



# THE REVIEW

Central Arizona Fire and Medical - 8603 E. Eastridge Dr., Prescott Valley, AZ 86314 – **October 4, 2019**

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## Quote of the Week

“In any given moment we have two options: to step forward into growth or to step back into safety.”

-Abraham Maslow

### ▶ PROTECT YOURSELF

**DURING A FIRE**

- Use your SCBA when in an IDLH
- Wear full PPE

**ON THE FIRE GROUND**

- Self decon using baby wipes to remove soot from skin
- Decon PPE to remove soot

**IN QUARTERS AFTER THE FIRE**

- Decon apparatus interior
- Shower
- Change and wash clothes
- Send PPE to vendor
- Wash hood every Sunday

**EVERY DAY**

- Keep PPE out of living quarters
- Do not store PPE in home or vehicle

### KNOW YOUR INCREASED RISK AS A FIREFIGHTER

- 103%** Brain Cancer
- 103%** Non-Hodgkin's Lymphoma
- 114%** Leukemia
- 139%** Skin Cancer
- 121%** Colon Cancer
- 128%** Prostate Cancer
- 202%** Testicular Cancer
- 131%** Malignant Melanoma
- 153%** Multiple Myeloma

### ▶ DO YOUR PART

**REDUCE YOUR RISK BY 30%**

- Stop using tobacco
- Use sunscreen
- Eat 5 servings of vegetables and fruit per day
- Eat less red meat
- Exercise daily

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## The Chief's Desk

As most of you have probably realized, I've been traveling around the State quite a bit since being elected as President of the Arizona Fire Chiefs Association (AFCA). Most of it has been expected, some of it not as much. I also think you know me well enough to know that if I am going to take on a roll and represent our agency, that I'm going to take the time to do it right. To that end, this month and part of November will include a lot of traveling representing the AFCA as well as CAFMA.

This week was the annual President's Forum for the AFCA in Tucson. It's the first time in years that it has not been in Laughlin the same week in January as the Arizona Fire District Association (AFDA) conference. I know there are a lot of people that enjoy Laughlin – I am not one of those people. Last year we, the AFCA, made the decision to move our forum back into Arizona with a plan to move each year to a different part of the State i.e. south, north, and central. The intention is to keep our money in the State, and to make ourselves more accessible to our members. It is unfortunately a bit more expensive, but I believe staying in Arizona is worth the extra expense at this time.

According to representatives of the Pima County Chiefs Association, we had about 2/3 of their member's attend at least part of the forum. The feedback about the meeting and the accessibility was fantastic. I'm not sure if we will hold the 2020 forum in the Valley or somewhere north which could include the Prescott area or Flagstaff. Either way, we hope to engage the chiefs as well as some of their elected officials in which ever area we hold the forum.

We were able to accomplish quite a number of things at this forum that are important to the AFCA and our members. Additionally, there were a number of changes on the board. On the first day of meetings we learned that our Treasurer, Fire Chief Joe Moore, needed to step down from the position. Joe has been instrumental in helping the organization restructure some of their finances, and was really good at telling people no. We all appreciate his service and look forward to his future participation in some other capacity.

Chief Jake Rhoades, Fire Chief of Kingman FD, was unanimously selected to replace Joe and will work with him on a transition between now and the middle of November. Jake may describe his appointment as him being "railroaded," but I don't really think he knows what that means;) I'm sure when Chief Mark Gaillard made the recommendation, it was solely because of Jake's expertise in finance. In all honesty, Jake is recognized for his background in finance as well as his former role as the Treasurer for the Safety, Health, and Survival Section of the IAFC.

Many small organizations across the State had voiced concern that they were not being represented properly by the AFCA. To that end, we made some changes within the Volunteer Section. Two representatives were appointed to serve as co-chairs of the newly renamed Volunteer/Combination Chiefs Section – Fire Chief Kenneth Shultz of the Helmet Peak FD, and Fire Chief Kevin Schulte of Mormon Lake FD, and Williams FD. This change aligns us with the IAFC model. These individuals are new to serving on the AFCA board and are excited for the opportunity.

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### Upcoming Events:

Oct 7 – Senior staff meeting  
Oct 8 – Fire service mutual aid meeting Phoenix, Chino Valley Town Council Meeting  
Oct 9 – PVEDF Breakfast, SOG meeting – maybe  
Oct 10 – Vacation Day

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### Board Meeting:

October 28<sup>th</sup> Chino Valley Town Hall

CAFMA – 1700-1830



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## **3 ways to make better decisions for your career**

**By: Harrison Monarth**

What qualities do people value in their leaders? According to research, it's decisiveness. A study by Ketchum, a global communications consultancy, found that decisiveness was one of the top three qualities that help leaders build credibility. The results of another study, by global assessment firm ghSmart—which involved 17,000 C-suite executives over the course of 10 years—identified “deciding with speed and conviction” as one of the behaviors that distinguish the most successful CEOs from their less talented peers.

Although it can be critical for leaders to make the right choices and to appear diplomatic, leaders and aspiring leaders often fail to be decisive. Instead, they spend too much time deliberating on their options. Unfortunately for them, this indecisive behavior can be detrimental.

### **HOW THE BRAIN MAKES DECISIONS**

There are two general systems in the brain for decision-making: a slower, more deliberate system and a faster one based more on your instincts. There are deep structures that have existed in your brain for a long time, and this supports the speedier system. Activity in a newer, more superficial part of the brain located behind our foreheads, aka the prefrontal cortex, drives the slower system for decision-making. These two systems regularly interact to try to ensure that we make the best choices we possibly can.

[Fastcompany.com](https://www.fastcompany.com)

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## **Why Leadership Requires Authenticity**

**By: Soulaima Gourani**

It's often said that the easiest thing in the world is to be yourself, but ironically for most people, it's can the hardest thing to do. After all, wearing a mask feels much more comfortable as it protects you from the fear of nobody liking you in the first place. However, after a while, pretending to be someone that you are not can become very draining, disingenuous and can even leave you in a very lonely and isolated place.

Of course, the pressure to be perfect is real, which is another reason that many of us operate in pretense. However, the pathway to success is not usually paved with perfection. Even some of the greatest companies in the world went through seasons of hard trails, bankruptcies and even starting all over again (read the story about Phil Knight, the cofounder of Nike). And, who would ever think that infamous Shark Tank investors like Daymond John would ever face hardships after starting his companies. John openly talks about the numerous times he had to endure business failures and restart his ventures all over again. However, it's the transparency about our trials that can help others believe that they can overcome too.

The other day I was on the radio and the interview was about my life as a female entrepreneur. I did share quite a lot about myself, and I was a little anxious about whether or not people could handle some of the hardships I was sharing. Could they live with the image of me being an imperfect leader? Could they handle me sharing all of my faults and shortcomings?

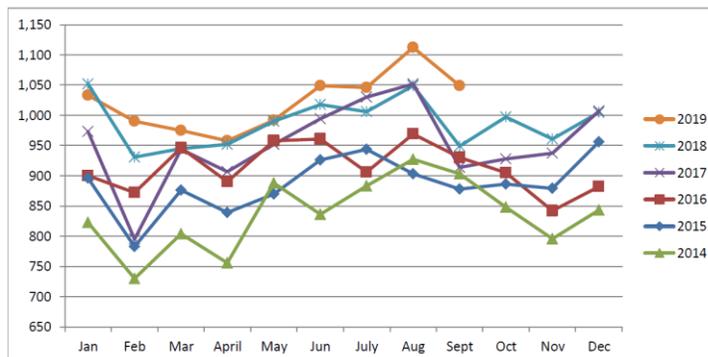
[Forbes.com](https://www.forbes.com)

## September Response Report

By: GIS/Statistician Michael Freeman

CALL VOLUME HISTORY

	2014	2015	2016	2017	2018	2019
<b>Jan</b>	823	896	900	973	<b>1,052</b>	1,033
<b>Feb</b>	730	783	872	795	931	990
<b>Mar</b>	804	876	946	944	945	975
<b>April</b>	756	839	890	907	952	958
<b>May</b>	888	870	958	952	990	992
<b>Jun</b>	836	926	961	994	1,018	1,049
<b>July</b>	883	944	906	1,030	1,006	1,046
<b>Aug</b>	<b>927</b>	903	<b>969</b>	<b>1,052</b>	1,049	<b>1,112</b>
<b>Sept</b>	903	878	930	914	949	1,049
<b>Oct</b>	848	886	905	928	997	
<b>Nov</b>	796	879	842	937	961	
<b>Dec</b>	843	<b>956</b>	882	1,007	1,005	
<b>AVG</b>	836	886	913	953	988	1023
<b>TOTAL</b>	<b>10,037</b>	<b>10,636</b>	<b>10,961</b>	<b>11,433</b>	<b>11,855</b>	<b>9,204</b>





# September Response Report - 2019

Land Area: 365 sq. miles    Population: ≈100,000    Fire Stations: 10 Full-Staffed

## Responses in District

TOTAL FIRE INCIDENTS	11
STRUCTURE FIRE	3
STRUCTURE FIRE; CONFINED	2
MOBILE HOME/PORTABLE BLDG	0
VEHICLE FIRE	1
BRUSH/GRASS/WILDLAND FIRE	5
OTHER/TRASH FIRE	0

**Fire is 1.05% of call volume**

TOTAL EMS	665
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**EMS is 63.39% of call volume**

OVERPRESSURE	0
HAZMAT	15
SERVICE	217
GOOD INTENT	98
FALSE ALARM/OTHER	43

**Other is 35.56% of call volume**

TOTAL # OF CALLS	1,049
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Residential Fire Loss	\$1,084,000
Commercial Fire Loss	\$10,000
Vehicle Fire Loss	\$0

Calls in Town of Chino Valley	161
Calls in Town of Prescott Valley	531
Calls in Town of Dewey-Humboldt	55
Calls in District, Unincorporated Areas	302
Calls Out of District	3

Average total # of calls per day	34.97
Average fire calls per day	0.37
Average EMS calls per day	22.17
Average all other calls per day	12.43

Aid Given to Prescott	116
Aid Received from Prescott	65
Mutual Aid Given	0
Mutual Aid Received	0

## Unit Responses

	In District	Total
E50	147	159
E51	36	167
E53	172	173
E54	143	144
E57	35	37
E58	149	150
E59	125	136
E61	97	98
E62	104	108
E63	51	54
T50	17	19
B3	40	47
B6	19	21

## Call Volume at PRCC

	MONTH	YTD
PFD	650	6,629
CAFMA	1,049	9,204
GCFD	12	110
OD	6	68
WKFD	5	32

## Top 5 Call Types

611	EMS
117	Assist Invalid
55	Cancelled en Route
52	Public Service Assistance
22	Vehicle Accident No Injuries

## Move Ups by Station

50:	49	57:	7
51:	69	61:	16
53:	18	62:	6
54:	0	63:	27
58:	1		
59:	10	<b>TOTAL:</b>	<b>203</b>

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## **Chief's Desk Continued**

We opted for a northern rep and a southern rep in an effort to more effectively serve the State. This will be one of the first sections that will be chartered. Their charter will outline their mission, goals, when they meet, how and who to contact, as well as how they will communicate. In short, it lays out expectations for the section so everyone is clear about their individual as well as sectional role.

We also have a new Yuma Regional Representative. Chief John Hannon with Rural Metro took a new position with Rural in Oklahoma making it necessary for him to step down from his position on the AFCA Board. He will be replaced by Yuma Fire Chief Steve Irr. Our Native American Section Chair, Fire Chief Tom Knapp, also stepped down from his position due to a job change. Fire Chief Mark Openshaw of the Fort McDowell Yavapai Nation Fire Department was recommended and appointed as the new chair.

On Wednesday, Chief Mark Gaillard led the group in a day long strategic initiative exercise. The association did one several years ago, but like so many other organizations that develop plans, many of the initiatives were not completed. It can be difficult for an association to accomplish the initiatives they establish during their annual meetings. Momentum is fantastic in the moment, but when folks leave and return to their full-time jobs things for the association generally take a back seat. We recognized the challenge upfront so we set out to develop very specific and achievable objectives that are measurable, have definitive due dates, and are assigned to specific people. Ultimately we arrived at three initiatives with two objectives each. Chief Gaillard is compiling all of it into a one-page Strategic Initiative document that will be shared across the State.

One of the objectives is to charter all committees and sections. The charters will be posted on our website allowing all members to see what committees and sections exist, how they work, and who to contact should they want to get involved. As stated above, charters include the mission, goals, meeting schedule, communications channel utilized, etc. for each section and committee. Another objective is to clearly define the job duties and expectations of our regional representatives, and provide training.

Additionally, we developed a new mission, created the structure of a vision that I need to complete, and narrowed our values. Fire Chief/AFCA VP Tom Shannon and I are responsible for writing definitions associated with each of the values.

### **Old Mission:**

THE MISSION OF THE ARIZONA FIRE CHIEFS ASSOCIATION IS TO SERVE AND SUPPORT ARIZONA'S FIRE SERVICE LEADERS OF TODAY AND TO HELP DEVELOP ITS' LEADERS OF TOMORROW.

### **New Mission:**

Serve, Develop, and Lead

**Values:**

Professionalism, Integrity, Diversity, Sustainability, Relevance

**Vision:** (I'm working on developing this out of what the group provided)

We discussed a lot this week and moved a lot of things forward that will benefit the association and our members. Once the vision is complete, and I have the Strategic Initiatives document from Chief Gaillard I will share it.

It was pointed out that the AFCA needs to start thinking about how we do business in the future. The leadership conference is our main source of revenue. But, is it the way a new generation of Fire Officers wants to learn? I think there will always be a need for the conference, but at the same time there is a growing need to learn through technology and regular collaboration. What does that look like? I don't know right now, but we need to start thinking about it before we become the next Blockbuster Video or Kodak. For those too young to remember those companies, Google it 😊

We are rethinking our approach to communicating within CAFMA as well. Stay tuned over the next 12 months or so as we work towards short snippet Podcasts, longer Podcasts, and more focus on the use of our YouTube Channel. I think we have some things in the works that will up our game regarding communication and information flow that will allow us to connect with more people. Apparently, *The Review* has too many words for some;)