

PUTTING IT IN PERSPECTIVE



NEWS
WINTER | 2017-2018



FIRE
APPARATUS
MANUFACTURERS'
ASSOCIATION

PennWell® is the official newsletter partner of FAMA/FEMSA News

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



By Bill Van Lent
FEMSA President, 2018

It's an honor and a pleasure to be writing this letter as your new FEMSA President. From my perspective, FEMSA is healthier and more energized than ever.

First and foremost, I thank Bill Lawson for his outstanding leadership as the retiring FEMSA president. Bill certainly followed the tradition of leaving the FEMSA organization in even better condition than he found it, and well prepared to meet the challenges and opportunities ahead of us. Just a few of FEMSA's achievements under Bill's direction include:

- Updated and improved website providing easier navigation, additional content and a fresh new look.
- The updated Buyer's Guide allowing all our members the ability to present their products and services in an easy-to-search, online resource.
- The transition to digital User Information Guides, (UIGs), providing FEMSA participating members and their customers easy access to comprehensive safety and care information.

There are numerous other enhancements that your organization has implemented over the past four years of Bill's leadership – Bill, you will be a hard act to follow – Thank you!

I would also like to recognize those members and guests who attended our Annual Conference in Glendale, AZ. I'm confident that all who joined us would agree, it was a tremendous success. The theme, *Turning Up The Heat*, could not have been more apropos.

Kickoff and keynote speaker, Janine Driver, captivated the audience with an insightful, relevant and entertaining presentation on Body Language – "You Say More Than You Think." The "heat" continued with our Chiefs' Panel, (always a favorite), the Washington Update, and a Canadian member breakout. Anirban Basu once again amazed the audience by transforming the dry and complex economic situation into useful, sometimes hilarious, information. In addition, the Fire Lanes, (with a repeat performance by Janine Driver on interaction with others; Home Days; and Anti-trust Investigations - what to do when "you've been served"), the Caucus Groups and informative and useful presentations on "7 Ways To Optimize Trade Shows" and "Traction – How Marketers Spark Change and Inspire Movements by Doing the Unthinkable" rounded out the red-hot content. Of course, the networking and social opportunities are always the "icing on the cake."

While all your Board members work hard to make this a worthwhile event, I would like to express a special THANK YOU to Janet Wilmoth and the Education Committee for their hard work in making the program such a hit! In addition, Karen Burnham delivered her usual outstanding performance ...Thank

you Karen! If you were unable to attend Glendale, make sure you don't miss the 2018 meeting in Austin, TX. We'll see you there.

Looking ahead, there are opportunities and challenges before us. Continuing the growth in our membership, delivering value added services, remaining active and vigilant with regard to legislative issues, and continuing to enrich and deliver high quality content at your FEMSA Annual Conference will remain a focus of mine and your dedicated Board of Directors. I'm humbled to have been chosen as your next President and I'm enthusiastically looking forward to the next two years! ☺



By Steve Toren
FAMA President, 2018

I'd like to recognize the hard work of an intensely high achieving Board of Directors and Committees. By working together, we've covered a lot of ground, and have put in place many key infrastructure initiatives. We have new faces on the Board who are bringing new viewpoints and experiences. And we have a solid membership of the finest manufacturers who innovate and make available life-saving solutions to protect our citizens, first responders and freedom. Now that we've accomplished key priorities from an organizational, process and infrastructure standpoint, it's time to consider what's next.

For 2018, we'll be focusing on three priorities that I believe are most important to our members, offer the ability to measurably propel the industry into the spotlight of key influencers. They are: GAC, Statistics, and Tech.

GAC provides our membership a voice in Washington, DC, via "Hill Days" and to local and regional governmental contacts through "Home Days." Member representation was stellar at Hill Day in 2017 and it's important to keep that momentum moving forward for 2018. I believe our greatest opportunity is to increase the impact we have on local, regional and national influencers *throughout* the year. I'm asking our membership to continue their dedication to Home Days, and to work with us to create added monthly or quarterly outreach to legislators, representatives, chiefs, media, and other key contacts. This can be in the form of a conversation over a cup of coffee, a visit to state offices, a tour of member facilities, and other ways to keep our industry front and center. With 130+ members reaching out on even just a quarterly basis, that impact equates to having our key industry messages reach a minimum of 520 stakeholder impressions annually. Monthly is even more impactful, at 1,560 impressions landing where they matter most. These efforts will help create a favorable groundswell of support, both regionally and in DC, for the betterment of all. We will be working throughout the year to support our members with tools to help them achieve these goals.

Industry statistics have been at the center of why many of us are members of FAMA. Over the last few years the Statistics Committee has provided an incredible system for interpreting data. Now it's time to take those interpretations and dig deeper into their relevance to trends in other markets or categories. By doing so we can: (1) help members gain a better understanding of what drives our market; (2) improve forecasting; and, (3) help to statistically assess the future of our industry. For this initiative, we have contracted the Sage Policy Group to analyze our statistics and develop correlations to other macro-economic trends. The expectation is that they'll look at other markets/categories to see what might be impactful to our industry so that we can deliver our membership even deeper insights into the road ahead.

Our Technical Committee continues to be on top of all issues pertinent to building safe apparatus, which is very challenging given the ever-changing nature of the business. It is reassuring to know that FAMA is leading the way in understanding and addressing the many groups (NFPA, EPA, NIOSH and others) that continue to add standards and regulations to an already burdensome system. Over the last few years the Technical Committee published the "Apparatus Safety Guide." The guide provides a review for end-users of the safe operations of fire apparatus. The technical team is now working towards the completion of a "Buyers Guide," also intended for end-users, which will guide them through important specification information as they consider building their next safe, efficient fire truck, fire apparatus and/or fire equipment.

Ultimately, the Technical Committee will continue its focus of providing the end-user with key resources and information needed to help identify buying criteria and safely operate apparatus in the field ... *'Exceeding the Vision'* as we continue the important work of FAMA. ☉

many roles with passion. There would be no Governmental Affairs Committee without John Granby. Rick Singer has done an outstanding job in revamping the UIG program. James Long has made a strong impact as Secretary/Treasurer and will continue to do so as Vice President. Geoff Evans, David Russell, Richard Boyes, and Crosby Grindle have all made a mark in their short time on the Board. The newest Board members, Nathan Calabrese and Peter Askey, will fit right in with this strong team.

And the person that keeps it all moving forward (or the main cat herder) is Karen Burnham. She is the glue for FEMSA and I cannot thank her enough for the help she has given me and the rest of the Board over many, many years. I will miss the camaraderie that this Board possesses.

Thank you all for your support of FEMSA, and I look forward to seeing you in Austin next year. ☉



By Scott Edens
Past FAMA President

Time flies when you are having fun! I had a great time serving as the FAMA president this past year and want to thank all the Board Members and Committee Chairs for their dedication to our association. It is much easier to lead a team when it is stacked with talent. As I write this article for the newsletter, Speaker Ryan has not yet fulfilled his promise to call for a vote to reauthorize the AFG/SAFER grant programs. The reauthorization was our top 2017 initiative and I fully expect that by the time you read this article we will have achieved our goal. The GAC Committee has worked extremely well with the Congressional Fire Services Institute and major stakeholders to ensure that the reauthorization is completed by the end of 2017.

Predicting the future: Congratulations to the GAC, to our members that lobbied their Congressional Representatives and all the other stakeholders that participated in Hill Day this past April. A great win for the Fire Service!

The fire apparatus industry continues to change rapidly through innovation, consolidation and evolving client expectations. I am confident that the current Board and committee members are ready for any challenge our association may encounter. I am very excited about the 2018 Board and committee initiatives and future FAMA leaders.

It has been a pleasure to serve with all the Board Members during my tenure. Steve Toren and David Durstine are the only two members to serve on the Board concurrently with my five years of service. Their dedication to our association and industry is inspiring and I am lucky to call them friends and colleagues. Thank you both for your service and dedication. Looking forward to 2018! Selah. ☉



By Bill Lawson
Past FEMSA President

It is bittersweet to write my last President's message. FEMSA is a very strong organization, and will continue to be under the leadership of Bill Van Lent. Over the years, the FEMSA board has been focused on delivering value to the membership. I hope that our member companies, and the individuals in those member companies, feel that emphasis and support it. FEMSA will continue its mission to meet the needs of its members.

I would like to thank all the current and previous Board members for their hard work. Giff Swayne and Dan Reese were great role models and mentors for Bill Van Lent and me. Janet Wilmoth has really elevated the Education Committee and the Annual Meetings. Mike Natchipolsky has played many roles and excelled at all of them. Paul Andrews has revamped how FEMSA reaches its membership. Melinda Freeman has also served in

CONTENTS

- 6-9 GAC Corner
 - 6 *Natural and Human Disasters Highlight Role of First Responders*
 - 7 *Educating America's Elected Officials on Firefighter Issues*
 - 8 *Home Day Events*
- 9 Changing of the Guard
- 10-19 Annual/Fall Meeting
 - 10 *You Say More Than You Think*
 - 11 *"Beyond Economics 101 with Anirban Basu"*
 - 12 *AFG/SAFER and Home Days*
 - 12 *Update From CFSI*
 - 13 *The Next Gen Chiefs Panel*
 - 15 *Jefferson Davis*
 - 16 *Jay Acunzo... "Spark Change... by Doing the Unthinkable"*
 - 16 *Canadian Member Meeting*
 - 16 *Fire Lane: Strategies to Upgrade Rapport and Influence with Others*
 - 17 *"You've Been Served, Now What?"*
 - 18 *Photo Collage*
 - 19 *Thank You Conference Sponsors*
- 20 FEMSA 2017 Annual Business Recap
- 20 Fall Technical Committee Meeting
- 21 2017 Phillip L. Turner Scholarship
- 21 In Memoriam
- 22 2018 FAMA Spring Meeting
- 23 State of the Fire Service Survey
- 23 Save the Date: F.I.E.R.O.
- 24 FEMSA Education/International Trade Committee
- 24 2018 Notable International Trade Shows and Exhibitions
- 25-27 Trade Show Report
- 29-34 Member News
 - 35 FAMA/FEMSA Boards and Professional Resources
- BC 2018 Fire Service Events

WELCOME NEW FAMA MEMBERS



DAVID CLARK COMPANY INC.

Bob Daigle, Product Manager
Mark Estabrook, Director, New Business Development
360 Franklin Street
Worcester, MA 01604
Phone: 508-751-5800
Bob's Cell: 508-735-2702
Mark's Cell: 978-206-1499
www.davidclark.com
bdaigle@davidclark.com
mestabrook@davidclark.com

Clark designs, develops and manufactures wired and wireless headset communication systems for fire/rescue/EMS apparatus.



FIROVAC BY REBERLAND EQUIPMENT INC

Larry Reber, President & CEO
5963 Fountain Nook Road
Apple Creek, OH 44606
Phone: 330-698-5322
Cell: 330-466-2332
www.firovac.com
admin@firovac.com

Firovac™, the innovator and manufacturer of The Vacuum Fire Apparatus for over 30 years. Making every day water sources such as small ponds and streams capable of being the source of water to put fires out! These units are the most EFFICIENT and VERSATILE units on the market and will supply more gallons of water per minute with less man power. Call Firovac today to build the Vacuum Unit to fit your department's needs!



HAAS, INC.

Cory Hohs, CEO
Noah Levens, COO
1651 North Whipple Street
Cory's Cell: 773-936-3389
Noah's Cell: 773-450-0838
www.haasalert.com
cory@haasalert.com
noah@haasalert.com

HAAS Alert warns motorists and vehicles when responders are approaching or on-scene, making crews' jobs safer and decreasing response time. Products also include alerting responders when other responders and agencies are approaching.



HEIMAN FIRE EQUIPMENT

Ron Heiman, President
25814 Rudolph Avenue
Sioux Falls, SD 57108
Phone: 605-543-5510
www.heimanfire.com
ronheiman@heimanfire.com

Since 1947, Heiman Fire Equipment has been manufacturing, representing and delivering the finest Fire Apparatus available. Using vertical integration, throughout the sales, build process allows Heiman Inc. to gain better quality, understanding and value for the end user.



KZVALVE

Barry Kitrell, Marketing Manager
23860 KZ Parkway
Greenwood, NE 68366
Phone: 402-944-2767
www.kzvalve.com
bkitrell@kzvalve.com

KZValve designs, produces, and delivers quality Waterproof Electrically Actuated Valves and Controls for the Fire Industry. KZValve is in its 40th year of manufacturing quality products and is committed to being a custom supplier for the Fire Industry for years to come.

WELCOME NEW FEMSA MEMBERS



AIR SHELTERS USA, LLC (ZUMRO SHELTERS)

Win VanBasten, Vice President
P.O. Box 667227
Pompano Beach, FL 33066
(954) 782-7762
win@zumro.com
www.zumro.com

Air Shelters USA (ZUMRO Shelters) is a manufacturer of inflatable decontamination and emergency shelters.



CONSUMER FIRE PRODUCTS, INC.

Irene Rhodes, President/CEO
4257 Barger Dr.
Eugene, OR 97402
(541) 610-1684
irhodes@consumerfireproducts.com
www.consumerfireproducts.com

Consumer Fire Products manufactures (assembles and fabricates) exterior fire protection systems and fire proof window shades. They sell product direct to the consumer.



FIRE TECH & SAFETY

Matthew Wicks, VP Sales & Marketing
90 Progress Ave.
Tynsborough, MA 01879
(800) 331-7900
www.fts-ne.com
mwicks@firetechusa.com

Fire Tech & Safety is a distributor of firefighting equipment and brush trucks. The company is headquartered in Maine and has five locations in the Northeast.



HAAS, INC.

Cory Hohs, CEO
Noah Levens, COO
1651 North Whipple Street
Cory's Cell: 773-936-3389
Noah's Cell: 773-450-0838
www.haasalert.com

cory@haasalert.com
noah@haasalert.com

HAAS Alert warns motorists and vehicles when responders are approaching or on-scene, making crews' jobs safer and decreasing response time. Products also include alerting responders when other responders and agencies are approaching.



KOCEK COMPANY LLC

George Wessner, President/CEO
75 Highland Drive
Putnam, CT 06260
(860) 963-3377
sales@kocek.com
www.kocek.com

Kocek is a manufacturer of fire equipment products including adapters, couplings, hoses, nozzles, strainers, valves, wrenches, and other accessories.



LADDER LIGHT, LLC

Richard Westervelt, CEO
4534 Westgate Blvd., #110
Austin, TX 78745
(512) 380-1895
rick@ladderlight.com
www.ladderlight.com

Ladder Light replaces existing ground ladder end caps with a lighted end cap that acts as a beacon for firefighters and victims, and illuminates the departure zone. They're designed to work seamlessly with existing ladders and have been tested to perform in any condition.



LEASING 2, INC.

Bradley Meyers, President
1720 W. Cass Street
Tampa, FL 33606
(813) 258-9888
bmeyers@leasing2.com
www.leasing2.com

Leasing 2, Inc.'s business is that of equipment financing for local governments, 75% of which are for fire and EMS.



S&H FIRE PRODUCTS, INC.

Steve Larson, President
5891 Nolan St., Unit 1
Arvada, CO 80003
(303) 421-2001
slarson@shproductsinc.com

S&H Fire Products is a manufacturer of lightweight, high strength aluminum and brass firefighting equipment focused on wildland, WUI, and small structure applications. All products are manufactured in Arvada, Colorado.



SUNBELT FIRE, INC.

Thomas McLendon, President
8050 McGowin Drive
Fairhope, AL 36532
(251) 928-9917
tmlendon@sunbeltfire.com
www.sunbeltfire.com

Sunbelt Fire, Inc. is a distributor of fire suppression equipment, PPE and E-One fire apparatus.



TEAM EQUIPMENT, INC.

Patricia Reddy, Vice President
6620 Orchid Lake Rd.
New Port Richey, FL 34653
(727) 848-2424
patty@teamequipment.com

Team Equipment, Inc. is a wholesale/ resale dealer of firefighting, rescue, PPE, and hazmat equipment.



VOGELPOHL FIRE EQUIPMENT, INC.

Todd Vogelwohl, Owner
2770 Circleport Drive
Erlanger, KY 41018
(859) 282-1000
www.vogelwohlfire.com
toddv@vogelwohlfire.com

Vogelwohl Fire Equipment, Inc. is a distributor of firefighting equipment, rescue, PPE, and E-ONE apparatus and service. The company is headquartered in Erlanger, KY, with other locations in IN and OH.

Natural and Human Disasters Highlight Role of First Responders



BY DAVE GATTON
GAC CONSULTANT

Never in recent memory has the nation experienced such a string of natural disasters that have called upon our local first responders to “be there.” The floods in Houston from Hurricane Harvey led residents to say “they were the worst they’ve ever seen.” Hurricane Irma pummeled the Caribbean and Florida. And if Irma were not enough, Hurricane Maria slammed into Puerto Rico, the second to hit the Commonwealth this season, as a Category 4 storm with 150 mph winds. Devastation followed and the recovery has been slow.

According to an October 9 article in the Miami Herald, “The amount of accumulated cyclone energy — a measure of the intensity and longevity of storms — is also 254 percent higher than average with seven weeks left in the season,” said University of Miami Rosenstiel School of Marine and Atmospheric Science hurricane researcher Brian McNoldy.

Couple these with the devastating wildfires in Napa and Sonoma, CA, that have lev-

eled Santa Rosa and other communities, and we want to say, “Mother Earth is angry.”

And it seems, so are its people—if not angry, at least deranged. With ISIS-inspired terrorism in New York City, and the murder of 26 worshippers—many of them children—in Sutherland Springs, TX, Baptist Church, our man-made disasters create a horrific burden. While hurricanes are gigantic statements of nature, the mass shootings and lone-wolf terrorism events seem so laser-like—targeted on innocence by willful cruelty.

Added to this is the silent reality that our first responders deal daily with the nation’s opioid crisis, bringing back people from the certain death of an overdose, but often unappreciated for doing so. Most of this, hidden from view by the public, takes a toll in the form of a silent stress on our first responders.

In all these tragedies, the nation’s local first responders are there, responding to save lives and be a presence of sanity, good will, and public service to the nation at large. Think of what it would be like to hear and see these news stories without the presence of the first responders. They would be stories of hopelessness and symbols of the nation’s failure. But with the first responders “there,” the stories are different. They become examples of sacrifice, hope and good will, among

the tragedy of it all. We owe our first responders so much more than we know.

[Update: Dec. 29, 2017] In the waning days of the Congressional session, both the House and Senate passed an identical USFA, AFG and SAFER reauthorization package and sent it to the President for signature. AFG and SAFER are now authorized through FY 2023 at current authorization levels. The existing structure for the programs remain in tact with a few technical corrections in the SAFER program. In order to secure passage of the bill, which was essential given that AFG and SAFER sunset on January 2, 2018, the Fire Service Coalition agreed to a last minute sunset clause for September 30, 2024. While the Coalition had urged repeal of the sunset, it was necessary in order to ensure survival of the programs. All in all, this is a tremendous victory for the Fire Service and all its member organizations. CFSI, especially, deserves congratulations. Thanks to all FAMA and FEMSA members who worked during Hill Day and throughout the year to encourage their congressional delegations to complete the reauthorization before the end of 2017.

Happy New Year wishes to all. And remember, our first responders will be there, for whatever befalls our nation and its communities. ☉

New Telephone Phishing Scheme Impersonates SSA Employees

A new nationwide telephone scam has been reported where hackers are posing as a Social Security Administration (SSA) employee.

According to the SSA report, the calls are coming from a telephone number with a 323 area code. The caller claims to be an SSA employee and will often tell the victim they are due a cost-of-living adjustment increase in their Social Security benefits, but in order to receive it they need to verify their personal information, including their Social Security

number (SSN). If the imposter is successful, they will attempt to change your contact information with the SSA, including your direct deposit account—so that they (and not you) will receive your Social Security benefits.

Similar impersonation schemes were reported earlier in the year by the Office of the Inspector General (OIG).

Staying safe

As a reminder, SSA employees will occasionally contact citizens by phone for customer service purposes; however, there are limited instances where they will ask for personally identifiable information. Do not share information such as your SSN number or bank account information over the phone or internet unless you are certain of who is receiving it.

If you receive a suspicious call from someone alleging to be from SSA, you may report that information to the OIG at 1-800-269-0271 or online via oig.ssa.gov/report. ☉

Educating America's Elected Officials on Firefighter Issues

BY KAREN BURNHAM

At the 2016 Hill Day reception in Washington, DC, one of our esteemed guests was Dr. Burton Clark. His credentials are longer than your arm, but in a nutshell, he has dedicated almost five decades of his life as a member of the Fire Service, tirelessly working to help educate fellow professionals and others as an instructor, speaker, researcher, and author.

During our visit, Burt handed me a card about his newly released book, *I Can't Save You But I'll Die Trying*. I asked him for a Cliff's Notes-style summary, and he explained that the book is a grassroots effort to initiate meaningful dialogue on a variety of issues facing firefighters, citizens, government leaders, public administrators and educators regarding fire safety. Burt was looking for a way to put his book in the hands of every elected official on Capitol Hill in the hopes of initiating a public discussion on how to significantly reduce deaths and loss of property by fire, and to inform and educate them on their roles in helping make this goal possible.

Here we were – FEMSA and FAMA members representing the fire industry – in Washington, DC, having completed two full days of meetings with Congressional leaders and their staffers, thanking them for their past and continued support of the AFG and SAFER grant programs, the USFA and the Fire Service as a whole. What a perfect tie-in to the GAC's efforts – how could we help?

Fast-forward five months ... by September 2016, seven generous member companies, and the GAC as the host, stepped up to support the effort. Sincere thanks to:

- Casco Industries
- Cutters Edge
- Fire & Safety Services
- LION
- Paratech
- PBI Performance Products
- W.S. Darley & Company

Books were printed with the GAC logo on the front cover, just inside the cover was a letter from the FEMSA and FAMA presidents, followed by a half-page dedicated to each sponsoring com-



Burt Clark with Congressman Jamie Raskin (MD 8th) and GAC co-chair Lee Morris

pany. Copies were delivered to all members of Congress during National Fire Prevention Week – Success! And, live from the October Firehouse Expo in Nashville, Burt recorded a special message about the effort giving credit to the GAC and our member sponsors for the support received – <https://youtu.be/F7r4B5sgeDg>.

Fast-forward another three months ... In January 2017, Burt's publisher circled back to us with an update:

After distributing [the book] to all members of Congress, we received letters and comments on how informative the book was for them, with pledges of support. And that's when it started to get fun. Various state organizations began to pick-up on the idea for their respective state legislators. Kansas has already distributed to their legislature, Ohio happens next week and at least a half a dozen more states are in some stage of development, still others are waiting to do something closer to Fire Prevention Week.

We are being contacted virtually every day now and we are still early in the new year, but the FAMA/FEMSA GAC deserves all the credit for getting this thing going. . . you should be very proud.

To ensure that the seven freshman senators and 56 new house members were included in this campaign, the GAC agreed to a small sponsorship to support a special edition release. Mission accomplished!

Communications with Burt and his publisher are ongoing. As of early December 2017, we learned that fire colleges have distributed copies of the book as part of their fire service training, spinning off the FEMSA/FAMA initiative in Ohio, Kansas, Maryland, Florida, Arizona, California, Tennessee, Oregon, and New Mexico. They also hear from state fire chief and firefighter associations, local fire departments, and fire training organizations that are interested in this legislative outreach.

Unfortunately, due to all the widespread disasters this year, budgets have been strained. If any FEMSA or FAMA member companies are looking to support their state and local fire service agencies, please let me know (info@femsa.org).

Sincere best wishes to all for a happy, healthy, safe, and prosperous New Year. ☺



Representative Jim Cooper (Tennessee D-5th) with Dr. Burton Clark

Performance Advantage Company Home Day

(OCTOBER 17, 2017)

Performance Advantage Company hosted Vice President Mike Pence and Congressman Chris Collins. Mike Pence was on a tour promoting small businesses as well as spread-



Pictured Left to Right: Vice President Mike Pence and Dick Young, Founder of Performance Advantage Company

ing the President's message on Tax Reform. During the visit, invitees listened to concerns of area small business owners. Topics ranged from regulations and taxation to a shortage of qualified applicants. First responders are often volunteers; first in line protecting civilians as well as protecting federal employees and property. The nation's largely volunteer staff must pass continual training and certifications, take time away from home or work, and even risk life and injury. Mr. Pence specifically mentioned his support for our first responders!

Akron Brass Home Day (AUGUST 15, 2017)

Akron Brass was honored to host Stephen Hostelley, Legislative Director, and Zach



Pictured Left to Right: David Durstine, Zach Male, Bill Simmons, & Stephen Hostelley.

Male, State Director, from the office of the Honorable Jim Ranacci, Member of Congress 16th District of Ohio.

Illinois Home Day

(JUNE 2, 2017)

The 12th annual Illinois Fire Service Home Day was held at the Chicago Fire Academy. Over 100 attendees included fire chiefs, congressmen, staffers, as well as representatives of FAMA and FEMSA member companies. The event was a huge success in ad-



vancing issues important to the fire service.

The Fire Service Home Day event was coordinated by the Metropolitan Fire Chiefs Association, FAMA and FEMSA. Home Day was created to bring together fire chiefs and local legislators to understand the Illinois fire service. Twelve companies participated in the event with displays for their equipment: W. S. Darley & Co.,



C.E. Niehoff, Federal Signal, Hendrickson, Paratech, Firehouse, Scott Safety, and Flame Guard USA. Congressmen Raja Krishnamoorthi and Brad Schneider both addressed the gathering and agreed to put their support behind the reauthorization of the AFG and SAFER programs. They both also agreed to join the Congressional Fire Services Caucus.

Chicago Fire Commissioner Jose Santiago and Chief Don Hroma welcomed attendees and shared the rich history of the Chicago Fire Academy. Chief Gordy Nord, President of the Metro Chiefs, and Chief John Christian, Grayslake Fire Department and 1st Vice-President of the Illinois Fire Chiefs Association, represented our co-sponsors Metro Chiefs. They provided information on other legislative issues facing the fire service including the alarming rate of cancer among our firefighter community.

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

- Reauthorization for the AFG program
- Continued funding for the SAFER program, and
- Please join the Congressional Fire Services Caucus

Richard Dunne, Fire Program Specialist, Department of Homeland Security, Federal Emergency Management Agency (FEMA) presented on the funding in the fire service.

After formal presentations, staffers then donned full PPE and climbed an aerial ladder to the top of the academy, operated the Jaws of Life, and held hose lines with theatrical smoke in the burning training building.

Fire & Safety Services Home Day (MAY 9, 2017)



Fire & Safety Services had two members of Senator Cory Booker's staff visit their location in South Plainfield, NJ. George Helmy, the State Director, and Steven Fernandez, the Projects Specialist who focuses on DHS and First Responder matters, spent a little over an hour visiting the shop and offices and discussing the impact of the current funding levels of the AFG and SAFER grants to both the departments we serve as well as our businesses indirectly. They also discussed matters regarding New Jersey business regulations and workforce development issues.

The plans for the visit started after a brief conversation with Senator Booker and Mr. Helmy during the NJ Chamber of Commerce event in Washington DC, and was further discussed during the CFSI Hill Day on April 5th and 6th when David Russell, President of Fire & Safety Services, called on the Senator's office as part of schedule of Congressional visits during those two days. In the days after each event, Mr. Russell reached out to Mr. Helmy to discuss opportunities to meet. Getting someone to come to your office will be much more successful if the staff is invited to your location rather than simply requesting the elected official. For example, when contact was originally made with the Senator's office Mr. Russell was initially informed the Senator was very busy and wasn't available until "possibly" in the summer. When he responded that he appreciated and understood the Senator's time constraints, but offered to host members of the Senator's staff in the interim, the tone shifted quickly to trying to find mutually agreeable dates for the visit.

The reason a visit to Fire & Safety Services was suggested is multi-fold. First, it offers the development of a "relationship" with that staffer and, indirectly, with the elected official. Secondly, and possibly more importantly, a visit creates a lasting impression. Experience has shown that conversation without context, while important, doesn't have the same impression as ones where you can offer concrete and tangible examples of what you are discussing. If you can get someone from the elected official's office to your location, the impact is much greater because there is a "personal" aspect to it. It also helps for them to see that you are a business that is employing people and supporting your local community. They hear this all day long, but when they can see your operations in action and talk to people, the visit provides a much more lasting impression.

While it would have been a great opportunity if Senator Booker had been able to attend, Mr. Russell was not concerned that he could not be there. Why? Sometimes it is as important, if not more so, to get staffers to attend, because the elected official is often looking at the big picture, or has limited background at their fingertips on the matters of importance for your business; whereas a staffer visiting usually is one who specializes in a particular field, much like Mr. Fernandez for the Senator, and is able to quickly understand the impact certain programs can have on your organization.

The best benefit is that now Mr. Russell can reach out to either of these two gentlemen in the future and have an easier access to discuss issues or suggest a reason to have the Senator come visit for a particular reason. ☉

Changing of the Guard

BY KAREN BURNHAM

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



Bill Lawson (*PBI Performance Products*). Served three 3-year FEMSA board terms (9 years): 2009-2011; 2012-2014; 2015-2017. As Vice President for two 2-year terms: 2010-2013. As President for two 2-year terms: 2014-2017.



Janet Wilmoth (*Fire Chief/Wilmoth Associates*). Appointed to the FEMSA Board in 12/2004, filling a vacancy for one year. Also served four 3-year board terms: 2005-2007; 2008-2010; 2011-2013; 2014-2017. Total years on the FEMSA Board: 13 years.



David Durstine (*Akron Brass*). Served on the FAMA Board: 2013-2017 (5 years), as Secretary: 2013; Treasurer: 2014; Vice President: 2015; President: 2016; Past President: 2017



Mike Schoenberger (*Rosenbauer America*). Served on the FAMA Board: 2007, and 2016-2017 (3 Years), as Secretary: 2007; Director-at-Large: 2016-2017.

Entering 2018, the Boards welcome and look forward to working with four talented individuals elected to serve the FEMSA and FAMA memberships through their board terms:

FEMSA Directors, 2018-2020:



Peter Askey
(*Ricochet Manufacturing*)



Nathan Calabrese
(*Task Force Tips*)

FAMA Directors-at-Large, 2018-2019:



Jerry Merges
(*VisonMark Nameplate*)



Mike Moore
(*Pierce Manufacturing*)

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

You Say More Than You Think – Janine Driver

BY RICK SINGER

Janine Driver, NY Times best-selling author, delivered a dynamic, informative and insightful Keynote Address at the FEMSA / FAMA Annual Fall Conference. As indicated by the title of her presentation, we could tell that we were about to dig deeper into the communication process, learn what we may be inadvertently saying (or not saying), and expose some incorrect myths.

ple believe that having your arms crossed denotes closed mindedness to what is being said, when in reality this is really more of a thinking pose when processing information. In fact, you are 30% more likely to solve a difficult task or problem due to the fact that in this position you tend to use both sides of your brain. What is it that others are saying without saying a word? What is it that you are saying without saying a word? Is your body language congru-

something they're not telling you. The buyer who tells us, "we decided to go with another company" certainly tells us we are not in a good position. But the important fact that many miss is, "It's Not a Done Deal." Deciding to do something does not mean that they have executed on that decision. There's still time to turn the situation around. There's also an order to things and how we say them. The order of how we share is important. Typically, whatever is said first is the most important issue. Pay attention to a buyer's list of things that are important to him or her and circle back to the first. It's the most important of the list.

It gets really good when we begin to put it all together, both the verbal aspects and body language. It comes down to knowing what to listen for *and* look for to get the total picture. We can get so focused on what's in front of us that we can miss what's just slightly off to the side. It's understanding that how we position ourselves (literally) can work towards building rapport with someone. People will remember you with a handshake done properly. This is best remembered with the "belly button" rule. Shake hands with your belly button facing the person, not shaking hands with your body turned to the side. When sitting with a customer, do not sit directly across from them at a table. This can be too confrontational. Sit at the table corner to their left – their soft side, not to the right – their hard side or cold shoulder. Easy to remember by Janine's "left for love / right for fight."

In the end, Janine bundled this all together with some words for each of us to leave with and to live by. She shared, "Life is about the power of connecting with people, with those around you. It's about living life at Level 10. It's about getting connected with those around you. Doing something for the people in your everyday life. Helping someone that may not be able to help themselves. Do the unexpected as you round each corner in life. Ask yourself, are you the type of employee that you would hire? If you're not, what can you do to become that employee!" ☉



By describing and pointing out some of the body language on display in the audience, Janine quickly illustrated that much of what we say is in our body language – our nonverbal cues or signals that can sometimes speak volumes. To the practiced eyes, these are as visible as holding up a sign with bold illustrative writing. A hand over the throat signifies nervousness or apprehension. A shoulder shrug professes a firm belief or commitment and can leave an underlying tone that we truly don't believe what we just said. Most peo-

ent with what you are saying?

Verbal communications are also telling, both in what we say as well as in how we say it. Something said with an aggressive tone in an angry fashion might not, in reality, be anger, but someone coming from a position of fear or sadness. Something said with a burp or a yawn shows that there is an increase in stress going on with the speaker. When someone tells you something and finishes with, "That's all I can tell you," there's more to the story. The "that's all I can tell you" indicates there's

“Beyond Economics 101 with Anirban Basu”

BY JEFF DARLEY

Anirban Basu of the Sage Policy Group delivered another enlightening economic report titled, “Markets, He Wrote.” He opened with the statistic that the 2017 projected global output growth is 3.5%. In 2016, it was estimated at 3.2%. He remarked this is better than the past year, but not considered fabulous. The USA is projected at 2.1% while Canada is projected at 2.5%. India being at the top of the list at 7.2%, followed by China at 6.7%, which is their lowest projection in many years. Brazil would be at the bottom of the list with a small .3% projection.

Mr. Basu reported there are 7.6 billion people in the world population. The world population projection by the year 2050 is 9.8 billion. This equates to a 29.4% gain. The largest projected gain in the top 16 largest nations is coming from Nigeria with a 219.8% increase while the weakest projection being Japan with a loss of -14.7%. The United States was in the ranking with a 20.1% gain, growing from 324.5 million to 389.6 million.

At \$152 trillion, global gross debt of the non-financial sector now represents 225% of global GDP. About 2/3 of this debt is in the private sector. According to the International Institute of Finance, global debt reached an all-time high in 2016.

Between 2014 – 2024, employment for firefighters is projected to grow 5%. Physically fit applicants with high test scores, some post-secondary firefighter education and paramedic training will have the best job prospects. The reason for this is that 2/3 of the calls that firefighters respond to are medical emergencies. According to the National Fire Protection Association, about 69% of fire departments were staffed entirely by volunteer firefight-

ers in 2013. Volunteer firefighters share the same duties as paid firefighters.

The number of volunteer firefighters has declined significantly and volunteers continue to age. The number of firefighters that are strictly volunteers has declined by more than 10% from 2000 to 2015. Fire

10.3% from August 2014 vs. August 2017.

Foreign office investment in the USA is led by New York with 45.5%, followed by San Francisco at 8.4%, and Boston in third place at 7.1%. Office space in the USA in 2016 was 14.9% occupied by foreign investors



Departments are having trouble attracting younger volunteers. Increased demands and longer commutes are just two deterrents. Increased training requirements along with costs make it difficult to attract volunteers.

US homeownership is at a 51 year low at 63% of our population. Basu projects in 10 years this will come back with the average age in the US today being 25, most of these millennials will be buying homes. On the other hand, there is lack of spending in construction for public safety. This is down

Leading the list of growth by type of business are internet and retailers, followed closely by building material and garden supply dealers. Ranking among the lowest were sporting goods, hobby, book and music stores with electronics and appliance stores at the bottom. This information is based on total retail sales over a 12-month period.

Basu stated that our global economy remains weak; global money continues to pour into America; inflationary pressures are on the rise; there are indications of mini-bubbles forming in commercial real estate, particularly in office, lodging and multifamily segments; concerns ahead with the national debt and pending insolvencies of Medicare and Social Security; and our momentum should carry us through 2017 but things could be different in 2018. He projected by this time in 2019/20 the economy will likely be in a far different place. ☺

Save the Dates ... FEMSA/FAMA Annual Fall Conferences:

- 2018 – September 26-28 – Austin, Texas (USA)
- 2019 – October 9-11 – Toronto, Ontario (Canada)
- 2020 – October 7-9 – New Orleans, Louisiana (USA)

AFG/SAFER and Home Days

BY DAVID GATTON

GAC Co-Chair John Granby and GAC Sr. Adviser Dave Gatton reviewed the current status of appropriations bills for FY 2018, indicating that in the House the AFG had received \$345 million and SAFER received \$365 million. The Senate had not yet marked up its Department of Homeland Security FY2018 bill. On the AFG and SAFER reauthorization front, the full Senate has passed by unanimous consent S. 829, its reauthorization package, which eliminated the sunset provision, keeps the overall current structure of the AFG and SAFER programs, and provides current reauthorization levels. The House, however, has yet to act and should do so by the end of the year.

Granby and Gatton also provided a briefing on FAMA and FEMSA Home Days, citing examples of the various types of



Home Day venues. David Russell described how to host congressional representatives and staff for a tour of a facility or corporate headquarters, while Paul Darley described the extensive Illinois Home Day spon-

sored by a broad-based coalition of fire service interests statewide. In 2018, the goal of the GAC is to encourage and promote more Home Days sponsored by FAMA and FEMSA members. ☉

Update From CFSI

Bill Webb, Executive Director of the Congressional Fire Services Institute, provided his annual update on Capitol Hill and the status of CFSI's legislative priorities.

The first issue he addressed was reauthorization legislation for the Assistance to Firefighters Grants (AFG) and Staff for Adequate Fire and Emergency Response (SAFER) grant programs. In late-April of 2016, a group of government affairs directors from various national fire organizations initiated discussions to develop recommendations for reauthorization legislation. The recommendations were presented to the Senate Homeland Security and Government Operations Committee and House Science Committee, the two committees that have oversight of the two grant programs. In addition, the organizations shared the information with leaders of the Congressional Fire Services Caucus. Senator John McCain, a Fire Caucus co-chair, introduced the Senate bill (S. 829). The three other Senate co-chairs – Senators Jon Tester, Susan Collins, and

Tom Carper, signed on as original co-sponsors. On August 2, S. 829 was unanimously approved in the Senate.

As Webb explained in his presentation, it is now up to the House to approve a measure to preserve the two grant programs. Webb delivered his presentation on October 3rd. It is now early December and the House has yet to move a bill. CFSI and the other national organizations continue to impress upon House leadership the need to approve reauthorization without further delay. The demonstration of unity on the part of the fire organization, including FEMSA and FAMA, has been critical to this process. Hopefully, it will carry the reauthorization measure successfully across the finish line before the end of the year. Webb singled-out Sean Carroll, CFSI Director of Government Affairs, for his work in facilitating many of the meetings and compiling



important information that has been essential to this effort.

Webb also addressed some other issues, including the focus on cancer in the fire service. In early September, over 500 members of the fire service from every region of the country and representing both the career and volunteer service attended the Fire Service Occupational Cancer Symposium in Phoenix, AZ. A broad range of panelists –

including researchers, cancer survivors, architects, and association leaders – shared their knowledge about what is known and not known about cancer within the profession. He also reported that John Granby was appointed to serve on the Board of Directors of the First Responder Center for Excellence for Reducing Occupational Illness, Injuries and Deaths. This is a new organization affiliated with the National Fallen Firefighters Foundation. The primary mission of the or-

ganization is to serve as a clearinghouse of information on firefighter cancer, as well as heart, circulatory, and behavioral health.

Lastly, Webb encouraged FEMSA and FAMA members to attend the 30th Annual National Fire and Emergency Services Symposium on April 18-19, 2018. Sponsored by CFSI, the event brings together approximately 2,000 leaders of the fire service and fire service industry in Washington, DC, to raise greater awareness on Capitol Hill about

the challenges and needs of our nation's firefighters and emergency services personnel. Webb thanked FEMSA and FAMA for scheduling Hill Day visits around this event to educate Congress about the benefits of the AFG and SAFER program to the fire service industry and local economies.

For further information about CFSI's work on Capitol Hill or about their 2018 program, please contact their office at 202-371-1277. ☉

The Next Gen Chiefs Panel

BY JANET WILMOTH

After Janine Driver's keynote opening session, the Next Gen Chiefs Panel continued the upbeat momentum and offered some surprising responses to questions presented by moderator Bill Webb, Executive Director, Congressional Fire Service Institute.

This year's panelists included Cori Hayes, Assistant Chief, Mesa (AZ) Fire and Medical Department; Cheryl Horvath, Executive Assistant Fire Chief, Golder Ranch (AZ) Fire District; Tom Kuntz, Fire Chief, Red Lodge (MT) Fire Rescue; and Matthew Pegg, Chief, Toronto (ON) Fire Services.

Questions on millennial firefighters and

cultural changes in the fire service brought the most interesting responses from each of the four chiefs:

Cori Hayes: "I think we are hiring some of the sharpest young men and women in the fire service," said Hayes. She said the millennial generation is highly educated with 40 percent having Bachelor's degrees or higher. "How do we empower that?" she asked. "They are much better at technology than the older firefighters." Hayes also believes the newer recruits offer an opportunity to change the culture and better accept the expanded role of emergency services.

Tom Kuntz has 120 volunteers in their combination department and sees the

younger generation engaging the older generation, embracing technology and integrating into the organization. "Volunteers used to push away the technology and the new ones are grabbing it," he said.

In Canada, Matt Pegg has seen a lot of social media engagement. "We are now employing this new generation that is used to instantaneous answers and gratification," he said. "Many are unwilling to accept the 'next-in-line' promotions."

Cheryl Horvath believes the younger personnel are definitely more interested in the community with fire prevention and outreach. "They really enjoy going out and getting into the community," Horvath said.



Horvath also responded to another significant change in the younger generation. “They will move in a heartbeat,” she said. “When you have an opportunity to jump ship and go after something better like a wife or spouse getting a job and moving, they do.”

In Montana, Kuntz sees a lot of people moving in and out of the state. “The way people work has changed and higher educated folks move to Montana, but don’t work in Montana,” he said. “They volunteer, start engaging and they move around and that changes the structure of the organization.” Kuntz added that the fire service isn’t as “inbred” as it used to be. “‘Two hundred years of progress...’ that’s evaporating from our culture. I have seen that pace accelerate in the past five years, especially with social media. We don’t have a *Fire Chief* magazine to share information; a firefighter in another state can post what they did and it’s on the web in 15 minutes.”

Hayes agreed and said they have moved forward more in the past 10 years in medical services than they had in the past 20-30 years. “We have people knocking on the door to try something new,” Hayes said.

Asked about how training is changing in their departments, Hayes responded that 20 years ago they carried armloads of books for training classes. “Now it’s all online and that is the comfort zone of the younger firefighters,” she said. “They come in with a different learning style.”

A meeting attendee asked how to best reach out to the decision-makers in the fire department.

Horvath responded that trying to bring innovation is a big issue in the fire service and that’s the culture she is trying to change. “We have to build a certain amount of trust, give personnel the opportunity to fail, and maybe we will be better ourselves,” Horvath said. “A younger generation of chiefs are coming with that attitude of innovation and encourage it.”

Kuntz agreed with Horvath. “Five years ago older folks still had flip-phones, but they aren’t made anymore. Technology is being pushed to the older folks and they are embracing it,” Kuntz said. “The younger generation is not in the minority anymore.”

Pegg pointed out to the audience they need to do more than package their prod-

uct; it needs to have a return on investment. “Business is changing,” Pegg said. “How will [your product] improve the community safety, standards, manage the message? I have seen good things fail because it’s all about the new toy. How can you help safely solve my problems?”

Kuntz offered the example of one of his daughters’ hobbies and how they get information and research online. “Through YouTube videos, the younger generation can quickly investigate, verify information and review products and at the same time, are highly critical of videos that are inaccurate. They quickly filter the noise,” he said.

When it comes to emerging technology and trends, what are some of the products the chiefs would like to see? Chief Pegg stated that streets are dense, travel times are heavy in an urban area and emergency vehicles need to be smaller in size. He encouraged vendors to read the fire departments’ annual reports, pull information and trends from the reports. “If you read our reports, you will know everything about us,” he said. Pegg also suggested listening to the questions on videos from the Toronto council. “We are living in an analytical world today,” he added.

“Firefighters are hoarders,” Horvath added. “If they might need it, they want it on the truck.” However, her department recently purchased a smaller ladder truck. Horvath also emphasized the need for more power on vehicles. They deal with radio communications, a lot of power issues on older vehicles and retro fits. “Everything we are doing now has a technology component to it,” Horvath said.

Standardization is a trend that Kuntz believes is critical going forward. “I think you’re going to see a lot less *custom-custom* and more technology,” he said.

“One size does not fit all,” stated Pegg. “Whether PPE or clothing—women’s fit is not a smaller men’s size. If we’re serious about ‘walking-the-walk and talking-the-talk’ we need to be able to put all our teams in clothes that fit and stop forcing women into men’s clothing.”

Pegg also shared that they recently put in service a mobile rehab truck with washrooms women can use. “We need to provide for all of our people so they can get

clean, have a safe place to go, and be human for a few minutes,” the chief said.

The topic of “social procurement” in Canada was explained by Chief Pegg as talking about the things we value, encourage and diversify. “If you want to sell us stuff, you are going to have to show us that your company is diverse and inclusive,” said Pegg. “If your company is made up of white males, we will not buy from you as part of the social procurement policy.” He added that sellers will be required to submit a form showing their company’s corporate diversity.

Each of the chiefs responded positively to a question about measuring customer satisfaction. Mesa Fire and Medical started sending out emails and asks questions of patients after mail-in questionnaires were not returned. Pegg shared that the Toronto Auditor General has an online commentary section and can receive complaints or compliments on fire, EMS, law enforcement or other public agencies.

“What keeps you up at night?” asked from the audience prompted Chief Hayes to state her concerns about training for responders. “We don’t have money and enough resources to deliver the level of training our personnel need,” she said. “There’s nothing that replaces hands-on and EMS training. That’s what keeps me up.”

Kuntz offered that the fire service is one of the few professions that is not standardized. “The way we build buildings is the same across the nation, but we fight fires differently,” he said. “We need research, documented practices and more standardization.”

The fire service is more than just “fire” according to Pegg. “We are doing all the active shooters responses and [firefighters] can’t respond in turnout gear... There needs to be some ballistic protection when they have to choose between a ballistic vest or turnout gear.”

In the wrap-up, each chief shared their views on the future.

Chief Hayes said, “We are continuing to send different apparatus on different calls... EMS is where we are changing.” She also talked about drones, certified pilots and the drone program has extensive opportunities.

Chief Kuntz believes the fire service will be defined by its use of technology. “It’s

changing our society as a whole,” he said. “I think we will have drones on our fire trucks to give us advantages that we don’t have with more information—data and research driven.” He also added, “Everything has to be able to communicate.”

Chief Horvath recently went through a

consolidation in her district and offered, “If you build a system that does not communicate and is self-contained, good luck with that! Check your ego at the door—we all need to work together.”

Chief Pegg emphasized the need for transparency and tighter budgets. “We’ll

really be pushed to operate leaner and in a more efficient way.”

A changing workforce and more technology are challenges to FEMSA and FAMA members to help the ever-changing fire and emergency services in North America. ☉

Jefferson Davis

7 Power Exhibiting Strategies that Deliver Value and Drive
BY BEV LOWERY



The way you see a tradeshow is what you get out of it. There needs to be strategic practices. If you can’t make money with a little bit of money, you won’t make it with a lot. Behavior will not change perspective. We need to shift from expense perspective to investment. Steven Covey encourages us to “Examine the lens we look through.”

Power Strategy #1-Be clear about what you are really buying. Tradeshows are about Face and Next. Face-to-face time with the right people leads to the next step of sale/commitment from customers.

Power Strategy #2-Begin with the end in mind. When do we start planning? We need to carve more time for the logistics of the show. When the doors close, 90, 180 days after the show, how will we know we succeeded in sales, marketing and customer relationship management? Define the outcome that is important to you. Goals should be reachable. The goal is to get from the show, not through the show. Goals need to be specific, measurable, realistic, and time bound. Set goals

to focus and energize. What do our customers need? Products and people.

Power Strategy #3-Create a worthy destination by being noticed, visual communication, booth should be easy to enter, navigate and exit. Provide brief, meaningful interactivity and deliver something valuable to the attendees. Ways to make your exhibit be noticed: lighting, imagery, message, use of A/V, interactivity and proactive booth staff. Challenge yourself. Be brief, fun, and meaningful.

Power Strategy #4-Win the game before kickoff. What do we need to do before the doors open? Attendee behaviors have changed—fewer days and hours at shows, attendees have their booth visits planned out, and the majority of attendees only stop at 26-31 exhibits. As exhibitors, we need to adapt to the changes. Develop compelling messages that interrupt and engage. Consider the AIDA formula: Attention, Interest, Desire, and Action. Use a combination of marketing media: email, social media, in-person visits, print advertising and at-show advertising. To define and build your ideal visitor lists, incorporate multiple marketing media to obtain direct hits with your “ideal” booth visitor and budget at least 15% to promote your booth.

Power Strategy #5-Leverage your most important asset: your staff! This is the first impression the attendees are going to have of your company. The staff needs to be friendly, engaging, knowledgeable, proactive, and have the ability to take good lead information. Be in your booth and available at the show. Your staff needs to communicate your products and services to the attendee in a persuasive and interactive manner, but also get a commitment from the attendee to take the next step and buy your product.

Power Strategy #6-What is a lead and what isn’t a lead? Scanning of attendee badges with no additional information or grabbing a business card are not leads! Leads involve personal interaction, qualifying questions asked, and the answers documented. You need to determine the required information for sales to obtain the valuable leads. In addition to email addresses, are there specific projects or needs? Is this person the responsible party for making purchases or have the influence to suggest the purchase? What is the budget and timeframe for purchase?

Formula for Setting Realistic Lead Goals

# of Exhibiting Hours	22
# of Exhibit Staff	x 6
Total Staff Hours	132
Interactions/Hr/Staffer	x 4
Total Target Interactions	528
% of Visitors to Lead	x.25
Lead Goal	132

The most important element of trade shows is the follow-up after the show. Set your follow-up plan by priority before the show and follow up fast, or based on attendees’ requests. Plan for 6 to 12 interactions over the next 3 to 6 months by integrating multiple media: email, snail mail, phone, in-person visits, social media, product samples, promotional products, and testimonial letters/videos.

Power Strategy #7-What gets measured gets done and makes you a hero. The average company allocates 41.3% of their marketing budget to tradeshows/events. Trade shows are our biggest expenditures every year so we need to assure we are getting the best value and the most information possible while these people are right in front of us. ☉

Jay Acunzo ...“Spark Change ... by Doing the Unthinkable”

BY MIKE NATCHIPOLSKY

“On a scale from 1-10, who here aspires to be a 5?” Jay Acunzo, marketing guru and host of the award winning podcast, “Unthinkable,” opened his presentation with this question. His point was “Nobody aspires to be average, but it’s so easy for our results to wind-up average today.”

If we need answers about best practices, we can get them in under a second via Google, YouTube or many other sources. We’re flooded with best practices and it has never been easier to be average. Too much of our work copies and blends in when we obsess over ‘best practices.’

“If we really don’t aspire to be average, we’ve got to stop doing average work. We’ve got to stop obsessing over everyone else’s right answers for us, and instead,

ask ourselves the right questions.”

Jay told the story of Mike Brown, founder of Death Wish Coffee. By identifying a need (strong coffee), articulating his aspiration (creating the world’s strongest coffee) and going against firmly established best practices (roasting Robusta beans rather than Arabica beans), Mike created an extremely successful brand with millions of passionate fans.

When we question conventional thinking using our own context, we make better decisions faster. Ask yourself, “In a world full of best practices, what are the best practices for us? When we pay more attention to our customer than the industry, the customer pays more attention to us. It all has to come back to the customer.”

By testing, trusting your intuition, and learning to ask the right questions, you can



have breakout success. The only real secret is that there are no secrets. There is only hard work done with the right intent. Stop doing average work.

For inspiration and more stories of people questioning convention, visit the home of Jay’s podcast, Unthinkable: <http://www.sorryformarketing.com/unthinkable/> ©

Canadian Member Meeting

BY RICHARD BOYES

A meeting of Canadian member representatives was held during the Annual Conference in Glendale to afford an opportunity to address issues that affect their businesses in Canada. The group felt there was an opportunity to grow the Canadian membership base. This would not only strengthen FEMSA and FAMA by growing their overall memberships, but would create opportunities for the associations to assist their Canadian members. Representatives agreed to work together to create a list of potential members and to assist with recruiting. Invitation letters would be sent, and an initial meet-



ing could be held at FDIC as most attend the event.

The dormant Canadian Governmental Committee (CGC) was discussed. The group thought it would be beneficial to re-establish the CGC as there is a need for manufacturers and dealers to be able to assist in the Canadian government lobby effort. We look forward to engaging with the Canadian Association of Fire Chiefs (CAFC) leadership to determine how the CGC and the CAFC can work together on common interests that affect the Canadian Fire Service and the industry as a whole.

Canadian members were very interested in moving forward and felt that this meeting was a positive initiative by FEMSA. ©

Fire Lane: Strategies to Upgrade Rapport and Influence with Others

Janine Driver was the keynote speaker at the FEMSA/FAMA Annual Fall Conference in Glendale, AZ. Janine is a best-selling author, speaker, and body language expert. She has appeared on numerous television shows and conferences. She worked for the Bureau of Alcohol, Tobacco, and Firearms where she trained elite law enforcement officers how to detect fact from fiction using proven body communication interpretation methods. She has the unique ability to read a person’s mannerisms and detect deception. She provided sales tips on what type of body language you should use to project a more positive message to your customers and colleagues. Her presentation was interactive, full of energy, and interjected with humor that entertained the audience.

Janine explained gestures and posture that can signal when a person is lying. Studies on the brain prove that whatever emotions someone is feeling first show up in body language, then in conscious thoughts. Body language can reveal a person's intentions and not their thoughts. A shoulder shrug is a signal of nervousness and lying. When someone's lips disappear is a signal they don't like what they see or hear. A facial smirk is another sign of lying and a sign of contempt. Janine played a short video of all-star baseball player Alex Rodriguez being interviewed and asked if he had ever used performance enhancing drugs (steroids). As he answers no, the smirk on his face is clearly evident. Alex eventually admitted to taking steroids while playing baseball. Janine discussed other facial expressions that have different meanings. Chin grabbing: when you touch your chin you are about to win. Eye brow flashing can mean the person is expressing interest. A chin up can be a sign of arrogance, as in looking down your nose on someone.



Another interesting part of Janine's presentation was how body language can be a perceived value. She explained several

postures that project a person as being very confident and having power. Keep your head straight versus tilting your head which is a sign of submissiveness. Think of the Superman pose with your hands on your hips and broad shoulders, it projects confidence.

Another great confidence move is called the steeple, simply touch all your fingertips together to form what looks like a pyramid. Donald Trump can often be seen using the steeple pose. The elbow pop, as was shown in a Frank Sinatra publicity pose, projects a strong look of confidence.

Your seating position or standing position can have an influence on how you are perceived by others. Sitting directly across from someone can make people feel uncomfortable and increase stress. Janine recommended to always sit the left of the person you are trying to impress or sell to. She used the saying; left for love, right for a fight. She also said that when standing and conversing in a group of people try to position yourself in the middle. By being in the middle you are projected as a leader and controlling the conversation versus off to the side where you can be viewed as less important to the group. ☉

“You’ve Been Served, Now What?”

BY DR. TOMI BRYAN

The presentation “You’ve Been Served, Now What?” delivered by Certified Compliance & Ethics Professional Dr. Tomi Bryan, outlined the importance of being prepared in the event a law enforcement agent walks into your company’s office demanding to see documents or people.

Dr. Bryan structured the presentation around three important topics:

- what does “being served” mean,
- what are the important trends in this area; and,
- how do you prepare your company for this possibility.

While being served can have different meanings and implications – a civil summons versus the many types of subpoenas – the best chance for success is having a policy and procedure in place before an agent ever shows up.

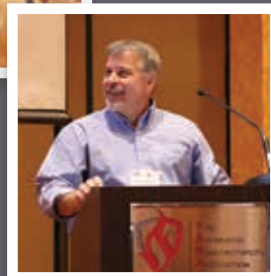
Two of the most important steps a corporation can take in this post-Enron world are (1) properly train key staff on what to do

when law enforcement calls, and, (2) understand the language the agents speak. The essential elements of a policy include having a designated person and an alternate designated person to respond to all federal requests. The company should create and distribute a plan for reaching the designated person and alternate designated person in the event of an investigation. For more on this topic, Dr. Bryan based part of her presentation on *Corporate Responses to Investigative Requests by the Federal Government*, a free resource available from law firm K&L Gates. Simply type the title into any search engine.

Having a plan in place has never been more important given the current environment. The Department of Justice is settling with companies in record numbers and at record amounts. In the last eight years, the U.S. has recovered more money from pri-



ivate contractors based on alleged fraud against the Government than it had in the previous 153 years. From health care fraud to accounting scandals to other corporate compliance issues—all businesses must prepare for the reality of federal agents or other law enforcement officers appearing at their reception desks, asking questions, requesting documents, and even presenting search warrants. ☉



Thank You Conference Sponsors



FIRE
APPARATUS
MANUFACTURERS'
ASSOCIATION

2017 ANNUAL MEETINGS | GLENDALE, AZ

The following firms 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.



C.E. Niehoff & Co.
CHARGING AND POWER MANAGEMENT SOLUTIONS



FEMSA 2017 Annual Business Meeting Recap



BY KAREN BURNHAM

The conference theme, “Turning Up The Heat,” carried well through the annual business meeting of the FEMSA membership in Glendale. After a seven-hour stint of dynamic speaker presentations, members of FEMSA assembled to get down and understand what makes FEMSA tick.

President Bill Lawson welcomed and thanked approximately 90 member representatives from 60 member companies for taking time out of their busy lives to attend this year’s meeting. He assured everyone that the business meeting agenda was lean and that he’d do his best to move through it swiftly ... and that he did!

A quick poll of attendees confirmed that the new conference schedule – arriving Tuesday and departing Friday morning – was preferred by everyone. Members were reminded to download the conference app for information about the conference schedule, speakers, attendees, and more. Board members were acknowledged for their tireless, voluntary efforts in managing the association. Ten new FEMSA member companies and 14 first time attendees were recognized and welcomed. Special appreciation was given to all sponsors for their generosity and support (see list of sponsors in this newsletter) that allow FEMSA to bring in top-notch speakers and other features to the conference.

Highlights of the business meeting:

- Update on FEMSA’s finances and annual budget by Treasurer James Long

- Elections–Barbara Connolly, chair of the Nominating Committee, presented the slate of six candidates for four available seats on the Board beginning January 1, 2018. Elected to the Board for a three-year term were Peter Askey (Ricochet Manufacturing), Nathan Calabrese (Task Force Tips), Crosby Grindle (FireRescue GPO/NPP Gov), and Bill Van Lent (Veridian Fire Protective Gear)
- Committee reports were reviewed:
 - ◊ Statistics – Mike Natchipolsky
 - ◊ Education/Insurance/International Trade – Janet Wilmoth
 - ◊ User Information Guides – Rick Singer
 - ◊ State of the Fire Service Survey on Disaster Preparedness – Melinda Freeman
 - ◊ Marketing – Kaci Wheeler
 - ◊ Trade Show Report Cards – Bill Lawson
 - ◊ Membership – David Russell

Day 2 of the FEMSA Business Meeting separated members into Caucus Groups based on their companies’ core competencies. Each group was assigned discussion topics, including the proposed “Sections” concept. A recap of discussions may be found in the Caucus Group Notes on the FEMSA website. Caucus moderators will follow up with members periodically to address action items that resulted from the breakouts.

Further details of the meeting may be found on the FEMSA website – www.femsa.org – in the secure member area. The next meeting of the FEMSA membership will be held September 24-27, 2018, in Austin, Texas. We look forward to seeing you there. ☉

Fall Technical Committee Meeting

BY ROGER LACKORE

FAMA Technical Committee Chair

The FAMA Technical Committee met in conjunction with Firehouse Expo in Nashville on October 18, 2017. The meeting was well attended, but Wes Chestnut was conspicuously absent. Wes stepped down from his position as co-chair of the Tech Committee in October. Wes has been a solid leader for many years and will be missed, as he has been a consistent source of strength and support during his tenure. Wes’ expertise in legal and regulatory matters has been invaluable, and luckily he promises to continue to lend his wisdom. Thank you, Wes, for your contributions, we look forward to your continued participation.

There were two main focuses to the Nashville meeting, the first being the need

to come to grips with the NIOSH seating issue, and be prepared for the next round of NFPA apparatus committee meetings. Roger Lackore presented a potential strategy that could incorporate key aspects of the NIOSH report without eliminating the traditional cab-over-engine fire apparatus cab. Provisions of the proposal were reviewed in detail with the entire group, and then the Chassis Subcommittee continued the discussion during the breakout period. The goal is to have a FAMA-approved public comment and justification ready to review with Gordon Routely by FDIC 2018, that will provide sufficient time to enter the proposal into public comment before it closes in July.

The second focus of the meeting was the FAMA Buyers Guides. General progress was reviewed in the main meeting, with detailed discussion occurring dur-

ing the breakout sessions. While the effort is not as far along as we had originally hoped, there has been some valuable work accomplished, and more to come. We will review progress again at the FAMA Spring Meeting, and make another push at the Technical Committee Meeting at FDIC. Thanks goes out to both individual authors and subcommittee chairs whose efforts have produced significant progress to date.

Please consider joining us at the Technical Committee Planning Session at the 2018 FAMA Spring Meeting. These planning sessions are open to all, and have been a valuable source of organization and inspiration for several years running. At the next session, in addition to our regular work, we will be reviewing the outcome of the FDSOA Apparatus Symposium and begin planning for 2019. Doug Miller will be with us in his new capacity as co-chair of the committee. ☉

2017 Phillip L. Turner Scholarship



(Left to Right) Kent Clasen, Kim Morrow – Akron Brass Company (Sponsor Representatives), Brett Seggerman – 2017 Scholarship Recipient, Steve Toren – FAMA Board Vice President, and Lou Milanovich – 2017 Education Committee Chair

On October 19 during the Firehouse Expo opening ceremonies in Nashville, TN, FAMA awarded the 2017 Phillip L. Turner Fire Protection Scholarship to Brett Seggerman, a senior at Oklahoma State University, who plans to graduate in May 2018 with a Bachelor's degree in Fire Protection & Safety Engineering Technology. Seggerman was recognized for outstanding achievements and dedication to the protection of life safety.

Brett's life focus is on helping others. During high school, he accumulated over 500 community service hours plus many more during college.

While Brett maintains a strong G.P.A., he is very involved in student organizations as an active member of the American Society of Safety Engineers, Student Association of Fire Investigators, and Society of Fire Protection Engineers. Also, he has served as the College of Engineering, Architecture, and Technology Student Council Representative for both SAFI and SFPE. Recently, Brett was elected Treasurer of the SFPE. In this role, he will manage the organization's finances for their events.

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

IN MEMORIAM

Lou Amabili (CFSI Board)

Don Bouwer (Ten-8)

Chief Alan Brunacini
(Phoenix FD)

Sandy Davis (former chair,
FDSOA)

Mark Jerald Frieden (FoamPro)

Donna Gatton (mother of Dave
Gatton/GAC)

Paul Jay Hensley (brother of Bev
Lowery)

James "Jimmy" Holland III
(Sutphen)

Michael "Mike" R. Reese (Pierce)

Theodore "Ted" Schwartz (LION)

Vinson Raleigh "Bud" Simpson, Jr.
(Marion Body Works)

Paul Edward Toren (father of Steve
Toren/USSC)



EXCEEDING THE VISION



Tentative Overall Schedule

Wednesday, February 21

Arrival	
11:00 am – 11:00 pm	Hospitality Suite Open
1:00 pm – 5:00 pm	Technical Committee Planning Meeting (open to all member representatives)
5:30 pm – 6:00 pm	New Member/First-time Attendee Reception
5:30 pm – 6:00 pm	Welcome Reception – All Members/ Spouses

Thursday, February 22

7:30 am – 9:30 am	Board of Directors Meeting
9:30 am – 11:00 am	Board and Committee Chairs Meeting
11:00 am – 11:00 pm	Hospitality Suite Open
11:30 am – 5:00 pm	Golf Tournament

Friday, February 23

7:30 am – 8:00 am	Member Breakfast
8:00 am – 12:00 pm	FAMA Membership Meeting
9:00 am – 12:00 pm*	Spouse/Guest Event *Specific times to be announced
12:00 pm – 4:00 pm	Networking Event (lunch included)
12:00 pm – 11:00 pm	Hospitality Suite Open (exclusive of dinner hours)
6:00 pm – 7:00 pm	Reception
7:00 pm	Awards Dinner

Saturday, February 24

7:30 am – 8:00 am	Member Breakfast
8:00 am – 12:00 pm	FAMA Membership Meeting

Sunday, February 25

Departure

2018 FAMA SPRING MEETING

FEBRUARY 21-24

Coronado Island Marriott Resort & Spa

WITH A FOCUS ON INNOVATION,
the 2018 FAMA Spring Meeting will encourage attendees to “Exceed the Vision” and prove to be an invaluable experience. Beyond providing priceless networking opportunities, the exceptional speakers and meeting content are sure to help attendees develop great ideas and applicable knowledge.

CORPORATE SPONSOR



PLATINUM SPONSORS



Bringing innovation
to the surface.™



FIRST RESPONDER
SEATING

GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



Register at fama.org

State of the Fire Service Survey

BY MELINDA FREEMAN

The State of the Fire Service 2017 Survey on Disaster Preparedness had a number of interesting comments. Please take the time to read the responses posted on the website(s). Here are a couple that grabbed my attention.

QUESTION 4: What actions will your agency take to maximize your 2017 budget purchasing capabilities? One response was “buy less and do without.” In this day of continued disasters as well as mass shootings, how can we ask our first responders to do without when we are asking so much of them?

QUESTION 6: Have the recent disasters and the evolution of the fire equipment marketplace changed the way you purchase equipment? The majority response was “Purchasing more through distributor sales personnel to take advantage of value-added services.” Buying used was noted a few times. If the “used” equipment was not properly maintained, this is an area of concern.

We have to keep pushing the message to the Senate and Congress on the importance of the Fire Act (AFG) and SAFER Grants. Help

keep the message moving – please plan to attend Hill Day – if you have not previously participated. I promise you will not be disappointed.

The winning department for the 2017 survey is Waterford Fire Engine Co #1 in Connecticut. The winning survey was submitted by Jan Drzewianowski (pronounced Drew-now-ski, as he very nicely put into a text message).

When we contacted Jan to let him know that his survey had been selected, he was very happy and wrote, “Thanks to all. We at Waterford Fire Engine Co #1 are excited and proud to be selected and look forward to this great prize. We know that we will be able to further advance our ability to serve our community with this assistance.” The department is assembling a committee now and will begin working in early 2018 on their wish list of items to be delivered by summer.

A huge thank you to our media caucus members who provided the artwork, space in their magazines, or banners on their websites to encourage first responders to take the survey.

Thank you also to all FEMSA/FAMA member companies that put the survey link on their websites and/or pushed it out to their contacts to help get the word out. This is truly a collective effort on all our parts to make the survey a success. ☺



*F.I.E.R.O. Fire PPE Symposium
March 11-13, 2019
Sheraton Raleigh Hotel – Raleigh, NC*

SAVE THE DATE

F.I.E.R.O. – Fire Industry Education Resource Organization – is a not-for-profit organization that has improved

firefighter health and safety through educational conferences and networking since 1990.

The F.I.E.R.O. Fire PPE Symposium began in 2009 and is held every other year. The conference offers comprehensive coverage of the latest research related to firefighter personal protective equipment (PPE) and is intended to benefit all fire service personnel. Presentations at the conference help department members understand how PPE performs, why the standards for design and performance are set where they are, what to include in PPE specifications, and what is being learned from research that will impact performance requirements in the future.

Contact Robert Tutterow at (704) 576-1386 or email info@fieroonline.org for more information. ☺

Promotional Partners

- Fire and Emergency Manufacturers and Services Association
- Fire Department Safety Officers Association
- Firefighter Cancer Support Network
- International Association of Fire Chiefs / Safety, Health & Survival Section
- International Association of Fire Fighters
- Firefighter Cancer Foundation
- National Fallen Firefighters Foundation
- National Volunteer Fire Council
- National Institute for Occupational Safety and Health
- National Personal Protective Technology Laboratory

FEMSA Education/International Trade Committee

BY NATHAN CALABRESE, BOARD LIAISON



INTERSCHUTZ 2020
Hannover Messe Fairgrounds
Hannover, Germany
June 15-20, 2020

INTERSCHUTZ is the largest exhibition in the world for fire, rescue, and emergency services. Overall, the trade show may be similar to other primary, larger exhibitions that you are familiar with, the exceptions being location, size, and duration.

The exhibition takes place once every five years, and is held at the Hannover Messe Fairgrounds in Hannover, Germany. Approximately 1400 exhibitors from 50 countries take part in the exhibition, while attendees from around the world exceed 150,000. During the last Interschutz in 2015 there were 90 exhibitors from the United States.

The exhibition is six full days, taking place on June 15-20, 2020.

For U.S. companies wishing to exhibit at Interschutz, there are options of booking exhibition space as a standard exhibitor either inside the exhibition halls or outside on the exhibition grounds. There is also the option of booking exhibition space inside the USA pavilion, which specifically categorizes exhibitors from the USA in a single, dedicated location, advertised as such, and promotes products and services with USA origin.

Whether exhibiting or attending as a visitor, planning in 2018 and finalizing by 2019 is recommended. Exhibition space, travel, and lodging fill up quickly, and can become quite expensive and limited as far out as nine months prior to the exhibition.

For further information on exhibiting and/or attending Interschutz 2020, including exhibition space, ticketing, and related options, contact Bill Fox at Hannover Fairs USA, Inc. at BFox@HFUSA.com. For further information on planning, travel, lodging, suggestions, and other details, contact me. nathan.calabrese@tft.com. ☺

2018 NOTABLE INTERNATIONAL TRADE SHOWS AND EXHIBITIONS

SHOW	REGION	DATE	LOCATION	INFO	NOTE
Intersec	Middle East	January 21-23, 2018	Dubai, U.A.E.	https://www.intersecexpo.com/frankfurt/18/for-visitors/welcome.aspx	
Securika Moscow	East Europe and former USSR (Russia, Belarus, Kazakhstan, Uzbekistan, Tajikistan)	March 20-23, 2018	Moscow, Russia	http://www.securika-moscow.ru/ru-RU/about.aspx	
Mexico Fire Expo (combined NFPA Mexico, Seguridad Mexico, Seguridad Industrial)	Mexico and Latin America North	April 24-26, 2018	Mexico City, Mexico	http://www.mexicofireexpo.com/en/home-1/	
Kompleksnaya Bezopasnost'	Eastern Europe and former USSR (Russia, Belarus, Kazakhstan, Uzbekistan, Tajikistan)	June, 2018	Moscow, Russia	https://www.expoclub.ru/db/exhibition/view/7655/	
AFAC	Oceania (Australia, New Zealand, Tasmania)	September 5-8, 2018	Perth, Australia	http://www.afaconference.com.au/	
Fire India	West Asia (India, Sri Lanka, Bangladesh)	Not Yet Released (Usually September)	Mumbai or New Delhi	https://www.fire-india.com/en.html	
China Fire	Asia (China, Taiwan, Korea)	Not Yet Released (2017 was September 5-8)	Shanghai (alternates Beijing-Shanghai, 2017 was Beijing)	http://www.fireexpo.cn/	This one is unique. They are two different shows, held on alternating years, alternating between Beijing and Shanghai.
Emergency Services Show	UK and Western Europe	September 19-20, 2018	Birmingham, England	https://www.emergencyuk.com/	
FISP	Brazil and Latin America South	October 3-5, 2018	Sao Paulo, Brazil	http://www.fispvirtual.com.br/16/en/	
ISAF	Turkey, Southern Europe, Northern Middle East	October 11-14, 2018	Istanbul, Turkey	http://www.isafuvari.com/en/	

FEMSA / FAMA Trade Show Report for 2017 FDIC, Indianapolis, IN, April 27-29

BY GEOFF EVANS



FEMSA / FAMA asks—Eric Schlett
from PennWell answers

F/F: *The membership has for several years expressed frustration over Saturday exhibit hours and the lack of attendees. Do you have any plans for 2018 to drive more attendees to the show floor on Saturday or review the show schedule?*

ES: Filling the exhibit hall on Saturday continues to be a challenge, but we're concerned that eliminating Saturday would make it hard for a good number of volunteers who work during the week to attend the Exposition. We will again offer an attendee discount for firefighters attending on Saturday as an incentive. Remember, most of our attendees have been in training for the better part of a week and are ready to go home to their families by Saturday AM.

We encourage the Exhibitor community to engage the attendees and offer additional incentives for firefighters to stay one more day to make the trip down to the exhibit hall Saturday.

F/F: *Hotel availability continues to be another ongoing concern with the FDIC show. Is the City of Indianapolis making any progress adding additional hotel rooms?*

ES: For the last two years, FDIC has booked 32K room nights in Indianapolis hotels during FDIC. We would love to offer more accommodations for exhibitors, but Indianapolis simply doesn't

QUICK FACTS FROM 2017

Number of attendees that visited the exhibit hall: **33,980**
Number of FEMSA / FAMA member exhibitors in 2017: **163**
What was the advertised cost per square foot of a 10x10 booth for 2017?—**\$35 per sq ft / \$26 per sq ft for advertisers**
Number of departments represented at the 2017 FDIC: **6,200**

have hotel capacity downtown to satisfy our existing demand. It's also critical that attendees are given access to rooms downtown since we wouldn't have an event without them!

The City of Indianapolis expects to have another 300 rooms available for 2018 and an additional 2,950 rooms available by 2020. Even with all those new rooms in 2020, the demand will continue to exceed supply as the show grows.

F/F: *As an exhibitor, what changes, improvements or additions do we have to look forward to in 2018?*

ES: For 2018 FDIC will have a new educational session devoted to emerging technologies in the fire service. Vendors interested in participating may take a table top in the session room to engage customers between sessions. We also will have a Department of Defense (DOD) Town Hall in 2018, this will be a special session devoted to military firefighters on Friday.

These two additions will help expand our attendee audience and should add more value for our exhibitor partners. ☉

FEMSA / FAMA Trade Show Report for 2017 Fire-Rescue International, Charlotte, NC, July 27-28

BY GEOFF EVANS



Fire-Rescue International
IAFC's Conference & Expo
FEMSA / FAMA asks—
Lisa Yonkers, Director
of Conferences and
Education; International Association of Fire Chiefs answers

F/F: *How did the partnership with the South Atlantic Fire Rescue Expo work out for 2017? Do you foresee more partnerships like this in the future with other regional events?*

LY: The IAFC is very pleased with the outcome of the partnership. Co-locating with SAFRE maximized exhibitor ROI and attendees' time away from the office with two events in one! The IAFC will continue to look for organizations that align with our mission and provide innovative solutions and opportunities for our attendees as we plan for future events.

QUICK FACTS FROM 2017

Number of attendees that visited the exhibit hall: **9,830**
Number of FEMSA / FAMA member exhibitors for 2017: **104**
Advertised cost per square foot of a 10x10 booth for 2017: **\$16.00 – Discounts for advertisers**
Number of departments represented at the FRI show: **Data Unavailable**
Average number of leads per member: **80**
Average member cost per square foot: **\$15.21**

F/F: *The Thursday night and Saturday show hours really seemed to struggle. What steps are being taken for 2018 to ensure that the exhibit hours are productive? Will we see the same schedule for 2018?*

LY: The Thursday Grand Opening was considered a great success. With over 7,000 participants on the show floor, traffic was consistent throughout the entire exhibit hall. Our attendees shared that they appreciated the added uninterrupted time to walk the floor and provide them additional opportunities to seek solutions needed in their departments. Saturday continues to be a slower day, and we are exploring new ideas on delivering more educational offerings and providing interactive learning in a unique atmosphere. We welcome your feedback and ideas on improving the exhibit hall traffic.

F/F: *As an exhibitor, what changes, improvements or additions do we have to look forward to in 2018?*

LY: FRI 2018 will be in Dallas, TX. The facility offers more loading

docks, freight elevators and large marshalling yards to streamline the move-in/out process. The difficulties faced by exhibitors in Charlotte due to the facility size will not be an issue in Dallas.

For the participants, we are working on new, unique, and customized experiences for attendees to be delivered in the exhibit hall. Our desire for FRI 2018 is for the exhibit hall to be a central hub for participants, an essential destination where our community learns and engages together. Additional events and experiences are also being added to provide an element of inspiration and pride in the profession. The Educational schedule has been revamped to allow for different types of educational sessions to be presented. We are also working on adding a new element to the educational program that we think will attract additional attendees to the event. ☉

FEMSA / FAMA Trade Show Report for 2017 NYSAFC, Verona, NY, June 14-17

BY GEOFF EVANS

FEMSA / FAMA asks—Sue Revoir, Conferences/Education Coordinator New York State Association of Fire Chiefs answers



everyone gets the hotel of their choice if they have exhibited with us in previous years and are in by the deadlines. Meeting the deadlines is critical.

F/F: *As an exhibitor, what changes, improvements or additions do we have to look forward to in 2018?*

F/F: *Last year you told the FEMSA / FAMA Trade Show committee that you were employing a new website as well as a social media campaign strategy to pull attendees from other parts of the state. Was this strategy successful?*

SR: Yes, we have a new website and numerous social media posts were made throughout the year on different parts of the conference. It will take a little longer to determine if we have been successful pulling in additional attendees from this effort.

F/F: *Hotel availability for exhibitors seems to be an ongoing issue. Is there any relief in sight from the resort or the Verona community in the form of more available rooms? If not, do you have any suggestions for our readers on the best alternative strategies for acceptable lodging?*

SR: We still have the same number of rooms for 2018 that we had for 2017. The assigning of rooms is done by different deadlines. We do our best to make sure

SR: We have issued and reviewed an RFP for sites for 2019, 2020 and 2021. We will soon be announcing where the conference will be held for those years. ☉

QUICK FACTS FROM 2017

Number of attendees that visited the exhibit hall: **13,113**

Number of FEMSA / FAMA member exhibitors for 2017: **64**

Advertised cost per square foot of a 10x10 booth for 2017:

Early Bird Rate—\$9.25 and Standard Rate—\$10.45

Number of departments represented at the NYSAFC show: **350**

Average number of leads per member: **18**

Average member cost per square foot: **\$8.00**

TRADE SHOWS BY THE NUMBERS

Show	City	State	Number of Departments/Agencies/Municipalities Represented	Number of FEMSA/FAMA Exhibitors		Change from Previous Year
				2017	2016	
FDIC	Indianapolis	IN	6,200	163	133	23%
PA Fire Expo	Harrisburg	PA	N/A	81	71	14%
NYSAFC	Verona	NY	350	64	54	19%
FRI	Charlotte	NC	N/A	104	97	7%
Firehouse World	San Diego	CA	1,823	52	79	-34%
Firehouse Expo	Nashville	TN	2,586	113	81	40%

*New tradeshow scoring system

FEMSA / FAMA Trade Show Report for 2017 Firehouse Expo, Nashville, TN–October 19-21

BY GEOFF EVANS



FEMSA / FAMA asks—Brian Cassell, Group Show Manager for Firehouse answers.

F/F: *Inconsistent traffic in the exhibit hall was a concern expressed by many of the exhibitors. How do you plan to address this concern for 2018?*

BC: For 2018, we're taking the dedicated show hours (no competing classes) from 35% to 80%.

F/F: *The later afternoon and Saturday show hours really seemed to struggle. What steps are being taken for 2018 to ensure that the exhibit hours are productive? Will we see the same schedule for 2018?*

BC: With an increase in non-competing show hours, our goal will be to actually

QUICK FACTS FROM 2017

Number of attendees that visited the exhibit hall: **8,551**

Number of FEMSA / FAMA member exhibitors for 2017: **113**

What was the advertised cost per square foot of a 10x10 booth for 2017?: **\$18.50**

How many departments were represented at Firehouse Expo?: **2,586+**

shorten the afternoon hours, providing exhibitors and attendees more *valuable* time, rather than simply more hours. We are currently tearing Saturday apart to better understand who is attending, from where and their motivations. Our goal is to create a unique Saturday experience for those attendees, providing enough exhibit hours to make the trip worth it for them, however, respecting exhibitors' time and schedules as well.

F/F: *As an exhibitor, what changes, improvements or additions do we have to look forward to in 2018?*

BC: One thing that we're very excited about will be even more partnerships with organizations in and around TN. You'll also see an attendee segment that Firehouse Expo hasn't seen in some time as we add fire-based EMS training. We'll also build on our Apparatus Purchasing Committee Program, providing qualified buyers from other segments and creating opportunities to put those qualified buyers with the exhibitors and products they are looking for. ☺

Number of Attendees		Change from Previous Year	Average Leads Generated Per FEMSA/FAMA Member	List Price Per Sq. Ft.	FEMSA/FAMA Member Avg. Cost Per Square Foot	10x10 Cost per Attendee (List Price Per Sq. Ft. *100/ Number of Attendees)	Overall Show Grade
2017	2016						
33,980	32,439	4.75%		\$35.00		\$0.10	B+
18,000	18,000	0.00%		\$7.50		\$0.04	B-
13,113	13,000	0.87%	18	\$9.25	\$8.00	\$0.07	B*
9,830	5,261	86.85%	80	\$16.00	\$15.21	\$0.16	B*
3,426	3,381	1.33%		\$18.25		\$0.53	C+
8,551	7,543	13%	23	\$18.50	\$10.24	\$0.22	B-*



FDIC[®]

INTERNATIONAL

DATE: APRIL 23-28, 2018

EXPLORE NOW: WWW.FDIC.COM

LOCATION: INDIANAPOLIS, INDIANA, USA

TRAIN UP

WHERE LEADERS COME TO TRAIN

SAVE THE DATE!

PRESENTED BY: **Fire Engineering**

OWNED & PRODUCED BY: **PennWell**

► MEMBER FEMSA AND FAMA



ALEXIS FIRE EQUIPMENT COMPANY

launched a new corporate brand strategy, website, and online merchandise store with a new logo and tagline, "Driven To Serve." President Jeff Morris said, "Our company has experienced tremendous growth over the last few years and it was the right time for an updated look, message and a more efficient website."

The company HQ in Alexis, Illinois, has expanded its facility operations. The Refurb & Collision Center has been relocated to a larger floor space, quadrupled the number of bays from 1 to 4, and has added a 4-point body-vehicle lift system for more efficient under-carriage work and body re-mounting. A Final Inspection Center also has been added with an additional 5400 SqFt building as well as a 9000 SqFt building used exclusively for Electrical, Dress and Finish Departments.

► MEMBER FAMA



AMDOR

Colin Mueller has joined the team as Operations Manager, heading up the manufacturing facility in Lancaster, New York. Colin brings with him over 20 years of leadership experience from the International Tier 1 Automotive manufacturing sector, specializing in short lead



time production, engineering, maintenance, quality, and class "A" automated paint finishing.

Bob Ilmonen has joined the team as Engineering



Manager. A Mechanical Engineering graduate of the Rochester Institute of Technology, Bob has over 25 years of design engineering, technology and product development plus engineering management experience.

► MEMBER FEMSA



Bullard

Victoria "Wells" Bullard has been named Chief Executive Officer by Edward D. "Jed" Bullard, Chairman of the Bullard Board of Directors. A family-owned company, Wells Bullard represents the fifth generation of family leadership at Bullard. Ms. Bullard succeeds Eric D. Pasch, who retired after 18 years of service.



One of her first acts as CEO, was to promote **Peter Lugo** from Chief Operating Officer to President. The company, which has served workers in the safety industry since 1898,

manufactures firefighter and rescue helmets, thermal imaging cameras, head and face protection products, and respiratory protective equipment.

► MEMBER FAMA



BULLDOG FIRE & EMERGENCY APPARATUS

The company expanded its sales and service capabilities into Eastern New York and Vermont for KME emergency response vehicles.

Bulldog recently acquired the former KME sales and service facility in Latham (Albany Airport Industrial Park), NY. The

New York facility establishes a home base from which to offer sales support and service (shop-based and road). Bulldog services all brands of emergency vehicles, with EVT-certified and factory-trained technicians. Its body technicians are both Sikkens and PPG certified.

► MEMBER FEMSA



CURTIS

Brandon Winters is now Chief Operating Officer of ECMS and Chief Operating Officer of Firefighters Bookstore, the Curtis sister companies specializing in PPE care and maintenance, and firefighting educational resources. Brandon's strengths in business development and strategic analysis will guide these companies towards further growth.



Troy Garside is now Director of Operations for ECMS. Troy began his career with Curtis more than 10 years ago in the sales office in Salt Lake City. He has served in multiple key roles as the Curtis organization broadens. Most recently, Troy held the position of Director of Quality and Process Management for ECMS. We're excited for him to lead the operations as ECMS continues to expand.

Patrick Garcia is now ECMS Southern California Manager. Patrick has gained valuable experience over the last five plus years working in Curtis sales and ECMS operations. His passion for supporting customers and colleagues will serve him well in this leadership position.



Rodney Esteban is now Manager of Firefighters Bookstore. Customers appreciate his enthusiasm for identifying solutions and dedication to providing excellent service. Rodney's creative and innovative nature will serve him well as he leads the Firefighters Bookstore team.



► MEMBER FEMSA



FIRE-DEX

Jenny McPherson has been promoted to Marketing Manager. Jenny's primary responsibility will be to ensure effective and consistent communication of the Fire-Dex Family of Brands message and value proposition. This will include the development of initiatives, programs, and collateral to support the company's continued growth, as well as oversight of internal and external resources needed to execute these programs.



Michelle Slawson joined as a Customer Service Representative. Michelle brings over 11 years of Customer Service experience from Smucker's and holds a Bachelor's degree from Heidelberg College.

Michelle Slawson joined as a Customer Service Representative. Michelle brings over 11 years of Customer Service experience from Smucker's and holds a Bachelor's degree from Heidelberg College.

► MEMBER FEMSA



Firehouse

TSE Names Firehouse Expo "Best Turnaround" Show

Firehouse Expo won the Best Turnaround award at the Trade Show Executive's (TSE)

prestigious Gold 100 Awards & Summit in San Francisco.

The Gold 100 event brings together members of the trade show industry — CEOs, presidents and show managers — to explore new strategies, partnerships, innovation and technology. The annual forum includes educational sessions, an award ceremony saluting the leaders of the largest trade shows in the country and other networking events.

► MEMBER FAMA



Fire Lion Global

The company announces its ISO 9001:2015 quality program. Having a customer base in the fire protection sector of special hazards means our products are held to a higher standard. The risks are very real. As such, we take product quality control very seriously. Fire Lion has always focused on quality world-class foam pumps. The ISO 9001:2015 program ensures consistent manufacturing and products as well as a channel for continuous improvement. Many customers abroad demand a supplier be ISO certified and we are proud to offer that for our customers.

► MEMBER FAMA



Fort Garry Fire Trucks



Jim Peters (left) has been promoted to the position of President.



Brian Nash (right) has been promoted to the position of Vice President of Sales.



Sandy Skrumeda (left) has been promoted to the position of Vice President of Finance.



Chris Brellis (right) has been promoted to the position of Manager of the Rubber Division.

► MEMBER FEMSA



FDSOA takes ISO Academy to Hong Kong

FDSOA instructors Chief Steve Raynis, FDNY, Chief Shadd Whitehead, Livonia (MI) Fire Department, and Chief Rich Marinucci, executive director, were invited to bring Incident Safety Officer (ISO) classes to approximately 100 Hong Kong Fire Services Department personnel in November 2017.

"The ISO class has been really well received. To be able to deliver it halfway around the world is a great testament to its quality and applicability," said Marinucci. "We are pleased to be able to promote the FDSOA safety programs to those interested in taking care of their firefighters."

► MEMBER FEMSA



Globe Manufacturing Raises \$25,000 for Terry Farrell Firefighters Fund

Globe Manufacturing Company continued its partnership with the Terry Farrell Firefighters Fund at FDIC International 2017. FDIC was Globe's official launch of

its new turnout gear. Attendees were invited to experience the gear in a virtual reality experience in the booth. Attendees then spun a wheel to determine a donation — \$10, \$20, \$50, or \$100 — to the Terry Farrell Firefighters Fund in their name. Globe raised and donated \$25,000 to the Fund.

“Due to the expanded requests for assistance from the fire service community across the nation, the Terry Fund continues to work hard to ensure that all firefighters and their families have the resources to properly operate safely and, when faced with medical or emergency situations, the help needed,” said Brian Farrell, chairman of the Terry Farrell Firefighters Fund and brother of Terry Farrell.

Globe Manufacturing establishes \$1m fund for local communities

The company has created the donor-advised Globe Community Fund at the New Hampshire Charitable Foundation to support nonprofits and community efforts in Pittsfield and surrounding towns. “We’ve been in Pittsfield for 116 years, and this is a way to say ‘thank you,’” said Globe CEO and co-owner Don Welch.

The company started the fund with \$1 million. About \$40,000 will be granted from the fund each year, and the fund is set up to serve the region in perpetuity. Globe has a tradition and history of generosity in the region – from helping local fire departments and day care centers to the Red Cross, 4-H, scouting programs and youth sports. Globe also established a fund at the Foundation in 2008 to support music and the arts in Pittsfield schools.

A team of Globe employees will review requests for the new donor-advised fund and recommend grants on a rolling basis. The Foundation will work with the team, providing expertise about the nonprofit sector in New Hampshire and best practices for reviewing proposals. Requests will go directly to the company.

► MEMBER FEMSA



Groves Incorporated / Ready Rack

Julie Cordes joined Groves as SVP of Operations in January. Julie brings strong financial, process management, and project planning experience to the team.

Blake Bergloff joined Groves in May as a Sales/Customer Service associate

Jodi Rozovics came on board in October as an Accounting Clerk.

► MEMBER FAMA AND FEMSA



HAAS Alert

Bev Lowery has joined HAAS Alert as National Sales Director. Bev brings more than 20 years of experience working in the firefighting industry with fire and rescue truck manufacturing companies. Bev currently serves on the FAMA Board of Directors.



► MEMBER FAMA



H.O. Bostrom

Adam Graves joined the company as Eastern Regional Sales Manager and will be a resource for customers in the fire, marine, and off-highway markets on the East Coast. Adam began working in the fire industry nine years ago in sales engineering. He transitioned into product management, beginning with US Government product lines, then ARFF and a fuel truck division.

Dale Baumer has joined as the Engineering Projects Manager. Dale holds a Bachelor’s degree in Mechanical Engineering and brings more than 15 years of engineering and design project management experience to the team.

Ryan Bocik has joined as a Product Design Engineer, specializing in moving parts with additional training in CNC operation and welding. Ryan previously worked in assembly before moving to Custom Options Planning for cab and chassis lines in the fire industry. He has over six years of engineering experience and will work with Bostrom’s on-highway team, focusing on the Fire/Rescue and Truck/Bus/Rail markets.

► MEMBER FAMA



IMMI

The company acquired Vehicle Improvement Products (VIP) in Antioch, Illinois, the world’s largest independent producer of steering wheels. VIP’s products are used by many of IMMI’s customers in the fire apparatus, heavy truck, military, bus, and off-highway markets. IMMI looks to grow business opportunities, while providing new and innovative products for its fire apparatus customers.

“Our two companies already share many of the same business partnerships, and we anticipate expanding these essential relationships as we join forces with VIP,” said Tom Anthony, IMMI Owner and President.

► MEMBER FEMSA



INNOTEX® Acquires Aventure, Expands Facility

INNOTEX acquired Confections Aventure, a specialized garment manufacturer.

The company's 55 employees will join INNOTEX®'s team of 180 employees. Confections Aventure shares INNOTEX®'s high standards of excellence and performance: sophisticated protective gear and superior quality control. Louis Carpentier, INNOTEX® President said, "It allows us to enhance our production capacity and bolsters our strong growth in the area of fire-fighting gear."

**INNOTEX®
Staff News**

Anne-Marie Morin

joined us as Customer Service Manager. She has a vast amount of experience and will be leading our Customer Service Team.



Josée Lemire joined our Customer Service Team to support the Central USA.

► **MEMBER FAMA**



Marion Body Works

Matt McMorran has joined the company as Business Development Manager bringing with him significant experience in the apparatus industry. He will work at expanding Marion's footprint in both emergency vehicles and defense bodies from his home base in Maryland.



Three new dealerships have been added and will cover territories in CA, NC, and NY.

- Western Body Works (CA)**
- Anchor-Richey EVS (NC)**
- Har-Rob Fire Apparatus (NY)**

► **MEMBER FAMA**



Midwest Fire

Joseph Hlushak joins Midwest as an account representative.

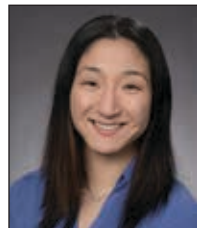


Hlushak earned a Masters of Business Administration degree from the University of Sioux Falls (USF). He has more than two years of sales experience and manufacturing knowledge from Wheeler Tank.

► **MEMBER FEMSA**



FireRescue GPO, a program of NPPGov, is a national cooperative procurement organization offering publicly solicited contracts to government entities nationwide. To better assist with the needs of our members and vendor partners, we have recently created and filled Regional Manager positions based on geographic regions. Internal staff promotions into Regional Manager positions are as follows: Regional Manager – North: **Susie Kordel** (top); Regional Manager – South: **Mika Kawakami** (center); and Regional Manager – Southwest: **Rebekah Johnson** (bottom).



► **MEMBER FEMSA**



NYS AFC

The New York State Association of Fire Chiefs (NYS AFC) has announced that its Annual Conference & FIRE Expo will be held in Syracuse, NY in 2019, 2020, and 2021 at The Oncenter. Exhibits, including apparatus displays, will be situated inside the venue and outside along streets adjacent to the facility. The Syracuse Fire Department will be hosting NYS AFC's popular hands-on training program at its nearby, fully equipped training facility. NYS AFC has reserved room blocks in more than 10 hotels, most within walking distance.

NYS AFC's first conference and organizational meeting was held in Syracuse in 1904, where Syracuse Fire Chief John Quigley was elected the first president of the association.

► **MEMBER FAMA**



AIRPORT PRODUCTS

OSHKOSH CORPORATION

Erik Lampe was promoted to Vice President and General Manager of Oshkosh Airport Products. Lampe previously served as VP of Business Development for Oshkosh Corporation where he led company-wide initiatives for strategic growth and business performance. Before that, he worked on strategic and operational challenges for industrial, defense, and heavy equipment clients at the global consulting firm McKinsey and



Company. His time at McKinsey also included six months traveling to Iraq, working with business and government leaders to boost economic activity and increase security in the country. He is also a licensed pilot.

► MEMBER FEMSA



PennWell Fire Group Marketing Solutions

Paul Andrews has been promoted to Senior Vice President and Chief Revenue Officer. In his new role as Chief Revenue Officer, Paul will be responsible for working closely and directly with all publishers and business unit managers to ensure revenue opportunities for the company are optimized. As Chief Revenue Officer, Paul's purview now extends beyond the revenue stream of Marketing Solutions. Paul will work collaboratively with all profit center managers who have revenue responsibility, whether print, events, digital, research, books, data, marketing services, and all combinations that give PennWell the edge in providing robust and unique solutions for its customers.



Erin Northrop has joined as Orchestrate Project and Campaign Manager. She is a creative, tech-savvy, media enthusiast, who thrives on delivering quality campaign management while always exceeding expectations. She has been with PennWell as a campaign manager, specializing in the fire industry, for over five years.



PennWell Corporation won a 2017 Connectiv Innovation Award in the Retooling the Business Model category for their Sales Academy training program. Connectiv is the global business informa-

tion association for content, data and technology companies. The PennWell Sales Academy is an exclusive opportunity for recent college graduates to gain advanced sales training. Hand-selected through a competitive application process, Sales Academy students participate in a four-month training program, preparing them to sell market leading media products and marketing services, plus learn the fundamental skills essential for a successful sales and business career.

► MEMBER FEMSA



Ricochet Manufacturing Company, Inc.

Lori Schantz has joined Ricochet to manage the structural and proximity firefighting product lines. Lori will be responsible for all aspects of the firefighting products, including new product development, production planning and certifications. She will work closely with Ricochet's manufacturing, sales and marketing teams. Before joining Ricochet, Lori worked as a Product Manager at Quaker Safety. She has more than 15 years' experience in NFPA regulatory compliance, quality management systems, product development/design and customer service.



► MEMBER FAMA



Rosenbauer America

New England Fire Equipment and Apparatus (NEFEA) will be the authorized sales and service dealer for Rosenbauer America fire apparatus and products for New England. Included in this territory are CT, MA, ME, NH, RI, and VT, as well as Westchester County in NY.

NEFEA has been in the fire and emergency industry since 1987 and employs 38,

with 12 experienced sales people. NEFEA operates from its 15,000-square-foot, 14-bay service facility headquartered in North Haven, CT.

Dawn Osborn has been promoted to the role of Vice President of the aerial division of Rosenbauer. Dawn joined Rosenbauer 11 years ago; however, her passion for aerials started at the age of four when she would play house on the ladders as her dad, Rob Kreikemeier, was building them. Throughout her years with Rosenbauer, Dawn has played a significant role in logistical and technological advances at Rosenbauer.

Ryan Moore is now Senior Manager of Rosenbauer's aerial division. Ryan joined the company as a mechanical engineer nearly eight years ago working on the production floor. He later transitioned into the engineering department and worked to develop practical and useful technological tools. Recently, he has reorganized the warranty and training departments.

► MEMBER FEMSA



Shipman's Fire Equipment



Jim Lyons has joined the sales team serving south central Connecticut. Jim has over 25 years of proven experience in the fire equipment industry

with his background in both equipment and apparatus sales, as well as apparatus service manager experience.

► MEMBER FAMA



Trident Emergency Products

Trident has added a new facility dedicated to the manufacture and testing of its foam pumps. The new plant will allow the Foam Products Team, led by manager

Steve Tolbert, to focus on producing pumps in a facility specifically designed for rapid assembly and test. Trident has been working with the local electric utility to add sufficient power to the facility for two pump stands with variable frequency drive motor controls providing up to 200HP. "The added capacity will enable us to ship any model foam pump which is a big plus for both mobile and fixed installation customers," said Jim Maher President of Trident. Trident expects the new facility to be up and running by year-end.

► MEMBER FAMA



Valor First Responder Seating

The company welcomes

Rob Wirtz, as Regional Sales Manager, who will handle Western US and Canada

Brett Border, as Vice President of Operations

Stephen Weber, Quality Manager



Valor First Responder Seating was recently recognized for two EMS Safety Awards presented at EMS World Expo in the categories of High Quality Comfort Seating and Smart Seating Technology.

► MEMBER FEMSA



Veridian Fire Protective Gear

David Leetch has joined the company as Central Area Regional Sales Manager in support of their growing regional and national account base. David comes to Veridian with 10 years of fire sales experience,

seven years as a Territory Sales Manager with R.C. Bremer Marketing and three years with Reis Emergency Products in St. Louis, MO.



► MEMBER FAMA



VT Hackney

Ed Smith, Director of the Emergency Vehicles Division at VT Hackney, has announced his retirement effective December 31, 2017. Smith began his career with VT Hackney in 1994.



"I look back with fond memories of days after introduction of the first Hackney recessed roof bodies shown at national trade shows in the late 90's. That is when our team would hear statements like, 'Wow that sure doesn't look like a beer truck.' I knew right then we had crossed the threshold of acceptance of a conventional beverage body as a revered fire apparatus."

Neal Dixon has been named General Manager of the Emergency Vehicles Division and will take over leadership responsibilities. Dixon has also been with the EV Division since 1994 where he began his career out of college as a Product Designer. Neal's extensive experience has included a broad range of roles from product design, sales management, manufacturing support, and engineering.

► MEMBER FEMSA AND FAMA



W.S. Darley & Company

2017 Private Boards of the Year Award

The company was selected as the nation's top private mid-size company board for 2017 by Board of Directors

Magazine. Winners were honored for their exceptional work in board governance. The award was created to recognize private companies who go above and beyond legal governance requirements and commit to the highest levels of governance, whether through fiduciary or advisory boards, and recognize the performance of the board as a whole.



Darley's BOD includes (standing from L to R) Joe Maguire, Garry Briese, Steven Rogers, Mary Jo Long, Sam Skinner, (sitting from L-R) Jeff Darley, Paul Darley, James Long and Peter Darley.

Darley Acquires Fireboy-Xintex

In June, W.S. Darley & Co. purchased the assets of Fireboy, Xintex and Aetna Engineering based in Grand Rapids, MI, forming the new company Fireboy-Xintex, LLC. Founded in 1973, Fireboy is a developer of marine pre-engineered and custom engineered fire safety and suppression equipment. Xintex is a producer of gas and fire detection equipment. Aetna Engineering specializes in digital instruments like tachometers. The company also has manufacturing operations in Poole, England. Fireboy-Xintex also serves defense, commercial, industrial, truck, bus, rail and other markets.



Paul Darley Proudly Releases "SOLD!"

After more than 10 years of research, Paul Darley is excited to release *SOLD!* The book focuses on The Art of Relationship Sales — Using Emotional Intelligence and Authentic Leadership. The book is designed to help readers learn how to sell more, work their way up the corporate ladder and then what to do once they get there. ☺

FAMA BOARD OF DIRECTORS



PRESIDENT Steve Toren
Valor First Responder Seating
Cell: (612) 963-5158
storen@usscgroup.com



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



TREASURER Jeff S. Darley
W.S. Darley & Co.
(715) 720-2527, Cell: (715) 829-0904
jeffdarley@darley.com



SECRETARY Bev Lowery
HAAS Alert
Cell: (224) 216-9566
bev@haasalert.com



PAST PRESIDENT Scott Edens
Fouts Bros, Inc.
(800) 948-5045, Cell: (404) 808-0907
sedens@foutsfire.com



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



DIRECTOR-AT-LARGE
Jerry Merges
VisionMark Nameplate Company, LLC
(419) 977-3131 x-914, Cell: (937) 638-1491
jmerges@vmnameplate.com



DIRECTOR-AT-LARGE
Michael Moore
Pierce Manufacturing, Inc.
(920) 832-3137, Cell: (920) 277-1258
MMoore@piercemfg.com



DIRECTOR-AT-LARGE
John Slawson
Spartan Emergency Response
(517) 997-3867, Cell: (517) 927-0335
John.Slawson@spartanmotors.com

FEMSA BOARD OF DIRECTORS

OFFICERS/EXECUTIVE COMMITTEE



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



EXECUTIVE COMMITTEE MEMBER
Mike Natchipolsky
FireRescue1.com
(240) 606-4297
mike.natchipolsky@praetoriangroup.com



VICE PRESIDENT James Long
W.S. Darley & Co.
(708) 345-8050
jameslong@darley.com



EXECUTIVE COMMITTEE MEMBER
John Granby
Lion Apparel, Inc.
(937) 415-2843
jgranby@lionprotects.com

SECRETARY/TREASURER Vacant

BOARD MEMBERS



Paul Andrews
PennWell Fire Group
Marketing Solutions
(240) 595-2352 (Cell)
pandrews@pennwell.com



Melinda Freeman
GML Industries LLC
(352) 615-0177
melinda@gmlindustries.com



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



Crosby Grindle
FireRescue GPO / NPPGov
(206) 494-4567
crosby.grindle@nppgov.com



Richard Boyes
Ontario Association of Fire Chiefs
(905) 426-9865
richard.boyes@oafc.on.ca



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



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



Rick Singer
Akron Brass Company
(330) 287-7023
rsinger@idexcorp.com



Geoff Evans
Streamlight, Inc.
(800) 523-7488
gevens@streamlight.com

PROFESSIONAL RESOURCES



FEMSA ADMINISTRATOR
Karen Burnham
(781) 334-2771
info@femsa.org



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



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



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



NEWSLETTER/WEBSITE DEVELOPMENT
PennWell Fire Group Marketing Solutions
Paul Andrews
pandrews@pennwell.com



Kaci Wheeler
kaciw@pennwell.com



FAMA/FEMSA NEWS

FAMA

P.O. Box 3065, Ocala, FL 34478

TEL: (352) 843-3404

EMAIL: info@fama.org

WEBSITE: www.fama.org

FACEBOOK: <https://www.facebook.com/FAMAnorthamerica/>

FEMSA

P.O. Box 147, Lynnfield, MA 01940-0147

TEL & FAX: (781) 334-2771

EMAIL: info@femsa.org

WEBSITE: www.femsa.org

TWITTER: www.twitter.com/FEMSAnews

FEMSAnews

FACEBOOK: <https://www.facebook.com/FEMSAnews/?ref=bookmarks>

FEMSAnews

LINKEDIN: <https://www.linkedin.com/groups/3398935>

EDITORS: Karen Burnham, Peggy Glenn, Sonya Kelly, Steve Toren, Bill Van Lent

PRODUCTION: Kaci Wheeler

DESIGN: Meg Fuschetti

PHOTO CREDITS: Rod Carringer, Kaoma Massa

SPRING ISSUE DEADLINE: APRIL 27, 2018

Copyright 2018, FAMA, Inc., FL (USA) and FEMSA, Inc., MA (USA)

PRESORTED
FIRST-CLASS MAIL
US POSTAGE
PAID
TULSA OK
PERMIT # 845

2018 FIRE SERVICE EVENTS

January 11-13
Arizona Fire District's Assoc. Winter Conference
Laughlin, NV
azfiredistricts.org

January 15-19
FDSOA Apparatus Maintenance Symposium
Scottsdale, AZ
fdsoa.org

January 17-20
Fire Rescue East
Daytona Beach, FL
ffca.org

January 17-20
Utah Winter Chiefs Conference and Fire School
St. George, UT
utahfirechiefs.org or uvu.edu/ufr

January 17-20
Piedmont Fire Expo
Winston Salem, NC
forsythcountyfire-rescue.com

January 21-23
Intersec Safety & Security Expo
Dubai, UAE
intersecexpo.com

January 26-27
LSU Fire & Emergency Training Equipment Show
Baton Rouge, LA
feti.lsu.edu

Jan/Feb 31-4
North Carolina Mid-Winter Conference (NCAFC)
Concord, NC
ncafc.com

February 17-18
Long Island Mega Show
Brentwood, NY
liproductions.net

February 21-23
EMS Today
Charlotte, NC
emstoday.com

February 21-24
FAMA Spring Meeting
Coronado Island, CA
fama.org

February 21-25
VA Fire Chiefs Mid Atlantic Expo & Symposium
Virginia Beach, VA
vfca.us

February 22-24
Orlando Fire Conference
Orlando, FL
orlandofireconference.com

February 22-24
Fire & Security India Expo (FSIE)
BIEC, Bengaluru, India
fsie.in

February 26-28
Texas Fire Chiefs Association Executive Conference
Austin, TX
tfcaconference.org

Feb/March 27-1
Wildland-Urban Interface Conference
Reno, NV
iafc.org/wui

March 1-4
WI State Firefighters Conference
Middleton, WI
wi-state-firefighters.org

March 3-4
Pittsburgh Fire, Rescue & EMS Expo
Monroeville, PA
simoneventmanagement.com

March 4-8
Firehouse World
San Diego, CA
firehouseworld.com

March 4-7
IAFF Legislative Conference
Washington, DC
client.prod.iaff.org

March 6-7
Ohio Fire Chiefs Winter Symposium
Columbus, OH
ohiofirechiefs.org

March 19-21
ConneXions Orlando
Orlando, FL
iafc.org/events/calendar

March 26-29
International Association of Wildland Fire
Reno, NV
iawfonline.org/conferences.php

April 4-6
Oklahoma Fire Chief's Conference
Tulsa, OK
www.osfa.info

April 5-7
Secutech Security and Fire & Safety
Mumbai, India
secutechexpo.com

April 9-11
Vision 20/20's Model Perf. Community Risk Reduction Symposium
Reston, VA
strategicfire.org/2018callforpapers

April 11
Southeast MI Chiefs Midwest Fire Rescue Expo
Novi, MI
smafc.org

April 12-14
Saskatchewan Fire Chiefs Annual Conference
North Battleford, SK
safc.sk.ca

April 18-19
CFSI National Fire & Emergency Symposium
Washington, DC
cfsi.org

April 18-19
FAMA/FEMSA GAC Hill Day
Washington, DC
famafemsagac.org

April 23-28
FDIC International
Indianapolis, IN
fdic.com

April 26
FAMA Technical Committee Meeting
Indianapolis, IN
www.fama.org

May 4-5
Ontario Fire Chiefs
Mississauga, ON
oafc.on.ca

May 4-7
Metro Fire Chiefs Association Conference
San Antonio, TX
metrochiefs2018.com