2018

Model Performance in Community Risk Reduction Symposium

Vision 20/20
MODEL PERFORMANCE IN COMMUNITY RISK REDUCTION
SYMPOSIUM

www.strategicfire.org

April 9-11, 2018

Hyatt Regency | Reston, Virginia

Welcome

Vision 20/20
www.strategicfire.org

Symposium Participants:

On behalf of Vision 20/20, I'd like to welcome you to the 5th symposium on model performance. You'll note we changed the name to Model Performance in Community Risk Reduction (CRR), rather than prevention, to help embed the broader concepts of CRR in the fire service of the U.S.

The basic mission of the symposium hasn't changed. It is still about documenting our efforts to demonstrate that effective CRR programs produce measurable results. They reduce risks. They improve outcomes. They make our communities demonstrably safer. And we have evidence to support those claims.

Doing so helps us move toward evidence based decision making, and identify solutions that really work. It encourages us to use data more effectively, and to raise the quality of our efforts.

When we refer to CRR – we are really talking about how the protection strategies of emergency operations, engineering, enforcement, education and economic incentive can be melded together to improve outcomes. We think you'll see some good examples at this year's symposium, reflecting the different approaches that yield results – and all of them leading to safer communities.

Not all of the presentations worthy of a place on the stage can be here. We want to highlight case studies from the field that represent different CRR disciplines; to provide real world examples that aid our efforts to identify best practices; and to encourage our peers to recognize that there is more than one way to reduce community risks. But our ultimate goal is to do better, and to provide evidence that we are doing so.

It takes a lot of time and effort to prepare the proposals, and I'm continually encouraged that practitioners in the field are willing to support this symposium model: peer reviewed presentations based on and selected for demonstrating measurable results. We are grateful to everyone who applied, there just isn't enough time to highlight all who deserve it.
All of this effort to raise our collective performance is less valuable if word is not spread. So thank you to the state reps who have agreed to help spread these efforts across the nation. You are participating in something very important.
We are also grateful to the folks who are paying their own way. It demonstrates that there is interest from the field in this symposium concept. It gives our planning team encouragement that we can continue to grow and become self-sufficient over time.

We are very grateful for the sponsors and partners who help make this possible. And of particular note, none of this would be possible without the Assistance to Firefighters Grants/Fire Prevention and Safety funding to provide the base we build upon.

A final note of thanks to the Steering Committee of Vision 20/20, and especially to the staff who work so hard to make the symposium come together. And thank you all for giving your valuable time and expertise to contribute to the symposium itself, and the broader goals of improving CRR efforts in the U.S.

Sincerely,

Jim Crawford
Vision 20/20 Project Manager

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Vision 20/20
2018 Model Performance in Community Risk Reduction Symposium

Agenda

SUNDAY, APRIL 8

5:00 – 9:00pm	**Exhibit Setup**	**Grand Ballroom EFG**
6:30pm	**Informal Meet and Greet**	**Grand Ballroom Foyer**

MONDAY, APRIL 9

7:30 – 9:00am — **Registration and Continental Breakfast in Exhibit Area**
Exhibits will remain open throughout the Symposium. Throughout the day there will be ample opportunities to network during the breaks with your colleagues and the Symposium Partners.

9:00am — **Opening General Session** — **Grand Ballroom**
Chief Richard R. Bowers, Jr., Fairfax Co. Fire & Rescue
Brian McGraw, VA State Fire Marshal
Keith Bryant, Administrator, US Fire Administration

Overview of Symposium Goals, Jim Crawford

Presentation of Model Performance in CRR

Fire Code Officer, Positive Impacts with Code Enforcement
Heidi Scarpelli, Fire Marshal, Vancouver Fire Department, Vancouver, WA

Multi-Family Occupancies: Tragedy Leads to Success
Marius Laursen, Fire Marshal, Mitchell Fire Department, Mitchell, SD

School Inspection Effectiveness
Jon Nisja, Fire Safety Supervisor, Minnesota State Fire Marshal Division

Remarks by Kevin Callahan, CEO, Pioneering Technologies

11:45pm — **Lunch sponsored by Pioneering Technologies** — **Regency Ballroom**

12:45pm — **General Session B** — **Grand Ballroom**

Kitchen Safety and Smoke Alarm Technologies
Anthony Hamins, Mechanical Engineer, Fire Research Division,
National Institute of Standards and Technology
Thomas Cleary, Leader – Engineered Fire Safety Group, Fire Research Division,
National Institute of Standards and Technology

Presentation of Model Performance in CRR

Integrated Medical Services
Richard Llewellyn, Division Chief, Spokane Valley Fire Department

Reducing Community Risk with Emergency Response
Dave Barry, Captain/Paramedic, Anaheim Fire & Rescue, Anaheim, CA

Assistance to Firefighter Grants Program
Maggie Wilson, Branch Chief, DHS/FEMA, Program Development and Support
Abigale Bordeaux, Section Chief, SAFER, Fire Prevention and Safety

Agenda

MONDAY, APRIL 9

Panel Discussion: National Research Insights
Marty Ahrens, Fire Analysis and Research, NFPA
Wendy Shields, Center for Injury Research and Policy, Johns Hopkins Bloomberg School of Public Health
Kevin Kelley, Sr, Community Preparedness Programs, American Red Cross
Arthur Lee, Senior Electrical Engineer, U. S. Consumer Product Safety Commission

5:00pm **Adjourn**

6:00 – 8:00pm **Reception Hosted by First Alert in Exhibit Area**

Meet all of the attendees and network with the Symposium Partners

TUESDAY, APRIL 10

7:30 – 8:30am **Continental Breakfast in Exhibit Area**

8:30am **General Session C** **Grand Ballroom**

Presentation of Model Performance in CRR

Community Service Action Teams
Michael Durkin, Education Specialist, Poudre Fire Authority, Fort Collins, CO

FireSmart:LA - CRR Beyond Smoke Alarms
David Barrett, Executive Officer, Commander, MySafe:LA, Glendale, CA

Causal Chain Analysis and Data Driven Messaging
Christopher Switala, Lieutenant, Mt. Lebanon Fire Department, Pittsburgh, PA

Social Marketing and CRR Performance
Zack Boileau, Deputy Research Director and Associate, Marketing for Change
Meisha Thigpen, Creative Director, Marketing for Change

Presentation of Model Performance in CRR

Teaching and Technology: A Recipe for Safe Cooking
Annmarie Pickett, Lieutenant, Worcester Fire, Worcester, MA

CRR as a Department Cultural Change Tool
Joseph DeRousie, Captain/EMT-A, Richland Fire & Emergency Services, Richland, WA

Remarks by Jim Pauley, President, NFPA

12:00pm **Lunch Sponsored by the National Fire Protection Association** **Regency Ballroom**

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TUESDAY, APRIL 10

12:45pm **General Session D** **Grand Ballroom**

Panel Presentation: Formative Research Examples
Candace Giblett and Angela Prawzick, Regina Fire & Protective Services, Regina, SK, Canada
Kathi Osmonson, Minnesota Department of Public Safety
Jack Sullivan, Emergency Responder Safety Institute

Breakout by Regions **Regency A, Regency B, Lake Fairfax, Lake Anne**

Networking – Facilitated Discussion

4:00pm **General Session – Group Reports** **Grand Ballroom**

5:00pm **Adjourn**

5:00 – 6:30pm **Network in Exhibit Area with our Partners and Participants** (light refreshments and cash bar)
Dinner on your own

WEDNESDAY, APRIL 11

7:30 – 8:30am **Continental Breakfast in Exhibit Area**

8:30am **General Session E** **Grand Ballroom**

Presentation of Model Performance in CRR

Creating a Statewide Community Risk Reduction Plan
Greg Adams, Director of Education and Outreach, Tennessee State Fire Marshal's Office

CLEAR Team: Response and Prevention of Fatal Fires
Samantha Quizon, Statistical Research Analyst III, South Carolina Office of State Fire Marshal

Panel – Data Collection and Analysis: Where to from here?
Marion Long, USFA – NFIRS
Dr. Lori Moore-Merrell, IAFF – NFORS; Fire Cares
Dr. Matt Hinds-Aldrich, NFPA – Data System
Terri Caswell, FirstNet – Data Implications
John Bonney, UK Fire Service Retired, Predictive Data Potential

Fire Sprinkler Incentive Act
Bill Webb, Executive Director, Congressional Fire Services Institute

CFSI and IFSTA Announce the 2018 Dr. Anne W. Phillips Award for Leadership in Fire Safety Education

12:00 – 2:00pm **Lunch and Closing Session** **Regency Ballroom**

Turning Knowledge into Action – Your Role as a Community Leader
Karen Colligan, Founder of PeopleThink

Exhibitors

Thanks to all of our Exhibitors for supporting the Symposium with Community Risk Reduction model products, programs and services to help reduce fire deaths, serious injuries and property loss.

American Red Cross

Home Fire Campaign: Sound the Alarm! - A national, multi-year community-based campaign to reduce deaths and injuries due to home fires through in home safety visits, preparedness education and planning and mass marketing.

Ready Rating® - a free, self-paced membership program designed to help businesses, organizations and schools become better prepared for emergencies.

Cumberland Valley Volunteer Firemen's Association

The Cumberland Valley Volunteer Firemen's Association Emergency Responder Safety Institute provides training, advocacy and public education about the dangers faced by emergency roadway responders who are on the highway helping others. The Institute composed 100% of volunteers embarked on an aggressive campaign to reach distracted drivers who pose the highest risk to responders. The PIO and PUB ED communities are best positioned to deliver a prevention message to their audiences. We provide the tools and information to do that at no cost. Stop by and learn how you can be a part of making sure that "Everyone Goes Home ®."

First Alert

First Alert has been protecting homes and families since 1958. As America's most trusted brand in home safety, First Alert is committed to working with the fire service industry to educate people about fire and carbon monoxide safety. A longtime, proud supporter of many community risk reduction initiatives, First Alert reaches millions of Americans through key partnerships with organizations reaching all age groups, in rural, urban and suburban areas throughout the United States. Simultaneously, First Alert continues to innovate, delivering quality home safety products to meet any consumer need.

Futurity IT, Inc.

Futurity IT is devoted to community safety and works with public safety officials across the country in 26 states, offering programs to assist in disaster management. As part of our passion for community safety, we created Athena TaskPRO, a comprehensive software solution to help manage your Community Risk Reduction Program.

Athena allows you to easily coordinate CRR tasks with your team and keeps track of all of your CRR activities with our easy to use mobile app and dashboard. Stop by our booth for a demo!

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Exhibitors

Home Fire Sprinkler Coalition (HFSC)

The non-profit Home Fire Sprinkler Coalition (HFSC) is the leading resource for independent, noncommercial information about home fire sprinklers. HFSC offers free educational material with details about installed home fire sprinkler systems, how they work, why they provide affordable protection and answers to common myths and misconceptions about their operation. HFSC will display new FEMA FP&S grant funded information about tools AHJs can use to provide incentives to developers to sprinkler entire developments, information about home fire sprinklers and CRR and then role of sprinklers and firefighter health and safety.

InspectionReportsOnline.net (IROL)

IROL promotes the entire concept of CRR by connecting and engaging the entities involved in our efforts. Through programs like our third-party ITM Compliance and Fire and Life Safety Risk Assessments, Fire Depts. are able to implement these solutions to help build sustainable prevention and CRR models. IROL provides the ability for external data and information to be delivered through a web-platform allowing departments to gain a wider perspective of the overall fire and life safety conditions of the buildings within their community.

International Association of Fire Chiefs (IAFC)
Fire & Life Safety Section (FLSS)

The mission of the FLSS is to reduce injury, life loss and property loss by advancing the field of fire prevention and life safety with leadership and vision for fire safety professionals. Our exhibit will provide materials promoting the International Association of Fire Chiefs Fire and Life Safety Section.

International Association of Fire Fighters (IAFF)
FireCARES and NFORS

FireCARES is a big data analytical system that calculates three scores for every fire department in the U.S. Attendees will see a live demo of the system including the Community Risk score, the FD Performance score and the overall safe Grade for their community. They will also experience live demo of NFORS- National Fire Operations Reporting System and the impact that live operational data can have on emergency response system decisions.

Exhibitors

International Association of Wildland Fire (IAWF)
The International Association of Wildland Fire is a professional membership association committed to "Uniting the Global Wildland Fire Community." IAWF is an acknowledged resource for local to global scale scientific and technical knowledge, education, networking and professional development that is relied on by members and partners in the international Wildland fire community. Visit our booth to learn more about the services we provide, such as professional membership, Wildfire Magazine, International Journal of Wildland Fire or our many conferences.

International Fire Service Training Association (IFSTA)
A table top display of IFSTA and FPP textbooks that support the Vision 20/20 strategies. See the free online LMS, ResourceOne, Vision 20/20 online training modules, the NEW Smoke Alarm Installer courses, and the NEW Vision 20/20 Online learning modules developed specifically for firefighters.

ISO a Verisk Business
ISO Community Hazard Mitigation, a Verisk Business, works to foster an active relationship with fire departments, building departments, water suppliers, and communities. Your participation in our Public Protection Classification (PPC®), Building Code Effectiveness Grading Schedule (BCEGS®), and flood management programs is critical in attaining our shared goal: safer communities.

PPC is an evaluation program that provides important information on the quality of public fire protection in nearly 50,000 fire protection areas across the United States. We analyze fire departments, water supply systems, emergency communications, and community risk reduction efforts and assign a PPC grade from 1 to 10. www.isomitigation.com.

The Johns Hopkins Center for Injury Research and Policy
The Johns Hopkins Center for Injury Research and Policy is a collaborative of injury prevention experts who conduct innovative research, teach today's practitioners and tomorrow's leaders, and translate discoveries into effective solutions to the devastating and costly problem of injuries in our society.

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Exhibitors

Keep Kids Fire Safe® Foundation (KKFSF)
Meet Molly the Fire Safety Dog and learn more about the work of the Keep Kids Fire Safe Foundation (KKFSF). Molly and KKFSF travel across the US teaching fire safety and Skype their fire safety programs with children from all over the world. To date, Molly has Skyped with children from 44 states in the US and 24 countries. Stop by, say hello, and take your photo with Molly!

Kidde Fire Safety
Kidde will be showing its latest line-up of smoke and CO alarms which feature 10-year sealed batteries. Newest to the line-up is a complete line of economical and easy to set-up wireless smoke alarms which allow you to interconnect your battery-operated alarms through WIFI or without WIFI. If WIFI is used, your alarm system has a world of new opportunities from sending weather alerts, acting as part of a burglar alarm system and more.

Lifetone Technology
Lifetone Technology is dedicated to helping people sleep safely and confidently. Many people are at risk of not waking up to the sound of a smoke detector. Our hearing loss alarm clocks respond to a smoke detector and wake people up. We serve people who are deaf, hard of hearing, elderly, parents of young children, heavy sleepers, or those taking medication. We are committed to fire safety, and the prevention of fire-related deaths and injuries.

MBIntel Inc. – Virtual CRR
Virtual Community Risk Reduction assists fire departments in starting and managing their Community Risk Reduction process by identifying a community's risk, prioritizing, informing the public of relevant safety information, and collecting metrics on the community for improved decision making. Each Virtual CRR program is custom made for the community utilizing the information from the department.

Mobile Concepts Specialty Vehicles
Mobile Concepts Specialty Vehicles has been in business for over 60 years. Mobile Concepts provides task specific vehicles including the Original SCOTTY Fire Safety House and Safety House #NextGen. Our Fire Safety Houses were the first trailers of its kind manufactured to teach fire safety to children and are found in over 1,300 communities worldwide. We also manufacture decontamination and arson investigation trailers. Our Decontamination Trailers accommodate the needs related to chemical, biological, radiological, and hazmat incidents while our Arson Investigation Trailers are a self-contained mobile lab that contains all equipment and tools, giving investigators a platform to work.

Exhibitors

Modeltech International Inc.
Modeltech designs and manufactures 3D interactive simulators that help public educators raise awareness about diverse topics such as fire prevention, energy safety and energy conservation. Since the 1990s, Modeltech has helped convey critical information to audiences for thousands of fire departments, electrical utilities and safety awareness organizations.

Combining realistic special effects, 3D parts, lighting, sound & more recently USB3 monitor, scanner, bar codes & QR codes, Modeltech interactive displays are a riveting teaching aid helping your audience to maximize learning and remembering. Modeltech will be showcasing fire and gas hazards props & teaching aids used in public education programs.

National Fire Protection Association (NFPA)
The National Fire Protection Association (NFPA) is a global nonprofit organization devoted to eliminating death, injury, property and economic loss due to fire, electrical and related hazards. Our mission is to help save lives and reduce loss with information, knowledge, and passion. As part of NFPA's commitment to eliminate fire deaths and injuries through effective public education programs and information, NFPA strives to be the source for fire and life safety information.

Visit the NFPA exhibit and learn about educational resources available from NFPA and have the opportunity to speak with fire safety experts about new resources to address leading causes of fires and best approaches to working within your community to reduce fires and fire related injuries.

National Fire Sprinkler Association (NFSA)
The NFSA was founded in 1905 and has been the inclusive voice of the fire sprinkler industry since that time. NFSA is proud to serve our members, which include fire sprinkler contractors, fire sprinkler manufacturers, suppliers and manufacturers of products included in the fire sprinkler system as well as engineers, fire officials, building officials, students, and many others. NFSA members receive many excellent benefits including training, field personnel promoting the industry, representation in the codes and standards, legislative personnel, access to the Expert of the Day for technical questions, and electronic communications. For more information about fire sprinklers, visit nfsa.org.

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Exhibitors

Nest Labs
Updates and overview of Nest Protect Smoke and CO Alarm, part of your thoughtful home. Nest Protect has been redesigned from the inside out. It has a Split-Spectrum Sensor, tests itself automatically and lasts up to a decade. It's also the first home alarm you can hush from your phone without any extra hardware required. And it tells you what's wrong and can even alert your phone.

Meet Nest Protect. The smoke alarm other alarms look up to.

Northern Illinois Fire Sprinkler Advisory Board (NIFSAB)
The Northern Illinois Fire Sprinkler Advisory Board is a not-for-profit organization dedicated to promoting progressive legislation, raising public awareness, educating code officials and governmental policy makers by demonstrating the proven performance of fire sprinklers in saving both lives and property.

Pioneering Technology Corp.
Pioneering Technology proudly manufactures and distributes products that protect people and property from cooking fires – the leading cause of household fires. Our products stand alone in the cooking fire safety category by helping to prevent cooking fires BEFORE they start. SmartBurner™ easily replaces electric coil burners and delivers a fantastic return on investment. Its patented temperature limiting control™ (TLC) technology controls the high-end temperature to below auto-ignition. With 100 percent efficacy on more than 250,000 stoves, this product meets the new UL 858 60A Standard for cooking fire prevention on electric coil stoves that will become mandatory in April 2019.

Streamline Automation Systems
Streamline Automation Systems provides powerful, cloud based, paperless solutions for fire inspections and prevention needs. Streamline Inspections is a mobile and cloud based inspections platform created for state and local governments, as well as businesses performing inspections services. Streamline Inspections makes your work easier and more cost effective to manage, regardless of the department or AHJ. The Application was designed by inspectors, for inspectors and with multiple programs in mind: Fire Inspections, HazMat, Brush or Weed Abatement, Health Inspections, Community Development and Code Enforcement, together in one system.

Exhibitors

Underwriters Laboratories (UL)
A variety of information, literature and handouts associated with fire and life safety requirements and community risk reduction regulations, research, messaging materials and resources. UL is one of the largest and most recognized Nationally Recognized Testing Laboratories in the world referenced frequently throughout model codes and technical standards. UL is a solutions based organization tasked with making the world a safer place, through the application of knowledge, skill and ability. Our processes, procedures, products, services and resources benefit the fire and life safety community specifically and the built environment as a whole.

U. S. Fire Administration (USFA)
The U.S. Fire Administration (USFA) develops and delivers fire prevention and safety education programs and materials in partnership with other federal agencies, the fire and emergency response community, the media, and safety interest groups. We also work with the public and private groups to promote and improve fire prevention and life safety through research, testing and evaluation.

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Sponsors

Thank you to all of our Sponsors for their unparalleled support of the Model Performance in Community Risk Reduction Symposium.

Reception | **Luncheon & Printing** | **Luncheon**

Padfolio | **Flash Drive** | **Lanyard**

Coffee Break | **Coffee Break** | **Training Support**

State Representatives

Alabama	**Dalan Gassett, Tony Grande**
Alaska	**Alexander Boyd**
Arizona	**Josiah Brant, Eric Kriwer**
Arkansas	**Ben Hammond**
California	**Chris Dargan**
Colorado	**Sabrina Iacovetta, Roger Parker**
Connecticut	**Terri Trenholm**
Delaware	**Michael Lowe, Kimberly O'Malley**
District of Columbia	**Tony Falwell, Aleazor Taylor**
Florida	**Jeffrey Lucas, Tim Mossgrove**
Georgia	**Laura Coleman, Karla Richter**
Hawaii	**Ronald Bush, Robert Perreira**
Idaho	**Joe Bongiorno, Verl Jarvie**
Illinois	**Greg Hay, Mike Toika**
Indiana	**Dave Cherrone, Randy Gulley**
Iowa	**Johnathan Lund**
Kansas	**Kelly Ingold**
Kentucky	**Corey Lewis, April Tinsman**
Louisiana	**Chad Robertson**
Maine	**Jeff Emerson, Richard McCarthy**
Maryland	**Teresa Ann Chrisman, James Resnick**
Massachusetts	**Dean Desmaris, Paul Vigneau**
Michigan	**Brian Belcher, Kymberly Pashkowsky**
Minnesota	**Steve Koering, Amanda Swenson**
Mississippi	**Ruben Brown, Zachary Purvis**
Missouri	**Richard Ennis, Matthew J. Luetkemeyer**
Montana	**Sally McKenna**
Nebraska	**Alyssa Sanders**
Nevada	**John J. Holmes, Richard Rozier**
New Hampshire	**Stacey Dubois, Sean Toomey**
New Jersey	**Charles Lavin**
New Mexico	**Jeffrey Broom, Ray Wolf**
New York	**Guy Swartwout, Sue Syzdek**
North Carolina	**Dolly Hulin, Jan Parker**
North Dakota	**Tim Behlings, Ken Sisk**
Ohio	**Richard Palmer, Jonathan Westendorf**
Oklahoma	**Sean Douglas, Louis Marschik**
Oregon	**Joanne Hatch, Bruce Montgomery**
Pennsylvania	**Kraig Herman**
Rhode Island	**Jane Perkins, Vincent Quinterno**
South Carolina	**Joshua Fulbright, Steve Graham**
South Dakota	**Tim Behlings, Chip Premus**
Tennessee	**Baylie Scott, Jamie Summers**
Texas	**Austin Ament, Todd Weidman**
Utah	**Andrew McCormick, Scott J. Spencer**
Vermont	**Micheal Greenia, Barry Simays**
Virginia	**Erin Rice**
Washington	**Melissa Gannie, Jon Napier**
West Virginia	**Courtney Rosemond**
Wisconsin	**Greg Cleveland, Peter O'Leary**
Wyoming	**Byron Mathews, Michael Reed**

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Speakers

Greg Adams
Greg is the Director of Education and Outreach for the Tennessee State Fire Marshal's Office, overseeing programs that include fire incident reporting, fire data analysis, fire department recognition, public education, community risk reduction, and the "Get Alarmed Tennessee!" program that provides free smoke alarms for Tennessee residents. Greg joined the Tennessee State Fire Marshal's Office in 2008, and held a variety positions before accepting his current role in January 2017.

Marty Ahrens
Marty, Research Manager, Fire Analysis, came to NFPA in 1997 after 11 years as the Research Analyst/Fire Incident Reporting System Coordinator in the Massachusetts State Marshal's office. Marty has written numerous reports on various aspects of the fire problem including home fires, smoke alarms, sprinklers, cooking fires, candle fires, vehicle fires, and fires in various occupancies. Marty has an MSW from Boston University and a BA in Psychology from the University of Connecticut. She enjoys sharing her findings, talking with data users about how they use the information, and learning about new issues to research.

David Barrett
David Barrett brings more than three decades of senior management experience to MySafe:LA. As a child, his father, two-time Academy winning producer/director Terry Sanders created a documentary about the Los Angeles Fire Department, creating a lifelong interest in public safety for David. After government service, David became involved in software and film development, and has earned more than 85 awards for his work, via film festivals and other contests.
David was the founder of one of the most successful software publishers for the Amiga Computer, including the world renowned VideoScape 3D (as used in films such as Titanic), now known as Lightwave 3D. He worked closely with Apple for 28 years. His work with Apple's QuickTime, SuperMac, Radius, and Adobe's video products helped create a new industry and is the basis for nearly all forms of film and media production.

David has worked within the fire service for 17 years, including formal partnerships with multiple fire departments, including the LAFD.

David graduated from Immaculate Heart College with a Bachelors of Music, and has multiple certificates in public safety instruction, incident command, emergency medicine, and media. He is married and lives in Orange County, California.

David Barry
Captain Barry is a Paramedic/Captain with Anaheim Fire & Rescue. He has been with the Department for 22 years and has held every rank on his way to Captain. Three years ago Dave was brought into the office as the department's EMS Manager and is currently in that position. Dave has an Associate's degree in Fire Science and is almost done with his Bachelor's Degree in Information Technology (IT), he is in charge of the iPad program in Anaheim and very involved with IT at the City. He is also the Manager for the department's Community Care Response Unit that places a Nurse Practitioner and a Captain Paramedic in a low acuity response vehicle to help reduce the need for transports to the ER.

Zach Boileau
As senior research manager Zach brings a broad understanding of communications to his research role at SalterMitchell / Marketing for Change, excelling at finding the larger story within the details of data. A trained journalist and former public relations professional, Zack's communications background helps him dissect an issue from all angles and then translate research insights into actionable recommendations for real world marketing and communications efforts. Zack has designed and implemented research projects for a wide variety of government, foundation, nonprofit and private sector clients, including six years of qualitative communications research for the Centers for Medicare and Medicaid Services' Health Insurance Marketplace; focus groups and surveys to inform a communications framework for the John D. and Catherine T. MacArthur Foundation's City of Learning initiative; qualitative research to solidify messaging for a nationwide advocacy campaign by Oral Health America; and research to uncover the barriers and (real) benefits for new parents adopting safe infant sleep behaviors. Before joining SalterMitchell / Marketing for Change, Zack honed his skills as a researcher for corporate America's advertising and branding experts at Millward Brown. Zack holds a bachelor's degree in journalism from Ohio University and a master's degree in Public Communication from American University.

John Bonney
John has been a leading figure in the UK Fire and Rescue Service with more than 33 years' experience. After joining the presidential chain in 2008 John became President of the UK's Chief Fire Officers Association (CFOA) in 2010/11. He led Hampshire Fire and Rescue Service for 11 years, an organisation that has an international reputation for its technical expertise, innovation and leading edge performance.

John now works as a professional executive coach with clients in both the public and private sector. He also serves on the board of the National Fire Protection Association, a major global advocate for better fire and electrical safety. John is also a co-director of Alchemy Management Solutions, a company that works in the world of corporate risk, knowledge and leadership. Most of Alchemy's business is in North America where the focus is on helping Fire Departments use data more effectively to identify, quantify and address risk in the communities.

Before joining the Fire Service John graduated from York University, UK with an honours degree in Politics, and gained a Master of Business Administration in 1995 and Chartered Director status in 2012. He was honoured by the Queen in 2015 with a title Commander of the British Empire.

Speakers

Teri Caswell
Teri has over 30 years of experience working with operational, financial, and performance data. Over the past 12 years, Ms. Caswell has concentrated on the capture, analysis, and reporting of operational data, primarily in the fire and emergency management industries. Having worked in a Level 1 trauma center, a regional medevac operation, the Fairfax County, Virginia Fire & Rescue department, DHS/FEMA/Assistance to Firefighters Grant program, and now FirstNet, Ms. Caswell has gained an appreciation for both the value and the need for reliable and timely data within the fire industry.

Thomas Cleary
Tom leads the Engineered Fire Safety Group at the National Institute of Standards and Technology. He is an engineer and has been at NIST for over 28 years. His research expertise is in fire detection. He is a committee member of NFPA 72: National Fire Alarm and Signaling Code, Single and Multiple-station Alarms and Household Fire Alarm Systems Chapter. He is also a member of the Standards Technical Panel for UL 217: Single and Multiple Station Smoke Alarms, and UL 268: Smoke Detectors for Fire Protective Signaling Systems.

Karen Colligan
Karen, founder and principal of PeopleThink, is a recognized expert in leadership, team effectiveness and organizational development. She is Board VP for the Phoenix Society and has been an active volunteer with them for many years, Karen is herself a burn survivor. At age two, she received second and third degree burns from scalding bathroom tap water. This experience has impacted her entire life, and inspired her to get involved in helping other burn survivors.

With a corporate background that includes creating and leading innovative people initiatives across the enterprise, Karen founded PeopleThink on the core belief that for companies to achieve competitive advantage, they must address the needs of their people as well as the needs of their business. Since its inception, PeopleThink has delivered significant business results for numerous organizations including: BioMarin, Citrix, Clovis Oncology, Genentech, MindBody, San Francisco Ballet, SAP and others. Karen is an avid runner, and has run twice for Team Phoenix in the Big Sur Half Marathon. She loves music, cooking, and bringing people together for good food. As a Jersey Girl, one of her favorite getaways is relaxing at the Jersey Shore. She received her BS in Organizational Development from the University of San Francisco.

Joseph DeRousie
Joe DeRousie is a Captain with Richland Fire & Emergency Services (RF&ES) located in southeast Washington State. He has been in the fire service for 20 years both as a career and volunteer firefighter. In addition to his operational responsibilities, he has led the integration of CRR into the foundation of RF&ES's culture.

Captain DeRousie is RF&ES's community risk reduction coordinator that oversees the development and implementation of the departments CRR profile. Recognizing that CRR goes beyond traditional fire safety measures, Joe developed the department's 'Fired Up to Read' reading program at one of the cities elementary schools, collaborating with Communities in Schools Benton-Franklin Counties. In its third year, this program continues to thrive, and has evolved to include mentoring opportunities between firefighters and students, furthering RF&ES's commitment to the community they serve.

Joe holds an Associate's Degree in Fire Science from Columbia Basin College and a BS in Fire Administration from Eastern Oregon University. He will complete the National Fire Academy's Managing Officer Program this year. His certifications include IFSAC Fire Officer 2 and Instructor 1, EMT-Advanced, and I-400. A former competitive bodybuilder obtaining IFBB professional status, Joe's time away from work includes spending time with his wife and their three kids, hunting, and his newest interest Brazilian jiu-jitsu.

Michael Durkin
Michael Durkin has been the Education Specialist for the Poudre Fire Authority in Colorado for four years. Prior to this, his focus was on international development and his work in education on four continents. He holds a Master's Degree in Diplomacy from the American Graduate School in Paris and a Bachelor's in Sociology from Emmanuel College, Boston.

Candace Giblett
Candace is one of two Public Education Officers with Regina Fire & Protective Services. Her duties include designing and developing fire and life safety education programs that correlate directly to the specific risks demonstrated by the City of Regina's community members. This includes data analysis of risks in the community, development of safety programming, identifying community partnerships for the successful delivery of programs, coordination of special risk interventions, evaluation and strategic planning. Prior to joining the department she worked for the Ministry of Social Services and various 'youth at risk' community agencies. Candace has earned two Bachelor degrees from the University of Regina, majoring in Psychology and Social Work. In the fourteen years since joining the fire department, she has obtained the NFPA 1035- Level I, Juvenile Firesetter Intervention Specialist Level I and II and ICS Level 100 and 200.

Anthony Hamins
Anthony received a Ph.D. in Engineering Physics from the University of California at San Diego in 1985 and has been at the National Institute of Standards and Technology (NIST) since 1986. While at NIST, he has led fundamental and applied research on fire suppression, fire dynamics, validation of fire models, and thermal imaging. He served as Chair of the Research Advisory Committee of NFPA's Fire Protection Research Foundation (2010-12) and as Vice-Chair of the International Association of Fire Safety Science (2008-14). He has published over one-hundred journal articles and reports and is a member of the Editorial Board of the Fire Safety Journal.

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Matt Hinds-Aldrich
Dr. Matt Hinds-Aldrich works for the National Fire Protection Association (NFPA) leading the development of a new national fire data system and a wider effort to facilitate and improve how fire departments across the country and globe collect, analyze and use data to focus their efforts, improve their operations, and demonstrate their value. As a qualitative researcher who accidentally became the "data guy", Dr. Matt's interest in data is primarily focused upon helping fire departments understand and navigate the parallel paradigm shifts transforming the fire service: community risk reduction and performance management. Dr. Matt previously worked for Atlanta Fire Rescue Department as a Senior Management Analyst and at Anna Maria College as an Assistant Professor and interim Fire Science Program Director

Kevin F. Kelley
Kevin is Senior Director, Community Preparedness Programs, American Red Cross National Headquarters. In that position he develops, promulgates and evaluates effective programs to build community resilience and preparedness through the Red Cross chapter network. In addition, he oversees the Home Fire Campaign, which is credited with saving more than 300 lives in 3 years through reaching more than 2 million people with safety education and the installation of more than 1.3 million smoke alarms. Kevin coordinates the development of plans, provides guidance and training, and reports continuous improvement of multi-million dollar fire preparedness initiative in more than 12,000 communities nationwide. He has 20 years+ with the Red Cross in disaster preparedness, response and recovery program management. Kevin received his BA, and MA from the University of Virginia.

Marius Laursen
Marius is the current Fire Marshal with the Mitchell Fire Department, Mitchell, SD. He has 20 years in the fire service, 13 years as a firefighter/paramedic. Marius was promoted to Fire Marshal in October of 2010. He holds a Bachelor of Art's Degree in History from Augustana University and is a recent graduate from the National Fire Academy's Executive Fire Officer Program (EFO).

Working as an office of one, Marius conducts fire and life safety inspections, plan reviews, public education and fire investigation. His work has been instrumental in creating a new fire prevention week curriculum for elementary aged children and is currently working on a fall prevention program for the City of Mitchell. In addition he is an active board member of the SD chapter of the IAAI and chairman of local LEPC committee. Marius and his wife, Heidi, have been married 21 years and have two children.

Arthur Lee
Arthur is a senior electrical engineer in the Division of Electrical Engineering and Directorate for Engineering Sciences at the U.S. Consumer Product Safety Commission (CPSC). He is responsible for a wide range of activities, which play a major role in consumer product safety issues in the U.S. with regards to analysis and testing of potentially dangerous products and researching methods to improve product safety through voluntary standards development. Arthur is the CPSC staff lead technical expert on smoke alarms, which includes serving as a member of the NFPA 72 code-making panel and on the standards technical panel for Underwriters Laboratories (UL) 217 –Smoke Alarms. His work to improve the efficacy of smoke alarms has included catalyzing changes to reduce nuisance alarms, improve smoke alarm performance, increasing smoke alarm audibility, and expanding interconnectivity to battery-only models.

Before joining CPSC in 2000, Arthur worked for the Naval Surface Warfare Center (NSWC) as a project manager in testing and qualifying new weapons for the U.S. Navy. He graduated from the University of Maryland in 1988 with a B.S. in Electrical Engineering and Mathematics.

Richard Llewellyn
Rich Llewellyn is the Division Chief of Emergency Medical Services for the Spokane Valley Fire Department where he has worked since 2000. Chief Llewellyn served as a paramedic for the SVFD for eight years and had assignments as an engine company officer, battalion chief, and as a member of the technical rescue team. He previously worked in a volunteer or career capacity for several different fire agencies around the Pacific Northwest. Chief Llewellyn completed several projects with IFSTA as both a writer and validation committee member.

Chief Llewellyn holds a master's degree in adult education, a bachelor's degree in business administration, and an associate's degree in advanced life support. He is currently enrolled in a graduate program at Harvard University and in the Executive Fire Officer Program at the National Fire Academy. Chief Llewellyn earned the Chief Fire Officer designation from the Commission on Professional Credentialing in 2014.

Marion Long
Marion A. Long is an NFIRS fire program specialist for the United States Fire Administration (USFA)'s National Fire Data Center. He has worked with the National Fire Incident Reporting System (NFIRS) for more than 30 years. His primary job duties are to promote the timely collection of high-quality emergency response data from fire departments, to identify emergent issues, to provide technical support to local, state, and tribal governments, and to promote use of NFIRS. His experience and background include Virginia NFIRS program manager, National Fire Information Council board member and System Committee chairman, National Fire Academy NFIRS instructor, NFIRS technical advisor, and NFPA Technical Committee on Fire Reporting member.

Lori Moore-Merrell
Dr. Lori Moore-Merrell is the Assistant to the President of the International Association of Fire Fighters (IAFF) in charge of Data, Research and Technical Assistance. The IAFF represents more than 310,000 firefighters and paramedics throughout North America. Lori's expertise is in community risk assessment, emergency response system design, staffing and deployment of

Speakers

mobile resources, system performance measurement and evaluation.
Dr. Moore-Merrell has served as principal investigator and project manager on a series of projects, to develop tools to be used by local fire department officials to assess community risks/hazards and plan resource deployment based on those risks. That includes projects for data procurement, GIS analysis and workload analysis. The Multiphase Study on Firefighter Safety and Deployment of Resources spans more than 13 years of research and has so far contributed four landmark reports and associated materials to the fire service industry.

She serves as the project manager on an instrument to assess community vulnerability based on a comparison of community risks/hazards to fire department resource deployment known as FireCARES (Community Assessment Response Evaluation System). She also serves as project manager on the DHS/AFG funded National Fire Operations Reporting System (NFORS) Project including a firefighter career diary/exposure tracking application to assist with cancer and PTS surveillance in firefighters.

Jon Nisja
Jon started his fire service career in 1978; he began working in the areas of fire prevention and fire investigation in 1983. He has served as Fire Marshal for two communities and as a Fire Safety Supervisor with the Minnesota State Fire Marshal Division since 1990. He supervises the fire loss data, fire protection, training, and fire and life safety education sections for the State Fire Marshal Division.

Jon is a former President of the Fire Marshals Association of Minnesota and is also a past president of the International Fire Marshals Association. He has authored chapters in five books. His areas of fire protection interest include fire safety history, means of egress, fire protection systems, building construction, and using performance measures to show effectiveness.

Kathi Osmonson
Deputy State Fire Marshal Kathi Osmonson coordinates the Minnesota State Youth Fire Intervention Team (YFIT). YFIT partners with law enforcement, mental health, justice and social agencies to sustain a network of professionals who collaborate to provide intervention.

Her career includes volunteer and career firefighting with specialties in fire prevention education and youth firesetting intervention. She is a member of the NFPA 1035 Committee, and an adjunct instructor for the FEMA National Fire Academy. Osmonson developed the YFPI Specialist and Program Manager Certifications through the Minnesota Fire Service Certification Board. She earned her Master's Degree in Forensic Mental Health at Concordia University.

Annmarie Pickett
Lieutenant Annmarie Pickett leads the Worcester Fire Department's Community Risk Reduction and Public Education Division. She has been a member of the fire department for 18 years and a paramedic for 33 years. Lt. Pickett set the standard for integrating community risk reduction tactics taught at the National Fire Academy into protecting her community. She received the 2011 Massachusetts Fire and Life Safety Educator of the Year award, and is the recipient of NFPA's 2015 Educator of the Year award. The Division has multiple community service award recognitions.

Angela Prawzick
Angela has worked in the emergency services world for 30 years. As a public educator with Regina Fire & Protective Services, her focus is high risk target groups and changing their unsafe behaviors identified through ongoing risk analysis. Her work in developing and implementing evidence-based, targeted intervention strategies and firesafety educational programming with community partners has shown proven results in decreasing fire risks. Prior to joining Regina Fire & Protective Services, Angela worked in municipal and provincial emergency management. She was also the Senior Researcher with the Emergency Communications Research Unit at Carleton University in Ottawa, Canada where she responded to major Canadian emergencies to study emergency management practices in the field. She shared these research insights with response personnel from across Canada as a lecturer at the Canadian Emergency Preparedness College.

Samantha Quizon
Samantha is the statistical research analyst for South Carolina State Fire. She serves as the data analyst for the Community Loss Education and Response (CLEAR) Team which is tasked with fire fatality research. As a Community Risk Reduction employee, she, along with seven others, is responsible for public education, data collection, and public outreach. Along with many hobbies, Samantha volunteers with the Ridgeway Fire Department. An alumnus of Valparaiso University (Indiana), she also earned a master's degree from the University of North Carolina at Pembroke. Samantha and her husband reside in Columbia, SC, and are expecting their first child this summer.

Heidi Scarpelli
Heidi is the Fire Marshal with the Vancouver Fire Department in Washington State. She provides the leadership for Fire Engineering, Fire-Arson Investigation, Fire Code Enforcement, Community Risk Reduction and the Fire Corps volunteer program. Heidi has over 26 years of increased responsibility with the City of Vancouver Fire Department. She holds a bachelor's degree from the University of Washington in Criminal Justice.

Wendy Shields
Wendy Shields is an Associate Scientist in the Department of Health Policy and Management and a core Faculty member at the Johns Hopkins Center for Injury Research and Policy where she has worked as a research manager for the past 15 years. She completed her masters training at the Johns Hopkins School of Public Health after serving as Peace Corps volunteer. Her research interests include the prevention of unintentional injuries with a focus on home and motor vehicle injuries. She has a particular interest in the intersection of housing quality and home injuries. She served as a co-investigator on the Johns Hopkins Home Safety Project and well as on multiple FEMA Fire Prevention and Safety grants which aimed to improve smoke alarm coverage in homes.

Jack Sullivan
Jack was an Assistant Chief and Deputy Chief of Paoli Fire Co., Chester County, PA in the 1970's & 1980's. He is a career Certified Safety Professional (CSP) and Certified Fire Protection Specialist (CFPS) offering loss control consulting and training services through Loss Control Innovations in Richmond, VA. Jack is a Master Instructor for the FHWA National Traffic Incident Management & Responder Safety training program. He is nationally recognized for his work on roadway incident safety for Fire & EMS and in January of 2018 Jack received the Fire Dept. Safety Officers Assoc. (FDSOA) Dave Dodson Lifetime Service Award for his efforts over the past 20 years on the subject of highway incident safety for emergency responders. Jack is also a Technical Member of the National Committee of Uniform Traffic Control Devices (NCUTCD) and he is a Principal Member of the National Fire Protection Association Technical Committee on Traffic Control Incident Management Professional Qualifications (NFPA 1091).

Christopher Switala
Christopher is a Lieutenant with the Mt. Lebanon Fire Department in Pittsburgh, PA. He has over 31 years of career and volunteer fire service experience, and has been with the Mt. Lebanon Fire Department since 2001. Lieutenant Switala is currently assigned to Operations and Emergency Management, having previously served in Fire Prevention and Community Outreach for over 15 years. He has managed fire inspections and code enforcement, fire investigations, the juvenile firesetters intervention program, and prevention outreach initiatives including smoke alarm installations, home safety visits, and fireplace inspections.
Lieutenant Switala has a B.S. in Fire Service Administration from the State University of New York, and a B.S. in Chemistry from John Carroll University. He holds numerous national certifications, including Fire Officer I and II, Fire Investigator, Fire Inspector I through III, Plans Examiner I and II, Fire Instructor I, Hazardous Materials Commander, and Paramedic. Lieutenant Switala also serves as a member of the Allegheny County Hazardous Materials Team.

Meisha Thigpen
Working between the worlds of creative and behavior change, as Associate Creative Director Meisha plays a role in both strategic planning and creative production at SalterMitchell / Marketing for Change, working with clients to design efforts that are both based in behavioral science and executed to break through the clutter. Meisha has led behavior change marketing campaigns to encourage residents to conserve water in Santa Monica, California; to eat fresh fruits and vegetables in intercity San Jose, California; and to reduce fertilizer runoff throughout the Mississippi River Basin, among others. As a copywriter, Meisha combines creativity with strategy to create compelling articles, reports, and marketing collateral. Meisha's clients include the U.S. Environmental Protection Agency, The Health Trust, the U.S. Centers for Disease Control and Prevention Services, and Safe Kids Worldwide. Prior to joining SalterMitchell / Marketing for Change, Meisha worked in project management at a San Francisco-based behavior change marketing firm as well as a domestic violence agency in Chicago, Illinois. Meisha holds a Bachelor of Science degree in marketing and public relations from DePaul University.
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