

PROFESSIONAL DEVELOPMENT CONFERENCE

2024 | FEB 27,
28, & 29

Strength
Through
Education



<http://fcamseminars.com/registration>

Each year a group of dedicated fire chiefs work to enhance the professional development of our fire leaders through these educational seminars. This year's theme "Strength Through Education" stands as the foundation in all we do. Through professional development seminars like this, we hope to prepare fire leaders to face those challenges they experience every day. The fire service has become a multidimensional response agency. We are committed to providing the fire service with exposure to current topics and our network of vendors that support us.



Chief Jeff Johnson, Ret.

Chief Jeff Johnson has an extensive public safety background, with over 40 years' experience at the local, national and international level. Chief Johnson rose through the ranks to become the Tualatin Valley Fire & Rescue Fire Chief for 15 years prior to retiring. Chief Johnson served on the Board of Directors and as the Vice Chairman of FirstNet for six years after having been a key figure in passing the legislation to create the network. Chief Johnson has served as President of the International Association of Fire Chiefs (IAFC) and President and Chief Executive of the Western Chiefs which serves fire chiefs in the 11 Western states focusing on wildfire, technology and service to Chiefs.

The Lead, the Herd and the Drag ***"Timeless traditions of leadership" What Would Reub Do?***

Reub Long was a famous Oregon character—a true cowboy who made a name for himself from a most unlikely place - Fort Rock, Ore. (population < 50). Stories from cattle-driving cowboy teach valuable lessons about leading thousands. Cattle drives of any size will self-divide into three distinct parts: the lead, the herd and the drag. The lead is the strongest and most motivated cattle. These same cattle emerge each and every day. The herd is the majority of cattle on the drive. They follow the lead and require little attention. The drag is roughly the last 10 percent of the total cattle drive. The drag can't be led; they must be pushed. Whether we're wearing a Stetson or a fire helmet, riding a horse or in a command vehicle, we all need effective leaders ready to lead, control and even push when needed. Each leader must know their job, pull their weight and keep driving everyone forward if we ever hope to arrive at a common designation. As you face challenges in your career, know that what will be remembered more than actual decisions is the journey and how you worked together to arrive. Your credibility will be built or destroyed by the decision-making process you used on the trail.

Hit by the "Stupid Truck":

Personal conduct can leave your career, department & public trust in the wreckage. We all know individuals whose personal conduct demeaned the work and sacrifice of those they serve within the fire service. While frustrating at any rank, I'm constantly amazed by talented officers who get mowed down by the "Stupid Truck." Unlike other managerial skills that get better with time, increased experience and expertise do little to protect us from the "Stupid Truck." In fact, the more successful and confident we become, the more likely we are to commit what I call the "Five Types of Stupid."



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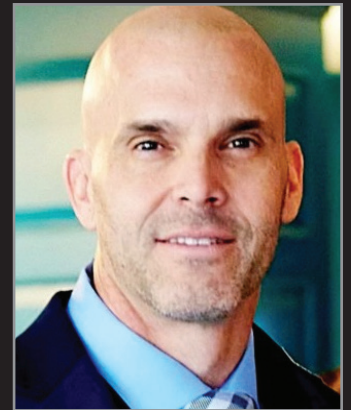
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Dr. Jeffrey L. Buchanan

Emotional Intelligence: EQ, Others, & You

Who knew? To be successful in a lead role the most important thing is not IQ, it is EQ! The presentation will take the audience on a journey of awareness. Many have not heard of Emotional Intelligence, and some who have, think it is only about being nice and being “touchy feely”. This could not be farther from the truth! Jeff takes a model approach and will show how Emotional Intelligence provides the framework to lead effectively. Hear Jeff give his take on EQ and how it can help you be successful in leadership.

Dr. Jeffrey L Buchanan is a retired fire chief with more than 21 years of public safety and government experience. Jeff is now a consultant and principal at The.Buchanan.Group LLC and a Senior Operations Advisor with the Western Fire Chiefs Association. As the director and Fire Chief for Las Vegas Fire & Rescue, Jeff had oversight of day-to-day operations for more than 800 employees and a total budget that is more than \$200 million dollars. Included in the organizational oversight was the operation of the bomb squad and the regional fire communications center, which operates under a joint power authority and dispatches calls for Clark County Fire Department, North Las Vegas Fire Department, Mount Charleston Fire Protection District, and Las Vegas Fire & Rescue. Previously, Jeff served in the role of public information officer and Deputy Fire Chief for Clark County (NV) Fire Department where he responded to several high profile incidents including the Route 91 shooting. Jeff began his public service career with the North Las Vegas Fire Department in 2001 and promoted through the ranks. In 2013, he was appointed as the fire chief for the NLVFD, and 7 months later accepted a dual role when he was named the interim city manager. He and his team guided the city through their worst financial crisis in history. Jeff is a Professor of Practice in the Master of Urban Leadership program at UNLV, an instructor at Braxton College, and an instructor at the College of Southern Nevada, where he has taught for 12 years. He has instructed and developed curriculum in leadership at the National Fire Academy and various other locations in the State and throughout the country. Jeff is a published author and experienced presenter and speaker who has been able to share with audiences across the country.

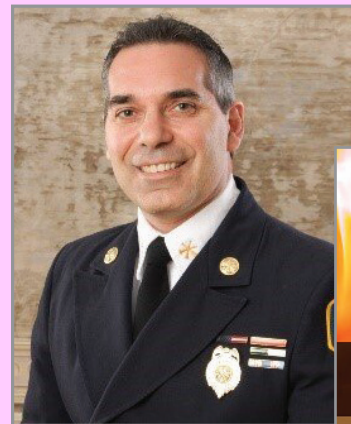


Flashpoint: Forging a Winning Team Culture

Deputy Chief Frank Viscuso

Based on the content in his soon-to-be released seventh book titled FLASH POINT, Chief Viscuso draws comparisons between the four most common stages of team development and the four stages of fire - Incipient, Growth, Fully Developed and Decay. During this highly motivational talk, Chief Viscuso will explain why some teams are consumed with Drama and Conflict while others thrive under pressure. Attendees will be introduced to the 8 essential steps they will need to take for them to reach their peak performance as individuals and team leaders. Those steps are: Step 1 – Set Expectations Upfront: Every organization’s culture is created by design or default. Step 2 – Prepare for Victory: A team wins or loses long before the game begins. Step 3 – Take Action: Procrastination is the slayer of confidence. Step 4 – Delegate to Develop: Dividing tasks and developing your people multiplies your chances of success. Step 5 – Have the Guts to Persist: At some point in a fight, technique gives way to heart and determination. Step 6 – Adapt When Necessary: The best ideas have to win, even when they are not yours. Step 7 – Serve All and Serve Well: Always exceed customer expectations, not sometimes, always. Step 8 – Reward Your Team: The people who work the hardest are often those who feel the most appreciated

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. FLASH POINT: Ignite Your Team & Forge a Winning Culture



Tactical Leadership - **Frank Ricci**

This program focuses on tangible ways to increase your leadership influence and build your command presence. Tactical Leadership breaks down behaviors and tactics to make you a more effective chief, officer or firefighter who is leading from the front. This is a fast moving, informative and entertaining program. Based off the culmination of years of successes and failures as well as the new book by Fire Engineering, “Command Presence.” This program addresses the gap between leadership and tactical excellence giving you the tool and tactics to be successful. We present a practical approach to leadership; ways to avoid the pitfalls of command are explored; and the operational realities we face, from the day-to-day station life to the tactical mistakes, take aways that will make you just a little better at your job. Far too many leaders fall into the trap of having a myopic view of our service or equally as damaging they focus on broad strategies without mastering the tactics needed to be successful and often diminish their own command without realizing it. It does not matter if you’re attacking a fire, speaking to the press or working with or against city hall; the path to success is in front of you, and this program will help ensure you know the tactics that will make you more effective.



Frank Ricci is the author of the FDIC best selling leadership book, "Command Presence Increase Your Influence." He was the lead plaintiff in the landmark Supreme Court case Ricci v. DeStefano. Frank is on the advisory board for FDIC and Fire Engineering. He is a retired battalion chief and union president for the city of New Haven, CT, Fire Department. Frank also served as the department's drillmaster, being the highest-ranking chief assigned to Special Operations Command. He has been qualified as an expert witness for court and administrative cases involving hazardous material incidents, structure fires, and promotional exams. He currently is a fellow at the Yankee Institute working on state and national labor issues. He is regularly quoted in national publications ranging from the New York Times, Washington Free Beacon, Fox News and the Wall Street Journal.



He has numerous bylines in the Daily Caller and has been published by Human Events, Washington Examiner, The Hill, and The Federalist. Frank has appeared on Hannity, Lou Dobbs, Hardball, NBC Nightly News, Fox & Friends, Laura Ingraham, Newsmax Sunday, and other notable news shows. He has testified before Congress, been a lead consultant for Yale on several studies, and has lectured at the Reagan Library. Frank has worked for the Bethesda Chevy Chase Rescue Squad on a heavy rescue and ambulance unit covering Bethesda, Chevy Chase, MD, and northwest DC. He was a "student live-in" at Station 31 for the Rockville Volunteer Fire Department in Maryland.

Frank has been awarded the Medal of Valor, the Medal of Merit, the department's Meritorious Citation, Frances Sweeney Award, and several unit citations by the New Haven Fire Department.

He graduated from the Charter Oak Leadership program and developed the Fire Engineering film Smoke Showing. Frank authored several DVDs, including Firefighter Survival Techniques and Fire Engineering's Tactical Perspectives series, including the titles "Command," "Ventilation," "Search," "Fire Attack," and "Mayday." Frank was a contributing author to Fire Engineering's Firefighters Handbook, and he co-hosts a monthly podcast called Politics and Tactics. You can reach out to him on Twitter @frankricciDC.

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Leading from the Bottom Up -

Dr. Candace Ashby Battalion Chief Indianapolis Fire Department

This fun and engaging leadership class is designed to inspire, educate, and motivate attendees on how to lift yourself and your organization! In many organizations there is a disconnect between the administration and operations divisions. One of the reasons for this disconnect is the “us vs them” mentality. Attendees, from firefighters to fire chiefs, will walk away with valuable information on how to bridge that gap while improving individual and organizational performance! We must do a better job at getting everyone on the same team to move the organization forward while squashing the negative narrative and holding each other accountable. If you are ready to be the change then this class is for you!



Dr. Candace Ashby has more than 30 years of fire service experience and is a battalion chief with the Indianapolis Fire Department. Her educational background includes a doctorate of management in organizational leadership. Ashby is president of Key Fire Investigations and ELITE Public Safety Consulting. She enjoys having a positive effect on the fire service through coaching and mentoring other fire officers in all areas of management and leadership from the Bottom Up.



Modern Fires – From Homes to High-Rises Fire Sprinklers and Firefighters... Partners in Progress

Shane Ray

The modern fire environment has changed so much in the past 20 years that fire departments struggle to keep up. Improvements in the buildings fire protection systems have struggled to keep pace with the size, contents, and configuration of modern buildings. The volume of unregulated material in our homes coupled with energy storage systems (ESS) and electric vehicles (EV) is making the fire problem in America worse.

From homes to high-rises, mega-warehouses and ever-increasing big box stores that support our lifestyles, the unintended consequence is a modern fire environment that is overwhelming some of the best staffed, equipped, and trained fire departments in America. A glimpse of fires from 2015 through today will heighten awareness on challenges faced by firefighters and fire officers.

Let's have dialogue concerning the modern fire environment and how fire sprinklers and firefighters have to be partners in progress to save lives and protect property. The modern fire environment requires firefighters and fire officers to understand fire protection features of the building, especially active fire protection systems. Fire sprinklers and Firefighters equal an unbeatable team.

Shane Ray began his fire service career in 1984 and worked through the ranks of career and volunteer organizations serving from firefighter to chief. Shane currently serves as President of the National Fire Sprinkler Association, headquartered in Maryland and remains a volunteer in his hometown community of Pleasant View, Tennessee. He is also a board member of the Congressional Fire Services Institute.

Shane served 13 years as Fire Chief and he served six years as the mayor. He also held the position of Superintendent of the South Carolina Fire Academy and as South Carolina State Fire Marshal.

Chief Ray is a graduate of Eastern Kentucky University, Harvard's John F. Kennedy School of Government, the University of Maryland's Leadership Development Program, and the National Fire Academy's Executive Fire Officer Program. Shane's education not only comes from universities and institutions, but from practical experience as well. Shane was selected as Fire Chief Magazine's Volunteer Fire Chief of the Year for 2005 and Eastern Kentucky University's Distinguished Alumnus of the Year award for 2006. He was also selected as Tennessee Fire Chief of the Year in 2011. He was awarded the Order of the Palmetto by Governor Nikki Haley in June of 2014.



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Time Management, Resiliency, Microsoft Shortcuts (0900-1030) - *Jennifer Vincent*

Jennifer L. Vincent is a passionate leader in higher education with a strong focus on community service and organizational development. Currently serving as the Director of the Career Center at the University of Massachusetts Dartmouth, she has also held key roles in Bristol Community College as Registrar and Director of Workforce and Sustainable Initiatives. Her work is guided by a commitment to achieving results and empowering individuals to reach their potential. From strategic planning and process improvements to data management and curriculum design, Jennifer's expertise is diverse, always aimed at elevating organizational goals and promoting student equity.

Outside her professional roles, Jennifer exemplifies the true spirit of community engagement and service. She has been a dedicated member of the School Committee for Berkley, Massachusetts, and the Somerset Berkley Regional High School, making educational decisions that impact K-12 students. Additionally, she has taken leadership roles in the Rotary Club of Fall River, contributing as President, Vice President, Secretary, and Board Member. Jennifer's military service as a Corporal in the United States Marine Corps Reserve further underscores her commitment to community and country. These efforts have not gone unnoticed; she has received multiple awards for professional and community service, including the 2022 League for Innovation in Community College Teaching and Leadership and the 2020 Bristol Community College Silver Shield Award. Her dedication to community well-being is not just a part of her job; it is her life's work.

Content Creation & Practices (1045 - 1215) - *John Guilfoil*

Consistently creating and disseminating content is a great way to let the community and media members know what's going on at your department. From press releases to social media posts to website posts to infographics, there are several tools at your disposal that can highlight all the great work being done on a daily basis within your fire department.



Taught by John Guilfoil, Principal of John Guilfoil Public Relations, this 1-hour course will provide an overview of the different tools you can use to promote your department, the importance of consistent and timely communication, and the different ways you can identify and highlight positive news.

John Guilfoil Public Relations is a full-service public relations and communications agency specializing in serving fire departments, police departments, municipal governments, and school districts. Now in our 10th year in business, we provide content creation, social media management, press releases, media relations, branding, crisis management, training, web design, video production, training, and other communications services to more than 300 government agencies, nonprofits, and small businesses in 11 states. Company Principal John Guilfoil is a former Boston Globe reporter and former deputy press secretary to the late former Boston Mayor Thomas M. Menino. He has won several national and regional awards for his work in public relations and crisis management.

Overview of MEMA and its Mission (1315 - 1430) -

Allen Phillips, MEMA East Reg Director & John Viveiros, Local Coordinator

Allen Phillips is a Regional Manager at the Massachusetts Emergency Management Agency (MEMA). Allen supervises and coordinates activities of the Local Coordinators in MEMA East on regional response issues, resource management/logistics, response, planning, training, and mutual aid (EMAC, IEMAC, Fire Mobilization, intra-state mutual aid). Prior to this position Allen served as a Local Coordinator, Logistics and Resource Coordinator and Operations for MEMA.

John Viveiros is currently a Local Coordinator for the Massachusetts Emergency Management Agency covering Plymouth County and the Cape Cod islands. In this role, he assists communities in planning, preparing, mitigating, responding and recovering from natural and man made disasters. John has served in multiple roles with MEMA over his 20 plus year career.



Understanding Critical Incident Stress (1445 - 1615) - *Thomas Greenhalgh*

Tom Greenhalgh has been involved in the Public Safety field for 26 years. Currently he is employed as a Police Lt./Paramedic and has previously worked as a Firefighter/Paramedic. He has been involved in Public Safety Diving for over 20 years as a team leader and trainer of a regional volunteer dive rescue team, a Corporate Trainer for Dive Rescue Int'l, a past member of the IADRS Board of Directors, and as an author/technical advisor on educational programs in this field. Tom is the Co-Director for the Greater Lowell CISM Team in Massachusetts, an ICISF approved trainer in multiple disciplines, co-author of the Battlefield to Street: One Uniform to Another program, is an Algorithm Trainer in TFT, and serves as a member of the ATFT-Trauma Relief Committee. Tom is a Peer/Staff member of the On-Site Academy in Gardner, MA. He holds a M.A. in Criminal Justice and is currently pursuing his MSW, with an emphasis on public safety and military issues.



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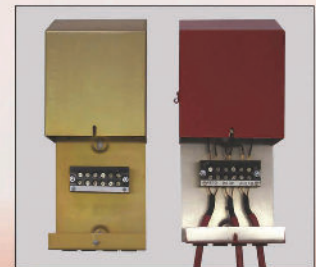
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Wed. Feb. 28 <i>All Day</i>	<i>Continental breakfast, lunch, access to vendor area.</i>
Thur. Feb. 29 <i>Half Day</i>	<i>Buffet breakfast</i>

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

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