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Professional Development
Conference



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President Jim Vuona

Welcome to the 2023 Fire Chiefs Association of Massachusetts Professional Development Conference. The Professional Development Committee has once again put together a compelling lineup of national leaders and top industry professionals for us all to engage with and learn from. The purpose of this conference is to enhance professionalism and to promote the development of fire officers within our chosen profession. We encourage you all to make new connections and build relationships with all of our outstanding speakers, vendors, public officials and attendees. Thank you to everyone for your attendance and your contributions to this event. Enjoy the conference and everything the great City of Worcester has to offer!



General John F. Kelly

Retired US Marine Corps General, former White House Chief of Staff

General Kelly was born and raised in Boston, MA. He enlisted in the Marine Corps in 1970, and was discharged as a sergeant in 1972, after serving in an infantry company with the 2nd Marine Division, Camp Lejeune, NC. Following graduation from the University of Massachusetts in 1976, he was commissioned and returned to the 2nd Marine Division where he served as a rifle and weapons platoon commander, company executive officer, assistant operations officer, and infantry company commander. Sea duty in Mayport, FL, followed, at which time he served aboard aircraft carriers USS Forrestal and USS Independence. In 1980, then Captain Kelly transferred to the U.S. Army's Infantry Officer Advanced Course in Fort Benning, GA. After graduation, he was assigned to Headquarters Marine Corps, Washington, DC, serving there from 1981 through 1984, as an assignment monitor. Captain Kelly returned to the 2nd Marine Division in 1984, to command a rifle and weapons company. Promoted to the rank of Major in 1987, he served as the battalion's operations officer.

In 1987, Major Kelly transferred to the Basic School, Quantico, VA, serving first as the head of the Offensive Tactics Section, Tactics Group, and later assuming the duties of the Director of the Infantry Officer Course. After three years of instructing young officers, he attended the Marine Corps Command and Staff College, and the School for Advanced Warfare, both located at Quantico. Completing duty under instruction and selected for Lieutenant Colonel, he was assigned as Commanding Officer, 1st Light Armored Reconnaissance Battalion, 1st Marine Division, Camp Pendleton, CA. Holding this command position for two years, Lieutenant Colonel Kelly returned to the East Coast in 1994, to attend the National War College in Washington, DC. He graduated in 1995, and was selected to serve as the Commandant's Liaison Officer to the U.S. House of Representatives, Capitol Hill, where he was promoted to the rank of Colonel.

In 1999, Colonel Kelly transferred to joint duty and served as the Special Assistant to the Supreme Allied Commander, Europe, in Mons, Belgium. He returned to the United States in 2001, and was assigned to a third tour of duty at Camp Lejeune, now as the Assistant Chief of Staff G-3 with the 2nd Marine Division. In 2002, selected to the rank of Brigadier General, Colonel Kelly again served with the 1st Marine Division, this time as the Assistant Division Commander. Much of Brigadier General Kelly's two-year assignment was spent deployed in Iraq. He then returned to Headquarters Marine Corps as the Legislative Assistant to the Commandant from 2004 to 2007. Promoted to major general, he returned to Camp Pendleton as the Commanding General, I Marine Expeditionary Force (Forward). The command deployed to Iraq in early 2008 for a year-long mission, replacing II Marine Expeditionary Force (Forward) as Multinational Force-West in Al Anbar and western Ninewa provinces. General Kelly commanded Marine Forces Reserve and Marine Forces North from October 2009 to March 2011. General Kelly comes to United States Southern Command from his previous position as the Senior Military Assistant to the Secretary of Defense from March 2011 to October 2012.

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Dr. Denis Onieal As the Deputy United States Fire Administrator, Dr. Denis Onieal was the senior career federal fire official responsible leading the United States Fire Administration (USFA) staff in the day-to-day operation of the organization — the annual training of over 140,000 first responders at and through the National Fire Academy.

Prior to his appointment as Deputy Fire Administrator, he served as Superintendent of the United States National Fire Academy. He joined the Jersey City Fire Department and rose through the ranks from firefighter to deputy chief, and then to acting chief, leading a uniformed force of 650 firefighters and officers. He spent his entire time "in the street" as a line fire officer.



Leadership is a Verb

There are as many leadership theories as there are authors and books. This presentation is a practical exercise designed for the fire officer or those who aspire to be one. In this workshop, participants will identify the leadership traits they most admire and abhor, as well as those leadership traits that they most want to develop in themselves (confidentially). I will provide some leadership tenets that I've found useful as a company officer, chief officer, NFA Superintendent and Deputy Fire Administrator.

Professional Development

While everyone "knows" what a professional is, no one ever took the time to explain the process of becoming a professional. Using the models of other professions, we will discuss the 5 elements of professional development: education, training, experience, continuing education and finally, moving up (and being uncomfortable). Using fire and non-fire examples, the workshop is designed to help the participants use the information for their own career, their post-retirement plans or perhaps advising their children/members of their family.

Morning Session - The Art of Reading Smoke, The Next Generation



Phil Jose, DC (Retired Seattle FD) 31 years of service. He has a B.S. in organizational leadership from Colorado State University

The Reading Smoke curriculum is a must for anyone looking to master the craft of Firefighting. First-in video combined with dynamic teaching helps you develop the ability to see the Volume, Velocity, Density and Color of smoke. Learning to Read Smoke improves your ability to understand and predict fire behavior. Reading Smoke provides insight for excellent tactical decisions. Reading the Smoke's Volume, Velocity, Density, and Color allows you to answer three questions: Where is the fire? How big is it? What rate of change you should expect? Whether choosing a tactic at the command level, or performing the tactic at the company level, learning to collect information quickly improves decision-making for firefighter safety and better service to

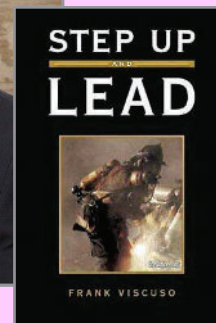
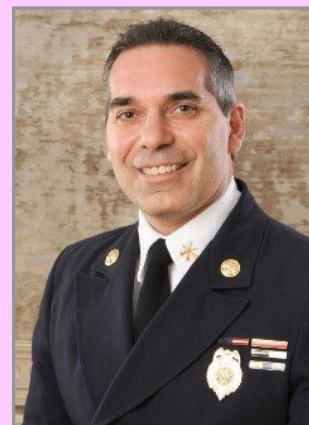
the citizens. Video-based, fast-paced, sets and reps of Reading Smoke will make you better on the fireground. Learning Objectives: Understand: Why read smoke? Understand the Four Attributes of Smoke: Volume, Velocity, Density, Color. Apply that knowledge to the size, shape, and openings of the fire building. Four Attributes help answer three questions: Where the fire is? Where is it going? What is the rate of change? Make tactical decisions based on the information available. Develop the skill to read smoke quickly and effectively through multiple sets and reps using dynamic video and discussion based learning.

Afternoon Session

Step Up and Lead: Leadership Skills

DC Frank Viscuso (ret. Kearney F.D.)

Frank Viscuso served the Town of Kearny, New Jersey (Hudson County) for twenty-seven years before retiring at the rank of Deputy Chief. He is the author of 8 books including Amazon bestsellers Step Up and Lead, and Step Up Your Teamwork. Chief Viscuso is a highly sought after, internationally recognized speaker who has the ability to move people to action. Over the past decade he has traveled throughout the United States, Canada and Europe and spoken to hundreds of audiences on many topics that include leadership, team building, and customer service. His clients include emergency service workers, sales teams, U.S. Armed Forces, the healthcare industry, small businesses, and large corporations (including Exxon/Mobil). Frank has provided Keynotes at West Point Military Academy and various Universities and has been chosen to be a Keynote speaker for FDIC International in 2022. His seminars and speeches are designed to introduce people to the top traits associated with leadership and to equip them with the skills they will need to lead, inspire, and motivate their teams. Every organization's culture is either created by design or default. Creating a culture of exceptional service does not happen by accident. Chief Viscuso connects with his audiences through his passionate and often humorous delivery. His "High energy" and "highly-motivational" seminars are designed to equip people with the necessary skills they will need to excel in their chosen field. His proven theories, methods and techniques will help your organization provide exceptional customer service and make a great impression on the people they connect with on a daily basis.

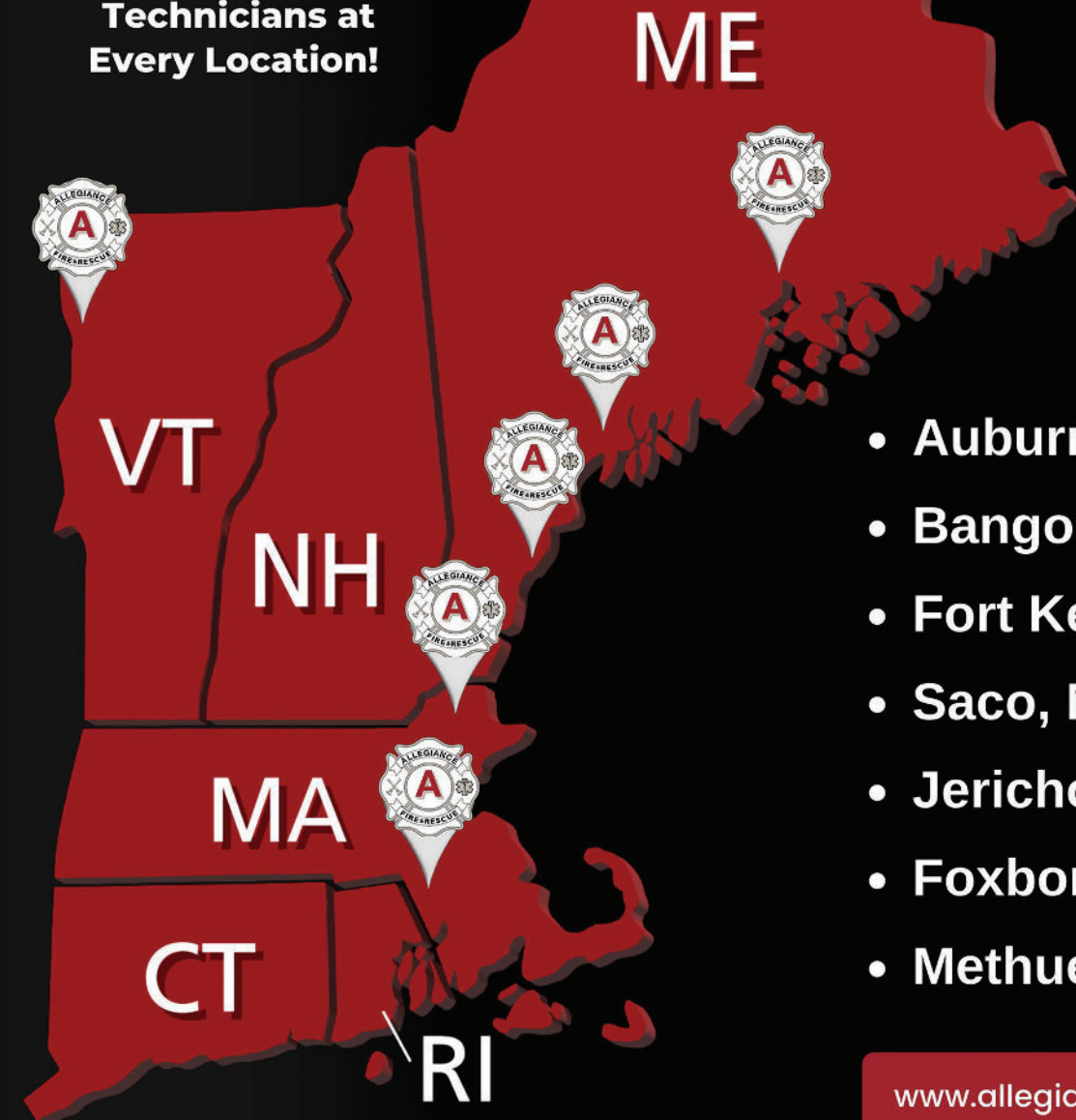


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The Importance of Simulation and Cadavers in Medical Training

Dr. Henry Crowley

Paramedics need to possess skills and understand how human tissue responds during treatment in the field. Cadaver labs and simulation provide paramedics with a realistic opportunity to perfect their skills. Dr. Crowley and his associates discuss the realism of this training and the opportunity it provides.

Solar and Energy Storage Systems - Tesla Battalion Chief (ret.) Kathleen McCaffery, and Charles Picard

Join Tesla representatives in an overview and discussion of safety and operational considerations related to residential and commercial scale battery energy storage systems, the Tesla Solar Roof, and manufacturer-specific guidelines for electric vehicle response.

Thomas Greenhalgh

Line-of-Duty Injuries: The Forgotten Population

You have plans for your life and career. The milestones are all laid out...relationships, buying a home, vacations, retirement. Over a career of years, we work towards accomplishing these goals. Then one day a line-of-duty injury...now what? What if the injury isn't service related? What happens to those well laid plans? Can I recover from this or is it career ending? What will my next steps be? This presentation will explore these issues and more.

Peer Support and Emerging Sciences: Blending the New w/ the Traditional for Enhanced Wellness & Resiliency

Peer support has existed for decades. Research over that time has shown it to be very useful in helping with life challenges. Emerging sciences such as neuroplasticity show how the brain can change in ways once not thought possible. In this presentation we will explore some of these emerging sciences and how they relate and can be integrated into peer support, with a goal of enhancing wellness and resiliency.

Meta-Leadership for Fire Services

Brad Newbury

Chief Officers, Company Officers, and Firefighters face numerous emergency situations requiring complex decision making in extremis. How do leaders process information during crisis and lead others? The faculty at the National Preparedness Leadership Initiative (NPLI) at Harvard University developed a "Meta Leadership" framework and practice to help leaders look at situations, orientate to the problem and find solutions. The concept was developed for leaders in high stress, high stakes, complex situations using the Meta-Leadership principles to solve problems and make decisions. The NPLI teaches how the Person, and the Situation is connected, up, down and across all levels of organizations as well as other stakeholders that may be involved. When you as the person are tasked with leading, you must make decisions. All eyes are on you, and "You're It!" This class will discuss the concepts taught at the NPLI and how they relate to leadership in the fire service.

Electric Vehicles - NFPA - Brian O'Connor

This presentation will give an overview of lithium ion batteries, their anatomy, failure paths and thermal runaway. After the problem has been defined, the presenter will talk about the codes and standard approach to a solution by reviewing the requirements in NFPA 1, 855 and briefly NFPA 70. The presenter will discuss the research that led to the requirements in NFPA 855 as well as current and future projects by the Fire Protection Research Foundation.

DFS Grant Programs -

Tim Moore, Matt Brennan

This session will overview the Firefighter Safety Equipment Grants, S.A.F.E. Grant, and Senior S.A.F.E. Grant. Topics will include how to maximize the score of your application, how award decisions are determined, what to do during the contracting/performance phase, and expectations for submission of final reports and reimbursement requests.

Massachusetts Hazmat and JHIRT Overview - David DeGregorio

We will discuss the Hazmat Division and tired response system to include structure of each district, vehicles within each district, missions and capabilities, training requirements. You will see the various specialty teams within the division to include the Joint Hazards Incident Response Team (JHIRT), Maritime Incident Response Team (MIRT) and Technical Support Unit (TSU). Review the JHIRT involvement in the joint Clandestine Lab Enforcement Team (CLET) and the services provided by the team.

Public Relations, Media Relations, and Crisis Management for Fire Departments - John Guilfoil



Communicating with the residents and community members you serve is a critical component in building trust, relationships, and legitimacy in the eyes of those you are sworn to protect. Additionally, building a rapport and managing your relationship with the media that covers your department can lead to consistent news coverage and create an ally when you need to get information out in a timely manner.

When it comes to crises, whether it's an internal or external crisis, how you react and how quickly you react can mean the difference between a job well done and wondering where things went wrong. Communication with residents, town officials, the media, and other stakeholders is a key component to effectively managing crisis situations and it can't wait until you get back to the firehouse.

This 90-minute presentation by John Guilfoil, principal owner of John Guilfoil Public Relations LLC, will provide an overview of the importance of Public Relations, Media Relations, and Crisis Management for those in the Fire Service, while highlighting ways you can consistently push out your department's news, public safety information, and messages.

About John Guilfoil - John Guilfoil is the Founder and Owner of John Guilfoil Public Relations. Founded in 2013, JGPR provides Public Relations, Media Relations, Crisis Management, Training, Website Design, Video Production, Graphic Design, and other services to over 300 fire, police, public schools, and municipal government agency clients throughout New England and beyond.

John has won several national and regional awards for his work in Public Relations and Crisis Management. He is a former Boston Globe reporter and former Deputy Press Secretary for Boston Mayor Thomas Menino. He also teaches PR and Journalism part-time at Northeastern University and Lasell University.

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AllOne Health, Resiliency (10:45-12:00) - **Katie Gilfeather, LICSW, CEAP**

Katie Gilfeather is an organizational consultant, trainer, licensed therapist, and coach with over 38 years of experience in the field of employee assistance. Katie is the founder of Outlook EAP, Inc., a regional employee assistance program serving businesses and municipalities throughout Massachusetts for over 25 years. Outlook EAP joined the team of AllOne Health EAP in 2020, and Katie is delighted to continue helping individuals and organizations achieve personal and professional excellence. She is a frequent presenter on organizational culture, and individual and organizational resilience.

Productivity Expert - **Lorena Prime**

Lorena Prime owns Clearly Organized, a training company that helps individuals and groups with productivity and time management. Before starting her company, she worked in Corporate America for several Fortune 500 companies, including 3M, Office Depot, and US Surgical. Her company helps individuals and businesses get organized, streamline tasks, and utilize technology more effectively.

Computer Shortcuts/Time Management Skills (9-10:30am)

There's a lot expected of you, but you can manage your day so that you're still in control. In this seminar, you'll learn tips to help you prioritize, manage interruptions & distractions, use your calendar effectively, get organized, be more efficient, and much more! Learn practical, tactical ways to help you reduce stress, be more productive and get done what needs to be done!

Best Practices Exercises - Challenges of being an Admin. (1:15-2:45)

Do you struggle to stay on top of your email? Is your inbox a to-do list? Are there over 200 messages lingering around? Email can control how your day flows and what things you work on, but it doesn't have to! Learn how to deal with email efficiently, take action when needed, file when necessary, and understand how to put your inbox on "autopilot." You'll leave class knowing how to be proactive, rather than reactive and you won't get caught in the email vortex again!!

Civil Service - Frequently Asked Questions (3:00 - 4:00)

Regina Caggiano

Director Regina Caggiano will host an interactive review of frequently asked questions and challenges that the fire service experiences every day. This is a great opportunity for fire service leaders to ask questions and seek clarification on civil service issues they face in their departments and what the Admin Assistant needs to know about Civil Service and the hiring process, PATs, Annual reporting, promotional processes.



Administrative Services

Jake Wark (4:00 - 5:00)

Jake Wark is the Public Information Officer for the Department of Fire Services. He has almost 20 years of media relations experience, serving as press secretary under three consecutive administrations at the Suffolk County District Attorney's office and more recently as director of communications for the Executive Office of Public Safety & Security.



TRAINING: Instruction on:

- EVT F4 - Electrical
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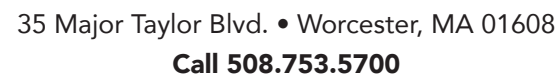
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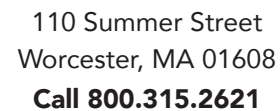
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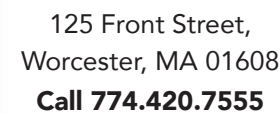
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| Wed. Mar. 1 All Day | <i>Continental breakfast, lunch, access to vendor area.</i> |
| Thur. Mar. 2 Half Day | <i>Continental breakfast</i> |

PER PERSON

Please submit a separate form for each attendee - copy this form if needed.

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| Mechanics Class | \$450 (per participant) | \$450 (per participant) | | | | _____ |
| | | | Tue. | Wed. | Thu. | |
| Single Day Rates | \$175 (per participant) | \$200 (per participant) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| Administrative Assistants | | \$75 (per participant) | | | | _____ |
| | | | | | | _____ |
| *Purchasing members for the exhibit area only, no lunch. | | \$20/pp | | | | _____ |
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