



THE REVIEW

Central Arizona Fire and Medical - 8603 E. Eastridge Dr., Prescott Valley, AZ 86314 – **January 11, 2019**

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Quote of the Week

"Grief is in two parts. The first is loss. The second is the remaking of life."

Anne Roiphe

All,

My apologies for the tardiness of *The Review* this week. As you know, we experienced a tragedy within the CAFMA family this morning. I'd like to thank all those that came in to provide support. I'd also like to thank Prescott FD for sending assistance.

Our thoughts and prayers are with Scott Bulters and his family as they cope with the loss of their son Austin.

Respectfully,

Scott

The Chief's Desk



Chief Feddema and I had the opportunity yesterday to attend the transfer of command ceremony in Sedona for outgoing Chief Kris Kazian and incoming interim Chief Jayson Coil. I was struck by the tradition as the board chair, a former LA City Captain, led the proceedings. While I love Fire Department tradition, what really stuck out to me was the number of community members that came to show their respect and love for Kris – John and I were there for closure, basically to ensure he was really

leaving☺ We can report, he is now safely in Colorado.

We stuck around to attend an evening event coordinated and hosted by a local business owner. Those that spoke talked about community and Kris's impact on the community. If you were not aware, the City of Sedona, as well as Sedona Fire District, had been working their way through some turbulent times. A gentleman, his name is Steve, spoke with passion about how they stuck together and overcame adversity at all levels and how they had won. However, he was disheartened that the turmoil had led Kris to seek other opportunities to provide for his family. Steve challenged all those community members/leaders in the room to stand up and stand together against those that mean to do the community harm. He also challenged each of them to do better at supporting and defending one another against baseless attacks.

Spending time with many community leaders in Sedona yesterday and listening to their words gave me pause and led me to contemplate what "community" really means. According to Google, community is:

- A group of people living in the same place or having a particular characteristic in common.
- A feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.

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Upcoming Events:

Jan 13 – AZ Fallen FF Memorial
Jan 14 – Opening day of legislative session, AFCA President's Forum Laughlin
Jan 15-16 – AFCA Presidents Forum
Jan 17-19 – AFDA Training Conference Laughlin

Board Meeting:

January 28th Admin

CVFD – 1600-1630
CYFD – 1630 -1700
CAFMA – 1700 - 1800



Maverick on the Ground; Titan in the Air

By: Pam Jones



On January 3rd of this year, Herb Kelleher, founder and Chairman Emeritus of Southwest Airlines died at the age of 87. The numerous eulogies of his business life frequently included two words: maverick and titan. Maverick is a term used to describe a person who is unconventional and

independent in their actions or thinking. Titan is a term used to describe a person of enormous importance. Those words were used to describe Herb Kelleher because he single-handedly changed the airline industry with his unconventional ideas and his determination—the result was affordable air travel for the everyday person.

When Southwest Airlines starting flying in June of 1971, it had only three planes. Federal law restricted its routes to the state of Texas, flying between Dallas, Houston and San Antonio. To succeed, Kelleher determined his three planes would have to fly all day every day and waste no more than 10 minutes on the ground at any one destination— something industry insiders said ‘couldn’t be done.’ Saying something “couldn’t be done” to Herb Kelleher just gave him extra determination to prove ‘them’ wrong, which is exactly what he did. Almost fifty years later Southwest Airlines is the leader in domestic air travel while still maintaining its commitment to affordable fairs.

[More](#)

4th Quarter Call Analysis

By: GIS/Statistician Michael Freeman

Response Time Performance - 1st on Scene				
Code 3, all call types				
	SUBURBAN		RURAL	
TIME PERIOD	90TH PERCENTILE		90TH PERCENTILE	
CAFMA 2018	STANDARD:		STANDARD:	
	9.5 MIN		14 MIN	
	%	CALLS	%	CALLS
Jan-Mar	92.09	613	93.41	531
Apr-June	91.22	804	93.81	682
July-Sept	90.96	664	92.78	526
Oct-Dec	91.47	704	92.59	729
TOTAL	91.29	2,785	93.26	2,468
Average	6:09 Minutes		8:16 Minutes	

		Response Reliability								
2018	E50	E51	E53	E54	E57	E58	E59	E61	E62	E63
1st Half	77.14%	96.05%	73.21%	86.10%	86.48%	76.66%	87.67%	85.10%	80.80%	93.40%
3rd Qtr	67.35%	95.19%	71.97%	88.21%	84.68%	72.09%	85.20%	76.98%	79.70%	92.91%
4th Qtr	69.58%	96.58%	68.15%	82.19%	90.91%	71.82%	81.13%	74.91%	78.45%	87.78%
2018	72.70%	96.15%	71.64%	85.59%	87.01%	74.39%	85.33%	80.50%	79.86%	92.07%

FOURTH QUARTER 2018: Call Volume by Hour vs. Weekday

HOUR	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	TOTAL
0	10	13	8	8	14	11	12	76
1	13	4	7	7	17	9	8	65
2	9	8	8	6	8	7	11	57
3	8	9	4	5	6	9	11	52
4	8	5	4	7	5	3	10	42
5	3	11	7	8	9	6	9	53
6	10	9	5	13	10	6	7	60
7	16	17	22	11	20	14	11	111
8	19	28	23	18	25	19	13	145
9	23	20	19	24	17	31	12	146
10	19	29	19	23	26	20	14	150
11	23	27	23	23	31	32	23	182
12	17	30	26	20	27	34	21	175
13	17	28	25	32	29	26	26	183
14	20	21	24	27	25	21	13	151
15	21	28	35	34	12	26	20	176
16	23	28	32	18	19	27	26	173
17	24	16	22	22	25	31	17	157
18	22	17	10	17	30	22	28	146
19	19	13	19	15	21	18	19	124
20	22	21	18	8	12	17	15	113
21	17	14	13	9	10	19	19	101
22	10	9	9	11	15	21	14	89
23	9	11	8	9	6	12	7	62
TOTAL	382	416	390	375	419	441	366	2789

Average: 16.601
Standard Deviation: 7.972
Minimum: 3
Maximum: 35

As you can see from the above, our reliability ratings at 53, 50 and 58 continue to decline. We are aware and have been discussing additional options in regards to dealing with the issue.

How a fire chief's happiness is contagious

By: Billy Hayes



Bobby McFerrin, an American jazz artist, had a hit song out in 1988 titled “Don’t Worry, Be Happy.” It became a tune that got stuck in everyone’s head, and most of us could probably still sing the words today as naturally as if it were 1988.

Wouldn’t life be easy if we didn’t worry and could be happy, or at least just be happy?

I’ve had the blessed opportunity to travel this country and speak to a wide array of audiences on everything from leadership to company officer expectations to safety to prevention.

When I ask people to name a challenge they face today, regardless of the presentation topic, it seems more and more I hear the word “negativity.” Whether in the firehouse or the corporate office, individuals are experiencing conflict and unhappiness more frequently.

Where’s this coming from?

It’s easy to point to society in general as a potential cause. Our news outlets are anything but positive these days. The recent Presidential election, with the continued fallout and discontent, has drained many of our emotions, while leading us to speculate about events in lieu of seeking truth.

Social media, which emerged as a source of entertainment, has become the sounding board of negativity; I’m guilty of using it that way in the past.

It seems our lives have turned into the National Enquirer tabloid, which has been one of the top-selling newspapers for decades.

We seem to find something wrong with everything. It’s very easy to do.

[More](#)

Chief’s Desk Continued

When you put more than one person in a room, you will find differing opinions regarding what is right, what is ethical, and what it means to be part of something. Now expand that concept by putting thousands of people in the same area as part of a “community.” What do you think that looks like? In short, it looks and sounds like thousands of differing opinions. In an ideological sense, we hope that

these thousands of people will embrace the concept of equality, civility, civil discourse, friendship and community pride. Being a student of history that likes to read, I can tell you that historically, that has never happened. As long as communities have existed, there have been those who for whatever reason could not grasp these concepts. There are a variety of reasons that exist to explain why these folks decide to act in a manner that is contrary to community – in my opinion:

- Self-serving
- Thirst for power
- Deeply held ideologies that run contrary to reality
- A need to feel important

I've been reading the book Leadership in Turbulent Times by Doris Kearns Goodwin. The book explores the leadership and lives of Abraham Lincoln, Theodore Roosevelt, Franklin Roosevelt, and Lyndon Johnson. What struck me is that the political climate of each of their respective era's was not wholly different than today – I regret to report. I think the greatest difference between then and now is 24 hour world wide access which has given rise to more talking heads, extremists, and no real effort to find or report the facts. Social media and blogs have turned into weapons of mass destruction.



A community can thrive, much like a business, despite contrarians as long as the majority of the citizens come together for the greater good. When I look around the area and think of those who embody what community means I think of people like Marnie Uhl, Chris Graff, Ron and Darlene Fain, Daryl Croft, Harvey Skoog, Greg Mengarelli, Billie Orr, Steve and Sue Rutherford, Pam Jones and so many more that work to make the Quad Cities a great place to live and work. I would also say that our current board members serve as examples of those who think community first and exemplify what it means to work together for a common good. All of these people embody the concept of community partnerships, leadership, civic mindedness, civil discourse, and vision. To work with and learn from all of these folks is a truly humbling experience.

A successful community is a result of businesses, civic groups, governmental entities, and individuals coming together with a common mission and set of values that puts others first and articulates a clear vision for the future. This does not mean we all have to agree, just that we have an open mind and willingness to listen to one another.

I believe we have a great fire community in this area as well. This morning Prescott FD sent part of their CISM team to 58 to aid us in a diffusing session after a tragic morning. That is family and community all in one. We think of automatic aid for emergency incidents, but sometimes forget that automatic aid includes personal support as well.

My hope as we move into 2019 is that our community will continue to come together for the greater good. That we will support and defend each other in the face of adversity and that we will make decisions that benefit our community for the future. Remember, community is not all about you, it's about us.