Turner Scholarship Report

REQUIREMENTS FOR CONSIDERATION:

- “ Applicant must be a full-time sophomore, junior or senior student currently registered in the upcoming school year.
- “ Applicant must be enrolled in a four-year fire protection engineering program at an accredited university or college located within the United States or Canada.
- “ Or applicant must be enrolled in a full-time master’s degree program in fire protection engineering or administration.

DEADLINES AND DATES:

- “ Application Period: September 1, 2016 to June 1, 2017 (Close Date: 6/1/17)
- “ Application Evaluation Period: June 15 to July 15, 2017
- “ Recipient to be Announced by: July 31, 2017
- “ Scholarship to be Awarded by: August 15, 2017



2017 Phillip L. Turner Scholarship Award Recipient



**Brett
Seggerman
Oklahoma State
University**



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GAC COMMITTEE

Lee Morris



GAC Members

- | | |
|--------------------------|---------------------------------|
| " Lee Morris, Co. Chair | " Cindy Morgan |
| " Joe Mirabile, Co-Chair | " Mike Natchipolsky |
| " John Granby, Co. Chair | " David Russell |
| " Corey Carlson | " Eric Schlett |
| " Tim Dean | " Steve Stein |
| " Emily Diedrich Foster | " David Durstine (FAMA Liaison) |
| " John W. McNulty,III | |

GAC Support

Dave Gatton . Washington Consultant
Richard Boyes - CGC Liaison



2017 Activity

- “ Hill Day . Over 117 meetings, 52 attendees representing 39 companies participated (a record number for meetings and attendance)
- “ Ten key meetings with House and Senate leadership
- “ Six meetings with House and seven with Senate Full Appropriations Committee members or staff
- “ Seven meetings with both House and Senate Homeland Security Appropriations Subcommittee members or their staff
- “ Six meetings with both House and Senate Homeland Security Committee members or their staff



2017 Activity

- " FY17 \$345 million each for SAFER and AFG
- " Home Days .
 - " Wisconsin in July Pierce hosted Congressmen Ribble, Grothman, & Gallagher, as well as Senators Johnson & Baldwin.
 - " Pierce hosted Congressman Charlie Crist at our facility in Florida last June
 - " Illinois in June (W.S. Darley & Co.)
 - " Akron Brass hosted Congressman Renacci in August



2018 Goals & Activity

- “ Full funding for AFG and SAFER grant programs, U.S. Fire Administration USAR program
- “ CFSI stakeholders have again requested \$810 million for AFG/SAFER (\$405 each)
- “ President's FY18 Budget requested \$688,688,000 million for AFG & SAFER
- “ The House has reported their DHS appropriations bill with \$345 million for AFG (level funding from last year)
- “ Prognosis is again CR leading to possible Omnibus



2018 Top Priority: Reauthorization!

- “ Reauthorization of Fire Grant programs . the present reauthorization bill has a sunset clause. If it is not reauthorized for the 2018 fiscal year, it will cease to exist
- “ The program will end the end of calendar year 2017 and the authorization will end the end of fiscal year 2017 (Sept 30, 2017)
- “ Senate unanimously reported out of Committee and passed by Unanimous Consent S.829 reauthorizing Fire Grants with no sunset provision



Stakeholder Objectives

- “ Eliminate the sunset provision that will permanently terminate the Assistance to Firefighters (AFG) and Staffing for Adequate Fire and Emergency Response (SAFER) grant programs on January 2, 2018
- “ Extend the authorization for the programs through Fiscal Year 2022;
- “ Implement a technical correction to the individual waiver authorities under the SAFER grant program
- “ Implement a technical correction to the maintenance of expenditures provision in the SAFER grant program
- “ Implement a technical correction to the 21st Century Cures Act related to specialized training for first responders intervening with individuals with mental illnesses
- “ A technical correction to the application requirements for the SAFER grant program.



Senate Homeland Members

- " Ron Johnson, Wisconsin, Chairman
- " John McCain, Arizona
- " Rob Portman, Ohio
- " Rand Paul, Kentucky
- " James Lankford, Oklahoma
- " Michael B. Enzi, Wyoming
- " John Hoeven, North Dakota
- " Steve Daines, Montana
- " Claire McCaskill, Missouri, Ranking Member
- " Thomas R. Carper, Delaware
- " Jon Tester, Montana
- " Heidi Heitkamp, North Dakota
- " Gary C. Peters, Michigan
- " Margaret Wood Hassan, New Hampshire
- " Kamala D. Harris, California



House Science Committee Members

- " Lamar Smith (TX-21)
Chairman
- " Frank D. Lucas, Vice
Chairman (OK-3)
- " Dana Rohrabacher (CA-48)
- " Mo Brooks, (AL-5)
- " Randy Hultgren (IL-14)
- " Bill Posey (FL-8)
- " Thomas Massie (KY-4)
- " Jim Bridenstine (OK-1)
- " Randy Weber (TX-14)
- " Steve Knight (CA-25)
- " Brian Babin (TX-36)
- " Barbara Comstock, (VA-10)
- " Gary Palmer (AL-6)
- " Barry Loudermilk (GA-11)
- " Ralph Lee Abraham (LA-5)
- " Darin LaHood (IL-18)
- " Daniel Webster (FL-11)
- " Jim Banks (IN-3)
- " Andy Biggs (AZ-5)
- " Roger Marshall (KS-1)
- " Neal Dunn (FL-2)
- " Clay Higgins (LA-3)



House Science Committee Members

- " Eddie Bernice Johnson, Ranking Member (TX-30)
- " Zoe Lofgren (CA-19)
- " Daniel Lipinski (IL-03)
- " Suzanne Bonamici (OR-1)
- " Ami Bera (CA-7)
- " Elizabeth Esty (CT-5)
- " Marc Veasey (TX-33)
- " Don Beyer (VA-8)
- " Jacky Rosen (NV-3)
- " Jerry McNerney (CA-9)
- " Ed Perlmutter (CO-7)
- " Paul Tonko (NY-20)
- " Bill Foster (IL-11)
- " Mark Takano (CA-41)
- " Colleen Hanabusa (HI-1)
- " Charlie Crist (FL-13)



2018 Activities for the Members!

- “ Hill Day 2018 April 17-18 in conjunction with CFSI
- “ Call your Congressional Offices and promote AFG Reauthorization, SAFER, USFA and USAR funding initiatives
- “ Invite your congressional office to visit your facility (Home Days)
- “ Talking points/briefing material available on the GAC website
- “ Report your activity back to the GAC



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NOMINATING COMMITTEE

Phil Gerace



Nominating Committee Members

Bruce Whitehouse

Phil Gerace

David Durstine



Activities

- “ Manage Nomination process
- “ Identify candidates for 2018 Board positions
- “ Identify candidates for consideration in future years

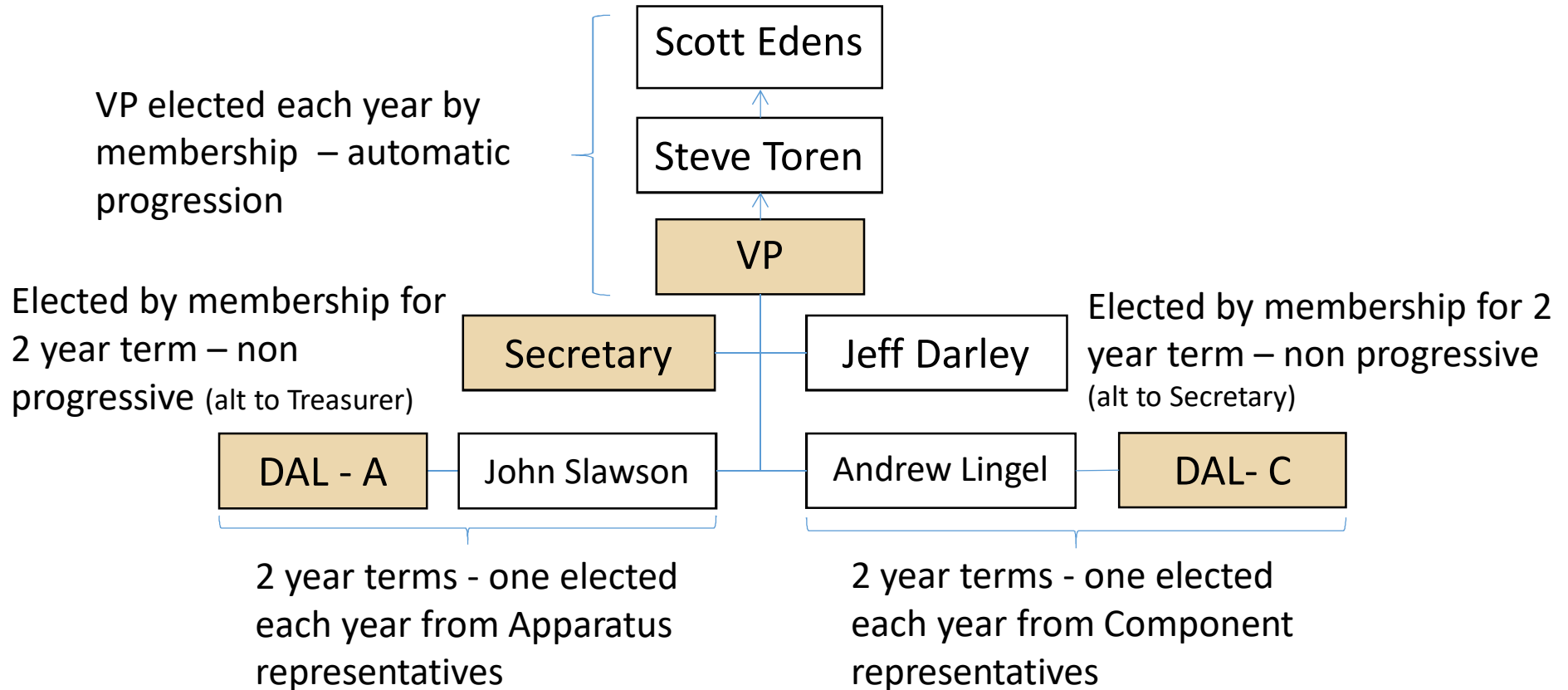


Nominating Process

Publish Nomination Call	April 30/17
Identify and contact candidates for 2018 board positions	May 15/17
Prepare template for Slate of Nominees	June 30/17
Finalize slate of 2018 candidates	July 15/17
Publish slate of 2018 candidates	Aug 15/17
Presentation of Process and Slate	Fall Meeting
Call for Nominations from the Floor	
Election of 2018 Officers	



2018 Board Positions





Open Board Positions

Vice President **

Secretary – 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 candidate for Vice President:

2018 – Curt Ignacio



Candidate Qualifications

- “ Qualified representative of a member company who has previously served in a leadership position within the association or as a member of the senior leadership team of a member company,
- “ 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.



2018 Board Nominations

Vice President

Curt Ignacio

Secretary

Bev Lowery

Director at Large – Apparatus

Mike Moore

Director at Large – Component

Jerry Merges



Nominations from the Floor

- “ Open to any and all member representatives who meet the qualifications



Election of 2018 Officers



2017 - FAMA Fall Meeting

MEMBERSHIP COMMITTEE

**Gregg Geske
&
Tim Van Fleet**



Committee Members

- " **Gregg Geske / Co-Chair** . Waterous Company
- " **Tim Van Fleet / Co-Chair** . Akron Brass Company
- " Jennifer Hollis . Hansen International
- " Oran McNabb . AMDOR
- " Jerry Merges . VisionMark Nameplate Co.
- " Rick Suche . Fort Garry Fire Trucks
- " **Board Liaison – Bev Lowery** . H.O. Bostrom Co.



Committee Annual Objectives

- “ Grow Membership 5%
- “ Develop Membership Retention Plan
- “ Engage Member Company Participation
- “ Introduce Mentor Program for First Time Attendees
 - “ Start with the Fall Meeting and Adjust



Targeted New Member Companies

- " Extend-O-Bed
- " HMA Fire
- " *Innovative Controls
- " M. Tech - Wade Meith
- " Odyssey Specialty Vehicles
- " *Precision Fire Apparatus
- " Safety Vision, LLC

* Been Contacted by Chair ... Need help with others



New Member Companies

- " Fire Lion Global LLC
- " Firovac by Reberland Equipment Inc.
- " HAAS, Inc.
- " Heiman Fire Equipment
- " KZ Valve
- " Vista Brake Lock LLC
- " Ward Diesel Filter Systems



MARKETING COMMITTEE

Sam Massa



Marketing Members

- “ Andrew Lingel (UPF) - Board Liaison
- “ Sam Massa (HiViz) - Chair
- “ Karen Pramas (UPF)
- “ Marty Hetherington (Spartan Emergency Response)*
- “ Alissa McGlone (Sutphen Corporation)*

* Designates NEW member since Spring meeting



Marketing Activities

- " 2018 Spring Meeting Graphics (in progress)
- " 10 Reasons to Join FAMA flyer
- " Fire Apparatus Safety Guide
 - " **PRINTED and IN STOCK**
- " Implemented Dropbox File Structure
- " Website Analytics





Spring Meeting Graphics

- “ Spartan Emergency Response created meeting graphics for website, constant contact, sponsor signs and newsletter advertisement.



JOIN FAMA TODAY
AND SEE WHAT'S IN IT
FOR YOU!



Front Cover



INDUSTRY STATISTICS

FAMA is the ONLY source for accurate fire service statistics provided quarterly and summarized at year end. Only FAMA members are privy to these reports since they are not released to the public. Members find this research invaluable for their internal business purposes regarding apparatus purchases by state, product category, pump type and more.



TECHNICAL COMMITTEE

Through subcommittees, members work with numerous industry experts in recommending safe, practical solutions that assist the NFPA in the formation of standards. In addition, members receive the latest information about new products, technologies and standards.



GOVERNMENTAL AFFAIRS COMMITTEE

The GAC helps FAMA establish and maintain their reputations as leaders and strategic partners with governmental entities as it relates to Emergency Services, Fire Apparatus and Homeland Security. Through the GAC, member companies receive regular communications about important legislation that relates to their

ABOUT FAMA



MISSION

The association of choice most committed to enhancing the quality of the emergency service community through the manufacture and sale of safe, efficient emergency response vehicles and equipment.



QUALIFICATIONS

Membership in FAMA shall be open to those otherwise qualified business entities that, during the preceding 12 month period, using its own employees at its own facilities located in the United States or Canada, has manufactured for commercial resale any of the following products:

- Fire fighting or fire protection apparatus, including rescue vehicles and command vehicles intended for use in emergency service (collectively called "fire apparatus" herein);
- Components or products which are later incorporated by the fire apparatus manufacturer as a permanent part of the completed fire apparatus; or
- Products specifically designed for fire service applications that are affixed to, or carried upon, the fire apparatus for use in conjunction with the fire apparatus in performing its fire fighting, rescue or command function. Examples of such products would include, without limitation, chassis, fire pumps, fire hoses, hose reels, ladders, aerial devices, apparatus valves and other water control appliances.

For

Open Flap



FIRE
APPARATUS
MANUFACTURERS'
ASSOCIATION

WHY JOIN FAMA?



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NETWORKING

FAMA's spring and fall meetings provide a great opportunity to network with industry professionals. The meetings also keep members up-to-date with new information, allow for group formulations of organizational goals and provide a forum to share information.



INDUSTRY RELATIONSHIPS

As well as serving U.S. and Canadian fire service communities through involvement in NFPA, FAMA members also integrate with and support the Congressional Fire Services Institute (CFSI), the International Association of Fire Chiefs (IAFC), the Fire Department Safety Officers Association (FDSOA), the Fire and Emergency Manufacturers and Services Association (FEMSA), and other fire service-related organizations.



WHITE PAPER REPORT

As a member of FAMA you will get a chance to contribute to our White Paper Report. The White Paper Report is intended to serve as a resource for fire service administrators who are considering replacement of outdated or obsolete fire protection equipment, or who are in the process of purchasing new equipment.



COMMUNITY SERVICE

FAMA gives back to individuals in the fire industry in the form of scholarships and grants advocacy. FAMA advocates for grant funding to support underfunded fire departments to ensure proper protection to their communities. In addition, FAMA is proud to help cultivate the next generation of fire service professionals. Each year one scholarship is awarded to a deserving individual enrolled in a four-year or graduate level fire science or EMS program.



COMPREHENSIVE WEBSITE

The FAMA website has become a central hub for members, providing a full member listing with contact information, a resource library, the FAMA calendar, and a members-only section.



STRENGTH IN NUMBERS

FAMA member companies total over 120 strong. On issues that are important to the fire service and its suppliers, the organization is able to provide a strong voice within the industry that a single supplier might not be able to accomplish independently.



COMMUNICATIONS

FAMA communicates with its members on a regular basis via emails, its website and an extensive FAMA newsletter.

For more information on how you can become a member of FAMA, visit www.FAMA.org today!

Inside



For purposes of this section, the term "manufacture" means the construction or fabrication of a qualifying product from raw materials, or the assembly of a qualifying product from raw materials, or the assembly of a qualifying product using parts, components, or sub-assemblies that are supplied by others.

Visit www.FAMA.org, then click on "membership" for more information on how to join.



[Back](#)



Dropbox File Structure



FAMA Marketing Committee Design Files	
Q Search	
Name	Date Modified
▶ 2017 Projects	✓ Today, 5:09 PM
▶ 2018 Projects	✓ Yesterday, 11:28 AM
▶ FAMA Website SEO	✓ Jan 30, 2017, 9:25 AM
▶ Fire Apparatus Safety Guide	✓ Jan 30, 2017, 8:17 AM
▶ New FAMA Logo files	✓ Yesterday, 11:27 AM



09.24.2017

FAMA Marketing Dropbox

To
Marketing Committee
Members

From
Sam Massa, Chairman
FAMA Marketing
Committee

Sam.massa@hivizleds.com

CC
Sonya Kelly

Re
Dropbox file structure

Comments:

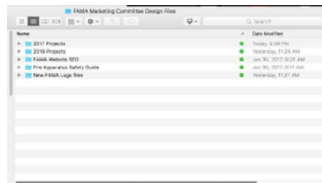
One of the to-dos for FAMA marketing committee has been to move everyone's primary design files from local storage individually to a shared double-redundant Dropbox server. Historically, when committee members have changed roles in their respective member companies, or changed affiliation with FAMA marketing committee, important data has been lost. Our goal is to utilize the Dropbox server which keeps a revisionist history of all files. In the event something is deleted (on purpose or by mistake) it can easily be recovered and restored.

NEW Projects:

When creating new FAMA marketing material, please navigate to %Dropbox>FAMA Marketing Committee Design Files>_____ (relevant folder)+to store your project data. If working in InDesign, please store final packaged files in this folder (to include all linked files etc). Dropbox is a LOCAL folder on your computer which references a server as changes are made. You can work from this drobox folder just as you would any other storage location.

Legacy Projects:

If you have legacy FAMA marketing materials, please move a copy to this same folder structure so that we can keep a master record. If the project file size becomes prohibitive, we may begin to archive out legacy items that are no longer relevant.



New Member? Please reach out to the current committee chair, or Sonya Kelly, to be added to the drobox share folder. skelly@fama.org

**Fire Apparatus Manufacturers Association,
Marketing Committee**

www.FAMA.org



Website Analytics!

Top Organic Searches:

1. FAMA (3600 searches)
2. How Wide is a Fire Truck (880 searches)
3. How much does a fire truck weigh? (590 searches)
4. Skeeter Brush Trucks (480 searches)
5. Fire Research Corp (390 searches)
6. Fire Apparatus Manufacturers (320 searches)
7. Illinois fire chiefs (260 searches)
8. Fire truck dimensions (170 searches)
9. Fire Trucks Unlimited (170 searches)
10. EJ Metals (140 searches)



- “ Majority of the time, people are specifically searching for FAMA
- “ Folks are also very interested in the size and shape of fire trucks!
 - “ *Anyone interested in creating content discussing this topic?*
- “ Our member companies back-linking to our website is helpful for all involved.
 1. What does this mean?



=SUM(E108+E107+E103+E100+E99+E97+E91+E88+E89+E87+E86+E85+E84+E76+E73+E69+E63+E62+E60+E59+E58+E55+E54										
B	C	D	E	F	G	H	I	J	K	L
fire appliance dimensions	3	4	90							
hubs fire trucks	5	0	90							
fire truck design vehicle	5	9	90							
carl thibault fire trucks	5	9	90							
who makes fire trucks	6	4	90							
quality fire trucks	6	6	90							
fire truck brands	7	5	90							
fire brigade vehicle dimensions	1	1	70							
fire truck width	1	2	70							
fire truck height	1	2	70							
how much does a fire truck weight	2	2	70							
fire truck wheelbase	2	2	70							
how much does a firetruck weigh	3	2	70							
ohio fire and ems expo	4	5	70							
evi florida	5	3	70							
plodmont fire expo	6	4	70							
how to size fire pump	6	6	70							
fama test	6	7	70							
oregon fire chiefs association	7	4	70							
skeeter brush truck	7	5	70							
weight of a fire truck	1	1	50							
firetruck weight	1	1	50							
fama org	1	1	50							
height of fire engine	1	1	50							
width of a fire truck	2	2	50							
average width of a fire truck	2	2	50							
fire truck length	2	2	50							
fama com	2	2	50							
fire truck dimensions drawing	2	2	50							
fire truck dimensions usa	2	2	50							
upf tanks	6	5	50							
fire tender load	6	8	50							
program fama	6	14	50							
program fama	7	0	50							
fire research company	7	3	50							
weight of fire truck	1	1	40							
fire apparatus manufacturers list	1	1	40							
evi fl	4	4	40							
mfa 1906 pdf	6	4	40							
fire truck engine specs	6	5	40							
akronbrass com	7	6	40							
fire apparatus manufacturers association	1	1	30							
fire engine weight	1	1	30							
evi fl	4	4	30							
fire truck specs	4	4	30							

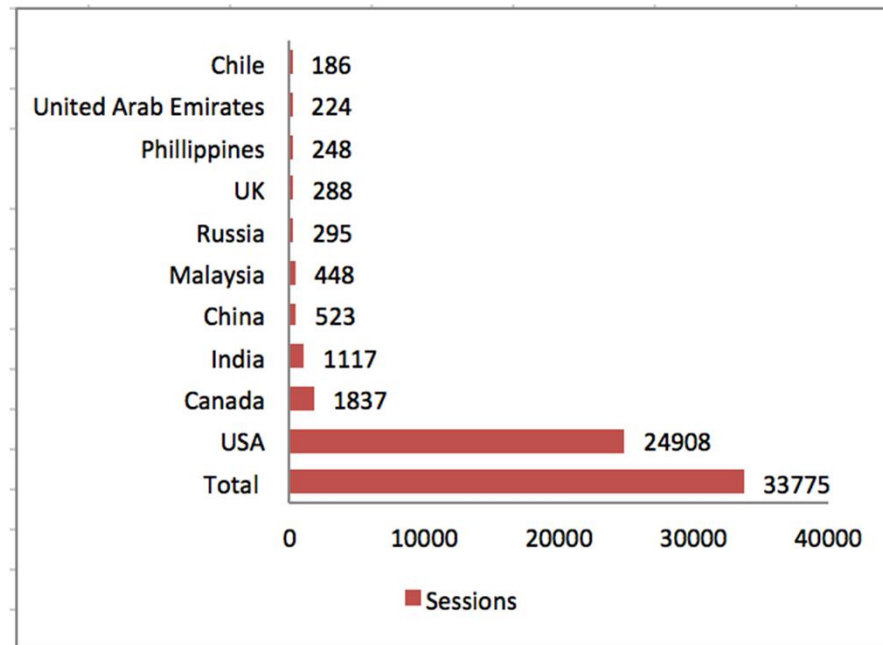
If you calculate the total volume for all search terms specifically related to the shape or size of a fire apparatus, you get 3,170 results!

People are equally as interested in firetruck shape as they are FAMA!!



Website Analytics

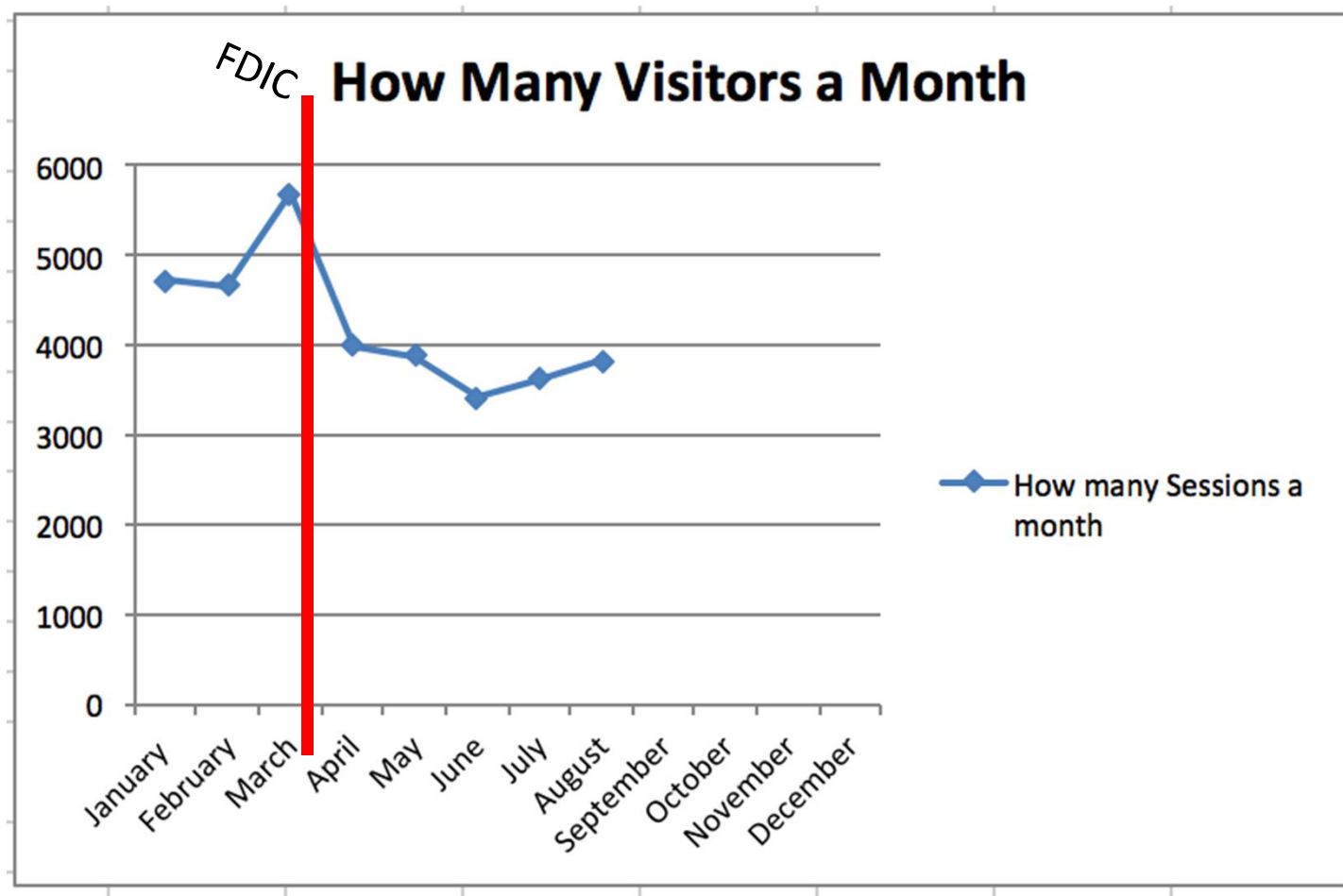
Where are our visitors from?



*Russia's moved
down, China and
India up*



Website Analytics

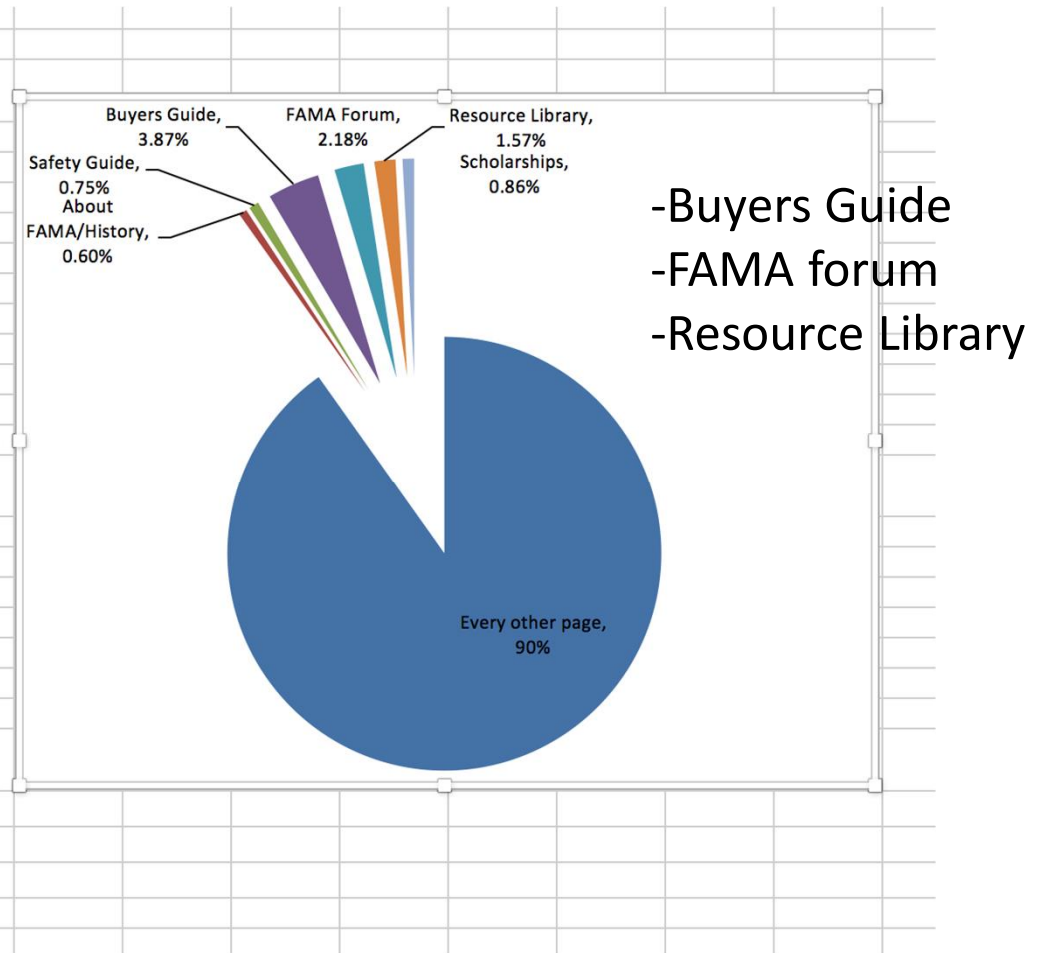




What's important to Firefighters?

Important for Fire fighters		
	Page views	%
Total Page Views	101192	
Every other page	91238	90%
About FAMA/History	604	0.60%
Safety Guide	755	0.75%
Buyers Guide	3921	3.87%
FAMA Forum	2209	2.18%
Resource Library	1592	1.57%
Scholarships	873	0.86%

Important for Member/potential members		
	Page views	%
Total page views	101192	
Every other page	94043	93%
Why Join	374	0.37%
How to Join	182	0.18%
Application	469	0.46%
Member area	2394	2.37%
Fama Member list	3659	3.62%
Vault FAMA/FEMSA Annual		
Surveys Industry	16	0.02%
Vault trade show report card	11	0.01%
Statistic page 2016	44	0.04%
Statistics page	287	0.28%

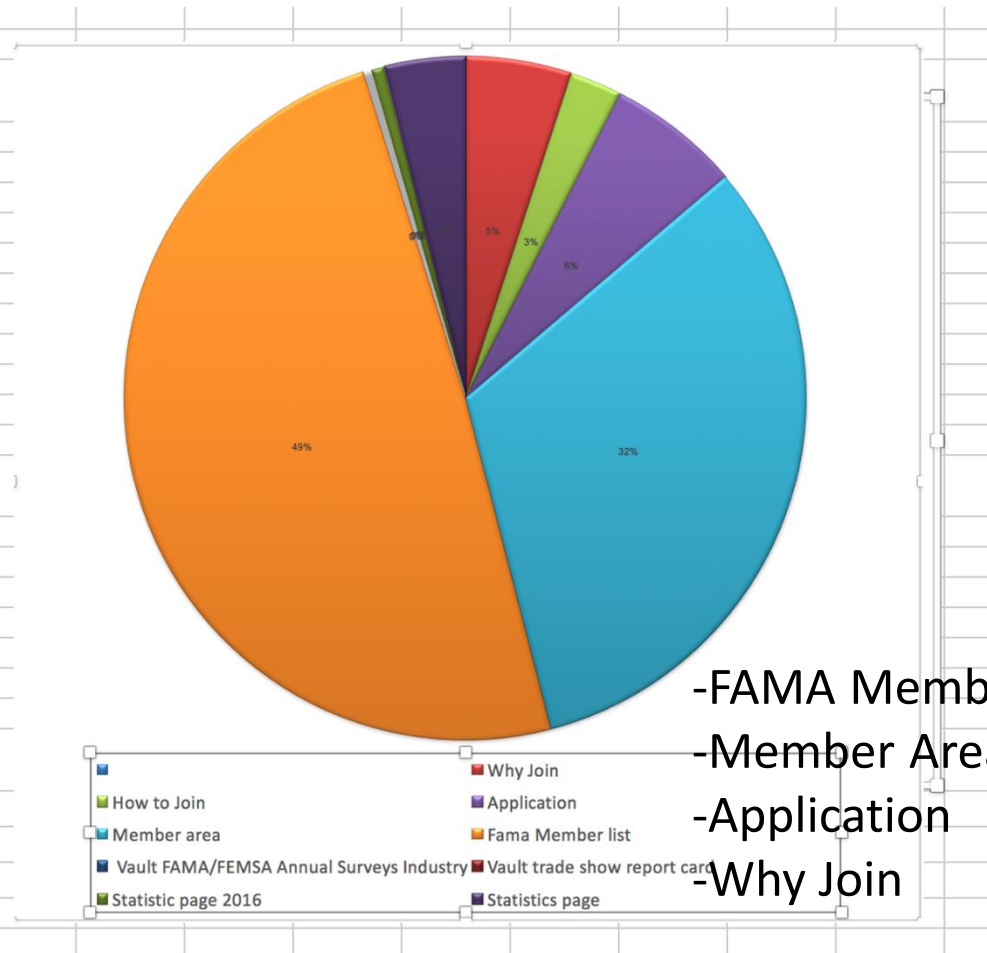




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Statistics page	287	0.28%



- FAMA Member List
- Member Area
- Application
- Why Join



2017 - FAMA Fall Meeting

MEETING PLANNING COMMITTEE

**Grady North
Matt Pitzer
Jeff Resch**



Grady North . Chairman

Jeff Resch . Co-Chair, Speaker Coordinator

Matt Pitzer . Co-Chair, Score Card and Surveys

Chick Granito . Corporate Sponsorships

Pat Cahill . Group Activities

Mark Albright . On Site Coordinator

Bill Doeblor . Meeting Promotions

Kaoma Massa . Banquet Awards, Photography

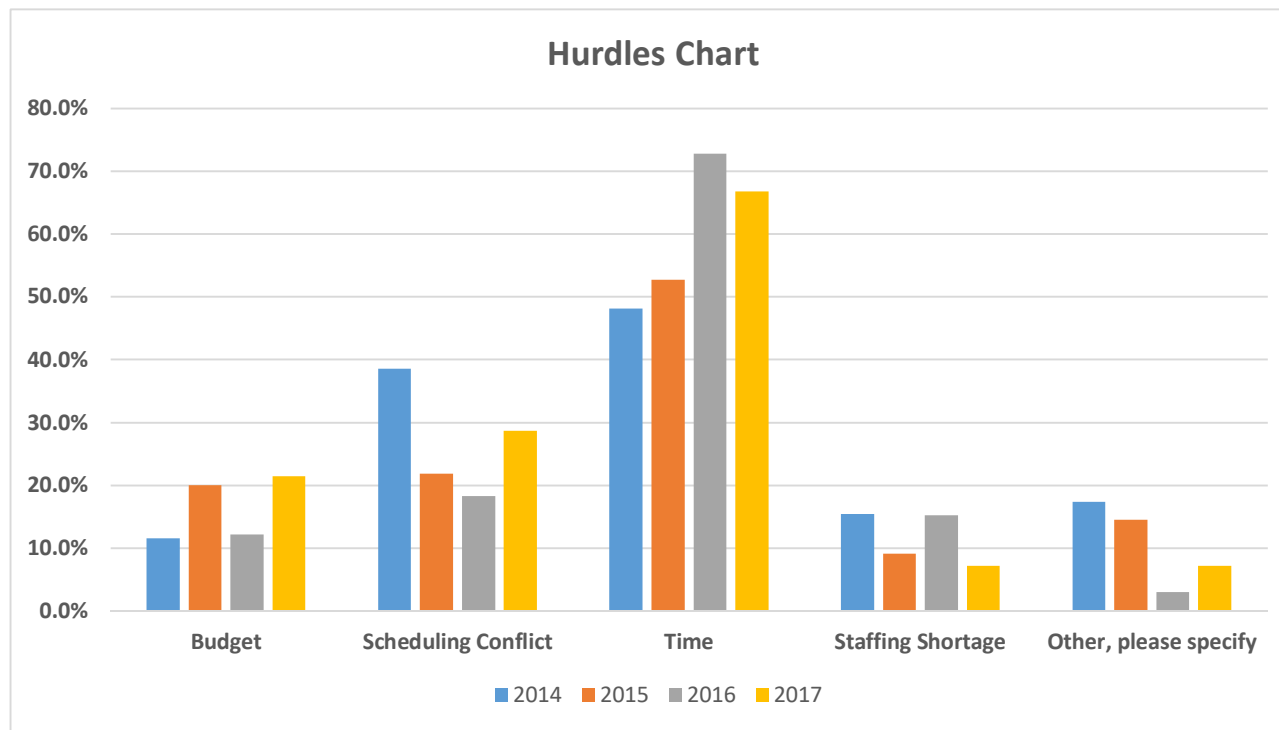
Ron Truhler . Golf Tournament

Steve Toren . FAMA Board Liaison



Surveys

What were the biggest hurdles you had to overcome to be able to attend?





To show this poll

1

Install the app from
pollev.com/app

2

Start the presentation

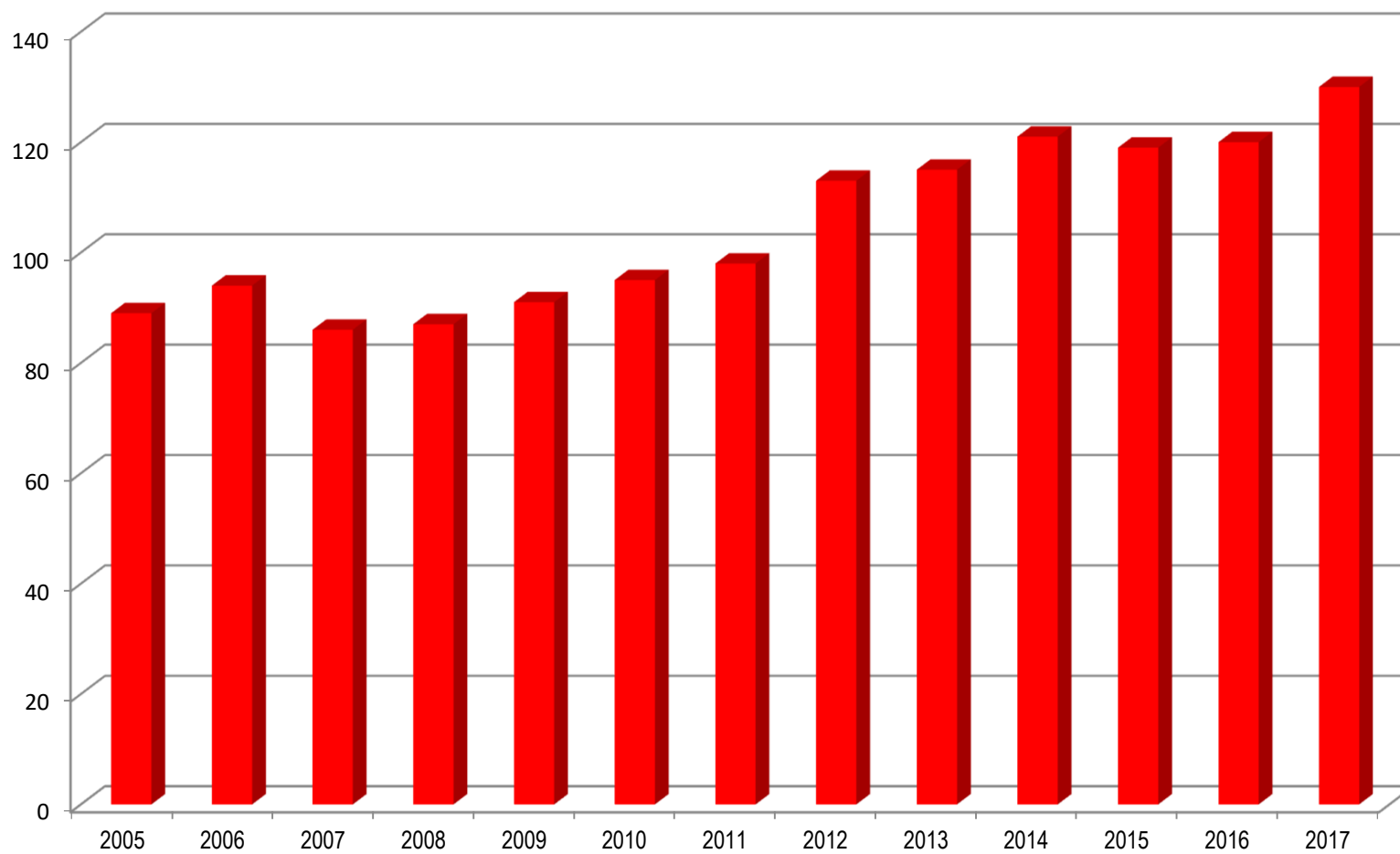
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or

[Open poll in your web browser](#)



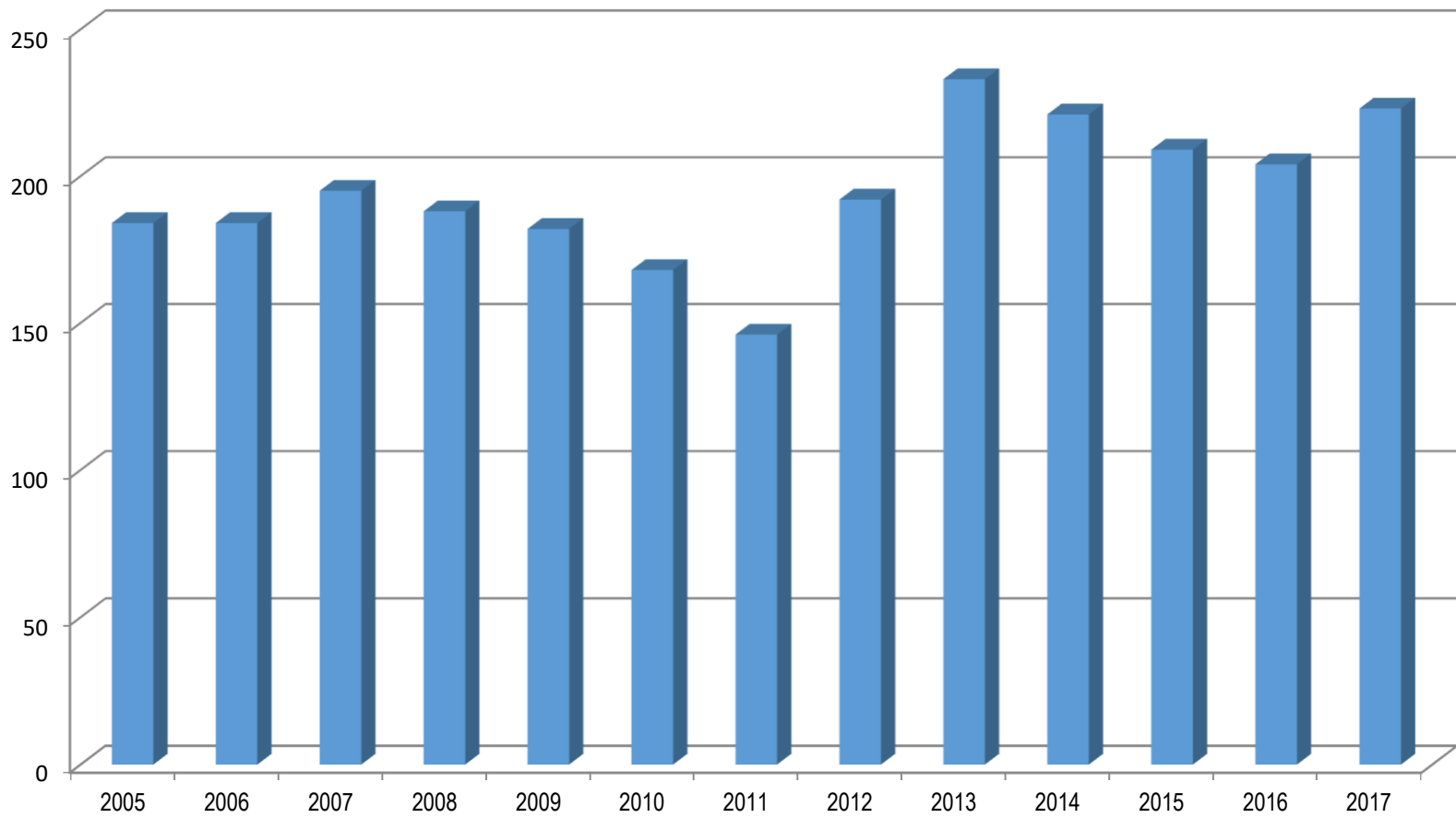


COMPANIES





ATTENDEES





Program Survey

What topics would be of most interest?

1. Programs relating to the economy 62%
2. New technology 56%
3. Government regulations affecting fire apparatus – NHTSA, EPA, etc. 49%
4. Sales/marketing programs 38%
5. Personal improvement Real life stories – significant fires or catastrophic emergencies 36%
6. Programs for business managers 20%
7. International market 18%



2018 Spring Meeting Topics

” **Stephen Shapiro** - Innovation Evangelist and Business Author

” **Robert Tucker** - Innovation Expert, Business Futurist and Author

” **Sage Group** – Economic outlook based on analysis of FAMA’s statistical data



To show this poll

1

Install the app from
pollev.com/app

2

Start the presentation

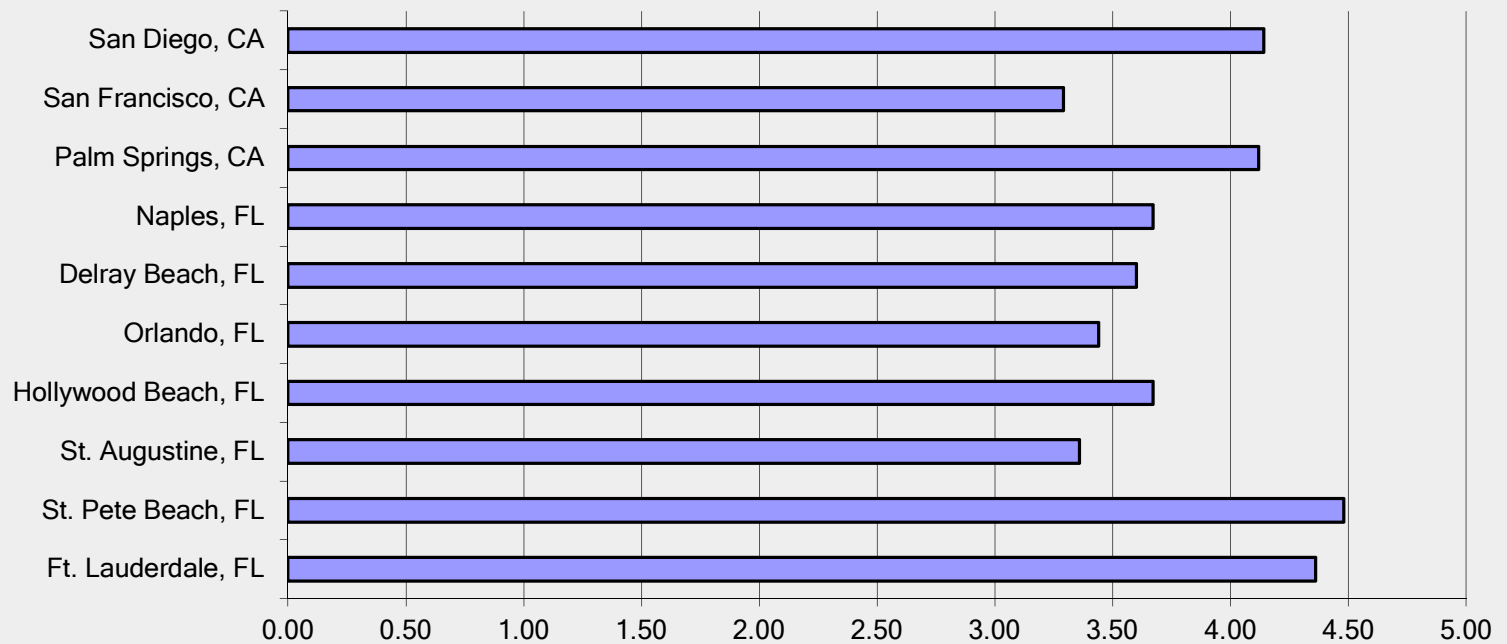
Still not working? Get help at pollev.com/app/help
or

[Open poll in your web browser](#)





Location Survey





To show this poll

1

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pollev.com/app

2

Start the presentation

Still not working? Get help at pollev.com/app/help
or

[Open poll in your web browser](#)





Spring Meeting 2018

New Time of Year

Dates are February 21-24, 2018

New Days of the Week

Days are Wednesday thru Saturday

New Location

Marriott Coronado Island, CA



Spring Meeting 2018

**Marriott Coronado Island,
San Diego, CA**



**February 21-24, 2018
(Wednesday to Saturday)**



Fall Meeting 2018

Renaissance, Austin, TX

September 26-28, 2018





Spring Meeting 2019

Marriott Hollywood Beach, FL

March 16-19, 2019





Fall Meeting 2019

**Toronto Marriott Downtown
Eaton Centre Hotel**

October 9-11, 2019





Spring Meeting 2020

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

March 21-24, 2020





Fall Meeting 2020

JW Marriott New Orleans

October 7-9, 2020





2017 - FAMA Fall Meeting

2018 BOARD OF DIRECTORS



2017 - FAMA Fall Meeting

2018 Board Focus

- “ Statistics
- “ GAC
- “ Technical



2017 - FAMA Fall Meeting

Statistics

- “ Sage Policy Group .
Developing a correlation to other
macroeconomic trends.

GAC

- “ Home Day

Technical

- “ Buyers Guide



2017 - FAMA Fall Meeting

Our 2018 Spring Meeting Theme, "Exceeding the Vision+

"Exceeding the Vision+, Statistics Analysis

"Exceeding the Vision+, Government Affairs
. Hill Day, Home Day, CFSI, etc.

"Exceeding the Vision+, Technical Review,
Support & Documentation

"Exceeding the Vision+, Support Committees
- Meeting Planning, Membership, Education,
LRP, Bylaws, etc.



2017 - FAMA Fall Meeting

Our 2018 Spring Meeting is
February 23-24

- “ We have included everything in the
sign up
- “ Meeting and golf sign-up



2017 - FAMA Fall Meeting

UNFINISHED BUSINESS



2017 - FAMA Fall Meeting

NEW BUSINESS



Next Meeting Notice

February 23-24, 2018
Marriott Coronado Island, CA



Thank You Conference Sponsors



FIRE
APPARATUS
MANUFACTURERS'
ASSOCIATION

2017 ANNUAL MEETINGS | GLENDALE, AZ

The following firms have generously supported the annual conference through their sponsorships. Please be sure to seek them out to learn about their products and services. Their support is an integral factor in our ability to offer such a great conference program.

