



THE REVIEW

Central Arizona Fire and Medical - 8603 E. Eastridge Dr., Prescott Valley, AZ 86314 – Sept 3, 2021

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"No human masterpiece has been created
without great labor."

– Andre Gide



The Chief's Desk

Chief John Feddema and I touched on this topic a little during last week's podcast about 'nothing'. However, the more I thought about it, the more I felt it would also be a good topic for *The Review*. What was it that made one presentation to the Board go well, and what caused the other one to fall flat?

We had two large projects to present to the Board of Directors at the August meeting. One was the purchase of three new engines, and one was for the remodel work at Station 63. I'll start with the station remodel presentation.

I've learned over the years that any time we present a station remodel project the Board and public will want to see, not just hear, about the need. After all, pictures are worth 1000 words. Most only see our facilities from the outside and they typically look very nice, e.g. fresh paint, manicured landscaping, etc. No one really stops to consider *when* the building was built, which directly relates to the condition of the interior. It's not that the inside of our buildings are not maintained, it's just that the inside is the high use, high traffic area, e.g. flooring, cabinetry, plumbing, HVAC, etc. All of these things deteriorate over the years just like they do in your home.

Another factor for a station remodel may be the original design. For example, the layout of Station 63 is horrible. It was designed to house one person and now houses three to four people. As firefighters, we adapt and overcome, but that does not mean our short-term fixes equate to long-term solutions.

We always include all of this information as part of a slide presentation we provide to the Board and the public. We followed the same process when we proposed purchasing what is now our Administrative building. People need to see the issues, not just hear about them. Cody and Eric did a great job preparing a slide presentation that anticipated the types of questions our board members or members of the public may ask. It helps that some of our elected officials have toured Station 63 and have firsthand knowledge of the challenges.

The Board had a few additional questions, but were overall satisfied that they had received what they needed to make an informed decision. There are four basic components that are generally used for presentations like this one: define the need, anticipate the questions, develop the presentation, and execute. A very basic approach.

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Upcoming Events:

Sept 6: Office Closed Labor Day
Sept 7: Labor Management, Dr. Follow-up,
Sept 8-12: Fire School in Mesa

Board Meetings:

Sept 27 Administration
CAFMA – 1700-1830

'I still get letters': How Record photographer Thomas Franklin shot the famous 9/11 photo

By: Katy Sobko

Photographer Tom Franklin wasn't even supposed to be in The Record's newsroom in Hackensack that morning.

He'd been in the Dominican Republic for a baseball project and had stopped by to talk to his editor. They were discussing the assignment when someone interrupted with the news that a plane had hit one of the Twin Towers at the World Trade Center.

Franklin joined the rush of journalists to Jersey City to document history from across the Hudson River. He'd spend most of the day in Exchange Place, which has a clear view of the Manhattan skyline, before boarding a boat to lower Manhattan. During the chaotic morning, Franklin even lost some of his equipment.

One of the images he captured that afternoon would become among the most recognizable photos in history.

He saw firefighters "fumbling" with an American flag near where the Twin Towers had fallen and fired off a burst of photos.

The photo of the three firefighters raising that flag in a show of fortitude and respect, against a backdrop of unfathomable devastation, has become one of the most identifiable images taken on September 11, 2001. It permeates social media each anniversary. It's been recreated for calendars and ended up on shirts. It was even made into a postage stamp.

theintel.com

The Bitter Truth: There's Still No Rhyme or Reason to COVID-19

By: Charles C. W. Cooke

Two presidents. Fifty states. One-hundred-and-ninety-five countries. A multitude of different approaches. And still, there's no rhyme or reason to this pandemic.

Vaccines help a great deal. That much we know. Beyond that, though, the coverage of the virus has mostly been partisanship and witchcraft. Here, current as of today, is the per-state death chart per 100,000 people in the United States:

(Click on the link at the bottom to see the graph comparison)

Confusing, isn't it? Try as you might, you will not find a plausible way of blaming this on that party or region or policy that you hate.

A few days ago, the New York Times ran an excellent piece on the terrible spike in Florida. “Even a state that made a major push for vaccinations . . . can be crushed by the Delta variant,” the paper observed, while noting that “Florida ranks 21st among states and Washington, D.C., in giving people of all ages at least one shot.” Indeed, the Times noted, nobody is quite sure why this is happening. “Exactly why the state has been so hard-hit,” it concluded, “remains an elusive question” — not least because “other states with comparable vaccine coverage have a small fraction of Florida’s hospitalization rate.”

Many of the Times’s readers were frightfully upset by this blunt assessment of the facts. On Twitter, MSNBC’s Kyle Griffin put his fingers in his ears and screamed, “This is not true.” “And,” he added, “you know it. Do better.” Soledad O’Brien, meanwhile, went so far as to describe the piece as “journalistic malpractice.” What a strange, neat little world some people have made for themselves.

[nationalreview.com](https://www.nationalreview.com)

Chief’s Desk Continued

I’ve been here eight years as of August 29th. In those eight years, I’ve lost track of how many apparatus we’ve purchased – it’s been a sizeable number. We’ve never gone to the Board with pictures of apparatus or a presentation. In fact, we have purchased the same engines over and over again for years. The engine purchases were approved in the capital plan, so we would simply go to the Board and ask for permission to move forward.

The process had become so mechanical that I really did not think much about going to the Board for the three new engines. So, of the basic steps listed above, where did I go wrong? First, we identified the need – for us, but not for the Board. Second, we did not anticipate the questions the Board might have given that we were recommending a change in manufacturer. Third, no presentation was developed outlining the need and explaining the process. Finally, I simply did not execute, because I had not taken the first three steps.

I also failed to consider that we have two new Board members who have never been through an engine purchase. That alone should have prompted me to develop a more comprehensive, or at least a basic overview of the process. We purchase from a national cooperative purchasing agreement, which is something they have not used in previous positions they’ve held. Both understood the concept of cooperative purchasing from our state purchasing agreements, so explaining the national agreement was not difficult. However, it would have been better to provide that information before they had to ask.

Switching manufacturers is a big deal for us as our entire fleet is Rosenbauer. While I’m fully aware of the challenges we’ve had with quality and service over the years, the Board is not. Most, if not all, of our conversations regarding challenges have taken place internally, and not directly with Board members. To that end, I should have requested a presentation that included our history with Rosenbauer, as well as which metrics were used to measure one manufacturer against another.

For example, it would have been good to provide pictures of some of the quality differences we ended up describing between the different manufacturers. We discussed the differences in how a Rosenbauer, KME, and Ferrara are wired versus how a Pierce is wired; however, pictures of the wiring would have provided a better illustration. We could have also provided photos of the copper tubing in each unit to show how many fittings are used in the other manufacturers compared to the limited number of fittings in a Pierce. Each fitting is a potential failure point.

Finally, I should have asked for a side-by-side price comparison. We had completed one in the past, but I could not recall the numbers with 100% accuracy. Our Board members represent the financial interests of the public. The Board is okay with spending more for better quality products, but they need to be able to explain why product 'A' is worth more than product 'B'. It is my job to ensure they have that information.

Ultimately, they agreed to the purchase, however the entire topic would have gone much more smoothly had I defined the need, anticipated the questions, developed a short slide presentation, and executed. A lesson I will not soon forget.

Why is this important? It's important because as you progress through your career, there will be more and more opportunities for you to present information to your peers, elected officials, community leaders, and community groups. It is important that you carefully consider the material you will be presenting, who is in the audience, and what each group may want to know. In general, all taxpayers want to know that you are using their monies wisely.

It is important to anticipate the information your audience needs and ensure you provide it for them. Even with extensive preparation, there will be questions for which you may not be able to provide an answer. In those situations, make a note and let the person know that you will get back to them with an answer in a specified period of time – and make sure you get their contact info.

Do not allow yourself to be lulled into a sense of comfort that could lead you to be less prepared than you should be. That was my mistake with the engines. While this was not a fatal mistake, it was a mistake nonetheless. I figure it's good to share these lessons with you, so you can avoid finding yourself in the same position at some point in your career.

As you read this, I am in a boat on Lake Havasu for the weekend ☺ Happy Labor Day, and stay safe!
