

What's Happening at the IAFC?

Strategic Direction Update
January 1 – February 29, 2020

IAFC Strategic Direction

The [2018-2020 Strategic Direction](#) is a declaration of the IAFC's priority strategic goals to **LEAD, EDUCATE and SERVE** the fire and emergency service in North America and abroad. It was created in the spring of 2018 in a collaborative, face-to-face environment with participation of nearly 100 members holding leadership positions in the major components, including the IAFC Board of Directors, divisions, sections and other groups. This report, *What's Happening at the IAFC*, captures completed tasks directly relevant to the IAFC strategic direction. It is intended to capture the depth of the IAFC's overarching accomplishments at a high level.

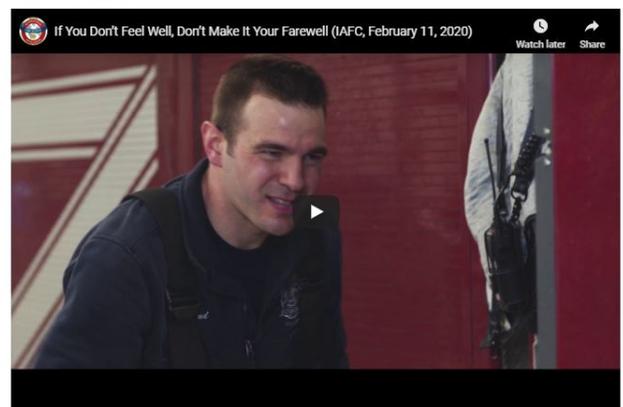
LEAD

To LEAD by being the preeminent global advocate for the fire and emergency service on leadership, policy, management, and service delivery.

Goal 1a. Engage current/future fire and emergency service leaders to address the evolving and emerging challenges and opportunities.

- IAFC President Gary Ludwig's presidential initiative, *If You Don't Feel Well, Don't Make It Your Farewell* kicked off on February 11 with great success. In the first 24-hours, Cardiac Awareness Toolkit had over 2,300 views. The attention-grabbing video, produced by IAFC communications staff, has been viewed over 16,000 times on YouTube. Special thanks to founding partner AMR, and supporting partner PulsePoint, for making this initiative possible. The following organizations have also offered their support of the program: Congressional Fire Services Institute, Life Scan Wellness Centers, Metropolitan Fire Chiefs Association, and National Volunteer Fire Council.
- After several public safety providers were injured or killed while operating at incidents on roadways, President Ludwig and IAFC Safety, Health and Survival International Director Deputy Chief Billy Goldfeder led

Cardiac Awareness Toolkit



In February 2020, IAFC President Gary Ludwig launches his initiative, *If You Don't Feel Well, Don't Make It Your Farewell*, with the goal of eliminating life-ending cardiac events.

the effort to collaborate with CVVFA/Emergency Responder Safety Institute (ERSI), Fire Department Safety Officers Association, (FDSOA), International Association of Fire Fighters (IAFF), International Society of Fire Service Instructors (ISFSI), Metropolitan Fire Chiefs Association (Metro Chiefs), National Fallen Firefighters Foundation (NFFF), National Volunteer Fire Council (NVFC), and the United States Fire Administration (USFA) to issue a [national media alert](#) and “10 Practical Tips for Responding and Operating on Roadway and Highway Incidents.”

- The IAFC Research Center is working with USFA to develop a National Awareness campaign of the National Fire Incident Reporting System (NFIRS). Outreach strategy will include publishing articles in IAFC publications, sharing information with our media partner and other publications, social media, IAFC KnowledgeNet, webinars and podcast.
- IAFC Research Center continues to work on the America Burning Revisited, a study based on previous findings of past America Burning conferences and other relevant information. IAFC is hosting an in-person event with multiple fire service partners in March at IAFC headquarters. USFA plans to use the study’s findings to review and update its current programs and to set potential priorities for future direction and activities working with its partners.
- On January 14, Peter Gaynor was confirmed as FEMA Administrator. He had been endorsed by the IAFC.
- On December 18, the IAFC endorsed legislation, the Public Housing Fire Safety Act (S. 3090), introduced by Senators Tina Smith (D-Minnesota) and Amy Klobuchar (D-Minnesota), to establish a federal grant program to fund fire sprinkler retrofit installations in public housing developments. The IAFC is working with Representatives Max Rose (D-New York) and Peter King (R-New York) to introduce companion legislation in the House.
- On December 30, the Metro Chiefs and IAFC both submitted comments to the NFPA’s proposed “Community-based Response to Drug Overdoses (CReDO)” standard.
- On January 28, the IAFC supported Senators Jacky Rosen (D-Nevada) and Deb Ficher (R-Nebraska) in their introduction of the HERO Act of 2020 (S. 3244). This is the Senate version of H.R. 1646 which will establish federal programs and resources to support mental and behavioral health for first responders.
- On January 31, the IAFC joined the International Code Council and 18 other organizations in submitting comments to the U.S. Department of Housing and Urban Development in support of building code adoption in housing. The Trump Administration is examining barriers to affordable housing and we wanted to ensure that they did not try to weaken building codes.
- On February 21, the IAFC filed comments with Federal Communications Commission (FCC) asking the FCC to narrow the 911 location vertical metric provided with 911 calls to two meters. The current metric is three meters, which the FCC adopted in December.
- On January 31, the Substance Abuse and Mental Health Services Administration (SAMHSA) opened the inaugural round of funding opportunities under the SIREN grant, also known as the Rural EMS Training and Equipment Assistance grant. The IAFC also made information available to IAFC members to assist them in applying for funding.
- On January 8-9, Amber Wells (staff), and Wildland Fire Program Committee (WFPC) member Rich Elliot participated in a Wildland Fire Leadership Council (WFLC) meeting in Tallahassee, Florida, on WFLC priorities and the goals of the Cohesive Strategy. America WUI Burning topic was also discussed.
- The VCOS Board of Directors meeting was held on February 7-8, in Rogers, Arkansas. They discussed making sure the section is providing relevant, up-to-date, affordable education to members, and updating their ribbon reports. Board members also toured the Walmart Emergency Operations Center.

Goal 1b. Provide forward-thinking leadership that recognizes and responds to emerging trends and opportunities.

- On January 27-30, WFPC member Mark Novak participated in a National Fire Protection Association (NFPA) Wildland and Rural Fire Protection Technical Committee in Orlando, Florida, to represent IAFC/WFPC interests on the development of new consolidated Wildland Fire Safety Standard. The IAFC's Chief's Guide Resource was highlighted.
- Chief Jim Wamsley, Chief Pat Kelly (ret.), Chief Greg Barton and Assistant Chief Jo-Ann Lorber, EFO Section chair, met in January to review and up the section's Strategic Directive, revise by-laws and established a proposed new name for the section.
- On February 8, IAFC program staff Kelly Ameen and Jenn Dietz presented the Ready, Set, Go! Program for Law Enforcement highlighting the vital role law enforcement plays in evacuations to the National Sheriffs' Association (NSA) Homeland Security/Global Policing Committee Meeting in Washington, DC. The NSA agreed to support the program. The International Association of Chiefs of Police were presented the new resource as well and has become a partner in developing and disseminating resources for RSG for law enforcement.
- Chief Will May, Wildland Fire Policy Committee and representative to the National Wildfire Coordinating Group (NWCG) Executive Board, participated in monthly in-person meetings in Boise, Idaho and conference calls to represent the voice of the local government fire service as it pertains to the National Wildfire Coordinating Group Executive Board. On January 27, IAFC representative Bob Gear participated in a National Wildfire Coordinating Group (NWCG) Incident Command subcommittee meeting conference call to review incident position description qualifications.

Goal 1c. Provide innovative solutions to emerging trends.

- On January 28-30, WFPC member Rich Elliot participated in a National Association of State Fire Chiefs meeting in Orlando, Florida. His presentation highlighted the Chief's Guide, America's WUI Burning and prescribed burns.
- The IAFC RSG! Program announced an invitation for fire departments operating in areas with high wildfire risk to apply for its new targeted risk reduction assistance opportunity. A total of 10 fire departments across the country will be selected to receive assistance from RSG staff and subject matter experts on implementing wildfire risk reduction in their respective communities. Staff will work with department personnel to identify and address their community needs and assist with implementing a public awareness campaign that motivates residents to engage in community risk reduction efforts.

EDUCATE

To EDUCATE current and future fire and emergency service leaders by providing training, education, and professional development opportunities.

Goal 2a. Make the knowledge, experience, and resources within the IAFC easily accessible for research and problem solving.

- VCOS board member Chief Al Yancey, Minooka (Illinois) Fire Protection District, presented on two webinars to share information from the Volunteer and Combination Officers Section's report "You're the Fire Chief; Now What? -- Guidance for New & Interim Chiefs." The VCOS report discusses the duties, responsibilities and questions to ask during the first 100 days as the new or interim fire chief.
- On February 25-26, IAFC staff Taylor Munday participated in a mitigation best practices course at the National Interagency Fire Center in Boise, Idaho. The training concentrated on science, methods, and tools to engage residents in mitigation efforts and the common but ineffective mitigation approaches that should be eliminated.

This knowledge can then be applied to work with RSG! Program members as firefighters across the country engage their communities in wildfire risk reduction.

- On January 27, the IAFC Government Relations Department and the IAFC EMS Section established the IAFC's [Coronavirus Resources page](#) to educate fire chiefs on recommendations for addressing the coronavirus (COVID-19) in their communities.
- The IAFC Government Relations staff submitted legislative updates to the magazines for the Ohio Fire Chiefs Association and New York State Association of Fire Chiefs.
- The IAFC has finalized the FRI Exhibitor Acquisition Video, new this year, to be used for marketing outreach.

Goal 2b. Supplement, develop, enhance, and effectively deliver education, training, and professional development programs relevant to the membership.

- The IAFC signed an agreement with Clinton Township (Ohio) Fire Department to host a regional Chief's Edge program.
- Business Development and Marketing departments conducted a successful event, *conneXions*, February 10-12, in Orlando, Florida. A new educational format was piloted to enhance the existing program and produce actionable intelligence for the IAFC.
- On January 22, the 20 members of the FSEDI 2019 cohort completed their year-long program. Monica Mueller, CEO Motorola Solutions Foundation, attended the dinner honoring the members upon completion of their yearlong program.
- On March 1, the 2020 FSEDI program will meet for their first session at the National Conference Center in Leesburg, Virginia. Additional on-site sessions will be held in June and December. They will all be in attendance at FRI in Phoenix in August.

Goal 2c. Facilitate career progression, mentoring, and succession management at all levels.

- The new and improved IAFC Career Center was launched February 1. IAFC member benefits include an easier sign-on using their IAFC member account login credentials, as well as coaching, interview preparation, and promotion planning resources (provided by ESCI).

Goal 2d. Support leadership development throughout the fire service.

- On February 25-27, "Leading in Crisis: Strategic Leadership in Catastrophic Events" was held in Redding, California. The popular event was sold out with a total of 40 participants. The IAFC along with our training partner, Mission-Centered Solutions, typically offers this training twice a year.
- On February 1, IAFC staff Spencer Cheatham along with Chief Tracy Mosley and Jeff Fitzgerald gave the presentation "Leadership is Retention. Retention is Recruitment" at the North Carolina Association of Fire Chiefs Mid-Winter Conference in Concord, North Carolina.
- On February 17-20, Vision 20/20 - Model Performance in Community Risk Reduction Symposium 6, was held in Murfreesboro, Tennessee. Symposium 6 is partially funded by a FEMA Fire Prevention and Safety Grant and is being run with support from a number of organizations, including the IAFC.

SERVE

To SERVE by providing relevant and timely services, products and resources to our membership, affiliates, and partners.

Goal 3a. Increase membership and participation through expanded opportunities.

- In January, IAFC extended the iCHIEFS magazine subscription to all FRI 2019 exhibitors and sponsors to enhance company engagement with IAFC. In addition, the Business Development team is actively qualifying prospects from past years to ensure data quality and determining interest before entering the information in the IAFC database.

Goal 3c. Provide IAFC products, resources and services that are both relevant and timely to existing and emerging issues, and topics important to the target audiences, affiliates, and partners.

- The Digital Center redesigned and launched the [FRI conference site](#) to generate excitement and relay information about the innovative changes occurring to our largest annual conference.

Goal 3c. Provide IAFC products, resources and services that are both relevant and timely to existing and emerging issues and topics important to the target audiences, affiliates, and partners.

- In February, EFO Section Chair Jo-Ann Lorber published the article, “Humility for Leaders” in iCHIEFS News.

Goal 3d. Strengthen the IAFC role in the global community as a resource for sharing best practices and knowledge based in real-world experience. Develop an effective international presence and delivery of value through the Association.

- January 22-24, IAFC staff Jenn Dietz participated in the National Cohesive Wildland Fire Management Strategy - Western Region's face-to-face meeting and Partner's Days in Sacramento and Paradise California. Mike Zupko and Chief Bob Roper also participated on behalf of the WFPC. Lessons learned were shared among California stakeholders about the Cohesive Strategy and participants toured Butte County (Paradise, California ‘Camp Fire’).

Goal 3f. Expand recognition to those showing exceptional or extended service to their organizations or the industry.

- Wildfire Mitigation Award (WMA) Winners were announced. All the Tri-Lakes United Methodist Church Emergency Preparedness Group Volunteers, Monticello Wildland Fire and Vegetation Management Programs and Ernie Lory will be presented with awards at the upcoming Wildland Fire Interface Conference in Reno, Nevada, on March 24-26. WMA’s, are offered by the IAFC, National Association of State Foresters, National Fire Protection Association, and USDA Forest Service.
- The IAFC’s Ready, Set, Go! Program announced the 2020 RSG! Program Awards. Award recipients will be invited to the IAFC’s Wildland Fire Interface Conference in Reno, Nevada, on March 24-26, where the awards will be presented. The awards recognize the exceptional efforts and achievements of fire departments, state agencies and individual fire service members associated with implementing and maintaining a successful Ready, Set, Go! Program in their community, in turn, improving wildland fire preparedness dialogue between local fire departments and the residents they serve. One can receive national honor one can receive for outstanding work and significant program impact in wildfire preparedness and mitigation.

Inside the IAFC

Association News

- On February 20, the New England Association of Fire Chiefs and the New England Division of the IAFC approved the merger of the two organizations by unanimous vote in a joint meeting held at the New Hampshire Fire Academy in Concord. The new organization will be known as the New England Association of Fire Chiefs, a Division of the IAFC.
- The IAFC has officially signed contracts with the North Carolina Association of Fire Chiefs (NCAFC), the Virginia Fire Chiefs Association (VFCA) and the Indiana Fire Chiefs Association (IFCA) to provide program management services for their Staffing for Adequate Fire and Emergency Response (SAFER) recruitment and retention grants after going through a bidding process. The VFCA and NCAFC contracts are both two-year contracts running from December 2019-November 2021. The IFCA contract is a two and a half-year contract running from December 2019-June 2022.
- “They Say,” a PSA created in partnership with the IAFC’s VWS team and the North Carolina Association of Fire Chiefs (NCAFC), has won two Midsouth Regional Emmy Awards after being nominated for four awards. The two awards are for Public Service/Community (PSA) Campaign and Photographer/Short Form for visual excellence. [Watch video.](#)
- One can receive national honor for outstanding work and significant program impact in wildfire preparedness and mitigation.

News About Our Members

- Three new members were added to the Program Planning Committee.
 - Fire Chief Jason Caughey, Laramie County, Wyoming
 - Assistant Chief Corey Beals, Halifax, Nova Scotia
 - Battalion Chief Diane Schroeder, Louisville, Colorado
- Chief Ken Uzeloc, Calgary Fire Department, has been named the EFO Section’s Canadian Division representative.

News About Our Staff

New hires, job changes, certifications and degrees, work-related awards and other news:

- Shannon Gilliland, director of business development, has been asked to join the Fire and Emergency Manufacturing and Services Association (FEMSA) Planning Committee.

What Others Are Saying About conneXions

- I was pleased to hear so many departments, and especially Interim CEO Rob Brown, stand up and thank you specifically for your hard work around conneXions, it doesn’t go unnoticed. What the IAFC provides for its vendors and partners with conneXions is unmatched in comparison to so many other events and conferences I’ve planned and executed. The opportunity to meet with 12-15 Department Chiefs and their Deputies is invaluable to FirstNet and we will always be appreciative of the chance to participate.

Maggie Rosen, FirstNet Built with AT&T

- We appreciated the time, candor and openness of the conversations and look forward to growing relationships and providing greater protections for the Departments.

Shreve McNally, Grainger

- Excellent opportunity to meet leadership from similar size departments and explore the challenges we similarly face in addition to having the exposure to vendors from the fire service. IAFC staff was excellent and did an incredible job with communication and coordination of the event. Norris Croom did a great job moderating.

Derek Bergsten, Fire Chief, Rockford (Illinois) Fire Department

- This is a great opportunity to sit down face to face with the manufactures you may not have worked with before and have those frank discussions on products and services.

Randy Smith, Fire Chief, Tuscaloosa (Alabama) Fire Rescue

- Great network opportunity to interact with a small group of Chief Officers in a no-pressure environment. If you put two firefighters in a room they'll talk about the job - Chiefs are not different.

Todd Skwarcan, Fire Chief, South Bend (Indiana) Fire Department

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