



# THE REVIEW

Central Arizona Fire and Medical - 8603 E. Eastridge Dr., Prescott Valley, AZ 86314 – **June 24, 2022**

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“Start by doing what’s necessary, then what’s possible, and suddenly you are doing the impossible.”

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## BREAKING NEWS

**SCR1049 STRIKER: FIRE DISTRICTS; FUNDING; TPT INCREMENT approved in House COW with amendment #4818. PASSED House Third Read 34-25. Returned to Senate for concurrence in House amendments. 6/23 Senate concurred in House amendments and PASSED on Senate final reading 25-3.**

The 1/10 of a cent sales tax measure has now been referred to the ballot by the Arizona State Legislature!!

## BREAKING NEWS

**HB2609, the Ambulance Licensing Reform Bill, passed out of the House on Thursday with a vote of 55-1. The bill is now on its way to the Governor’s desk for his signature.**

Never let someone tell you that something is impossible. Instead show them what can be done.

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## The Chief's Desk

At long last, the HR hiring process is complete and a candidate has accepted an offer as the new HR Manager for CAFMA. Those of you who took advantage of attending the reception will know who she is, those who did not will have opportunities to meet her after she transitions from California to Prescott.

Patty Murphey, yes, our new Patty, will start with us on July 11. That also happens to be the week of the AFCA/AFDA Leadership Conference. She will be in the office filling out paperwork on the 11<sup>th</sup>, and will be assigned to attend the conference the remainder of the week. She is coming to us after spending her career in the private sector. To that end, I thought it would be good for her to be introduced to the Fire Service culture at the conference. Additionally, her attendance will serve as a good opportunity to be exposed to Fire Service classes, meet peers from around the state, and get to know some of our folks in a more informal setting.

As I said, she's transitioning from California to Prescott over the next couple months. She and her fiancé already have a house under construction in Prescott as they were already in the process of re-locating to a better area in a better state 😊 To that end, we've agreed to some remote work to start; however, she will be in person in the office as we need. Once she's completed her move to Prescott in August, she will be live and in person at Admin.

It will take some time for her to get acclimated to things; however, I know she's excited about getting out to the stations for visits and ride-alongs. That said, I would ask for your patience as one of the first tasks we have for her is to analyze the Human Resources Department and determine where we are today v. where we need to be. Once that's complete, she and Chief Tharp will develop a plan for moving the department forward. She will be working closely with Lacie and Karen, as well as learning from them as they have important government and institutional knowledge to share.

Patty's most recent Human Resources position was developing an entire HR department from scratch for a CyberTech start-up. She developed all policy, procedures, SOGs, and recruitment processes for a fast-paced and dynamic company. While she does not have any exposure to government, she does have tremendous experience in developing new and innovative ways to approach HR responsibilities, including recruitment.

Once she is in the office full-time, I would encourage you to stop in and say hello. I'd also encourage all significant others to take time to stop and introduce themselves. There is a new group that is getting together specifically for significant others. I believe Tricia Wagner is spearheading some of it. I'd encourage you all to reach out and set up a time to meet as a group with Patty. It would be good to make the connection and truly demonstrate what we mean when we say "CAFMA Family." Those aren't just words, it's who we are. **Cont. Page 4**

### Upcoming Events:

June 27: Meet with Chip Davis, Board Meetings

June 28: PT, Exit Interview, Develop Presentation for AFCA and one for FRI

June 29: Meet with Senator Sinema's Staff, Work on presentations

June 30: GMHS Memorial, AFCA Lunch Meeting Phoenix

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### Board Meetings:

June 27: Administration

CVFD – 1600-1630

CYFD – 1630-1700

CAFMA – 1700-1830

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## **The Importance of Revenue Diversification in Business**

By: Melissa Houston

**(Chief's Note: Having a diversified revenue stream is not only important in private business, it is important in government. Yet, Fire Districts in Arizona are solely funded by property taxes. The ballot measure mentioned on the cover today, would allow Fire Districts across Arizona to diversify their revenue stream.)**

You're an entrepreneur, and your business is important to you. You want to protect your business and ensure it thrives. Have you considered how to minimize the risk in your business?

As a business owner, your primary concern is to ensure that money is coming into your business to keep it going, and it's easy to get distracted by short term wins that bring you quick cash. However, when combined with profitability, longevity is vital to ensure your business can stay in the game for the long term.

If you want to minimize risk in your business, you need to be both creative and innovative to ensure you have the framework to support long-term success, and one way to do this is to have more than one core stream of income. Recent economic events have shown us how important it is to diversify revenue and not be dependent on just one source of income. The benefit of having more than one income stream is when one income stream is threatened, such as live events or speaking engagements, you have other revenue lines you can fall back on.

In business, depending on one source of revenue is a risky move. If that source of income dries up, you are left scrambling to build a new one during already adverse times instead of having it there to rely on, better yet, ready to amplify. Speaking with Sarah Swain, Founder of the Great Canadian Woman™, Sarah advocates for women diversifying their revenue. She leads by example as she strategically built and grew her business by erecting an assortment of robust pillars such as book publishing, podcast sponsorships, live events, merchandise, workshops for women, and a membership lounge coming down the pipeline in 2021. As the harsh reality of 2020 hit the events sector, she was grateful to have other options within her business framework to fall back on and expand on.

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

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## **Historic N.M. blaze blamed on miscalculations, errors**

By: Susan Montoya Bryan

ALBUQUERQUE, N.M. — U.S. Forest Service employees made multiple miscalculations, used inaccurate models and underestimated how dry conditions were in the Southwest, causing a planned burn to reduce the threat of wildfires to explode into the largest blaze in New Mexico's recorded history, the agency said Tuesday.

The agency quietly posted an 80-page review that details the planning missteps and the conditions on the ground as crews ignited the prescribed fire in early April. The report states officials who planned the

operation underestimated the amount of timber and vegetation that was available to fuel the flames, the exceptionally dry conditions and the rural villages and water supplies that would be threatened if things went awry.

Within hours of declaring the test fire a success that day, multiple spot fires were reported outside containment lines and there were not enough resources or water to rein them in.

"The devastating impact of this fire to the communities and livelihoods of those affected in New Mexico demanded this level of review to ensure we understand how this tragic event unfolded," U.S. Forest Chief Randy Moore wrote. "I cannot overstate how heartbreaking these impacts are on communities and individuals."

As of Tuesday, the blaze had charred more than 533 square miles (1,380 square kilometers), making it the largest fire to have burned this spring in the U.S. It comes during a particularly ferocious season in which fire danger in overgrown forests around the West has reached historic levels due to decades of drought and warmer weather brought on by climate change.

[firerescue1.com](http://firerescue1.com)

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## **Chief's Desk Continued**

Shifting gears, the Bureau of EMS has finally issued Priority their official CON. This means that they were approved April 4 and the actual CON wasn't issued until June 17. That would not be considered standard, but then again, when has anything the Bureau done been considered standard, or even consistent.

I'm frustrated, but I will say that the Bureau has stepped up to defend their decision to issue the CON to Priority. Really, there's no rational person that could possibly see what's happening in our area and actually think AMR is meeting their requirements under their CON. If you can look me in the eye and say that you believe they are meeting the response requirements as outlined in their CON, you will win one free drug test! Just say'n.

So, what's next then? We're looking at a 90-day period for ramp-up. They will likely start with two interfacility units, and then begin staffing up for 911. We're currently in talks with them regarding service within CAFMA's jurisdiction. Should we come to some form of agreement, said agreement would have to be approved by our Board as well as Priority. Once approved by both parties, it will have to be approved by the State.

It's my understanding that it normally takes two to three weeks for the State to approve agreements between entities. Their only role in reviewing agreements is for the purpose of ensuring the agreement does not in some way violate current statute.

As I type this, on Wednesday night, I've been on the phone with our lobbyist, Jim, regarding HB2609. Things at the legislature are contentious this week, to say the least. As Jim and I both recognize, the need for ambulance license reform should rise above partisan politics, but here we are. We're at a

crucial juncture. I hope to have more before this goes out Friday morning, but as of Wednesday night, I'm in limbo.

This year has been an amazing fight. We're close on legislative reform, Priority has received their official CON, and we are close to notice of hearing on our CON. No one thought any of this was possible, but here we are. Please do not give up. I know you are tired and frustrated, so am I, but if we stick together and see this through, we will accomplish all three. Don't give up the ship, and remember, "*May we never lose our way.*" This is about the people we serve, and we will not let them down.

**FRIDAY MORNING UPDATE: The Ambulance License Reform Bill, HB2609 passed out of the House yesterday, Thursday afternoon, by a vote of 55-1. The bill is on its way to the Governor for signature. This unfortunately does not help us right now. We had to agree to an 18-month implementation plan so the Bureau would have time to develop policies and procedures mandated under the new law.**

**In other fantastic news, the legislators passed a bill referring a 1/10 of a cent sales tax to the ballot for voters to decide in November. The monies generated by the tax will be solely used to fund fire districts across the state. There are approximately 144 fire districts in Arizona and only 35 municipal fire departments. Fire Districts are solely funded by property tax. Diversifying our revenue stream would help fund our operations, and help control property tax increases.**

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