



# THE REVIEW

Central Arizona Fire and Medical - 8603 E. Eastridge Dr., Prescott Valley, AZ 86314 – **December 9, 2022**

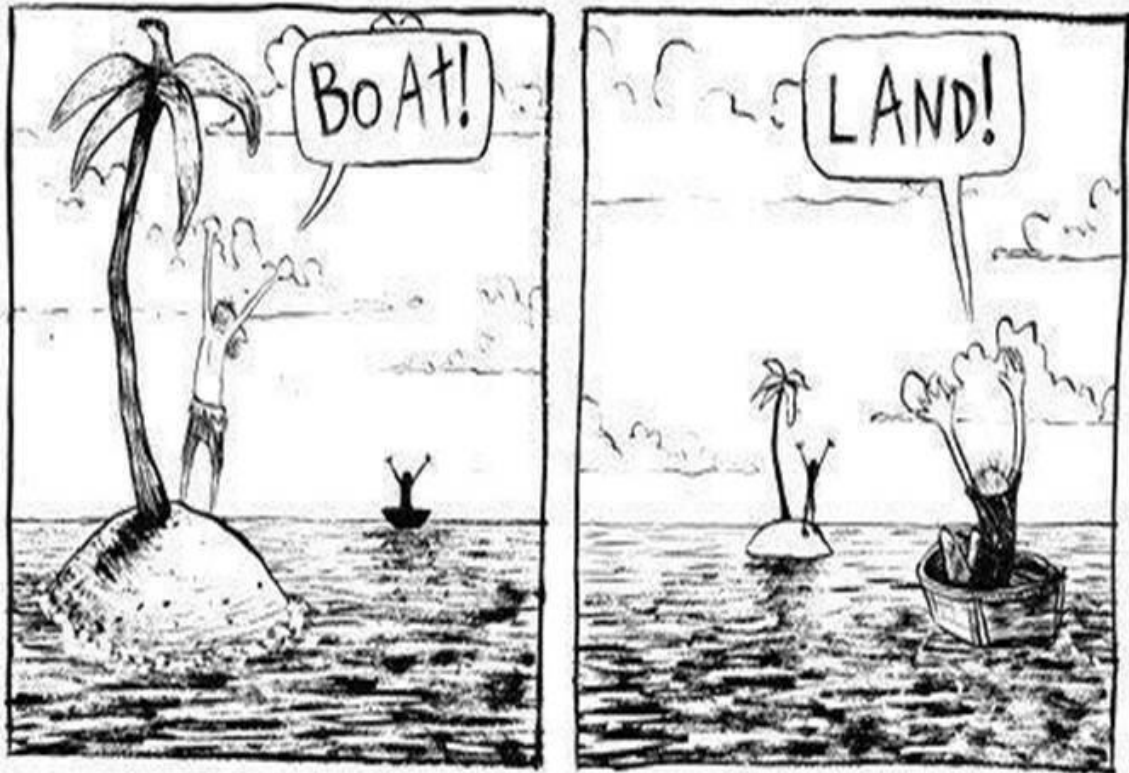
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Have a Great Weekend!

“Always focus on the front windshield and not the review mirror.”  
— Colin Powell”

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## Perspective



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## The Assistant Chief's Desk

Several years ago, I was invited to participate as part of an educational committee for a Fire Service Conference in Reno, NV. The keynote speaker was a businessman named Michael Hingson who was working on the 78th floor of the North Tower of The World Trade Center on September 11, 2001. He talked about the harrowing experience as he and many others worked to make their way out of the building after it was hit by the first plane on 9/11. He said initially, no one knew what had happened, they just heard a loud boom and then the building started to lean. It swayed approximately 20 feet to one side. Everyone anticipated the building to topple over until it stopped and returned to its original position. He spoke in depth about making his way down the stairwell and the interactions he had with the firefighters who were making their way up the tower. As he spoke, I could not help but reflect on the challenges the firefighters faced, and the many lives lost that day. While the experience was certainly captivating, it was only part of the story. Michael was blind from birth. I was captivated by his presentation regarding how he overcame adversity throughout his life and how he ended up on the 78th floor of the North Tower of World Trade Center as a successful businessman with a Fortune 500 company.

He shared that his parents were notified that he was blind when he was 6 months old. It was 1950 and doctors recommended that they put him in an institution because he would require too much attention and he would not amount to anything because of his lack of vision. They refused to accept that notion and did not raise him to believe that his blindness was an insurmountable challenge. He provided an example of how his parents had purchased him a peddle car when he was young and while he was riding it around in his living room, he split his chin open on the coffee table after running into it. They took him to the emergency room for stitches and when they returned, his mother instructed him that he needed to pay better attention to where he was going. What they didn't do is take away the peddle car or move the coffee table. This was a pivotal moment in his life as he realized that the world was not going to change for him. He was going to have to figure out how to overcome his challenge to navigate life, and he did. Growing up he rode his bike to school and participated as a regular student. It was significantly harder; however, with the help of his parents, he was successful.

He had many interesting stories and challenges that he overcame but one that stuck out to me came later in his life. He had become a successful salesman; however, following a merger with another company, all the employees from the company he was a part of were laid off. He was now unemployed and searching for a job. He said the challenge he faced when applying for a job was, do you notify them in your cover letter that you are blind.

[Continued Below](#)

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### **Upcoming Events:**

Dec 12: Life  
Dec 13: Senior Staff Meeting  
Dec 14: Advanced Strategies Meeting  
Dec 15: Holiday Potluck

### **Board Meetings:**

Dec 22: Administration  
CVFD – 1600-1630  
CYFD – 1630-1700  
CAFMA – 1700-1830

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## **How to Listen with Intention**

**By: Tim Kight**

Have you noticed? Listening skills in our society are deteriorating, and it comes at a high cost. More than ever, people are slow to reflect and quick to react. Rather than doing the hard work of listening and seeking to understand, many rush to judgment and are quick to accuse and denounce. The result is an alarming breakdown of the respectful dialogue and debate that are necessary for making good decisions and solving the problems we face.

Wherever it is found, poor listening does great damage to communication and the effective exchange of information and ideas. Poor listening hinders the sharing of thoughts and feelings. It weakens organizational culture and undermines performance. It cripples teamwork and collaboration. Poor listening damages any relationship, personal or professional.

Better listening, on the other hand, makes everything better.

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## **The Assistant Chief's Desk Continued**

He shared his concern that if he put that he was blind in his cover letter, then most would find a reason not to offer an interview because of their perception of his inability. He stated alternatively that if he didn't put it in the cover letter and showed up to the interview, they were often upset when they realized he was blind. They were upset because they hadn't been given time to formulate their response as to why he couldn't do the job. While reflecting on this dilemma, his wife reminded him of a sales approach he had often used when discussing the shortcomings of the product he was trying to sell. He had been taught in a sales class years before that instead of trying to hide the shortcomings of your product, specifically involving the attributes it doesn't possess, highlight them and focus on how they are a benefit to the product.

He took that concept and applied it to the cover letter he was using in an application for a sales position. He asked the group, do you want someone who sells a product for 8 to 10 hours a day or do you want someone who has had to sell their entire life, every day. He fought every day to justify that he was qualified, whether it was riding his bike, going to school, or working in sales. He took what may have been a perceived negative by others and highlighted how it was an attribute to his ability in sales and how his success up to that moment was a testament to his capability. Fortunately, he got the job.

We all have challenges and obstacles in our life; however, this was the first time that I reflected upon my own with a different perspective. I reflected not just on how I have overcome them personally and professionally, but on how they have helped me be successful. I would encourage you to do the same.

**Have a great week!**



# November Response Report - 2022

Land Area: 369 sq. miles    Population: ≈106,500    Fire Stations: 10 Full-Staffed

## Responses in District

TOTAL FIRE INCIDENTS	15
STRUCTURE FIRE	1
STRUCTURE FIRE; CONFINED	6
MOBILE HOME/PORTABLE BLDG	0
VEHICLE FIRE	2
BRUSH/GRASS/WILDLAND FIRE	3
TRASH FIRE/OTHER	3

*Fire is 1.25% of call volume*

TOTAL RESCUE & EMS	841
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*EMS is 69.79% of call volume*

OVERPRESSURE / OVERHEAT	0
HAZARDOUS CONDITION	16
SERVICE CALL	209
GOOD INTENT	79
FALSE ALARM/OTHER	45

*Other is 28.96% of call volume*

TOTAL INCIDENTS IN DISTRICT	1,205
INCIDENT RESPONSES BY CAFMA	1,333
TYPE-1 UNIT RESPONSES BY CAFMA	1,440

## Fire Loss Summary

Residential Fire Loss	\$235,090
Commercial Fire Loss	\$200
Vehicle Fire Loss	\$11,000

### Top 5 Call Types

804	EMS
120	Assist Invalid
44	Cancelled en Route
42	Public Service
20	No Incident Found on Arrival

Average total # of calls per day	40.17
Average fire calls per day	0.50
Average EMS calls per day	28.03
Average all other calls per day	11.63

### Call Volume at PRCC

	Month	Year-to-Date
PFD	808	9,546
CAFMA	1,205	13,595
GCFD	11	152
OD	8	135
WKFD	1	41

### Unit Responses

Unit	District	Total	Move Up
E50	146	159	23
E51	35	175	39
E53	181	185	12
E540	24	25	19
E54	154	157	0
E57	58	62	2
E58	178	179	0
E59	150	157	9
E61	118	121	3
E62	141	143	11
E63	69	72	40
TR50	2	22	0
B3	39	42	0
B6	30	32	0
Rescues	19	19	0

TYPE-1 ENGINES

### Calls by Municipality

Calls in Town of Chino Valley	194
Calls in Town of Prescott Valley	619
Calls in Town of Dewey-Humboldt	46
Calls in District, Unincorporated Areas	346
Calls Out of District	8

### Aid Agreement Summary

Aid Given to Prescott	145
Aid Received from Prescott	54
Aid Given to WVFD	0
Aid Received from WVFD	6
Mutual Aid Given	0
Mutual Aid Received	0

## Unit Workload History

(RESPONSES BY TYPE-1 ENGINES)

	2016	2017	2018	2019	2020	2021	2022
Jan	1,034	1,123	1,231	1,263	1,157	1,516	<b>1,600</b>
Feb	1,026	913	1,034	1,155	1,152	1,141	1,303
Mar	1,080	1,128	1,093	1,151	1,121	1,328	1,428
Apr	1,036	1,071	1,127	1,182	1,127	1,302	1,376
May	1,084	1,138	1,203	1,223	1,169	1,512	1,577
Jun	1,121	1,208	1,183	1,233	1,310	1,431	1,509
Jul	1,099	<b>1,214</b>	<b>1,234</b>	1,271	1,366	1,546	1,575
Aug	<b>1,132</b>	1,183	1,218	<b>1,332</b>	1,338	1,641	1,557
Sep	1,118	1,091	1,095	1,245	1,277	1,563	1,422
Oct	1,083	1,088	1,183	1,163	1,348	1,551	1,413
Nov	983	1,074	1,134	1,224	1,285	1,570	1,440
Dec	1,085	1,177	1,222	1,211	<b>1,622</b>	<b>1,713</b>	
AVG	1,073	1,117	1,163	1,221	1,273	1,485	1,473
<b>TOTAL</b>	<b>12,881</b>	<b>13,408</b>	<b>13,957</b>	<b>14,653</b>	<b>15,272</b>	<b>17,814</b>	<b>16,200</b>

