



THE REVIEW

Central Arizona Fire and Medical - 8603 E. Eastridge Dr., Prescott Valley, AZ 86314 – July 20, 2018

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Quote of the Week

*"A man may die, nations may rise and fall,
but an idea lives on."*

John F. Kennedy

Chief Freitag,

I am a DOD/Department of the Army Fire Chief in -----. My primary place of residence along with my wife and 7 year old daughter is in Prescott Valley within your District. This past Monday while on Duty here in ----- my wife called and was in a frantic state yelling over the phone that our house was on fire! As I'm sure you can understand this is the last call you want to receive when you are 200 miles from home. So of course my first response to her was to ask if her and my daughter were out of the house and had she dialed 911. She had done both and I stayed on the phone with her as the Engine Company arrived, it was hard for me to hear on the phone but the Engine Captain immediately made contact with my wife to ensure the house had been evacuated. Once this was assured he and his crew went to work, entered the house and mitigated the emergency. Turns out my wife had set the oven to self-clean and it caught on fire but thanks to your department's quick response and action of the Engine Company we sustained minimal damage and only need to replace an oven vs. the entire house. I would like to thank you for leading such a quality and professional organization that gives me the peace of mind to know that when I travel to Yuma or where ever my job takes me my family is protected by the best. I would also like to give special thanks to Captain Olson of Station 58, he was the Company Officer on the Engine who responded, his actions and those of his crew were that of true professionals. Captain Olson stayed with my wife and daughter well past the termination of the incident and even took the time to call me himself and reassure me that everything was back to normal.



Name Withheld for Privacy

I thought I'd try something new and when I get a nice note like the one above, I'll share it with everyone. My thought is to pick one that stands out and is easily duplicated into *The Reviews* format. I will withhold names to protect privacy. The board does receive copies of every letter from the public in their board packet and we do pick some that stand out to mention during open meeting. Nice work Captain Olson a.k.a. Mongo, and company!

The Chief's Desk

I have an idea!



I have, pause for dramatic effect, an idea! These simple words from me elicit a variety of responses. For example, I was texting with Chief Kazian the other day and I said "I have an idea" to which he responded "oh shit." That is not an uncommon response from senior staff, managers, other chiefs, my kids or my wife Jen – basically, anyone who knows me at all.

It's true, I have ideas and I consider most of them good – at first blush. However, after further study some are cast aside, others are modified, and some actually work as initially conceived. In my mind, and in my world, having ideas is vitally important. My job is to have ideas, listen to ideas, and act to develop ideas into reality.

A Fire Chief's normal career life span is 5-7 years. Some beat the average and some set the average. In a position like mine, one just never knows. I hope to beat the average yet I don't want to be a chief that beats the average to the detriment of agency i.e. stays even though they're no longer effective. How do you know when that is? Good question, but I think the trick is to evaluate yourself on a regular basis and determine whether or not you are still moving the organization forward, or are holding the organization back. In my case, I have to ask myself - am I still coming up with ideas, or at least listening to those that are, and working to implement change in an environment that requires change to be relevant? I should be evaluating that every single day.

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Upcoming Events:

July 23 – Meet with fire and police partners – radios, meet Yavapai College, Board Meetings
July 24 – IT interviews, Chino Town Council Meeting
July 25 – Leadership Conference AAR in Avondale
July 26 – Chiefs Interviews IT, PV Town Council Meeting

Board Meeting:

July 23rd Administration

CVFD – 1600-1630
CAFMA – 1630 -1800
CYFD – 1800-1830



Bravery Defined

By: Matthew Tobia Fire Rescue Magazine

Understanding the world we live in



Recently, I was listening to a podcast in which a mother and her eight-year-old child were talking about active shooter drills that her son had participated in at his school. He matter-of-factly relayed the actions taken by the teacher and students when the drill began and detailed that he assisted his teacher in moving a large desk in front of the classroom door when he witnessed her struggling to accomplish the task. He then relayed, in the same calm voice, that he remained standing at the front of the classroom near the door, despite his teacher's admonitions to come to the back of the classroom with her and all the other students. When his mother asked him why he did so, he replied that he was seeking to try to save his fellow classmates by using his body, essentially as a human shield, for the rest of them. The boy's mother, barely able to speak, told the boy how proud she was of him but gently reminded him of the importance of doing everything possible to remain alive for her. As a mother, she did not want to lose her child and, although the boy acknowledged her fear, he nonetheless remained steadfast in his intended actions. Sometimes, there really are no words.

[More](#)

A Message from the City of Sedona

The below is a press release I received Thursday. They've done a good job of defining the problem many of us are facing today with both fake and false news, as well as the seeming lost art of civil discourse replaced instead by extremism. Kudos to them for putting this document out!

False news in a small community

Post Date: 07/18/2018 1:05 p.m.

FOR IMMEDIATE RELEASE

July 18, 2018

SEDONA, Ariz. – What is the difference between civic dialogue and disinformation?

That's the question the city manager of Sedona is asking in the midst of a small-community debate that mirrors a national discussion about fake news and alternative facts, and a federal investigation into international interference in American democracy.

“While civic discourse is instrumental to ensuring that government is responsive to its citizens, disinformation is disheartening,” says City Manager Justin Clifton. “In a rural community of 10,000 people, citizens are being targeted with a political stunt that relies on false news to try to influence an election.”

Disinformation, often called “fake news,” is everywhere but – thus far – seems to have been confined largely to national politics or attempts to target national brands such as Pepsi and Starbucks. Fake news, and its cousin false news, is information that is deliberately fabricated, or news that begins with a kernel of truth that is twisted, with a goal to influence public opinion about a targeted person or issue.

In the case of Sedona, the target is an Aug. 28 election that includes city council candidates and a home rule proposal that has sparked debate on the city’s contract with the Sedona Chamber of Commerce, the area’s tourism management organization, for visitor services and marketing.

The latest volley is a complaint to the state attorney general’s office – two weeks before early voting begins – challenging a city contract with the chamber entered into four years ago, and now involving the state legislature.

On July 17 the Office of the Arizona Attorney General delivered a Notice of Submission of Legislator Request for Investigation Pursuant to A.R.S. 41-194.01, more commonly referred to as a “1487 complaint.” The latter designation references Arizona Senate Bill 1487, which created the right for individual state legislators to demand that the Attorney General investigate alleged violations of state law by local jurisdictions.

In the July 17 complaint, Senator Judy Burges (R-Dist 22), whose legislative district includes the cities of Glendale, Peoria and Surprise, alleges: (1) that the City of Sedona’s bed tax ordinance violates the Arizona Constitution’s gift clause, AZ Const. Art. 9 sec. 7, because 55% of the revenues are distributed to the Sedona Chamber of Commerce and Tourism Bureau (Chamber); (2) that the City’s Tourism Promotion & Visitor Services Agreement with the Sedona Chamber violates the gift clause due to a lack of adequate consideration given to the City; and (3) that the acquisition of the property located at 401 Jordan Rd. was gratuitous to the Chamber, also in violation of the gift clause.

Sedona City Attorney Robert Pickels says while tourism is a hot-button issue in Sedona, “I find the timing of this complaint in relation to the impending election very curious and suspect. Having said that, we at the city respect the process that has been imposed upon us by SB 1487 and we will fully cooperate with the Attorney General’s Office.”

Under SB 1487, the investigation can be triggered solely on the basis of a request by a single state lawmaker. By law, the attorney general’s investigation must be completed and a report issued no later than August 12. The investigation will include consideration of a formal written response from the city.

Sedona Mayor Sandy Moriarty, who is running for reelection on Aug. 28, says she is equally suspicious of the timing of the complaint.

“The city has had a contract with the Sedona Chamber of Commerce for visitor management since the early 1990s and entered into this contract – in a public and fully transparent manner – in 2014, and there has been not a peep since then,” she says. “And, suddenly, this. False news has finally slithered into small town America, into our beautiful town.”

Chamber and tourism opponents have also targeted the city with public records requests: In the 47 days between June 1 to July 17, the city has received 49 public records requests compared to four that were received during a similar period (June 23-July 17) in the 2016 election cycle.

Assistant City Manager Karen Osburn says disinformation isn’t entirely new to Sedona, but the people who use it appear to have been emboldened, perhaps because of the tactic’s success in the national election.

“The same group that used these tactics in a local bond election last year has progressed from cherry bombs to grenades,” she says. “These unprincipled tactics have done real damage to our small town and are damaging to democracy. Anyone who thinks it can’t happen to their town is wrong, if we don’t stand up for the truth.”

The city of Sedona will conduct its 2018 primary election Tuesday, Aug. 28 and the general election, if necessary, Tuesday, Nov. 6.

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Chief’s Desk Continued

We just completed our review and update of our annual goals and objectives in support of our strategic plan. As you are aware, our strategic plan and the supporting annual goals/objectives are in reality ideas that keep our organization moving forward. These ideas come from all corners of the organization, as well as from the board members and the community.



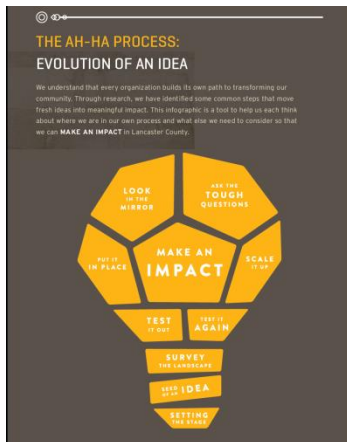
When we started the process just prior to CAFMA we made sure we focused on foundational goals and supporting objectives. It’s great to have big hairy audacious goals, but if you haven’t built the foundation to get there, then you are setting the plan up for failure. Each year we are getting a little better at defining what it is we are trying to accomplish as well as what we are truly able to accomplish.

This year we’ve added a fifth goal that focuses on our response readiness through health and wellness. Objectives include preventative measures e.g. cancer prevention efforts as well as improved health screenings. We also plan to review the counselors we use for behavioral health related to traumatic events. As the IAFF has pointed out, we are not helping our own psychologically, if we are not getting them to the right people.

We have also made a needed adjustment in the way we approach longer term objectives that require funding. This year we began identifying projects that are a year or two out and adding them to our current fiscal year goals/objectives. The reasoning is that we want to start the planning phases now, develop a budget and then use our plan to aid in our budgeting for the next fiscal year. This approach provides additional credibility to our process as well as helping to develop a better road map for success.

In January, we will begin the process of reviewing our Strategic Plan as part of our three year reassessment. As we did when we started, we'll invite community members to take part, and will kick start the process with an outside facilitator. Reevaluation and updates to the plan help us maintain our course, and provides the board as well as the public assurances that we are being responsible with the monies and assets they have entrusted to us.

What does this have to do with how I started this writing? Our Strategic Plan along with our goals and objectives are born from ideas. Not just my ideas, but your ideas. So what is it that you want to see us work towards? This is after all your agency, your career, your family, and a large portion of your life.



Vision is born from ideas, and plans are required to bring the vision to life. Our vision is to be “To be a progressive emergency services agency in Arizona through leadership, cooperation and innovation.” This is not something we will ever accomplish in its entirety; rather it is something we strive for every day, month and year. If we remain true to our vision and continue to brainstorm ideas we will create an ever changing, but lasting road map for success

I think the day I stop irritating people with my ideas is the day that I stop being effective as your Fire Chief – and I stop having fun because sometimes I just come up with stuff to see people sweat 😊 Have you ever watched Chief Bliss rub his head with both hands?? There are occasions I say things just to see if I can get him to do it. Yes, I am that guy. As a side note, my wife, Jenni, is starting a support group for people that have to come into contact with me on a regular basis.... You can contact her for more information – (867-5309) – some will get the connection, some will not.

For the most part, we were successful in accomplishing Fiscal 17/18’s goals and objectives. We did not get as much of the records management system implemented as we had hoped, but that is due to the complexity of building and installing a robust system, and working with an outside third party vendor. However, having gone through this process before, the delays are not unusual. There were some things that we would have liked to accomplish in Tech Services, but due to turnover in the division we were not able to get them accomplished. The good news is that Dave and Tony are working on a rock solid plan to complete the VHF project, to include a time frame!! These two are committed and continue to do an outstanding job. That said, the project has been pushed into next fiscal year. Finally, I had hoped to have the Senior Leadership Academy ready to go by this fall, but my time was largely diverted due to political turmoil. We have pushed completion to this fiscal year, with a program launch in January of 2019. In the end, I’m happy with the accomplishments and the efforts made by all involved.

Each year we will continue to improve our approach to planning so we continue our forward progress, always working towards achieving our vision. We need to you continually monitor our environment constantly searching and suggesting new ideas so we continue to progress.

On that note, Chiefs Bliss, Tharp and Polacek I need to speak with you all Monday morning – I have.....an idea! And as an aside, Chief Kazian loves when I come up with stuff.....

Stuff That's Happening

We held the first round of interviews for tech manager on Wednesday this week. I'd like to thank Yavapai College, City of Prescott, and Yavapai County for lending us their IT Directors as part of the initial panel. As you are probably aware, most of us do not understand the technical side of things enough to hire and expert in the field. The second interview is scheduled for Tuesday next week, and the Chief's interview is tentatively scheduled for Thursday. Hopefully things go well and we will be able to make an offer. If not, we will have the recruiting firm try again.

I attended the PRCC Chief's meeting on Thursday this week. It was good to hear that they have adjusted their hiring strategy looking for lateral hires. The move has worked and they are seeing a number of qualified candidates. Some that have been hired have made short work of the training and are already qualified to work on their own. Lieutenant Perlack and his team have made great strides in adjusting both the hiring and training processes to ensure high quality and highly trained staff. Chief Polacek said today that crews will once again start rotating through PRCC.

Domenic sent an email after the heavy rains last Sunday concerning care for the engines during heavy rains. One item that was brought to him was the lack of traction in Engine 59; however it was noted that the traction issue was only on Viewpoint. I attended the work study session for the Town of PV tonight where they discussed that particular road surface. It turns out they resurfaced the road 2 years ago, but used a chip seal for a surface with much less traffic than that section of Viewpoint sees. End result, the chip seal is all but gone leaving a lot of exposed oil. The Council is set to vote next week on extending their current chip seal contract to include resurfacing the bad section of road. If approved, they would hopefully have it resurfaced in August. Until then, use extreme caution when responding in wet conditions on the effected road.

Monsoon storms are here dumping heavy rains along with impressive light shows. As beautiful and needed as they are, you all know how dangerous these things can be. Please maintain your situational awareness while responding, and watch out for each other.

I attended the opening of the LA Fire Museum last weekend with Chief's Rhoades, Gaillard, Kazian and Ferguson – the first official GOPJ road trip. It is beautifully laid out with some impressive examples of equipment, and of course Squad and Engine 51. It was nice to see Jerry Roberts and Ross Prange there as well. We did play golf in San Dima – home of *Bill and Ted's Excellent Adventure* – which is why we played there☺