



# PARADE

Prevention Advocacy Resources and Data Exchange  
5th National Conference

May 14-16, 2009



**FEMA**



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# Introduction

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The PARADE (Prevention Advocacy Resources and Data Exchange) Network was created in 2003 by the United States Fire Administration (USFA) to support the exchange of information among State-level fire protection and education programs and metropolitan fire department prevention bureaus. PARADE fosters communication between the USFA and its constituents.

The components of the PARADE system are the 10 regional networks, which correspond to the 10 Regions of the Federal Emergency Management Agency (FEMA) (known also as the 10 Standard Federal Regions). These networks provide mechanisms for exchange of resources and materials within and between Regions.

The mission of PARADE, for fire prevention in the United States, is to:

- Identify all aspects of fire prevention critical to protection of life and property, which includes research and prevention advocacy in the following areas:
  - professional development,
  - code enforcement,
  - building and fire codes,
  - plans review,
  - public education,
  - fire protection systems,
  - inspections,
  - data,
  - multihazard risk analysis and reduction,
  - investigations, and
  - emergency and terrorism preparedness/counterterrorism measures;

- Identify best practices, including interoperability opportunities, and exchange programs and resources with Regions, and replicate those resources for dissemination, whenever possible;
- Provide the USFA with an annual assessment of needs together with recommendations as to how the USFA and the PARADE Network can better support Federal, State, and local fire prevention efforts; and
- Identify partners and national trends that have an impact on fire prevention.

In May 2009, a national meeting of PARADE participants was held over 3 days at the National Emergency Training Center (NETC) facility in Emmitsburg, Maryland. In attendance were 130 individuals from 44 States, plus the District of Columbia, representing 22 State fire marshal offices and 71 metropolitan fire department fire marshals. In addition, 8 of the 10 International Fire Marshal Association (IFMA) co-chairs were in attendance. Special invited guests included a representative from the International Association of Fire Chiefs (IAFC)-Fire and Life Safety Section and the Executive Secretary of IFMA.

The conference agenda offered a combination of general session presentations and more intimate workshops, all focusing on topics and issues of concern to participants.

This report provides an overview of the 2009 PARADE conference. Through program descriptions, this report seeks to assist attendees in recalling important information gleaned from the conference, as well as to enable nonattendees to benefit from that information across distances of time and space.

Appendices include the conference agenda, listing of participants, and PARADE co-chair list.

PARADE members who attended the conference will receive a CD-ROM containing the conference presentations and PowerPoint® slides.



# PARADE Conference Overview

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The 5th National PARADE conference was held on the NETC campus, May 14-16, 2009. Representatives from each of the 10 FEMA Regions attended. Attendance totaled 130 individuals, representing 22 State fire prevention programs, and the prevention bureaus of 71 metropolitan fire departments across the Nation. In addition, 8 of the 10 IFMA co-chair representatives and 27 special organizational representatives were in attendance. A listing of attendees is provided in the Appendix.

The 2009 conference was the fifth annual national meeting. It consisted of a combination of general session presentations, smaller workshop sessions, and informal exchange sessions. One of the highlights of the PARADE Conference, known as PARADE Grounds, enabled participating organizations to display materials illustrating noteworthy,

unique, or exemplary programs that have been developed and applied in their organizations. Patterned on trade exhibits offered in conjunction with many conferences and conventions--though more informal in character--the PARADE Grounds is viewed by participants as an example of what PARADE represents to participants: the exchange of ideas and resources intended to help organizations perform their functions more effectively and efficiently.

Educational and professional development presentations, which formed the bulk of the conference, varied in subject matter from technical and management concerns to informational sessions about programs offered or planned by the USFA.



# Welcome and Opening Remarks

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Ms. Rebecca Ryan, PARADE manager, opened the 2009 Conference by welcoming the attendees and leading the group in reciting the Pledge of Allegiance to the Flag. Ms. Ryan showed a PowerPoint® presentation and gave a brief overview of PARADE for all the new attendees. She discussed what PARADE is, when it was established, and why. She reviewed the eligibility requirements and the structure in which PARADE is designed. PARADE is a regionally based system with nationwide networking and partnerships. Each year, regional meetings and co-chair meetings are held and every other year a national conference is held.

Ms. Ryan also discussed the benefits from being a PARADE member which include the opportunity to present more effective prevention programs and materials, peer networking, and enhanced support for the Department of Homeland Security (DHS) and FEMA preparedness.

Also mentioned was E-PARADE, the electronic medium that was developed in 2004 to provide an Internet network for PARADE group members. This network also provides a clearinghouse for ideas and questions, as well as a way to network among fire marshals.

Each attendee then introduced him/herself in round robin style.

Ms. Ryan introduced Alex Furr who is the Division Director of the National Fire Programs Division, USFA. Ms. Furr introduced herself to the group. She gave a brief overview of her employment over the last 18 years with the U.S. Fire Administration. Ms. Furr showed the current USFA realignment layout on a slide. She reviewed the different divisions and then the branches within those divisions. Ms. Furr also reviewed the hotfoot seal and what the different aspects of the hotfoot symbolize.

Ms. Furr introduced several USFA staff in attendance including Woody Stratton, Sandra Facinolli, and Tim O'Dowd. She told the attendees if they had any questions or concerns to contact any of them.

Ms. Ryan reviewed the information provided in the PARADE conference binder. She reviewed the material behind each tab as well as the agenda. She stressed the importance of completing and returning the evaluations for review.



# General Sessions

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## **OPENING SEMINAR: History of Residential Sprinklers**

Ronny J. Coleman, Former California State Fire Marshal

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Mr. Ronny Coleman explained that his presentation was a presentation of the past and the future of making changes. His theme was, "It takes years and years to be an overnight success." When you are trying to get somewhere, you don't have time to go back and look at past details. He believed that a lot of things in the fire service we are doing today are based on what happened in the past. There has been a monumental decision to put residential sprinklers in homes. He stated we have not won with this issue--the battle is not over. The two major needs to move fire technology to the front line are prioritization and persistence.

Mr. Coleman discussed the watershed event, which is in reference to the book *America Burning*. He was amazed that many people in the fire service had not read the book and some had never heard of or seen it. He felt that the book had been swept aside and replaced by newer text. Everyone should ask themselves if they have a copy of this book, and if they do, they should take it off the shelf, dust it off, and use it. He posed the question "What are we doing to stop America from burning?"

Each generation builds on the legacy of the previous generation and then we build on the mistakes that were made

instead of starting all over again. In 1960 when Mr. Coleman started in the fire service, there were 7,000 American fatalities, 90,000 were injured, and \$6 billion in property loss. The conceptual framework of the time was to question where the fires were and what caused them. Mr. Coleman showed a slide that had statistical information from 1979. It showed the total of civilian deaths and injuries in residential homes, apartments, hotels, etc. He asked the question "What do these numbers mean to you? Are they lower than what they are now or are they higher?" He stated that they should have changed because there are 1.3 million homes per year being burned, and if they started "sprinklering" homes in the 70's, then that should have changed.

Mr. Coleman discussed some of the famous fires at that time including the MGM Fire. Around the time of this fire in 1976, the book *NFPA 13, Installation of Sprinkler Systems*, was developed. This book was a starting point for such standards as NFPA 13D and then NFPA 13R. USFA started to get the word out about "An ounce of prevention." People started to take precautions and the fire service was stating "more trucks, more fire fighters, will save more lives." Sonny Scarf was a Maryland fire officer who worked for the Marriott Corporation.

He convinced the Marriott Corporation that no one should ever die in one of their hotels again. Thus, all of Marriott's hotels were sprinklered.

Mr. Coleman reviewed some of the programs that were created in the past and some of the testing that was completed in regard to sprinkler systems. He showed several slides including the 6-minute fire scenario that was one of the early demonstration fires. In these demonstrations, it was proven that sprinkler heads all went off at different times and that there needed to be some changes. On September 8, 1982, in Fort Lauderdale, Florida, a test series was completed where we began to come up with the quick response sprinkler heads. Then in April 1982 in Scottsdale, Arizona, several days of testing were performed on rural/metro fire sprinklers. These tests were done in brand new homes. The reason Mr. Coleman pointed out these tests was to ask "Are we still doing these tests today?" The answer was yes, we are.

Mr. Coleman compared the sprinklers and smoke alarms to the brakes and a horn of the car. Would you rather have the brakes or the horn if your car goes out of control?

Experimentation began with different materials to construct the systems. This is where the copper sprinkler system first evolved. Then plastic piping came along with NFPA 13D which stated we needed lighter, cheaper, smaller materials. Residential sprinkler technology started to spread nationally.

In the 1970's, people started choosing sides. There were people who wanted to be partners and wanted to help. The very first coalition for home fire sprinklers was in Anaheim, California. This forged a new relationship between the engineers and the fire service. Mr. Coleman showed several pictures and dropped several names of people from the past who made a huge impact in the fire service in regard to sprinkler systems.

Mr. Coleman showed a map of the U.S. from January 1987, that showed where there were residential sprinkler codes, ordinances, and laws implemented. He stated that at that time all the people involved would have fit in this auditorium. Now there are over 3,000 communities that are involved and have implemented these regulations and codes.

Mr. Coleman concluded his presentation by stating that there was a free DVD and material on home fire sprinklers that can be provided to anyone. He advocated that everyone should obtain a copy and spread the word. He also stated that he has a free PDF download of *Alpha to Omega* which is a first-hand perspective on the early history of residential sprinklers. In conclusion, Mr. Coleman stated that this war will be over when society stands up and says NO MORE!

\*\*Ronny Coleman is the Senior Vice President with Emergency Services Consulting, inc. (ESCi). He may be reached via email at rcoleman@esci.us.

## **GENERAL PRESENTATION: Vision 20/20 Update**

Jim Crawford, Fire Marshal, Vancouver, Washington

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Mr. Jim Crawford stated that *Vision 20/20* is not an organization. It exists as a collaborative planning process. "Vision 20/20" started with PARADE. The objectives of this process are to provide a forum for sustained, collaborative planning to reduce fire loss in the U.S. To focus on actions that are needed to bridge the gap between recommended solutions and the current status of fire prevention activity. The members of this executive committee and steering committee are volunteers. These members are listed on the PowerPoint® slides.

The process of "Vision 20/20" was started with what was known. There was an environmental scan of data from NFPA and USFA and recommendations were compiled in domains of engineering, enforcement, infrastructure, education, and evaluation from 1913 to 2002. Also, looked into were promising practices and future predictions. A web forum was conducted simultaneously in 13 locations around the country. It was determined what were the top priorities for immediate actions and contributed to the action steps. From March 31 to April 1, 2008, in Washington, D.C., the National Forum was held and the five top priorities were validated and the action steps were defined. These are provided for your information.

### **1. Strategy: Increase Advocacy for Fire Prevention**

Action Items:

- Document and communicate the magnitude of the Nation's fire problem
- Improve and support data collection and analysis systems

- Develop an enhanced national fire prevention research agenda
- Advocate for increased focus and leadership of USFA
- Develop a clearinghouse for prevention activities, resources, and best practices
- Increase awareness of the economic impact of fire loss

### **2. Strategy: Conduct a National Fire Safety Education/Social Marketing Campaign**

Action Items:

- Establish a strong broad-based integrated marketing communication campaign
- Develop and implement a national campaign to install working smoke alarms in high-risk homes
- Advocate for fire prevention programs that focus on voluntary home inspections.
- Enhance and develop strategic relations for fire prevention involving non-traditional partners
- Increase educational outreach through school/youth based programs

### **3. Raise the importance of fire prevention within the fire service**

Action Items:

- Embed the value of fire prevention within the fire service
- Enhance recruitment, training, and education practices in fire departments
- Recognize and reward successful prevention activities internally and externally

- Adopt industry standards into law
- Make use of DHS grant process to elevate the value of fire prevention within the fire service
- Develop a strategic master plan to enhance education, enforcement, engineering, and evaluation methods

#### **4. Promote technology to enhance fire and life safety**

##### Action Items:

- Explore ways to identify and utilize the latest technology to push the education and code message
- Develop smoke alarm technology that serves the needs of a broad range of occupants, especially those at high risk
- Establish competition to encourage the development of new technologies
- Increase the number of residential occupancies, including modular and manufactured homes, using fire sprinklers
- Fully utilize technology for real time reporting of emergency response data
- Require inherently safer consumer commodities
- Develop complete strategies for introducing new fire and burn prevention technologies to consumers
- Develop technology to improve residential fire/emergency evacuation processes
- Support completion and adoption of integrated building design and construction

- Create nationally standardized inspection reporting system by utilizing handheld technologies to support fire inspection process

#### **5. Refine and improve the application of codes and standards that enhance public and firefighter safety and preserve community assets.**

##### Action Items:

- Develop a collaborative environment
- Support increased research to enhance the understanding of fire and to identify and justify changes to codes and standards
- Pursue incentives for adoption and enforcement of model codes and standards
- Increase required training in building and fire codes at all levels and ranks within the fire service
- Promote fire codes within sustainable structures and "green buildings"
- Establish accountability for the adoption and enforcement of fire and building codes

Additional progress of "Vision 20/20" includes a support strategy task group to refine the actions, develop and promote model prevention and performance measures, develop "best practices" criteria based on documented impact and outcome, promoting an ongoing review of strategy progress and biannual "best practice" symposium, and updating activity and maintaining momentum at project website.

\*\*Mr. Jim Crawford is the Fire Marshal for Vancouver, Washington. He may be reached via email at [jim.crawford@ci.vancouver.wa.us](mailto:jim.crawford@ci.vancouver.wa.us)

## **GENERAL PRESENTATION: Marketing Leadership and Organizational Renewal for the Fire Service**

Ben May, Fire Service Marketing Consultant

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Mr. Ben May stated that he was extremely pleased that he was able to present to the group. He gave an overview of his background and journey through the fire service and his developments at Walt Disney.

Mr. May has found that individuals in the fire service are very committed. He showed two slides that had inspirational quotes from members of the fire service who demonstrated their passion and dedication to the fire service.

He stated that his goal for this presentation was to create a clear understanding of how marketing management could contribute to comprehensive fire prevention through great fire departments. Marketing is a lot of things but it isn't always about selling. The common denominator around marketing is a great organization with a meaningful mission.

Mr. May reviewed questions that should be asked of your organization. Why do we exist? How do we bring value? What kind of an organization should we be? What must we do to make it happen? How will we win the support of our stakeholders? The key attributes of a great fire department include a worthy mission, a vision of the future, guiding and supporting leadership, firefighters with the capacity to lead, an intimate understanding of the needs of all, supportive stakeholders especially citizens and firefighters, a flexible strategic plan, an effective and comprehensive marketing plan,

an effective system for consistent feedback, and the willingness to create opportunities instead of solving problems.

He touched on several aspects that force changes. Among these forces are economic downturn, public sophistication and the internet, cultural biases, population increases, growth of science and technology, and wildland urban interface.

The problem is that we have marketing overload. There are 4,000 messages received daily. Within a 24-hour period people forget up to 80 percent of what they thought they learned. Their minds become limited and there is confusion and insecurity.

He also touched on how fast the public service market is growing. There are non-profit organizations such as the Salvation Army and Mothers Against Drunk Driving (MADD); government services including libraries and parks; charities such as United Way; and cause related organizations such as cancer, hunger, environment, and diabetes which are part of this market.

Mr. May used his PowerPoint<sup>®</sup> presentation to review several entities of marketing in the fire service. He reviewed the history and future of marketing in the U.S. We must not forget the original mission and that proximity and time engender support. He also discussed historical philosophies of marketing.

The key to marketing is to understand what people's needs are. Relationship management plays a big role in marketing. Tools that are used are first and foremost relationship management along with trends, market data, the internal customer, marketing communications, and action plans and pilots. Uses for marketing include maintaining budget, gain loyalty, build and maintain awareness, informing, demonstrating the service, retention, and change behavior.

If you have no internal marketing then your external marketing will not be effective. The marketing mix involves many aspects. The media is your number one customer. Customer service and your image are very critical. Dealing with the public is much easier than dealing with the other entities involved.

There is an executive strategy to transform the service through a pilot project. Working *in* the business is delivering the service based on current processes. Working *on* the business is improving present processes for better performance of current services. Working to *transform* the business involves moving the business to new ground based on the strategic alignment of the organization around the mission and vision.

Mr. May gave an update on the "Where's the Fire" attraction in Disney. Over 16 million people have visited this interactive attraction. Having fire departments come and give their public education presentations at the attraction has also drawn a large crowd.

\*\*Ben May is a Fire Service Marketing Consultant for fire and emergency services. He may be reached via email at [benjaymay@gmail.com](mailto:benjaymay@gmail.com).



## **GENERAL PRESENTATION: NFA Curriculum Update**

Rob Neale, Deputy Superintendent, Curriculum and Instruction Branch, USFA

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Mr. Neale reviewed the NFA's mission to promote the professional development of the fire service and emergency response community, to support DHS and FEMA goals, to support State and local training organizations, and to develop, deliver, and manage educational and training programs. Our current variety of target audiences includes arson, command and control, emergency medical service (EMS) and safety, executive development, fire prevention management, public education and technical, HAZMAT, management science, planning and information management, and training program management.

Our national partnerships include 50 accredited State training systems, 150 of the largest municipal fire departments, Training Resources and Data Exchange (TRADE), PARADE, and Fire and Emergency Services Higher Education (FESHE). Among our partners and participants are the National Fire Protection Association (NFPA) Technical Committee, Underwriters Laboratory (UL), Department of Transportation (DOT), American Society for Testing and Materials, International Code Council (ICC) Education Committee, International Association of Fire Chiefs (IAFC), and the International Association of Arson Investigators.

Among the products and services provided are 2-, 6-, and 10-day on-and-off-campus courses. The number of courses in each curriculum area ranges from 2 to 10 days and all courses have

been assigned continuing education units (CEUs). NFA Online is another product. The Command and Control Simulation lab, fire protection system and equipment demonstration lab, and field trips to unique and informative sites are also services provided here at the NFA. The Executive Fire Officer (EFO) program is a 4-year program of 2-week classes. This program is used to enhance executive-level knowledge, skills and abilities necessary to lead these transformations, conduct research, and engage in lifelong learning. This requires original research and an applied research paper.

In the Arson curriculum, the original *Fire Arson Investigation* (FAI) class has been redeveloped and is now *Fire Arson Origin and Cause Investigation* (FAOCI). There has also been a close partnership formed with the Bureau of Alcohol, Tobacco, Firearms, and Explosives. A new course in the arson program, *Forensic Evidence Collection* (FEC), has been piloted.

The Public Education and Training Management courses are managed by Mr. Gerry Basset. Currently, NFA is working on a course that deals with emerging trends in fire prevention.

There are plans to close the Fire Protection Equipment Demonstration Lab. Currently, NFA is working on a plan to develop online self-study, digital simulations, and mentoring by qualified professionals. Also, NFA is developing a job aid to help design, fund, and build fixed and mobile labs.

Emergency Medical Services is working on addressing emerging trends of the "aging baby boomer" generation and what demands it puts on EMS. Working with leadership entities to review courses and make sure EMS is implemented more within.

Coffee Break Training now has over 30,000 subscribers. You receive weekly training vignettes via email. The future goal is to have Coffee Break training daily instead of weekly.

Several courses are in development such as *Forensic Evidence Collection*, *Fire Modeling for Code Enforcement*, *Hot Topics in Fire Prevention*, *Special Hazards and Highly Protected Risks*, *Commissioning New Occupancies*, and *Emerging Trends in Fire Prevention*. Also, working on a 360° professional self-assessment tool for Executive Fire Officers, an off the shelf commercial

command and control simulation tool for distributed learning, and EZ training for refresher and sustainment training.

The EZ Training will be piloted within the next 5 months. The link will be pushed out to States and they will push to fire departments. You will get an ID number from the chief or administrator. You will log on, take the course, and then the training record will go to your fire department and State training agency. A copy will also be sent to NFA for their records.

\*\* Rob Neale is the Deputy Superintendent of the Curriculum and Instruction Branch at the NETC. He can be reached via email at [Rob.Neale@dhs.gov](mailto:Rob.Neale@dhs.gov).

## **GENERAL PRESENTATION: Global Concepts in Residential Fire Safety**

Phil Schaenman, TriData

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Mr. Schaenman started TriData in 1981. He traveled overseas and discovered that the fire death rate was so much less than the United States because their focus was more on prevention. Everything that was discussed in this presentation can be found in three separate reports on the TriData website.

TriData specializes in public safety consulting and research. Its focus is on fire operations, management, prevention and support. Also, it focuses on EMS and emergency management planning, threat, and assessment. TriData is involved in fire-related research including after action reports and fire data analysis.

The strategic questions that we are trying to answer are, "What causes the difference in fire experience between Nations and what are the best practices from around the world to reduce fire deaths and injuries, especially in residences?" Mr. Schaenman showed line graphs that depict the differences between the U.S., Canada, United Kingdom (UK), and Japan. These graphs show the trend in civilian fire death rates per million between 1977 and 2001. The U.S. was much higher in death rates than the three other Nations.

Mr. Schaenman discussed key international concepts. Other Nations put more emphasis on prevention, especially residential safety. They also drop mandatory standards of cover and adopt integrated risk management. Other Nations also target prevention first to high-risk groups and put more emphasis on promoting citizen self-help.

This involves everyday use such as smoke alarms, escape planning, cardio pulmonary resuscitation (CPR), and neighbors helping neighbors. Other aspects are disaster planning such as the reaction to earthquakes and tornadoes, as well as home preparedness.

Mr. Schaenman discussed aspects of other Nations that have benefited them in the increase of fire prevention. In other Nations, there is a larger portion of staff who are dedicated to prevention. Firefighters are doing home visits and are being trained for specific programs. Another major innovation is the developing of business plans and tracking them by fire station. The best example is New Zealand where their management system tracks inspections, education, training, and maintenance. This ties to fire incidents, geographic information system (GIS), and building fires. In regard to data and evaluation support, other Nations are using national or State/province data systems along with nationally provided analytical software and annually evaluated prevention programs.

One of the best international practices is the home visit. These are done primarily by firefighters who visit 50-100 percent of homes in their community. They educate community residents on testing and installing smoke alarms. They also inspect homes and help to mitigate the hazards. In Ontario, Canada, firefighters provide coupons for buying more smoke alarms on their home visits. These visits can either be done by appointment or cold calls after local publicity. When the firefighters go to the homes, they use

checklists to record such things as the complete name and location, number of occupants, ethnic origin, and much more. These checklists render a score at the end of the visit and depending on whether the score shows that the home is high risk or not is when the next home visit will occur.

Another very important best practice is reaching out to schoolchildren primarily first through fifth grade. Other Nations visit 100 percent of schools to teach safety and conduct practice drills. Another way to educate is by bringing mobile fire safety homes to schools for demonstrations and by taking students to fire and life safety centers.

A very high-risk population is the elderly and the disabled. In other Nations, firefighters make visiting the elderly and disabled residents a priority. They are also training their professional care providers as well as the families of these patients.

In Japan, they use pendant alarms that can be worn around the neck and activated if there is a medical emergency or fire. After the pendant is pushed an outside alarm will sound that will alert their neighbors.

Ethnic groups and immigrants are a high-risk population as well. There are ads being placed in ethnic newspapers and radio stations as well as fire safety spokespersons on ethnic radio talk shows. There is also translated literature and websites. Ethnic volunteers, who are willing to liaison with the community, help translate fire prevention methods to the community.

Mr. Schaenman concluded by stating that there are many good ideas out there that have been proven in many cities and Nations. If we could adopt and test these ideas in the U.S., we have the potential to have a 40 percent reduction in fire deaths.

\*\*Phil Schaenman is the President of TriData. He may be reached via email at [PSchaenman@sysplan.com](mailto:PSchaenman@sysplan.com).



## **Presentation by the Acting Administrator, USFA**

Glenn Gaines, Acting U.S. Fire Administrator

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Glenn Gaines stated that he was very honored to be the Deputy Fire Administrator and how pleased he was to be speaking to the PARADE group. He explained that there are two educational opportunities here on campus, the National Fire Academy (NFA) headed by Dr. Denis Onieal and the Emergency Management Institute (EMI) headed by Dr. Cortez Lawrence. There were about 300 people who recently came to the National Emergency Training Center (NETC) campus for EMI's Training and Education conference.

Chief Gaines introduced Dr. Cortez Lawrence who spoke to the group about EMI. EMI is part of the NETC family. Dr. Lawrence used the NETC website to show the group how to find all the courses and schedules offered by EMI and how to apply. He also showed how to access the Independent Study Program.

Chief Gaines returned to the podium and talked about the new positions that staff have taken over as well as the new employees that have joined USFA. He discussed the fire service and the hardships that must be overcome when you are involved. He discussed his experiences with Fairfax County, VA. He stated that he was 100 percent committed to mitigation and prevention. He is also very dedicated to looking into ways to solve these problems. He is very determined to figure out why the fire service is not committed to prevention and to push the residential

sprinkler efforts and ensure homes have smoke alarms installed. He discussed his concerns with the increase in fire deaths in homes. He is 100 percent for higher education. He said that the times are tough and the need for education is great today.

He discussed the National Fire Incident Reporting System (NFIRS) and how important it is to get the data out there and receive the data back. The chiefs need to push the data out quicker. Chief Gaines wants to talk to State Fire Marshals and City Managers about pushing the importance of data and prevention.

He discussed global concepts; he will continue to push hard to identify best practices. He emphasized Mr. Schaenman's TriData presentation and the many things we can learn from other countries in the field of fire prevention.

Chief Gaines posed several simple questions for the group to ask themselves including "what is burning," "how can it be prevented," "if it cannot be prevented how can we learn the consequences from it," "who has been successful at solving this problem," "who has the most to gain and who has the most to lose?"

In closing, Chief Gaines stated that he needed the support of everyone in his new position.

## **PRESENTATION: Novelty Toylike Lighter Campaign**

Timothy O'Dowd, Fire Programs Specialist, USFA

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Mr. Tim O'Dowd used a PowerPoint® presentation to review different instances around the Nation where novelty lighters caused deaths, fires, and injuries. He discussed several different occasions where there had been injuries and incidents due to novelty lighters. Novelty lighters can come in many designs, from guns and grenades, to footballs and dolphins.

The Novelty and Toylike Lighter Campaign began on the East Coast in 2005. The movement was led by Wanda Willis from Harrisonburg, VA. In 2006, a publication from the Oregon Office of the State Fire Marshal was posted which was a photo gallery of toy-like lighters. This was headed by Judy Okulitch.

Mr. O'Dowd stated that he is currently working on a novelty lighter legislation and campaign webpage. He is hopeful to have the website up and running within the next 3 weeks. This webpage will include links to proposed legislation and laws including status of active bills and news of fires set with novelty and toy-like lighters.

Maine was the first State to ban these lighters in March 2008 and shortly afterward was followed by Tennessee in April. At the time of this presentation, six states had passed legislation which was signed into law--Maine, Tennessee, Oregon, Arkansas, Virginia, and Washington.

Currently three more states--North Carolina, Louisiana, and Nevada--have

been successful in passing legislation banning these lighters.

There are local ordinances in several cities and counties in California, Georgia, Kentucky, Minnesota, Mississippi, Ohio, and Wyoming.

Maine introduced House Bill 2050 on April 22. The legislation prohibits the manufacture, importation, and sale of toylike lighters.

Effective January 1, 2008, the U.S. Fire Administration's National Fire Incident Reporting System (NFIRS) will collect information specifically about novelty and toylike lighters. These lighters will be captured in the Fire Module under a new code for Equipment Involved in Ignition, Code 877. NFIRS data indicates that lighters play a role nearly equal to matches in residential child-play fires, and some studies show that lighters tend to be the preferred ignition source.

\*\*Tim O'Dowd is a Fire Program Specialist with the USFA. He may be reached via email at [Tim.O'Dowd@dhs.gov](mailto:Tim.O'Dowd@dhs.gov).

## **PRESENTATION: Lessons Learned from the Charleston Fire**

Mike Chiaramonte, NFA Instructor

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Mr. Chiaramonte used a PowerPoint® presentation to review the fire prevention elements of the Sofa Super Store Fire in Charleston, South Carolina. The fire occurred on June 18, 2007.

Before the presentation, he stated that his presentation would not be a bashing of the Charleston Fire Department. Everyone has opinions, but after the presentation was finished, he believed that everyone would see many similarities between their department and everyone else's department. His main focus in this presentation was to touch on fire prevention aspects. Also, he apologized that no one would be receiving a copy of the presentation due to legal issues.

The presentation was dedicated to the nine men who made the supreme sacrifice that day in Charleston. Mr. Chiaramonte showed the names and pictures of the nine men and the names of all the members on the committee that were involved in the investigation.

The area where the fire took place was an annexed area with a completely different kind of construction. It was out of the normal range of firefighting. He showed a picture of the Sofa Store that was given to the City of Charleston almost 2 years before the fire. The original structure was a grocery store built in 1960. The walls were concrete. The building was annexed in 1990. The purchaser of the building added three additions in 1996. The city required a major firewall in the front of the warehouse that had about 4 hours worth of resistance. The purchaser's attorney

appealed that with a variance. They made it a 2-hour wall with a 2-hour fire door but the owner was to abandon the empty space between the warehouse and the west showroom. The papers were signed and agreed upon. After 1996, the owner of the building added a wooden loading dock, two workshop rooms, interior offices, and exterior modifications without getting permits. The non-permitted additions were added between 1996 and 2005. The owner added a holding room that connected the warehouse to the main showroom. The loading dock was built within the area between the west showroom and the warehouse where the abandoned space was supposed to be left. All four of the rooms were considered separate structures because there were fire doors that lead to each room which means the square footage didn't require there to be sprinklers. After all the additions were added, all the codes changed and the owner wasn't aware of the changes since he did not pull permits. With adding the holding room and the open garage door and the fact that they had no ceiling, the warehouse and the main showroom would be considered one space and would have required sprinklers.

The fire started in a dumpster that was in the non-permitted space. The fire continued to the holding room which had no roofing so the fire blazed into the void space between the west and main show room. When the firefighters entered the building, there was no fire in front of them; it was all above them.

The fire was discovered between 19:05 and 19:06 hours by a passer-by who called 9-1-1 on a cell phone after seeing the fire on the exterior by the loading dock. There were five employees, one was at the rear. The store was open for business but there were no customers at the time. At 19:18 hours, the fire had spread to the holding room. At 19:23 hours, the fire was all on top of the building; there was mainly smoke in the building. The fire spread to the warehouse. There was forcible entry attempted. By 19:39 hours the building was fully engulfed. The time frame was approximately 34 minutes. There were 16 firefighters in that building. The fire doors in the east showroom held up and there wasn't much damage to the structure. Six men were found dead in the main show room and three men were found in the west show room.

Mr. Chiaramonte showed a direct quote from a public document that stated "the fire could have been prevented if the property had been constructed and maintained in accordance with State and local codes." He said that this statement would not have been printed if there wasn't a way to prove that it was true and he could. He stated there needs to be increased emphasis on fire prevention by thinking and having the eye of a firefighter. This proves true for fire inspection supervisors, plans reviewers, and any additional inspectors.

Mr. Chiaramonte discussed fire prevention awareness classes that would consist of PowerPoint® slides with pictures and no text. He showed examples of pictures containing blocked exits, water damaged electrical panels, and un-chained cylinders. Also needed are sprinkler incentives. These could reduce or eliminate tap fees, give tax incentives to builders, and encourage retrofits.

Mr. Chiaramonte discussed the importance of public education, working with the business community and tourism industry. He also discussed the "Safe City Campaign" because a safe city brings business, shoppers, and tourists. The concept is to give an award to businesses or hotels that are current on such things as code enforcement. Every year it would need to be renewed. You could make your own logo that could be given as a sticker to be displayed in the windows of the business or hotel so that others could see that they were part of the "Safe City."

In conclusion, fire prevention directly prevents firefighter line of duty deaths and injuries. We need to honor the men who were lost in Charleston and implement the lessons that were learned in your town.

\*\*Mike Chiaramonte is a retired Chief Fire Inspector of the Lynbrook Volunteer Fire Department in New York. He may be reached via email at lynbrookfd379@yahoo.com

## **Open Microphone Session**

Moderated by PARADE Co-Chairs David Kerr and Ron Farr

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### **Question #1: What Juvenile Firesetter Programs are you using?**

- Meeting with families with children on 30-day basis to discuss fire issues
- Pennsylvania uses State-based programs; wrote a standard that was borrowed from Oregon assessment tool that implements health component to standard; electronic data system for Juvenile Firesetter (JFS).
- Orange County, CA, uses a tool called "Fire Friends." Information at [www.firefriends.org](http://www.firefriends.org).
- Rhode Island has a 4-week program that runs concurrent with school year. This is also based off of Oregon programs. There is a pretest and posttest.

### **Question #2: How do you combat Anti-Sprinkler legislation activity by builders?**

- Washington sprinkler coalition.
- Alaska shows the builders and educates them on any misinformation.
- Arizona reached out to burn centers and disabled folks and then went one-on-one with legislators.
- Michigan is working on educational program with new construction.

### **Question #3: How are you dealing with illegal assembly operations?**

- Group put together of police, prosecutors' office, and fire prevention to go out to bars and raves. Permit given to get them in compliance for single occupancies and abandoned warehouses.
- In Los Angeles, the parties have been busted and their equipment confiscated. This equipment is then sold to retrieve money to promote fire inspections.
- In Texas, if there is a "rave" held at any club, the owner is required to attend emergency evacuation training.
- Rhode Island has a Special Nighttime Operational Tactical Team (SNOTT). SNOTT are members of the inspection division who go out several times a month, and visit different establishments throughout RI checking for code violations. There are a few ticketable offenses that they can write a ticket for including overcrowding, fire alarm servicing, sprinkler system obstructions, exit signs out of service, etc.

**Question #4: Can anyone offer solutions to off-campus "satellite" party houses?**

- At University of Maryland all fraternity houses are dry. City code enforcement works with police on weekends to crack down on off-campus parties.
- Arizona has ordinance requiring sprinklers for fraternities. The noise ordinance has also been strengthened.
- Washington uses police to perform bar checks. There is also a noise ordinance in place and it encourages complaints to city hall. If there is a complaint, the owner of the housing is notified.

**Question #5: What can be done with NFIRS reporting?**

- South Carolina has a State law on reporting and they are tying reporting into their grant program.

**Question #6: How are you dealing with the fear that residential sprinklers will reduce the need for firefighters?**

- South Carolina uses a firefighter incentive act for local areas that choose to adopt sprinkler ordinances. This is done with a PowerPoint® presentation.

**Question #7: How have "Green Buildings" impacted fire prevention?**

- Oklahoma used "Green" meetings based around low income housing. Sprinklering homes was the answer to the problem.



## **PRESENTATION: NFPA and ICC Codes...Mysteries Unraveled**

Jeff Shapiro, International Code Consultants

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Mr. Shapiro wanted everyone to have a good handle on model codes process by the time the presentation is over. The presentation covered the past, present, and future of codes. This goes from the origin and demise of "legacy codes" to will we ever have one set of codes and is that what we want?

In the past, there were such codes as Hammurabi's code in Babylon. These codes regulated building construction in the Babylonian Empire. Code 228 stated that if a builder builds a house for a man and completes it, that man shall pay him two shekels of silver per sar of house as his wage. Code 229 stated, if a builder built a house for a man, and his work was not strong, and the house he had built falls in and kills the householder, that builder shall be slain. The times have changed. Over the years, codes have become more complex but yet more forgiving.

The U.S. Model Code System is unique among industrialized Nations in that the national government does not dictate building and fire-safety codes. Until 2000, there were three regional model code families in the U.S.--uniform, national, and standard.

Status quo was an unjustified lack of regulatory uniformity and there was concern that the Federal Government might establish a set of Federal codes. There was a failure to communicate so three model code organizations formed the International Code Council (ICC) to address these issues. The National Fire Protection Associations (NFPA) was not included.

The ICC was formed in 1994. In 1995, the International Plumbing Code was developed; in 1996, the International Mechanical Code was developed; and in 2000, the International Fire and Building Codes were established.

Meanwhile at NFPA, they developed and published a competitive building code, NFPA 5000, based on the Epcot code and NFPA 101. They also acquired the Uniform Fire Code (UFC) and merged the UFC with NFPA 1 through a deal with the Western Fire Chiefs Association (WFCA). NFPA also acquired the Uniform Mechanical and Plumbing Codes through a deal with the International Association of Plumbing and Mechanical Officials (IAPMO). The NFPA/WFCA/IAPMO family of codes began competing head-to-head with ICC codes on a nationwide and worldwide basis.

Today, there are two families of model codes, ICC and NFPA. The Building Officials and Code Administration (BOCA) and Standard and Uniform Codes are largely phased out. The latest editions of codes are 2009.

When selecting which codes to pick, there are four criteria to use: content, process, usability, and support services. The ICC allows and encourages industry participation and leaves final vote to government officials. The NFPA lets all participate but balance different interest groups. NFPA has difficulty encouraging support of government officials in the process.

The original ICC codes took several years to develop. Then there were two 18-month cycles between editions. Now there is a one 3-year cycle between editions. Anyone may submit proposals and comments and anyone may participate in and testify at the hearings. All committee members and member categories may vote at committee meetings but only governmental members may vote at the final hearing on challenged committee actions.

The IFC was created with half ICC and half NFPA ideas and codes. The IFC and ICC both have a hand in the ICC codes.

The initial NFPA 1 UFC development took 3 years. There is one 3-year cycle between editions. Anyone may submit proposals and comments. Anyone may also participate in and testify at committee meetings (at chairman's discretion) and public hearings. All committee members and members' categories may vote at committee meetings. All members may vote at final action hearing on notice of intent to make a motion (NITMAMs), but this vote is only advisory. The Standards Council determines the final action.

The NFPA and the ICC both try to utilize the concept of consensus code development. The purpose of using a consensus process is to obtain the best possible decision based on all available information and to prevent domination by any single interest group. The issue is even an overwhelming majority vote doesn't establish "true consensus." For consensus to occur, all points of view must be fully and genuinely considered by voters.

All voters have to vote based on the information presented versus the proprietary interests or unsubstantiated concerns. Although consensus doesn't always generate a correct result.

When choosing which codes to pick, you should use selection criteria. Look at the content, the process, the usability, and support services and make your own assessment. Some jurisdictions are adopting selected codes from each side of the house. The consequences of using incompatible codes include bureaucratic chaos, administrative inefficiency, and unpredictable results for the owner.

The bottom line for the future is that the familiar "legacy" model codes are largely gone. The ICC and NFPA continue to compete. The ICC is the dominant player in most codes but the NFPA continues to hold a market with NFPA 1. Most jurisdictions have migrated away from legacy codes which was a time consuming process. Both the NFPA and the ICC have produced quality codes and standards for 75+ years.

Mr. Shapiro stated that he doubts there will ever be one set of codes. Competition can be a good thing!

\*\*Jeff Shapiro is the President of the International Code Consultants based in Austin, Texas. He may be reached via email at [Jeff.Shapiro@intlcodeconsultants.com](mailto:Jeff.Shapiro@intlcodeconsultants.com).

## **PRESENTATION: Fire Prevention in a College Town**

Wanda Willis, Fire Prevention Education Specialist

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Ms. Wanda Willis discussed her role in fire prevention with the Harrisonburg, VA, Fire Department. She told the story about her first 9-1-1 call where a woman called and stated that she had a small kitchen fire that fully engulfed the house. There were two fatalities, the woman who called and her son. The woman did not have smoke detectors. This encouraged Ms. Willis to become more involved in fire prevention.

Ms. Willis gave an overview of the town of Harrisonburg. It is the home of James Madison University (JMU) where there are 17,918 students enrolled and Eastern Mennonite University where there are 1,600 students. There are 45,000 residents. Approximately half of them are college students. Harrisonburg Fire Department has four fire stations with 69 career firefighters in suppression. Fire safety concerns which Harrisonburg faces are a large population, many nightclubs, a diversified population, and lots of off-campus housing for college students.

With the large population of college students there was a need for more fire marshals. There are two full-time fire marshals on duty Monday through Friday and three part-time fire marshals selected from suppression staff. Each part-time worker works 12 hours per week. They are staffed Thursday through Saturday. Hiring the part-time employees has shown cost benefits for the city. They also return vital building information to the suppression personnel. The areas of emphasis are public assembly, nightclubs, and fire land enforcement.

The night time fire inspections ensure that all exits are open and unblocked. They also count the occupant load as they arrive and as they leave. They ensure that the fire alarms and sprinkler systems are in service as well.

There are also public education programs that include school programs that vary from elementary to middle school aged students. There is also a high school program in place. This program is given to the senior class where an overview of college fire safety is given. This is taught in the English classes. It is a 90 minute "For the Rest of Your Life" class about fire and life safety for seniors to help prepare them as they go off to college. They discuss smoke alarms and fires, as well as a drinking program where they give students "drunk goggles" and place them in a fire room with smoke and have them find their way out the back door. Students usually say that if they had been in a real fire and been drinking that they would have never been able to find their way out of the house. Ms. Willis showed the group a clip from American Heat called "Nightclub Fatalities" that is shown to the students during the high school program.

During fire prevention week, there is a burn room set up in the mall. There are approximately 5,000 attendees. There is also a child passenger safety program as well as Risk Watch/Safe Kids Program that goes on the road. There is a Juvenile Firesetter Program and fire extinguisher training. There are two or three extinguisher training sessions a year.

There is a Lighter Awareness Campaign that wasn't easy to start but with the support of the fire marshals we were able to pass the legislation. There is also a Mid-Atlantic Burn Camp.

Ms. Willis discussed the program that was implemented at JMU called "Fire Proof U." There were several issues with having this program on-campus so they ended up having it at off-campus housing. They burn buildings, one that was sprinklered and one that was not. They did it during parents' week and the students were asked to bring their parents. They served food and had local radio stations there that they knew students would be listening to. This program focuses on fire escape plans and kitchen safety, tobacco awareness, alcohol safety, drugs, smoke alarms/sprinklers, and bicycle/pedestrian safety.

Ms. Willis discussed the Free Pizza Free Smoke Alarm event that costs about \$5,000 a year that was incorporated into her budget. One night a year pizza is delivered in fire trucks and the firefighters go into the homes and check the smoke alarms. Over 100 pizzas are delivered in an hour. There were approximately 420 homes checked on this night. They partnered with CiCi's Pizza for the pizzas. In 2008, there were 60 smoke alarms that were found that needed to be replaced.

\*\*Wanda Willis is a Fire Prevention Education Specialist for Harrisonburg, Virginia. She may be reached via email at [WandaW@ci.harrisonburg.va.us](mailto:WandaW@ci.harrisonburg.va.us).



# Workshops

Five workshops were offered at the conference.

## I. The Managers Role in Service Excellence--Martha Bryan

Ms. Martha Bryan started off her session by asking the attendees if they felt they were great parents. She also asked if any of them felt that they provided great service. Who decides if you provide great service...your customers. No matter what you are doing in the service you provide, you are serving someone.

Ms. Bryan asked the attendees to turn to the handout that was provided in their binders and take the Improving Customer Service quiz on page 2.

Ms. Bryan reviewed the answers to the questions. Only 4 percent of unhappy customers will tell you when they are unhappy with you and even less will tell you to your face. Unhappy customers will typically talk to your boss and not you. Unhappy customers will tell many others about their unpleasant service. On average most people will tell 11 people about their unhappy experience and those people will tell at least 5 other people.

Customers' opinions are not based on fact. Opinions are based on perception. Most organizations do not know what their customers want and all customers should not be treated the same way. Different people have different needs and wants. Some systems that work for a large group will not work for a smaller group of customers.

Most customer complaints are not beyond our control. Sixty-eight percent of people leave because of indifferent attitude by customer service people and 14 percent are dissatisfied with the product or service. Some services are subjective and can't be measured. If you are not serving a customer, than you should be serving someone who **IS** serving the customer. Teachers serve students in the schools but what about the maintenance crew? They also serve the students by maintaining the classrooms.

It is not true that you need more funding to improve service. Smiling does not cost and changing your attitude and way of thinking does not cost either.

We remember service organizations when they do NOT give us the services we expect. You will remember more of the mistakes then you will when everything was just as you expected.

Perceptions are formed moment to moment. You can have great service from many but there is that one person that will cause you to have a bad experience and never return for that service. Not everyone will want to do business with you. Ten percent of people, no matter what, will not like you; 10 percent of people will love you; and 80 percent of people will want you to show them before they make their decision.

It takes many positive services to make up for one bad one. It takes approximately 12 good incidents to make up for one bad one. They remember around 3 months when there is something positive but 23 months when it was a negative experience.

Your roles in public contact are that you are a communicator, a counselor, a shock absorber, a problem solver, and a psychologist. You have three choices in customer contact: have an attitude of indifference, let them upset you, and use every opportunity to build your organizations image.

Steps to improving customer service:

1. Interact with customers to find where your service needs improvement (e.g., Lexus sent a new car home with certain customers who were interested in buying the car and determined what their needs were. They noticed that everyone who drove the car in a certain family had to move the seats and mirrors, so they made a setting on the car for each member who would be driving it so that it would go right to their own individual settings with the push of a button).
2. Use the expertise of line personnel to improve work processes.
3. Collect data and use it to make informed decisions.
4. Allow employees to have greater control over their working conditions.

Ms. Bryan asked the group to read the quotes provided on the handout. She showed the quote on her slide "Service Quality is a life long commitment to

continuous improvement in both products and services resulting in a totally satisfied completely delighted customer." Everyone should strive to obtain and maintain what this quote states.

There are some customers who just cannot be satisfied. Most customers are reasonable people. Bosses and managers are expected to make us happy and they cannot. The only person who can make you happy is yourself. But we need bosses. Employees are not lazy, they may be placed in the wrong position. An employee may have another area of expertise and they may work out in another department or setting. Within 1 year, 85 percent of most people whose jobs were terminated were happy about moving on to another opportunity. The only way you can create yourself is through your job or career.

Ms. Bryan asked the group to draw a rough organization chart of their organization. She was mainly concerned about what was at the top and what was at the bottom. She went around the room and asked individuals to state their answers. She then showed her own org chart that was an organization driven org chart showing the CEO at the top and the customers at the bottom. She then showed a customer driven org chart that showed the customers at the top and the CEO at the bottom.

Keys to customer perception are that the customers are needs driven, perception is subjective and emotional, perception is formed moment to moment, and perception is all there is.

\*\*Martha Bryan is the owner of Bryan & Bryan Associates of Everett, WA. She may be reached via email at [marthabryan@bryanandbryanassoc.com](mailto:marthabryan@bryanandbryanassoc.com).

## II. An Essential Update on Residential Fire Sprinklers--Jeff Shapiro

[www.IRCFireSprinkler.org/resources.htm](http://www.IRCFireSprinkler.org/resources.htm) for handout  
[www.intlcodeconsultants.com/resources.html](http://www.intlcodeconsultants.com/resources.html) for first presentation

Mr. Shapiro serves as the executive director of the International Residential Code (IRC): Fire Sprinkler Coalition. The IRC coalition is non-profit and represents over 115 fire service and safety organizations including 45 States which all support residential fire sprinklers. On September 21, 2008, an ICC hearing was held where two code changes went through. Code Change RB 66 townhouses and Code Change RB 64 one-and two-family dwellings must be sprinklered. A builder (Avalon Bay communities) that owns more than 50,000 units across the U.S. was the one that submitted code change RB 66 for townhouses. Their purpose "...are working toward the collective purpose of *enhancing the lives of their residents.*" The code change RB 64 was done by Chief Ron Coleman on behalf of the IRC Sprinkler Coalition. Two other proposals came which were RB 67, incentives and RB 3, prescriptive system design. RB 64 passed by a margin of 75 percent (1282 for and 470 against (1752 votes which was largest vote in ICC history)) and RB 66 passed by a margin of 75 percent (1260 for and 425 against).

National Association of Home Builders (NAHB) appealed the vote and requested that the ICC Board of Directors "set aside" the vote. The NAHB stated that there were alleged irregularities in the process including voting by volunteer fire departments and the IRC travel assistance program. ICC Appeals Board heard the appeal in

Chicago on December 11, 2008. The appeal was unanimously rejected and the Board of Directors affirmed this recommendation on December 12, 2008. The ICC Board of Directors changed the ICC's code development rules. They limited the ability of third party travel in the future and developed a new ethics policy. NAHB now asserts these changes are evidence that while the vote may have technically complied with ICC's rules at that time, the votes were illegitimate.

Code change RP 3 was introduced by the IAFC Fire and Life Safety Section. It was necessary because IRC does not use reference standards. It provides a descriptive design option that was adopted by NFPA 13D. Today the IRC changes are affirmed and published and the NAHB is attacking adoption on a State-by-State basis. The tactics include preemptive legislation and delaying or skipping the adoption of the 2009 IRC code. Mr. Shapiro showed a map of the U.S. with color-coding showing status of legislation in regards to code sprinkler activity. Three States that have adopted the code requirement are California, Pennsylvania, and New Jersey. He stated that they are trying to get something published by the Building Association in California so that other States can use to use as a template.

ICC will only have one code development cycle for the 2012 codes. ICC will be looking at another code section. The deadline for code changes will be June 2009. The hearing will be in Baltimore in October of 2009. A majority vote will defeat a committee recommendation to delete sprinklers. If the floor overturns a committee vote in Baltimore, then sprinkler opponents will need a two-thirds vote to have sprinklers

removed from the IRC. Everyone who is an ICC member can vote in Baltimore.

Residential sprinklers are not being placed in homes because the public is not demanding them. There is interest and awareness but residential sprinklers are not in demand. Fresno, California, came up with a video that depicts fire sprinklers and having a firefighter in your home 24/7. It is shown in movie theaters, You Tube, etc. Before you educate the public, you need to educate yourselves. According to Mr. Shapiro, the two biggest obstacles to residential sprinklers are momentum, we tend to do things the same way, and fear of the unknown, because they have never seen a sprinkler system.

Mr. Shapiro discussed some of the Habitat for Humanity homes that were being built in Austin, Texas. All of those homes are sprinklered. They are looking at all different options for stand-alone systems and different piping types. Mr. Shapiro suggested that everyone go to his website and view the Marble Mountain Burn demonstration that was done in Orange County, California.

A myth associated with residential sprinklers is that home sprinklers are too new--they are not. It is estimated there are over 250,000 homes equipped with fire sprinklers in the U.S. An average of 10,000+ new homes have been built equipped with sprinklers. Maryland is among the most progressive States. Mr. Shapiro showed a new home in Carroll County, MD, that was being built and sprinklered. They were filming at this home when the buyer came to the house and expressed her strong opinion that she would never move in to a home with her family that was NOT fire sprinklered. This video has been copied

and distributed. Another myth is that home sprinklers are difficult to install. All you need is a water supply, piping, and sprinklers. Another myth is that there is plenty of time to respond during a fire. The truth is you only get an estimated 3 minutes to respond. Another myth is there are no advances in technology and that is not true, there have been MANY advances.

Smoke alarms aren't enough because smoke alarms are only an alerting device. They do not stop the spread of fire or protect property for firefighters. As smoke alarms age their reliability declines. One to three fire fatalities occur in a home with a working smoke alarm.

### **III. The Future of the National Fire Alarm Code: Adapting to New Needs and Technologies--Warren Olson**

Warren Olsen is an NFA instructor who teaches many courses in the field. He also serves on the Chapter 7 Technology Committee for NFPA 72.

There are changes being made to NFPA 72 in 2010. The committees are voting on the changes for 2010 in June 2009. Right now the definite change is the title, which is changing to "The National Fire Alarm and Signaling Code." There will be a lot of reserve chapters for future information to be added. The committee did this because they didn't want to have to continue to renumber the codes every time something was added to it. Chapter numbers 11, 13, 15, 16, 19 are the reserved chapters. All references to fire alarms will now just be "alarms" because alarms are not just meant for fires, they are also used for other emergencies.

Also, there is going to be a lot of "shall" language in this because it allows for each fire department to adopt the codes within their jurisdiction. None of the fire alarm codes are retroactive, meaning once they are changed the old code no longer stands.

The Emergency Communications Systems (ECS) chapter will be the most heavily laden with risk analysis because there are different alarms that are required for each occupancy. So, the risk of a certain situation depends on what type of alarms you will need.

There needs to be speech intelligibility when recording mass notification system (MNS) announcements, meaning that whoever records the message needs to speak clearly, and have very concise directions for people in the building to follow. It is important that the person recording the MNS knows the audience (i.e., majority Spanish speaking versus mainly English, deaf/ hearing impaired, etc.) The MNS will override the alarm in the event of an emergency that requires the MNS to be used. MNS cannot be shut off. When the alarm sounds, it will shut out other noises or it will be louder than other overhead noises. In high-rise buildings, it is required that they have voice/alarm communication systems so the firefighters can give different floors different instructions to avoid other incidents.

Alarms now have different color strobes. You, however, may not use the word fire on anything that does not mean fire. It must state alert if it is being used for any other type of alarm.

Textual visual appliances will be mainly seen at the ends of corridors to instruct people leaving the building. Again, the

MNS overrides any other notices that are on the textual visual appliances.

In evaluating the ECS, the fire marshals rate the path survivability in a level 0, being the lowest survivability, to level 3, being the highest survivability in a fire. One way to make sure that your MNS is in working order is to use that as your main announcement system through your day-to-day operations.

Acoustically Distinguished Spaces (ADS) means that the MNS is heard in all areas of the building in the event of an emergency. Fire marshals may request that the occupants show them where the MNS may not be heard (i.e., jumbled words, too loud to hear correctly, etc.). In the areas that the MNS cannot be heard you may need strobes, textual visual appliances, etc. in that area to get people's attention in the event of an emergency.

Mr. Olsen asked, "Who is the authority having jurisdiction (AHJ) during design meetings and the plan review when a MNS is integrated with a fire alarm system? You need coordination with both the police/security and the fire department. If you go into a situation where the police should be the AHJ, the fire department should be there for support. Also, if the fire department should be the AHJ, the police officers should be there for support.

Mr. Olsen also asked, "Who is in command?" Again you have to coordinate.

\*\*Warren Olsen is a Certified Fire Protection Specialist with Fire Safety Consultants, Inc. He may be reached via email at [wolsen@firesafetyfsci.com](mailto:wolsen@firesafetyfsci.com).

#### **IV. Save Your Building, Save Our Environment--Dominick Kasmauskas**

Even in this economic downturn, "green building" is continuing to increase. Younger generations of consumers are purchasing brands associated with social/environmental causes because they feel that this is the responsible thing to do.

Advantages of Green Building:

- There is a decreased cost in operating.
- There is an improvement in return on investment.
- People in general are more likely to buy or rent an environmentally friendly home or building.
- They are even more willing to pay a higher lease rate for those homes or buildings.
- Green buildings are more durable, 30 to 60 percent more energy efficient, comfortable, environmentally responsible, and provide a healthier indoor environment.

The only disadvantage in going green is the higher costs associated with it.

The mission statement for the United States Green Building Council (USGBC) is to transform the way buildings and communities are designed, built and operated, enabling an environmentally and socially responsible, healthy and prosperous environment that improves the quality of life.

USGBC has grown to 15,259+ members in 2009. Their membership is continuing to grow with the expansion of green buildings in the market.

Businesses can become accredited professionals through the Leadership in Energy and Environmental Design (LEED) within USGBC.

In order to be considered a green building, businesses must register with USGBC, have detailed tracking of their progress, and apply with USGBC. In tracking the progress, they must track where the "trash" is going, meaning which landfill or recycle center, if you are reusing it, etc.

There are 80-90 thousand LEED accredited professionals associated with USGBC. The accreditations are continuing to grow with the expansion of green buildings in the market. The accredited professionals with LEED have to take a lengthy test to become certified.

When building or using LEED accredited products the project will then be rated on a scale of Platinum (80+ points), Gold (60-79 points), Silver (50-59 points), and Certified (40-49 points).

LEED is involved with helping to make neighborhoods green. By doing this, it helps reduce urban sprawl. LEED is finding locations for the neighborhoods closer to existing town and city centers, with good transit access. Also, they try to build on infill sites, previous developed sites, or sites adjacent to an existing development.

Most of the mechanical parts in a sprinkler system are made from recycled materials but are not recognized as certified by LEED when the "greenest thing we can do is put the fire out."

There is very little waste and scrap when putting in a sprinkler system. A very helpful and up-to-date site on sprinkler systems is

[www.vikinggroupinv.com/en/LEED](http://www.vikinggroupinv.com/en/LEED)

\*\*Dominick Kasmauskas is a Certified Fire Protection Specialist and the New York Regional Manager with the National Fire Sprinkler Association. He may be reached via email at [kasmauskas@nfsa.org](mailto:kasmauskas@nfsa.org).

#### **V. Resources to Reach Vulnerable Populations--Angela Mickalide**

Ms. Mickalide, Home Safety Council (HSC), along with several other organizations worked on a Home Safety Literacy Project. This project was initiated because of the amount of adults who suffer some sort of limited reading ability. There are more than 93 million adults in the United States with limited reading ability. The project is the first national HSC outreach program specifically designed to reach adults with low reading skills. The HSC has four national partners: ProLiteracy Worldwide, Oklahoma State University's Fire Protection Publications, American Association of Poison Control Centers and the U.S. Department of Homeland Security.

This project also connects four strong community forces; fire service, emergency medical service providers, poison center educators and literacy teachers. All four forces share the same

interest in saving the lives of high risk communities and provide them with safety teaching tools designed specifically to reach the low literacy skilled adults.

The Home Literacy Project has been pilot tested in seven urban and rural areas; San Bernardino, CA; Washington, D.C.; Palm Beach, FL; Montgomery County, MD; Poteau, OK; Philadelphia, PA; and Plano, TX. After the test, it was concluded that this project needed to focus on a few key messages and develop different materials for various reading levels.

The key messages which the Home Safety Council is focusing on are installing and maintaining smoke alarms, creating and practicing a home fire escape plan, developing communication plans for disasters, and assembling "Ready-to-Go" and "Ready-to-Stay" kits. They now have a Home Safety Literacy Project (HSLP) Kit and a HSLP Poison Prevention Kit available through their website

[www.homesafetycouncil.org](http://www.homesafetycouncil.org). Most of the information can be downloaded free of charge through this website.

The HSLP Kit contains level 1 and level 2 reader and pictographs. This kit also is available in both English and Spanish. For the higher level readers, this kit offers posters and tear pad sheets to send home with the adults. The kit also will receive newsletters for reading grade level 4-6 and contains teaching and student materials. HSLP has found that adult students who participated in the Home Safety Literacy Project learned more about fire safety messages than adult students who didn't participate in the project. They also found that through

this program there were a greater amount of adults who had smoke alarms installed in their homes. They were also more likely to create fire escape plans than adults who did not complete the Home Safety Literacy Project. Because of the efforts set forth by the HSLP, the number of adults quadrupled who have written disaster plans. Also, as a result of this program, the number of disaster kits and contact lists tripled. HSC has decided because of these numbers to go forward with global training.

The HSLP Poisoning Prevention Expansion has set forth the goals for this program. They are to reach low literacy adults who are learning to read or improving their reading skills. This kit teaches the learner basic poisoning prevention methods for themselves and their families. The program accomplishes these goals without impacting the poison prevention educators' or the adult literacy providers' budgets. This project is funded by the Health Resources and Services Administration (HRSA) and they are partners with ProLiteracy Worldwide to help touch the hard to reach families. There are several components to this kit: Poisoning prevention brochure, highly illustrated, in English and Spanish; tear pads with easy to read safety tips; posters for use in the classroom setting; community leaders guide for poison prevention educators and adult literacy teachers; and flash programs and pencils.

Another kit which they are in the process of putting together is the Start Safe Program. This program has been presented to the Head Start Program. The program is designed for preschoolers and their families. This project is partly funded by the U.S. Department of Homeland Security. The

other partners of this project are National Head Start Association, ProLiteracy, and Oklahoma State University's Fire Protection Publications. This kit was targeted for preschool age children. There is a cartoon-like DVD; it helps children identify the "hot" things in a house. They will learn the slogan "Code Red Rover, Grown up Come Over."

With the popularity of these kits, the distribution has become more widespread. HSC has found that the impact on local fire departments can range from a little to a lot. Some of the literacy classes have been requesting that fire departments come in and teach these classes and speak on fire safety. They found with firefighters teaching the class that more of the reading impaired adults requested the firefighters come to their houses to check their smoke detectors to make sure they worked and were properly placed throughout the home.

The Home Safety Council has designed these kits to make everyone aware of the lack of literacy skills throughout the U.S. and enforce the need for fire safety to be taught to all individuals. They had a better outcome of learning and understanding by using these kits in a class-based setting instead of just handing out materials. The Home Safety Council encourages this program to be taught in everyone's community. Ms. Mickalide encouraged everyone to take a look at their website and all of the materials that they offer. Most materials offered through this website are offered free of charge or have a modest fee associated with the materials.

\*\*Angela Mickalide is the Director of Education and Outreach for the HSC. She may be reached via email at [Angela.Mickalide@homesafetycouncil.org](mailto:Angela.Mickalide@homesafetycouncil.org).

# PARADE Grounds Displays

PARADE Grounds, modeled after the highly successful TRADEing Post element of the National Fire Academy's (NFA's) National TRADE conference, was inaugurated at the 2003 "kick-off" PARADE conference.

PARADE Grounds is a unique fire-service forum designed to showcase programs that are of potential value to others in the fire prevention discipline. PARADE Grounds provides members of fire prevention bureaus and agencies an exhibit-hall atmosphere for the recognition, exchange, and demonstration of available fire, rescue, and emergency medical services fire prevention and life safety resources.

The terms innovative, one-of-a-kind, and novel could be used when describing the kinds of things suitable for exhibiting.

The PARADE Grounds opportunity is twofold: it allows for recognition of outstanding contributions in the field of fire prevention/protection and public education, and it helps to eliminate the need to "reinvent the wheel" by sharing with others things that work and are successful.

The exhibits featured packages and materials for special areas, public education, wildland, hazardous materials, etc., that are available for interagency exchange or as examples of new initiatives being implemented in individual cities or States. A total of 32 exhibits were available for participants to view this year. This included exhibits from 7 of the 10 PARADE Regions, 10 on-campus elements, 10 displays from off-campus organization partners, and 3 exhibits from Federal partners.



The PARADE Grounds offered participants the opportunity to showcase fire prevention, public fire education, and life safety resources.





# PARADE Conference Social and Banquet

At the closing banquet, James Burns (center) was awarded the R. Wayne Powell Excellence in Fire Prevention Award. Here is Mr. Burns flanked by Wayne Powell (on the left) and Dr. Denis Onieal, NFA Superintendent (on the right), and members of Region II.

A pre-banquet feature was a PowerPoint® Presentation displaying pictures taken throughout the Conference.

The Banquet was convened by Ms. Sandy Facinoli, Mistress of Ceremonies. She recapped the presentations and workshop experiences and felt that the conference had been a huge success. Ms. Facinoli stated how pleased she was with this year's turnout despite the budget cutbacks that most are facing.

This year, Ron Farr led the audience in prayer and the pledge of allegiance before dinner.

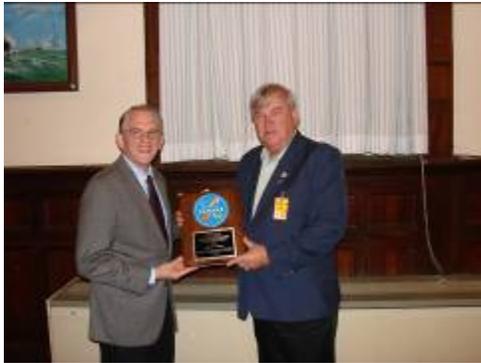
Dr. Denis Onieal briefly spoke and thanked all for attending the conference. He talked of a gift he had given to each attendee this year--the gift of their future. He asked everyone to keep their spirit and to continue their hard work and efforts that the PARADE participants have set forth for the education of all.

He encouraged PARADE members to return for the 2011 conference and asked everyone to bring with them new ideas and experiences.

The event culminated with the presentation of the R. Wayne Powell, *Excellence in Fire Prevention*, award presented by Paul Martin, Chief of the Bureau of Fire Prevention for NY Fire Prevention and Control Office. The award takes its name from a former USFA and 30-year Federal employee, R. Wayne Powell. It was Mr. Powell's vision and expertise in the fire prevention arena that led to the creation of the PARADE concept. His life and career exemplified the PARADE values of information exchange, resource sharing, and peer networking that serve as the foundation of PARADE. The award is presented every other year at the National PARADE Conference. This year's recipient of the award was James Burns, former Administrator of the New York Office of Fire Prevention & Control.

During Mr. Burns' tenure, New York State developed a college curriculum for Fire and Life Safety, conducting more than 47,000 campus-related inspections. He was instrumental in promoting fire-safe cigarettes, and as a result, New York was the first State in the Nation, and the first organization in the world, to require all cigarettes sold in the State to meet a fire safety standard.

Under Mr. Burns' supervision, the State purchased three fire prevention trailers and "mobile" training units filled with public education tools and materials which travel extensively throughout the State to educate tens of thousands of children and adults in fire safe living.



James Burns (right) recipient of the R. Wayne Powell Excellence in Fire Prevention Award along with Mr. Wayne Powell (left) for whom the award is named.

Mr. Burns spoke of the honor it was to receive this award. He explained that there wasn't a better recognition than to be nominated by your peers for this award. He felt this award given to him in the name of R. Wayne Powell was the highest of all honors because of the exceptional person that Mr. Powell is.

Mr. Burns referenced the CD on Water Mist Technology that had been put at each place setting on the tables and expressed his belief in the value of residential sprinklers. In conclusion, he thanked everyone for this award.

David Kerr, Region VI, and George Michehl, Region V, set forth the proposals that had been discussed during the conference. Mr. Kerr read the resolution for supporting the International Residential Code requirement for fire sprinklers in one- and two-family dwellings and townhouses. Mr. Michehl read the resolution in support of banning the sale of novelty lighters. The novelty lighter resolution resolved that members of PARADE support the individual State's legislation on banning of the sale of novelty lighters and further encourage the United States Consumer Product Safety Commission to follow the European Union in banning the sale and use of novelty lighters that appeal to children to reduce the risk to fire burns, injuries, and death of our children. The residential sprinkler resolution resolved that the PARADE members support the adoption of the 2009 International Residential Sprinkler Code requirement for fire sprinkler systems in all new residential structures. Both of these resolutions were passed unanimously by the conference attendees.

# Recommendations for Future PARADE Conferences

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A review of the evaluations from the 2009 National PARADE Conference provided some constructive suggestions for future conference planning, as well as comments on what were considered the most useful elements of the conference. As you will see, the suggestions ran the gamut, but they are broken out into general topic headings for ease of reference.

## Conference Improvements

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- More public education workshops
- Longer time for workshops would be helpful
- More displays/exhibits
- Fix the air conditioning
- Need more fire investigation areas of presentation
- Task each region with prevention speaker as a presenter
- Cut down the number of days (possibly 2 and a half) with banquet on second evening

## Most Useful Elements of the PARADE Conference

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- Interaction with other departments
- Networking...networking...networking
- Abundance of information and materials
- Mix of subject areas
- Ideas and information connections... really got me motivated.
- Workshops and presentations
- New ideas, new contacts, meeting new people
- Opportunity to discuss issues on a one-to-one basis with peers

## **Least Useful Elements of the PARADE Conference**

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- Group picture (photo)
- Open microphone segment
- Too many presentations on sprinklers

## **PARADE Grounds Improvements**

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- Present "best practices"
- More room for exhibits--spread out a little more
- More public education related booths
- Have a theme for each region
- Encourage every participant to bring materials
- Provide a printed list of who has which resources for future/follow up contacts
- Prescreen and group--maybe use categories, measures, products, reports, etc.
- Let participants know if there is web access to materials exhibited

## **Reflections on Conference**

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- More "how to" programs; i.e., where to go for materials, how do you perform assessment of what you do, how to design a program using new technologies.
- Do several more break out sessions over 2 days and mix with large group settings
- More details about performance measure usage, statistical gathering, etc.

## **General PARADE Conference Comments**

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- Networking is outstanding
- Excellent--time well spent
- Best conference I've ever been to
- A fabulous and unique opportunity
- Great source of information
- Excellent topics and presenters
- Great experience--well worth the effort to attend
- Encouraged by attendance and diversity of participants despite economic hardships
- Well organized and informative

## **Ideas to Share Information about PARADE/National Conference**

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- State Fire Prevention Organization meetings
- Statewide education efforts
- Sharing and distributing materials obtained while at the conference
- Emails, handouts, meetings
- At command staff meetings and division meetings
- Pass information to county fire prevention members
- Share through reports to senior staff, information to public educators
- Share reports/materials to staff and other local AHJ's
- Through association newsletters and websites
- County meetings with fire marshals and fire departments with fire prevention activities
- Include station crews in fire prevention
- Presentations to city management
- Create table top displays and flyers



# Regional PARADE Meeting Reports

The regional PARADE meetings were held on May 14. Each group was asked to provide a report at the end of their meeting session.

Ms. Rebecca Ryan explained the purpose of the regional meetings. Each regional group met individually to select co-chairs, determine the structure of future meetings, discuss fire prevention, public fire education, and life safety issues of concern in their region.



## **Region I (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)**

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### **Representatives present:**

Roger Martin, CT  
Jack Chartier, RI  
John Blaschik, CT  
Vincent Quintero, RI  
John Powers, NH  
Joe Cappucci, CT  
Richard Taylor, ME  
Tim Rodrique, MA  
Peter Lennon, NH  
John Cossaboom, MA  
Jeffery Johnson, RI  
Steven Sawyer, IFMA  
Michael Greenia, VT  
Michael Swain, MA

All Region I States were represented during this meeting. There was no formal agenda. Steve Sawyer provided attendees with copies of the previous Region I Business Plan for 2007-2008. Also, provided were copies of the minutes from the May 17, 2007, PARADE Region I session which were only used as a reference guide to conduct this year's meeting.

Several issues were discussed:

- Funding: \$28,000 from USFA to State Training Director's Academies; who knew about this money; each State Training Director had money available to conduct localized NFA classes; fire prevention subjects were given priorities but suppression training could also be provided; we need to contact our local training directors to make sure that they apply by June 15, 2009, for FY 2010 money; push prevention topics/public education.
- Guest representatives/delegates--talk to who they are representing;

Actively involved with Region I via group Emails and communicate with other Fire Marshals within their State

- Region I through NEAFM Conference; \$3,000 Grant for Seminar/Training
- Discussed PARADE Grant from FEMA (\$3,000)
- Last year's meeting notes: Jeff Johnson copied and distributed to all in attendance.
- Time to find alternates for PARADE: NFA required that all applications to attend this conference be returned by April 10. This did not give co-chairs enough time to find alternates. Tim Rodrique made a motion to amend the deadline date from April 1 to March 1, motion was seconded by John Cossaboom. Motion unanimously passed. **Note:** depending on the date of the conference the deadline date will change.
- Discussed Business Plan; Educational Offering--1 day seminar; Elections; Tim Rodrique moved to change elections from 1 to 2 years; Richard Taylor seconded the motion and it was unanimously passed; Membership--no change; Tasks & Responsibilities--no change
- Election of Officers  
State: nominated Vincent Quintero (unopposed)  
Metro: nominated Roger Martin (unopposed)  
IFMA: nominated Anthony Dignoti (unopposed)  
No other nominees--Secretary Roger Martin cast one vote for each; seconded by Tim Rodrique and Joe Cappucci; passed by all.

## **Region II (New Jersey, New York)**

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### **Representatives present:**

Rob Drexler, NY  
Bill Timmons, NY  
Floyd Madison, NY  
Rich Magee, NY  
Guy Swartwout, NY  
Art Londensky, NJ

The Region discussed upcoming prevention projects and how grant money could be utilized toward these projects. Online training, webpage, video conferencing, webinar, and guest speaker assistance were all ideas discussed.

The group welcomed New Jersey into Region II. Art Londensky expressed concerns about difficulties he has been experiencing with New Jersey's involvement.

Grant writer Vicki Wade visited the group and provided information on various grant opportunities.

Much discussion took place communicating the current status of NY/NJ residential sprinkler system code adoption review process.

The group reviewed the PARADE guidelines regarding communities qualifying for participation in Region II. Guy Swartwout and Art Londensky will review and develop a fact sheet indicating community population and fire department personnel for New York and New Jersey.

The group also shared local issues pertaining to code enforcement and fire prevention. Also PARADE Grounds set-up was discussed and finalized.



**Region III (Delaware, Maryland, Pennsylvania, Virginia,  
West Virginia, District of Columbia)**

**Representatives present:**

Robby Dawson, VA  
Bob Ryan, MD  
Colleen Walz, PA  
Terrence Tassone, VA  
Hadden Culp, VA  
Derreck Baker, VA  
Keith Brower, VA  
W. David Seat, VA  
Chris Roggerson, MD  
David Creasy, VA  
Derrick, Sawyer, PA  
Sharon New-eurkman, MD  
Tim Diehl, MD  
Ray O'Brocki, MD  
Richard Green, Sr., MD  
John Rossiter, DE  
Dennis Gentzel, MD  
Paul Reichenbach, PA  
John Bender, MD (rep. UL)

Co-chair Bob Ryan distributed copies of the Regional Operating Plan to all 19 members in attendance. The regional plan requires that co-chairs be elected for a period of 2 years. Co-chairs are to be elected at the national conference. The plan also states that an election committee be formed for the purpose of soliciting nominations and conducting the election. With the consensus of the attending representatives, it was determined that all would serve as an election committee, with the exception of the current co-chairs.

The co-chairs reported on their annual meeting which was held in Washington, D.C., during the Congressional Fire Service Institute (CFSI) conference. At the meeting, it was decided that the FY10 Region III grant monies would be

used to co-sponsor the Mid-Atlantic Life Safety Conference that will be held at

John's Hopkins University Applied Physics Laboratory campus and the Virginia Fire Protection Association conference to be held in Virginia Beach.

A roundtable discussion was held to allow each representative an opportunity to discuss issues of concern. Some of the items discussed were:

- Budget cuts
- Staff cuts
- Demands for more service with less resources
- Staff being reassigned from prevention and public education to operations and response
- Growth of portable and mobile food vendors at events
- Single stream recycling factories
- Third party plan review and inspection programs
- Lack of fire marshal input during plan review process
- Resistance to residential sprinkler initiatives
- Fire Department accessibility in neo-traditional residential development
- Challenge in reaching immigrant and senior citizen populations

Some of the potential solutions and needed programs identified were:

- Richmond, Henrico, and Chesterfield, VA, development of public service announcements and public education programs

- Staff reallocation during budget cuts from operations to fire marshal
- Establishment of profit centers
- Policy for food vendors to make them subject to all codes for food service establishment
- Work with developers in advance on new technology
- Establish fees for services, such as inspections
- Establish cross training of suppression/operations and prevention/fire marshals
- Utilize strategic planning processes to prepare for growth and times of recession
- Utilize data based planning, such as NFIRS
- Establish combined service teams
- Use regionally developed annual reporting templates
- Work to make third party processes successful
- Develop special events/public assembly cross functional, multiservice teams
- Model juvenile firesetter program
- Establish local, State, and regional coalitions to promote residential sprinklers
- Establish a share of fire safe cigarette fees to support fire prevention programs
- Include all stakeholders on code revision committees
- Establish standards for fire lanes and access in new neo-traditional type developments
- Establish complete "building commissioning" processes to coordinate all fire and building official requirements before a structure is occupied
- Use part-time and "casual" fire inspections funded by fees for service to preserve funding resources
- Plan for the next recession
- Utilize "civilian" staff to gain cross functional experiences and cost effectiveness
- Utilize innovative coalitions to raise funds for fire prevention education
- Implement innovative outreach projects
- Establish partnerships and serve as pilot test sites for new programs

Following the round table discussions, the floor was opened for nominations for co-chair positions. After discussion of interested and available candidates, the current co-chairs were nominated and reelected for another 2 year term.

It was motioned, seconded, and unanimously approved that Region III supports residential sprinklers and requests that the national co-chairs prepare a PARADE position paper supporting residential sprinklers and adoption of local, State, and model code standards and regulations requiring residential sprinklers.

## **Region IV (Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee)**

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### **Representatives present:**

Doug Cranford, AL  
Chuck Akers, FL  
Bob Growick, FL  
Anthony Roseberry, AL  
Stephen Kendrick, FL  
Mary Boutieller, FL  
Puddin Race, FL  
Bill Jolley, FL  
Dennis Vickers, FL  
Todd Spear, FL  
Alan Shuman, GA  
Edward Hammack, KY  
Johnnie McDonald, MS  
Steve Ashby, MS  
Jan Parker, NC  
Rusty Styons, NC  
Carmen Floyd, SC  
Sondra Senn, SC  
John Reich, SC  
Craig Haney, TN  
Ronald Brown, TN  
Steve Peavey, FL

Regional Chairs provided an overview of the PARADE program for first time attendees.

Regional PARADE members discussed issues surrounding lack of participation, and methods to increase communications within Region IV. The consensus of the members was to continue to work together to increase the awareness of the PARADE concept throughout the Region.

In an effort to increase communications, State representatives were selected for each State in attendance. Those representatives are:

Alabama: Doug Granford  
Florida: Steve Peavey & Jim Goodloe  
Georgia: Alan Shuman  
Kentucky: Edward Hammack  
Mississippi: Steve Ashby  
North Carolina: Rusty Styons  
South Carolina: John Reich  
Tennessee: Craig Haney

All PARADE members in attendance were urged to make an effort to present the PARADE Program overview at regional meetings, such as statewide conferences for Fire Prevention and Public Education Associations to help inform the fire service about PARADE. The PARADE Power Point<sup>®</sup> Presentation will be sent to all members in attendance.

Below are several strategies the members came up with to improve the marketing of the PARADE program.

- Develop and implement a PARADE Region IV discussion group similar to EPARADE.
- Provide every PARADE member with a copy of the PARADE PowerPoint Program.
- Encourage the use of the Guest Delegate Program to every state in the Region.

The plans for a regional PARADE Conference have been put on hold pending efforts to better market PARADE throughout the Region.

### **Open Discussion:**

**Alabama:** Legislation to ban residential requirements.

**Florida:** Novelty Lighters; Juvenile Firesetter Program; High-rise Sprinkler Requirements

**Georgia:** Combustible dust producing operations.

**Mississippi:** Fire Safe Cigarette Bill signed by the Governor; Passed a new law requiring all burn injuries to be reported to the State Fire Marshals Office; Exploring Grant options.

**South Carolina:** SFMO working with the Fire Service to develop a Strategic Plan for the State; Firefighter recruitment and retention; Programs at the South Carolina State Fire Academy; Working on State Fire Marshals Regulations; Held a National Hydrogen Conference in South Carolina; Vacant Building Program.

**North Carolina:** Fire Safe Cigarette Bill passed; Residential Sprinklers; Novelty Lighters

**Kentucky:** Louisville passed a local ordinance banning Novelty Lighters; Starting an aggressive smoke detector program; started requiring owners of single residences to provide a smoke detector upon sale of their home.

**Tennessee:** Legislation was introduced to ban the sale of ionization-type smoke alarms in the State; A large wooden ship is being converted into a water front hotel; Volkswagen is planning to build an assembly plant in Chattanooga, Tennessee; Memphis is having problems getting a residential sprinkler ordinance passed.



## **Region V (Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin)**

### **Representatives present:**

George Michehl, IL  
Ronald Farr, MI  
Jim Bennett, IN  
Osric Wilson, MI  
Warren Olsen, IL

### **Region V members were joined by Ed Hasse, IA, and Jim Kenkel, IA, from Region VII.**

Reviewed the PARADE Guidelines and Responsibilities.

Discussed what could be done to improve the attendance at PARADE with specific and extensive discussion about the Guest Delegate process. The group felt the Guest Delegate program was a valuable component and that it should be maintained. Discussion took place regarding the possibility of having more time seeking a Guest Delegate if a PARADE member could not attend. It was felt that PARADE Guidelines/Invitation letter should indicate that if an agency (State, Metro, IFMA) does not submit their application by a given date their seat would be filled from a list of Guest Delegates. Also, the group felt it necessary for the PARADE Application to have at least a 30-day window for the Regional co-chairs to fill openings with Guest Delegates.

Discussed a regional meeting. The group felt it would try to have a meeting in November of 2010 in the Chicago area. Illinois Fire Inspectors Association will attempt to host this meeting in conjunction with their Annual Conference. Region V will plan on a conference call in late winter/early spring of 2010 to further plan the fall meeting and discuss other issues.

Discussed the PARADE grant process and what could be done to get grant money. Ron Farr, current Banker for Region V, indicated he would have to give up the Banker position. After discussion, Osric Wilson indicated he would pursue the idea of becoming the Banker and Facilitator of the grant process. Further discussion took place regarding how complex the grant application process was and how we might simplify it.

Group discussed budget issues within their agencies and the general feeling was things were going to get worse before they get better. All were planning on returning next year.

Discussed the various State Fire Inspector/Marshal organizations and how we could bring them into the PARADE family to improve information sharing.

Discussed problems/issues with fireworks.

Discussed Novelty Lighters, and if PARADE or another organization, should take the lead against these devices. Will be discussed at the Open Microphone session on Friday, May 15, 2009.

Discussed that fire deaths appear to be on the rise (especially multiple deaths). Discussed who was using home inspection programs and how successful they were.

Numerous PARADE members were not able to attend; indications were it was due to budget and travel restrictions--regardless who is paying.

Region V co-chairs for 2009 to 2011 are:

State: Ronald Farr  
Metro: Osrice Wilson  
IFMA: George Michehl  
Banker: Osrice Wilson



## **Region VI (Arkansas, Louisiana, New Mexico, Oklahoma, Texas)**

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### **Representatives present:**

Don Kinney, AR  
Dayna Hilton, AR  
Patricia Dyas, LA  
Elbert Thomas, LA  
Michael Barnes, OK  
Judah Sheppard, OK  
Timothy Adams, OK  
Debra Carlin, TX  
Victor Acosta, TX  
David Kerr, TX  
Michael Kemp, TX  
Paul Maldonado, TX  
Melissa Whitmore, TX  
William Miller, TX  
Gary Nabors, TX  
John Nickles, TX  
Don Hansen, TX

A report was given on last years grant monies. The \$3,000 was given to Fire Protection Associations in Texas, Oklahoma, and Arkansas.

Region VI is currently being audited by FEMA. Based on requests by FEMA, Region VI will be developing a Standard Operating Procedure (SOP) for financial audit, records retention, and procurement process.

It was decided by the members of Region VI that all grant money will be divided between all requesting States for this year's grant.

A discussion was held concerning States accepting each others certifications for inspectors and investigators.

Also discussed was PARADE's involvement in course selection and direction for on- and off-campus deliveries.

Region VI co-chairs for 2009 to 2011 are:

State: Robert Doke  
Metro: David Kerr  
IFMA: Mike Barnes

**Region VII (Iowa, Kansas, Missouri, Nebraska)**

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**Note: There were two attendees from Region VII and they joined Region V for their meeting.**

## **Region VIII (Colorado, Montana, North Dakota, South Dakota, Utah, Wyoming)**

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### **Representatives Present:**

Steve Beumer, CO  
Kris Cooper, CO  
Keith Dix, CO  
Carol Gill-Mulson, CO  
Tim Behlings, SD  
Rich Broderick, SD  
Perry Volden, SD  
Monica Colby, UT  
Stephen Cox, UT  
Justin Smith, WY

Membership list was updated. Major changes include: David Abbink, West Metro Fire & Rescue Department retired; Keith Dix will be the contact until a new representative is found; Kevin Kline of Salt Lake City Fire was promoted; and Steve Buemer is the Aurora Fire Dept. PARADE representative; Kevin Hammons is not with Aurora. Other changes include: the contact for Colorado Springs is Kris Cooper [kcooper@springsgov.com](mailto:kcooper@springsgov.com) instead of Michael Dalton, address change West Metro Fire Dept to 433 South Allison Parkway; and add Mike Carlson as contact for the Wyoming State Fire Marshal.

Will use the remaining 2008 grant funding to support code education. Several people were asked to provide training on changes to NFPA 72 and to IFC 09 changes. Will collect these in an electronic format and share with members of the Region.

Next year's grant will be used to support two conferences, one for public education and one for fire prevention. Most likely these will be the FLSE Conference in the Rockies and the Denver Code Conference.

Discussion about meetings and training included a general freeze on training funds unless it provides CEUs or costs are covered by other organizations.

It was decided that Justin Smith of Casper Fire EMS will be the contact person for his department and will be the Metro co-chair.

Monica Colby will keep the position of Banker and Steve Cox will keep the position of IFMA co-chair representative.

Budget cuts and legislation have slowed fire prevention actions in many jurisdictions.

Wyoming State Fire Marshal is now providing plan reviews and acceptance tests for above ground tanks on LPG and flammable liquids. Wyoming also formed an Association of Fire Marshals.

Utah's Fire Marshal's Association became an official ICC chapter. Fire Standard Cigarette legislation went into effect since the last meeting.

**Rapid City, SD** has a retrofit sprinkler incentive program from a special assessment bond. Up to 80 percent of the cost of a commercial fire sprinkler retrofit can be funded through a 5 year 4 percent interest loan. Many small businesses in the area are already leveraged in their startup costs and cannot afford to comply with the local sprinkler ordinance. The mayor was concerned this would halt the downtown revitalization project and called for an independent study of the city's amendments to the adopted ICC 1997 code that lowered thresholds for sprinkler requirements. The committee found the adoption of each amendment to be justified. While not official partners, the business community has embraced the idea of the incentive and the perpetual fund is a success as 115 new fire sprinkler systems have been installed over the past 4 years.

**Colorado Springs, CO** has an online hazardous materials reporting system that can be accessed at [springsgov.com](http://springsgov.com). Businesses can satisfy their requirement to report Haz Mat by entering the quantity by category of Haz Mat stored. The system alerts the business if they are over the threshold and need a permit. The system also alerts the administrator if a business needs a permit so the department can follow-up with the business. This system creates an electronic database that first responders can access wirelessly. Eventually, this will generate on the fire department's response system so they can automatically see the Haz Mat when responding. So far there are 600 businesses in the system and the department has held monthly training for businesses.

**Casper, WY** is using the firehouse to perform mobile inspections. They are using air cards until the network connectivity issues are resolved. They are able to provide paperless reports to the businesses and print the reports on mobile printers, if needed.

They have checklists for their various inspections which generates a digital database with the incident reporting so that all inspections, violations, reports, concerns and incidents can be viewed by address. They are working with their building department to connect all inspections to the same database.

Several Colorado departments are using *Highplains Fire Manager* to provide integrated inspections and incident reporting. The program was not made to provide prevention programs and they do not have checklists established yet, but the first is resolved and the second in process. They will soon be able to update their information on the network when they drive near a station and not just when they connect at their desk.

There is a need for curriculum to train operations personnel on prevention issues. A few possibilities were discussed and a hope was expressed to connect with a department that already has this training in place before leaving this conference.

## **Region IX (Arizona, California, Hawaii, Nevada)**

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### **Representatives Present:**

Barbara Koffron, AZ  
Dan Dubois, AZ  
Marcina Sunderhaus, AZ  
Dan Uthe, AZ  
Virginia Holtzclaw, AZ  
Phil Mele, AZ  
Larry Randall, AZ  
Jim Ford, AZ  
Rich Kochanski, AZ  
Eric Kriwer, AZ  
Barbara Schultheis, CA  
Laura Blaul, CA  
Jimmy Hill, CA  
Jeffrey Lutz, CA  
Socrates Bratakos, HI  
David Klein, NV  
James Frater, NV

Because of the retirement of Katherine Dargan from CAL FIRE, Region IX needs to elect a new State co-chair. Group discussed finding a replacement from Region IX who is from California, Nevada, or Hawaii

New members to Region IX include: Chandler, Arizona, and Gilbert, Arizona.

Discussed this year's grant money. Funds went to Nevada State Fire Marshals Office.

Place grant money through Arizona Fire Marshals Association (AFMA). AFMA will monitor the fund as requested by Region IX co-chairs and members.

Next year's grant recommendations include splitting the money amongst States in Region IX. Look into support assisting ICC with sprinkler vote. Host Region IX planning meeting for next conference: Consensus by group was to look into this option.

How do we get information out? Consider using State Associations to disseminate information. Capitalize on Region IX partnerships to disseminate information

Guest Delegate Program. Discussion on how do we fill delegate seats. Review other Region Programs to form a Region IX process. Provide a "drop dead" date for PARADE members to commit to attendance at conference. Explain that their seat will be offered to a "guest delegate" if they do not attend. Use this process to maximize delegate attendance and have a strong showing from Region IX.

Open discussion

- Jurisdiction updates
- Watch population numbers for new recruitment into Region IX
- Maintain updated reports and records
- Jim Ford thanked members for support in Minnesota
- Continue effort to improve support amongst Region IX members
- Discussion related to prevention training programs
- Use training specialist to support state training program delivery

## **Region X (Alaska, Idaho, Oregon, Washington)**

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### **Representatives present:**

David Tyler, AK  
Bridget Bushue, AK  
Ernie Misewicz, AK  
Lisa Jones, WA  
Jeff Jensen, WA  
Jim Crawford, WA  
Charles Duffy, WA  
Jonathon Dunaway, WA  
Jakki MacLean, WA  
David Lyman, WA

A new State co-chair: Dave Tyler, AK  
State FM, was elected.

Recommend preserving dedicated funds for Fire Prevention to avoid pitting Fire Prevention against Fire Suppression for grant funding. Prevention loses every time.

Region X was the first Region audited. Banker Bridget Bushue met the auditor in Seattle and went over the \$3,000 FEMA grant management process. Auditor's only recommendation was to establish a written formal procedure of grant funding management. Region X would like to share with all other Regions to assist co-chairs in managing their Region's grant and being prepared for audits.

Banker Bushue will provide quarterly financial reports to Region X co-chairs and USFA Fire Program Specialist Becky Ryan.

Recommend developing strategies at the national and regional levels for engaging and retaining important experienced high-level officers and fire prevention people (Fire Marshals, Chief Officers) in being committed to PARADE and its goals.

Recommend developing strategies at the national and regional levels for engaging enthusiastic new individuals; mentoring them to secure cohesive succession planning and continuity.

At the October WA/OR FM Roundtable will share PARADE work with the membership, have a Region X meeting and develop an activity report as a part of the Roundtable Conference.

Recommend regional co-chairs meet quarterly for strategic planning for the Region.

An orientation packet of information will be developed for new participants to orient/brief/familiarize them with PARADE's membership, goals, challenges, expectations (what they can expect and what is expected of them as participants).

Regular PARADE meeting will be held at the Annual Fire Marshals Roundtable in October 2009.

Identified importance of a PARADE report being developed to outline PARADE overall accomplishments. What has PARADE done? Develop a BIG result.

## Examples

- Vision 20/20
- Assisting the Nation in overcoming barriers between prevention efforts and other opposing factors.
- Focus on common interests
- Assistance with grant funding for departments/Regions across the country
- Establish "Best Practices"

Identified problem (not a new one) that Fire Marshals or key FD individuals are not always coming to PARADE causing vacancies and loss of PARADE momentum and commitment.

Identified that several other interested individuals would be happy and willing to attend the PARADE conference if given the chance, but they do not qualify under current criteria.

Recommend that PARADE administration move the application deadline up 30 days, so openings can be filled by interested individuals after the deadline. This can be clearly stipulated in the application packet, then positions can be opened up to others.

Committed to establishing and maintaining guest delegate lists of interested persons throughout the year. Region members will be alerted for potential PARADE attendance 60 days in advance of the application deadline, so they may attend if possible.

By the end of June, we will send out PARADE guest delegate information to the WA State FM association for distribution to their membership lists to recruit interested persons for addition to the list.

Many people may want to attend at their own expense if a spot can be made open to them. How can this be handled?

Agreed that pressure/focus is needed among Fire Marshals to request Prevention Courses from the State Fire Marshal's office.

Fire Marshal Jim Crawford agreed to develop a "model" letter for others to use in requesting prevention courses.



# **APPENDICES**



## *PARADE Conference Agenda*

### Wednesday, May 13

		<u>Location</u>
Noon	<b>Travel Day for Participants</b>	
3:00 p.m. - 9:00 p.m.	<b>Campus Check-In/ Meet w/ co-chairs</b>	C Building
9:00 p.m.	<b>Registration</b>	C Building
	<b>No-Host Social</b>	B Building

### Thursday, May 14

			<u>Presenter</u>
6:45 a.m.	Breakfast	K Building	
7:00 a.m. - 8:10 a.m.	<b>Conference Registration</b>	J Auditorium	
8:10 a.m. - 8:25 a.m.	<b>PARADE Orientation</b>	J Auditorium	R. Ryan
8:30 a.m. - 9:15 a.m.	<b>Opening Ceremony/USFA Welcome:</b> Pledge of Allegiance, Self-Introductions, Conference Overview	J Auditorium	R. Ryan/A. Furr, Director, National Fire Programs Division
9:15 a.m. - 9:30 a.m.	Break		
9:30 a.m. - 10:45 a.m.	<b>Opening Seminar: "History of Residential Sprinklers"</b>	J Auditorium	Ronny J. Coleman, former CA SFM
10:45 a.m. - 11:00 a.m.	Break		
11:00 a.m. - 11:45 a.m.	<b>Presentation: "Vision 20/20 Update"</b>	J Auditorium	Jim Crawford, FM, Vancouver, WA
12:00 p.m. - 1:00 p.m.	Lunch	K Building	
1:00 p.m. - 2:15 p.m.	<b>Presentation: "Marketing Leadership and Organizational Renewal for the Fire Service"</b>	J Auditorium	Ben May, Fire Service Marketing Consultant
2:15 p.m. - 2:30 p.m.	<b>Presentation: "NFA Curriculum Update"</b>	J Auditorium	Rob Neale, Deputy Supt. Curriculum & Instruction
2:30 p.m. - 4:30 p.m.	<b>Regional PARADE Meetings</b> (see back page for room locations)	J Building	
4:30 p.m. - 5:15 p.m.	<b>PARADE Grounds Setup</b>	J Building	
5:30 p.m. - 7:00 p.m.	Steak and Chicken Cookout	Log Cabin	

### Friday, May 15

6:45 a.m.	Breakfast	K Building	
7:45 a.m. - 8:45 a.m.	<b>Presentation: "Global Concepts in Residential Fire Safety"</b>	J Auditorium	Phil Schaeenman, TriData
8:50 a.m.	<b>Group Photo</b>	TBA	
9:00 a.m. - 9:30 a.m.	<b>Presentation by the Acting Assistant Administrator, USFA</b>	J Auditorium.	Glenn Gaines
9:30 - 10:00 a.m.	<b>Mini-Presentation: "Novelty Toylike Lighter Campaign"</b>	J Auditorium	Tim O'Dowd, USFA
10:00 a.m. - 12:00 p.m.	<b>PARADE Grounds Opens</b> (J 1st Floor, J Atrium)	J Building	
12:00 p.m. - 1:00 p.m.	Lunch/ <b>PARADE Grounds Closes/Tear Down</b>	K Building	
1:15 p.m. - 2:15 p.m.	<b>Presentation: "Lessons Learned from the Charleston Fire"</b>	J Auditorium	Mike Chiramonte, NFA Instructor
2:15 p.m. - 2:30 p.m.	Break		
2:30 p.m. - 3:30 p.m.	<b>Open Microphone Session</b>	J Auditorium	PARADE Co-chairs
3:30 p.m. - 3:45 p.m.	Break		
3:45 p.m. - 5:00 p.m.	<b>Presentation: "NFPA and ICC Codes...Mysteries Unraveled"</b>	J Auditorium	Jeff Shapiro, International Code Consultants
5:00 p.m.	Dinner	K Building	
6:30 p.m.	<b>Optional State/Metro or IFMA Mtgs.</b>	J Auditorium	

**Saturday, May 16**

		<b><u>Location</u></b>	<b><u>Presenter</u></b>
6:45 a.m.	Breakfast	K Building	
8:00 a.m. - 8:45 a.m.	<b>Presentation:</b> "Fire Prevention in a College Town"	J Auditorium	Wanda Willis, Fire Prev. Education Specialist
8:45 a.m. - 10:15 a.m.	<b>Four Workshops Begin</b>		
	"The Manager's Role in Service Excellence"	J-130	Martha Bryan, Bryan & Bryan Assoc.
	"An Essential Update on Residential Fire Sprinklers"	J-134	Jeff Shapiro, International Code Consultants
	"The Future of the National Fire Alarm Code: Adapting to New Needs and Technologies"	J-103	Warren Olsen, member, NFPA 72 (Chapter 7 Technical Committee)
	"Save Your Building, Save Our Environment"	J-107	D. Kasmauskas, National Fire Sprinkler Assoc.
10:15 a.m. - 10:30 a.m.	Break		
10:30 a.m. - 12:00 p.m.	<b>Five Workshops Repeat</b>		
	"Resources to Reach Vulnerable Populations"	J-138	Angela Mickalide, Home Safety Council
12:00 p.m. - 1:00 p.m.	Lunch	K Building	
1:00 p.m. - 2:30 p.m.	<b>Five Workshops Repeat</b>		
2:30 p.m. - 2:45 p.m.	Break		
2:45 p.m. - 4:15 p.m.	<b>Four Workshops Repeat</b>		
5:15 p.m. - 6:00 p.m.	<b>PARADE Social</b>	Log Cabin	
6:15 p.m.	<b>PARADE Banquet w/Speakers</b>	K Building	
	Presentation of "The R. Wayne Powell Excellence in Fire Prevention Award"		

**Sunday, May 17**

8:00 a.m. Depart Campus

**Regional PARADE Meetings  
Thursday, May 14, 2009  
2:30 p.m. - 4:30 p.m.**

**Region/Location**

I J-112  
II J-113  
III J-107  
IV J-102  
V J-130

**Region/Location**

VI J-264  
VII J-268  
VIII J-134  
IX J-260  
X J-138

***NOTE: PARADE Conference Operations Center located in J-124  
PARADE Post Office located in J-123***

# 2009 PARADE Conference Participant List

## ALABAMA

Mobile Fire Rescue Department

Harvey Cranford

---

## ALASKA

Anchorage Fire Department

Bridget Bushue

---

Fairbanks Fire Department

Ernest Misewicz

---

Department of Public Safety

David Tyler

---

## ARIZONA

Gilbert Fire Department

Daniel Dubois

---

Scottsdale Fire Department

James Ford, Jr.

---

Chandler Fire Department

Virginia Holtzclaw

---

Mesa Fire Department

Rich Kochanski

---

Phoenix Fire Department

Barbara Koffron

---

Prescott Fire Department

Eric Kriwer

---

Fire Marshal's Office

Phillip Mele

---

Glendale Fire Department

Larry Randall

---

Mesa Fire Department

Marcina Sunderhaus

---

Tucson Fire Department

Daniel Uthe

---

## ARKANSAS

Little Rock Fire Department

Don Kinney

---

Johnson County RFD #1

Dayna Hilton

---

# 2009 PARADE Conference Participant List

## CALIFORNIA

Orange County Fire Authority

Laura Blaul

---

Fireforce One

Ronny Coleman

---

Los Angeles Fire Department

Jimmy Hill

---

Anaheim Fire Department

Jeffrey Lutz

---

San Francisco Fire Department

Barbara Schultheis

---

## COLORADO

Aurora Fire Department

Steven Beumer

---

Colorado Springs Fire

Kristopher Cooper

---

West Metro Fire Department

Keith Dix

---

Eagle River Fire Protection District

Carol Gill-Mulson

---

West Metro Fire Rescue

Cynthia Matthews

---

West Metro Fire Rescue

Michelle Trost

---

## CONNECTICUT

Office of State Fire Marshal

John Blaschik, Jr.

---

New Haven Fire Department

Joseph Cappucci, Jr.

---

Hartford Fire Marshal

Roger Martin, Jr.

---

## DISTRICT OF COLUMBIA

Washington, DC Fire & EMS

Chris Roggeron

---

# 2009 PARADE Conference Participant List

## DELAWARE

State Fire Marshal's Office

John Rossiter

---

## FLORIDA

Broward County

Charles Akers, Jr.

---

Sarasota County Fire Department

Mary Boutieller

---

Division of State Fire Marshal

James Goodloe

---

St. Petersburg Fire Rescue

William Jolley

---

Hillsborough County Fire Rescue

Stephen Kendrick

---

Altamonte Springs Fire Safety Division (IFMA Region IV)

Steven Peavy

---

St. Lucie County Fire District

Lois Race

---

Jacksonville Fire Rescue

Anthony Roseberry

---

Miami Dade Fire Rescue

Giovannie Ullog

---

Tallahassee Fire Department

Dennis Vickers

---

Flagler County Fire Rescue

Robert Growick

---

Tampa Fire & Rescue

Todd Spear

---

## GEORGIA

Insurance and Fire Safety Office

Alan Shuman

---

## HAWAII

Honolulu Fire Department

Socrates Bratakos

---

## IDAHO

# 2009 PARADE Conference Participant List

## ILLINOIS

Hills Fire Protection District

Warren Olsen

Buffalo Grove Fire Department

George Michehl

## INDIANA

State Fire Marshal's Office

James Bennett

## IOWA

Des Moines Fire Department

Edward Haase

State Fire Marshal's Office

James Kenkel

## KANSAS

## KENTUCKY

Louisville Fire Rescue

Edward Hammack

## LOUISIANA

Shreveport Fire Department

Patricia Dyas

New Orleans Fire Department

Elbert Thomas, Jr.

## MAINE

Fire Marshal's Office

Richard Taylor

# 2009 PARADE Conference Participant List

## MARYLAND

Aberdeen Volunteer Fire Department

John Bender

Howard County DFRS

Timothy Diehl

State Fire Marshals Office

John Gentzel

Baltimore County Fire Department

Richard Green, Sr.

Montgomery County Fire and Rescue

Michael Love

Baltimore City Fire Department

Raymond O'Brocki, III

College Park (IFMA Region III)

Robert Ryan

## MASSACHUSETTS

Springfield Fire Department

John Cossaboom

Boston Fire Department

Frank Kodzis

Fire Marshal's Office

Timothee Rodrique

Fire Prevention Association

Michael Swain

## MICHIGAN

Kalamazoo Township Fire Department

Ronald Farr

Detroit Fire Department

Osric Wilson

## MINNESOTA

# 2009 PARADE Conference Participant List

## MISSISSIPPI

Jackson Fire Department

Johnnie McDonald, II

MS State Fire Academy

Steven Ashby

## MISSOURI

St. Louis Fire Department

Charles Coyle, Sr.

## MONTANA

## NEBRASKA

## NEVADA

North Las Vegas Fire Department

James Frater

Las Vegas Fire and Rescue

David Klein

## NEW HAMPSHIRE

Manchester Fire Department

Peter Lennon

Office of State Fire Marshal

John Powers, Jr.

## NEW JERSEY

S. River Fire Department

Arthur Londensky

## NEW MEXICO

# 2009 PARADE Conference Participant List

## NEW YORK

Monroe County Fire Bureau

Robert Drexler

Rochester Fire Department

Willie Jackson

State Office of Fire Prevention and Control

Floyd Madison

Nassau County Fire Marshals Office

Richard Magee

Town of Gates (IFMA Region II)

William Timmons

Pottersville Volunteer Fire Department

Guy Swarthout

## NORTH CAROLINA

Greensboro Fire Department

David Douglas

Department of Insurance/State Fire Marshal

Jan Parker

Raleigh Fire Department

William Styons

## NORTH DAKOTA

## OHIO

## OKLAHOMA

Oklahoma City Fire Department

Timothy Adams

Edmond Fire Department (IFMA Region VI)

Michael Barnes

Fire Marshal's Office

Judah Sheppard

## OREGON

# 2009 PARADE Conference Participant List

## PENNSYLVANIA

State Fire Commissioner

Paul Reichenbach

Philadelphia Fire Department

Derrick Sawyer

Pittsburgh Bureau of Fire

Colleen Walz

## RHODE ISLAND

State Fire Marshal Division

John Chartier

Fire Marshal's Office

Vincent Quintero

Pawtucket Fire Department

Jeffrey Johnson

## SOUTH CAROLINA

Columbia Fire Department

Carmen Floyd

## SOUTH DAKOTA

Rapid City Fire Department

Timothy Behlings

Rapid City Fire Department

Richard Broderick, Jr.

Sioux Falls Fire Rescue

Perry Volden

## TENNESSEE

Chattanooga Fire Department

James Haney

Memphis Division of Fire Service

Ronald Brown

# 2009 PARADE Conference Participant List

## TEXAS

**El Paso Fire Department**

Victor Acosta

---

**Dallas Fire and Rescue Department**

Debra Carlin

---

**Lubbock Fire Department**

Michael Kemp

---

**Plano Fire Department**

J. David Kerr

---

**State Fire Marshal's Office**

Paul Maldonado

---

**Travis County ESD #6**

William Miller

---

**Dept. of Insurance**

Melissa Whitmore

---

**City of Georgetown**

Don Jansen

---

**Stephenville Fire Department**

Gary Nabors

---

**McKinney Fire Department**

John Nickles

---

## UTAH

**State Fire Marshal Office**

Monica Colby

---

**Davis Metro Fire Agency (IFMA Region VIII)**

Stephen Cox

---

## VERMONT

**Division of Fire Safety**

Micheal Greenia

---

## VIRGINIA

**Fairfax County Fire and Rescue**

William Brower, Jr.

---

**Richmond Fire and Emergency Services**

David Creasy, Sr.

---

**Prince William County Fire and Rescue**

Carl Culp, Jr.

---

**Chesterfield Fire and EMS**

James Dawson, Jr.

---

**International Association of Fire Chiefs**

# 2009 PARADE Conference Participant List

**Henrico Division of Fire**

William Seay

**Virginia Beach Fire Department**

Terrence Tassone

**Harrisonburg Fire Department**

Wanda Willis

**Chesterfield Fire EMS**

Scott McCormick, Sr.

**Fairfax County Fire and Rescue**

Dereck Baker

## **WASHINGTON**

**Vancouver Fire Department**

James Crawford

**State Fire Marshal's Office**

Charles Duffy, Jr

**Clark County Fire Marshal Office**

Jonathan Dunaway

**Tacoma Fire Department**

Jeff Jensen

**Spokane Fire Department**

Lisa Jones

**Kitsap County Fire Marshal**

David Lynam

**Yakima County Fire Protection Bureau (IFMA Region X)**

Jakki Maclean

## **WEST VIRGINIA**

## **WISCONSIN**

## **WYOMING**

**Fire Prevention and Electric Safety**

Michael Miller

**Casper Fire EMS**

Justin Smith

# 2009 PARADE Conference Participant List

## Organizational Representatives

**International Fire Marshal's Association**

Steven F. Sawyer, Exec. Sec.

**IAFC/Fire & Life Safety Section**

Joe Pierce

**National Association of State Fire Marshals**

Jim Narva



## PARADE Co-Chair List

### ***Region I - SFM***

Vincent G. Quintero  
Fire Safety Training Officer  
RI Fire Marshal's Office  
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**Work:** (401) 462-4226  
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### ***Region I - MFM***

Fire Marshal Roger Martin  
Hartford Fire Department  
275 Pearl Street  
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### ***Region I - IFMA***

Anthony Dignoti  
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---

### ***Region II - SFM***

Chief Paul Martin  
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Albany, NY 12231

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### ***Region II - MFM***

Fire Marshal Robert Drexler  
Town of Greece  
Monroe County Fire Bureau  
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### ***Region II - IFMA***

Deputy Fire Official William Timmons  
Town of Gates  
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---

### ***Region III - SFM***

Charles Edward Altizer  
Virginia State Fire Marshal Office  
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## PARADE Co-Chair List

### ***Region III - MFM***

Fire Marshal James "Robbie" Dawson, Jr.  
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### ***Region III - IFMA***

Mr. Robert W. Ryan  
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---

### ***Region IV - SFM***

James E. Goodloe, Prevention Chief  
FL State Fire Marshal Division  
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### ***Region IV - MFM***

Deputy Fire Marshal Jonathon Leonard  
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Fire Prevention Bureau  
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### ***Region IV - IFMA***

Deputy Fire Chief Steven W. Peavey  
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---

### ***Region V - SFM***

State Fire Marshal Ronald Farr  
Michigan Bureau of Fire Services  
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Lansing, MI 48909

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### ***Region V - MFM***

Asst. Fire Marshal Osric Wilson  
Detroit Fire Department Fire Marshal Div.  
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Detroit, MI 48226

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### ***Region V - IFMA***

Deputy Fire Marshal George Michehl  
Buffalo Grove Fire Department  
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Buffalo Grove, IL 60089

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**FAX:** (847) 537-7370  
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---

## PARADE Co-Chair List

### **Region VI - SFM**

State Fire Marshal Robert Doke  
OK State Fire Marshal Office  
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Oklahoma City, OK 73107

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**Email:** robert.doke@fire.state.ok.us

### **Region VI - MFM**

Fire Marshal J. David Kerr  
Plano Fire Department  
1901 Avenue K  
Plano, TX 75074

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**FAX:** (972) 941-7291  
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### **Region VI - IFMA**

Mike Barnes, Major  
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Edmond, OK 73034

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**FAX:** (405) 359-4767  
**Email:** mike.barnes@edmondok.com

### **Region VII - SFM**

Fire Inspector Mark J. Kilby  
MO Division of Fire Safety  
502 Summer Street  
Hannibal, MO 63401

**Work:** (573) 248-2095 (Home)  
**FAX:** (573) 751-1744  
**Email:** mkilby@sbcglobal.net

### **Region VII - MFM**

Fire Marshal Charles E. Coyle  
St. Louis Fire Department  
1421 North Jefferson Avenue  
St. Louis, MO 63106

**Work:** (314) 289-1900  
**FAX:** (314) 289-1985  
**Email:** coylec@stlouiscity.com

### **Region VII - IFMA**

Division Chief/Fire Marshal Craig Fraser  
City of Ankeny Fire Department  
120 NW Ash Drive  
Ankeny, IA 50023-1554

**Work:** (515) 965-6475  
**FAX:** (515) 964-2107  
**Email:** cfraser@ankenyiowa.gov

### **Region VIII - SFM**

Deputy Fire Marshal Kathy Gierke  
ND Fire Marshal Office  
73rd Street SE, Suite 110  
P.O. Box 1348  
Minot, ND 58702-1348

**Work:** (701) 857-7615  
**FAX:** (701) 857-7695  
**Email:** kgierke@nd.gov

### **Region VIII - MFM**

Justin Smith, Fire Inspector  
Casper Fire EMS  
200 North David  
Casper, WY 82601

**Work:** (307) 235-8373  
**FAX:** (307) 235-8218  
**Email:** jsmith@cityofcasperwy.com

## PARADE Co-Chair List

### ***Region VIII - IFMA***

Fire Marshal Steve Cox  
South Davis Metro Fire Agency  
255 South 100 West  
Bountiful, UT 84011

**Work:** (801) 677-2412  
**FAX:** (801) 677-0166  
**Email:** scox@sdmetrofire.org

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### ***Region IX - SFM***

VACANT

**Work:**  
**FAX:**  
**Email:**

### ***Region IX - MFM***

Fire Marshal Jim Ford  
City of Scottsdale Fire Department  
8401 E. Indian School Road  
Scottsdale, AZ 85251

**Work:** (480) 312-1804  
**FAX:** (480) 312-1850  
**Email:** jford@scottsdaleaz.gov

### ***Region IX - IFMA***

Division Chief Erik Kriwer  
Prescott Fire Department  
Fire Prevention Division  
2086 Willow Creek Road  
Prescott, AZ 86301

**Work:** (928) 777-1762  
**FAX:** (928) 776-1890  
**Email:** eric.kriwer@cityofprescott-az.gov

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### ***Region X - SFM***

David L. Tyler  
Division of Fire and Life Safety  
5700 E. Tudor Road  
Anchorage, AK 99507-1225

**Work:** (907) 269-5491  
**FAX:** (907) 338-4375  
**Email:** david.tyler@alaska.gov

### ***Region X - MFM***

Fire Marshal Lisa Jones  
Spokane Fire Department  
44 Riverside  
Spokane, WA 99201

**Work:** (509) 435-7040  
**FAX:** (509) 625-7039  
**Email:** ljones@spokanecity.org

### ***Region X - IFMA***

Fire Marshal Jeff Donahue  
Polk County Fire District #1  
1800 Monmouth Street  
Independence, OR 97351

**Work:** (503) 838-1510  
**FAX:** (503) 838-1235  
**Email:** donahue.jeff@polk1.org