



THE REVIEW

Central Arizona Fire and Medical - 8603 E. Eastridge Dr., Prescott Valley, AZ 86314 – February 15, 2019

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MEME Quote of the Week

"My mind is exceptionally quiet... I'm suspicious that I'm up to something I don't want myself to know about 😊"

Unknown

FIREPROOF YOUR FAMILY

ATHY ROBICHAUX

Choose a Date:
February 26 2019 OR February 27 2019

Time: 1700-1900

Bring your partner for this 2-hour educational event regarding signs of PTSD and the effects on partner and family relationships.

We highly encourage CAFMA members and your partners to attend – all divisions and all personnel. Two nights to choose from for your convenience. If you have questions, please contact Captain Lys. More information below.

The Chief's Desk



As a reminder to everyone, we are seeking input on our SWOC-T analysis as part of our strategic plan update. I sent an email to all personnel, but have only heard back from Batt 3 B-shift. It's hard for me to believe that B-Shift is beating everyone, but it's happening. Although, it is only half of B-Shift as I've not heard anything from Batt 6 B-Shift – just saying Chief Cox 😊

Based on the analysis I've received thus far, it seems one of our most commonly recognized challenges, weaknesses, and threats is AMR and their seeming inability to respond. We are working diligently to address issues. However, the more we peel back the onion, borrowed from *Shrek*, the more our eyes tear up. The processes and politics are sickening to me as an emergency response professional focused on patient care and outcomes. AMR's total lack of accountability state wide is astounding – yes, this is a systemic problem.

The entire West Phoenix Valley has dismissed AMR in favor of another private provider, or has obtained their own CON's. Maricopa Ambulance, a private, just picked up the City of Glendale contract plucking it away from AMR because of their inability to provide services. I'm hearing that the east side may be the next to pull away from AMR in favor of either another private company or their own CON to provide needed services.

How are they able to accomplish this and we are not you may ask????? The State has issued overlapping CON's in the Valley to provide for competition. Local governmental entities then have the ability to put out RFP's seeking other vendors to provide emergency medical transport services for their communities. In short, they have a choice which I believe is part of the free market and capitalism, at least that's what I've always been taught.

AMR has filed legislation, S1301, to regulate the RFP process which appears to favor AMR and ties the hands of local governments. A stakeholder meeting was held Wednesday at the Capitol. The only people in favor of the bill are AMR representatives while all others are in opposition including the League of Towns and Cities. The bill would be a government overreach at a minimum, and seemingly an effort on AMR's part to legislate a monopoly – in my humble opinion. Continued on page 4

Upcoming Events:

Feb 18 – Presidents Day – Offices Open – Floating Holiday, Meeting with Senate President Fann in Phoenix
Feb 19 – Meet with PSPRS Admin, Admin Chief's Interviews
Feb 20 – YCCA Meeting with Contractors Admin, PVEDF Board Meeting
Feb 21 – Stress Test, meet with Prevention – pretty much the same thing 😊 PV Council Meeting

Board Meeting:

February 25th Chino Valley Town Hall

CVFD – 1600-1630
CAFMA – 1630 – 1800
CYFD – March 5th Admin – 1600-1800



Fireproof

By: Captain Damian Lys

There is no time better than now for a very beneficial opportunity for yourself and your significant other for a 2 hour lecture on the PTSD and Marriage topics. I have booked Chad Robichaux for this month February 26 or 27th from 1700-1900 (attend either day) as he tells his story.

Chad Robichaux

- Special Operations- Force Recon Marine with 8 deployments to Afghanistan
- Pro MMA Champion (MMA Mixed Martial Arts)
- Best Selling Author
- Founder of the Mighty Oaks Foundation- a national faith based non-profit serving active duty military, veterans, first responders and spouses through spiritual resiliency and intensive combat trauma camps; having reached tens of thousands of military/first responders around the world- saving lives, restoring families and changing legacies for eternity.

Please make every effort to hear his amazing story as it has helped me and other from around the nation.

Again, I have scheduled it for 2 days, attend either day for what fits your schedule best. Please read the flyer and RSVP on the bottom left hand corner of the flyer.

We will have childcare, finger foods and drinks for those that attend.

Lets try to fill the seats as Chad and his wife Kathy tell their story and will give advice on marriage and relationships.

Please feel free to contact me anytime if you have questions.

Howard Schultz Teaches You How To Be A Leader In A Crisis

By: Vicky Valet, Forbes Staff



When Howard Schultz returned to the helm of Starbucks in 2008, the Seattle coffee company he had transformed into one of the world's most recognizable brands decades earlier was in crisis. Years spent striving to compete with the likes of Dunkin' Donuts and McDonald's, stocking breakfast sandwiches and sacrificing atmosphere along the way, had sent Starbucks' stock plummeting 42% in 2007. Now, it was up to Schultz to turn around the business once more. He explains just how he did so in the video below.

His first move, aside from ditching the sandwiches stifling the aroma of freshly ground coffee, was an open apology, to his employees and their families. A few months later, during a meeting with 12,000 Starbucks store managers and against the advice of his colleagues, who thought that sharing the truth about the state of the business would do more harm than good, he offered transparency. Of that decision, he now says, "How could I ask something of them if they didn't have the total picture, the total

understanding of what the situation was and how dire it was? I knew instinctively that I needed to share with them 100% of the truth.”

This is just one of the insights Schultz shares in “Real Leadership: What Do You Do In Crisis,” the first in a series of lessons he’ll be teaching on MasterClass, an online education platform that gives instructors of a celebrity caliber an outlet to coach the masses in their crafts. In the inaugural class, which you can watch below, Schultz draws upon his experience revitalizing Starbucks to demonstrate the importance of communication during times of crisis, especially if, to keep your business afloat, jobs may be on the line.

[Forbes](#)

Chief’s Desk Continued

At the very least, we need another /different private provider in our area. Here’s the issue as I understand it, there is only one CON and it is held by a national conglomerate owned by a private equity firm that may put them up for sale again soon, from what I’ve heard in the industry. Given there is only one CON for the Quad Cities, it appears we may not have many options unless another private provider is willing to file for an overlapping CON in our area. Another CON holder would allow for a competitive bid process between private for profit entities which would then allow us to put out an RFP and have the successful bidder sign a binding contract. This would give us the ability to hold a provider accountable for providing promised services. There is a nuclear option, but we won’t go there in this writing.

All is not lost, and we are not done, but this will be challenging as we move forward. To that end, please continue to document and time stamp problems so we have the documentation. We are now filing complaints for responses that meet or exceed 20 minutes in our more populated areas. We are working with DHS, our attorney, statewide fire service agencies, private providers, along with our local stakeholders towards a reasonable solution. I am now aware of three untoward outcomes that “appear” to be the result of AMR’s failure to respond – two in our area and one in the valley.



Speaking of Paramedic type people, a big shout out to Kayleen who just passed her National Registry on the first try – really, would we expect any less from her?? We are well aware of her drive and commitment. Congratulations!! Now, go save some lives☺

First round interviews for our open Administrative I position concluded Thursday. The Chief’s interviews will be held Tuesday afternoon. I’m told we have three good candidates.

Chief Tharp, Debbie, Dana and I will be meeting with the new Board Chair of PSPRS Tuesday afternoon along with a couple of his administrative staff. As you may or may not know, we have a few questions..... The new Chair is a good friend of PFFA President Bryan Jeffries, and is a Phoenix PD Officer with an educational and experiential background in finance. He seems like a good person, and is

the first articulate speaker PSPRS has provided at a conference. I look forward to meeting with him and getting a better handle on where PSPRS is today and where it's headed.

The Station 61 remodel is real – I promise. That said, we have had some delays and it is taking some time, but construction will start “soon” – I refuse to define the term....

We just held the second set of classes for the Senior Leadership Academy. This month was all Yavapai College. Class one was Technical writing. I know, not what you consider exciting. That said if some of you actually read what you wrote, you'd understand the importance. Class two, which was a day and a half, was Leadership and Innovation. The feedback from all, especially our CAFMA participants was outstanding. Chief Feddema would like to engage the instructor for a segment at the Captain's Academy as well as other potential offerings. If we can maintain this level of instruction and engagement over the next four months, I think the first offering of the academy will have accomplished its mission. We will decide how to proceed based on the feedback after the program ends in June.

As a final note, be advised up front that our Microsoft Office Suite will be updated in the coming months as Office 10 reaches end of life in 11 months. This will be a change, but trust me; it's a change for the better! I have the latest version of Office on my new Macs at home and it is far superior to Office 10. Could be because it's on a Mac and we know Apple is the superior product any way, but I'm sure it will perform well on the lesser non-Apple products...



Baseball season is almost here as players report to spring training. For Diamond Backs fans, please tune into the St. Louis Cardinals, if you want to see Goldschmidt play☺ Our Chicago Cubbies fans and I have found some common ground..... I do like my new St. Louis Cardinals Goldschmidt #46 Jersey! Seems the “curse of the goat” for the Cubs may have been broken. Another goat has been dispatched to Wrigley Field....

