

*Navigating  
The Tides of Change*  
Fire Rescue Canada 2010 - Saint John, NB

*Fire-Rescue Canada 2010 • Saint John, New Brunswick*

# NAVIGATING THE TIDES OF CHANGE



CANADIAN  
ASSOCIATION  
OF FIRE CHIEFS



TRAINING AND EDUCATION SYMPOSIUM

FIRE-RESCUE CANADA 2010

# NAVIGATING THE TIDES OF CHANGE

TRAINING AND EDUCATION SYMPOSIUM

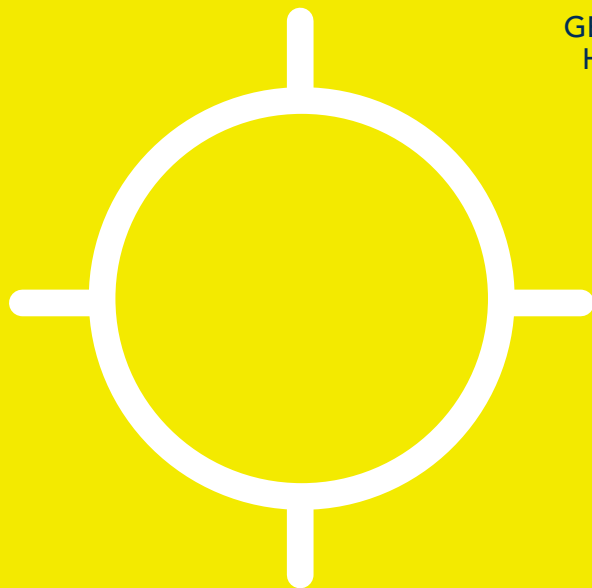
*Presented by*

The Canadian Association of Fire Chiefs  
& The Saint John Fire Department

SEPTEMBER 19 – 22, 2010, SAINT JOHN • NEW BRUNSWICK

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## INTRODUCTION AND WELCOME

For two reasons, *Navigating the Tides of Change* is a totally appropriate theme for CAFC's annual Fire-Rescue Canada Conference. First, Saint John is situated on the coast of the Bay of Fundy, which is renowned worldwide for its spectacular tides. Second, regardless of where we call home, all of us are confronted with having to navigate the tides of change on a daily basis.

Saint John was Canada's first incorporated city, achieving that status in 1785. It is difficult to imagine what life must have been like back then. One fact is certain, however, Saint John has learned how to navigate on the sea of change and to flourish. CAFC delegates to our annual Training and Education Symposium this September can expect to be better equipped to navigate their own tides of change as a result of the educational; networking and socializing opportunities that will again make our Conference the highlight of the year for the Canadian Fire Services.

It was 1997 when our Fire-Rescue Canada Conference was last held in Saint John. For most of us, this will be our first chance to visit Saint John as a CAFC member. It is an opportunity every Chief Fire Officer in Canada should embrace.

Fire Chief Bruce Burrell  
*President, CAFC*

## ***GREETINGS FROM SAINT JOHN FIRE CHIEF ROBERT SIMONDS***

Dear Friends,

On behalf of the Officers, Fire Fighters and Staff of the Saint John Fire Department, I'd like to welcome you to Fire-Rescue 2010.

Located on the shores of the Bay of Fundy, Saint John is home to the world's highest tides and is renowned for its heritage and the ever present influence of the sea. The conference theme titled *Navigating the Tides of Change* is most appropriate. Just as seafarers from yesteryear had to acquire new skills and knowledge to navigate the world's highest tides, Fire Service leaders of today, need to hone their skills to navigate the turbulent tides of organizational change.

You will have the opportunity to hear world class keynote speakers who are renowned helmsmen within their respective organizations. Whether it's General Rick Hillier (Retired) sharing with us how he helped the Canadian Armed Forces reconnect with the citizens of Canada or the US Fire Administrator Kelvin Cochran speaking about his ongoing efforts to build leadership capacity within the Fire Service, we know you will benefit from their knowledge and wisdom.

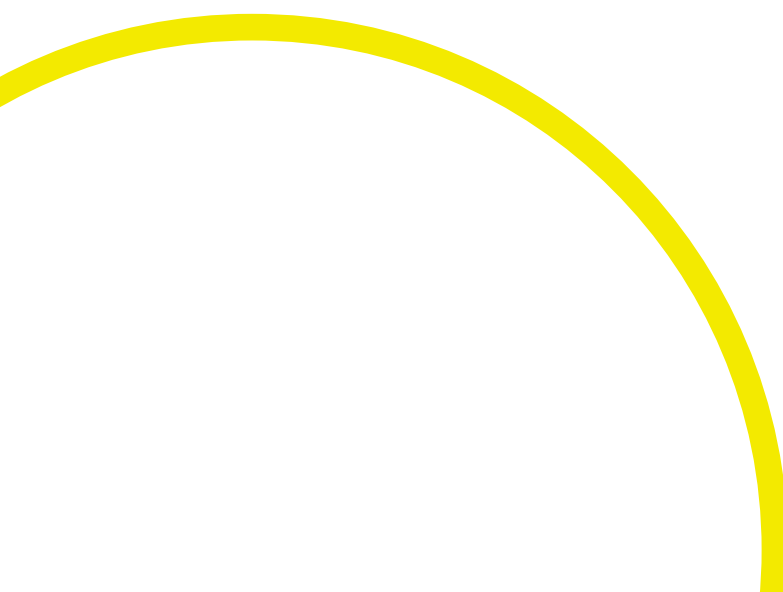
In addition to informative and interactive breakout sessions and business sessions, you will have the opportunity to enjoy some great, down east hospitality. Whale watching expeditions for the companions and host fun night activities at the HMCS Brunswicker along the waterfront in Saint John are but a few of the activities planned for delegates and guests.

We are very privileged to serve as the host of Fire-Rescue 2010, and the men and women of the Saint John Fire Department look forward to making your visit to our community a memorable and enjoyable experience.

Enjoy the conference!

Yours sincerely,

Robert (Rob) Simonds  
*Fire Chief*



## ***GREETINGS FROM CCFM/FC PRESIDENT***

Greetings to the Canadian Association of Fire Chiefs & Canadian Council of Fire Marshal/Fire Commissioners delegates.

On behalf of the Department of Public Safety and the Office of the Fire Marshal, I want to welcome the Canadian Association of Fire Chiefs (CAFC) and the Canadian Council of Fire Marshal and Fire Commissioners (CCFM/FC) delegates to New Brunswick.

I am pleased both associations are having their annual convention in Saint John. Once again this year, the executives of both associations will meet jointly to share our mutual concerns and objectives of providing fire services in Canada.

I encourage delegates to participate in the presentations our outstanding keynote and break-out session speakers will give. These speakers will share their knowledge and many years of expertise navigating the tides of changes in their respective fields.

I'd also encourage you to take time to network with your peers and members of the CCFM/FC from across Canada and to visit the suppliers that will showcase their new products and technologies.

I wish you safe travel to and from Saint John and hope you enjoy the hospitality of our province.

Benoit Laroche

*Fire Marshal*

*Province of New Brunswick*

## ***GREETINGS FROM PRESIDENT NBAFC JODY PRICE***

On behalf of the New Brunswick Association of Fire Chiefs I wish to welcome all delegates to the Fire-Rescue Canada 2010 Conference.

The planning committee of the City of Saint John Fire Department has been working diligently to make this conference a success. This year's conference will convey top notch speakers for the delegates as well as social events and spousal programs.

We are looking forward to taking part in this conference and are confident your stay will be a pleasant one.

Jody Price

*President NBAFC*

## *GREETINGS FROM THE MAYOR OF SAINT JOHN HONOURABLE IVAN COURT*

### *WELCOME / BIENVENUE*

In 1785, 225 years ago, Saint John became Canada's first incorporated City. On behalf of Saint John Common Council and our citizens, welcome to the Original City.

Our City and our fire fighters have a long history together. In 1786, one short year after we became incorporated, the Saint John Fire Department was formed.

Our fire department faces many challenges. Not only are many of our buildings old, our City is large (126 square miles) and it is the most industrialized City in Eastern Canada. However, our citizens are extremely supportive of our efforts. In a recent survey, 94% rated fire service as "very important" in Saint John, as opposed to the national norm of 84%.

We are pleased to host Canadian Association of Fire Chiefs (CAFC) as you navigate the tides of change. We wish you a successful conference and a wonderful stay here the Original City.

Mayor Ivan Court



The Canadian Association of Fire Chiefs is pleased to announce that members of the Canadian Association of Fire Investigators (CAFI) will be joining us this year at our annual conference. The Canadian Association of Fire Investigators is a national organization formally established in 1980 by professionals who, as a result of their occupation are involved in the investigation or adjustment of fire losses. CAFI promotes the thorough investigation of all fires in an effort to improve public safety, reduce loss of life and property damage by providing a forum for professional liaison to share ideas, experiences and information through educational seminars and their publication the Journal.

# GETTING TO SAINT JOHN

## BY AIR

CAFC has attained convention rates (10% off the applicable fare at time of booking) with Westjet.

For flight schedules and information, please contact Algonquin Travel Kemptville toll free at 800-298-6607 or email [kkinos@algonquintravel.com](mailto:kkinos@algonquintravel.com).

Attendees should complete and submit their booking request forms by fax to 613-258-9643 or by email to [kkinos@algonquintravel.com](mailto:kkinos@algonquintravel.com). Full payment is due at the time of booking. Fares are non-refundable. Payment by Visa, Mastercard, American Express and Diners Club/Enroute are accepted.

## HOST HOTEL



### Hilton Saint John

One Market Square  
Saint John, NB E2L 4Z6

Tel: 506-693-8484 or 800-561-8282

Group Code: FIRA10

Please make your reservation before August 20, 2010 in order to take advantage of the group rate.

Situated directly on the harbour, Hilton's Saint John, New Brunswick hotel is the only 4½ star hotel located on the waterfront at the foot of historic King Street in Canada's oldest incorporated city, Saint John, New Brunswick. Only moments from the world-famous Reversing Falls, we are perfectly situated for all types of travel, whether you are staying with us for leisure, business, a convention or even if planning your wedding. We have a number of dining options to satisfy your soul.

As one of our Hilton Saint John hotel guests you will enjoy the quick accessibility of Harbour Passage – an interconnected system of walking and biking trails, lookouts, and heritage sites as well as the convenience and use of the Inside Connection – an indoor walkway network that spans several blocks, connecting you to:

- **Saint John Trade and Convention Center:** managed by Hilton Saint John hotel
- **Canada Games Aquatic Centre:** largest aquatic facility in New Brunswick, Canada
- **Harbour Station:** multi purpose facility
- **Market Square:** connected to the Hilton Saint John hotel for shopping, dining and entertainment, open seven days a week
- **Brunswick Square:** over 70 specialty shops and services, open seven days a week
- **New Brunswick Museum:** Canada's oldest continuing Museum
- **Saint John Free Public Library:** one of the oldest public libraries in Canada
- **Old City Market:** oldest continuous farmers market in Canada, open six days a week

## HOTEL RATES

Starting at \$158/night

# AGENDA-AT-A-GLANCE

## FRIDAY, SEPTEMBER 17

08:00 – 17:00 DND Meeting

## SATURDAY, SEPTEMBER 18

08:00 – 17:00 DND Meeting

08:00 – 17:00 CAFC Board of Directors Meeting

## SUNDAY, SEPTEMBER 19

08:00 – 15:30 Registration

08:00 – 17:00 DND Meeting

08:00 – 12:00 CCFM/FC Closed Session Meeting

09:00 – 15:00 Vendors Gallery Set-Up

12:00 – 16:30 Joint CAFC & CCFM/FC Board of Directors Meeting

17:30 – 19:00 Opening Ceremonies & Memorial Service

19:00 – 21:00 Welcome Reception

21:00 – Hospitality Suite

## MONDAY, SEPTEMBER 20

07:00 – 15:00 Registration

07:00 – 07:30 Breakfast

**07:30 – 09:00 CAFC Business Meeting**

08:30 – 15:00 Vendors Gallery

08:30 – 12:00 CCFM/FC Open Session Meeting (Open to CAFC Members)

**09:00 – 10:00 Keynote Presentation: Planning for Succession in the Fire Service**

Presenter: *United States Fire Administrator, Kelvin J. Cochran*

10:00 – 10:30 Break & Visit with Vendors

**10:30 – 11:30 Keynote: Social Media Marketing Your Department: Why it's more important to reach out to your community Agents than thousands of members of the general public**

Presenter: *Lt. Rommie Duckworth, Ridgefield Fire Department*

**11:30 – 11:45 Sponsor Presentation: SPERIAN FIRE (Platinum)**

**11:45 – 12:00 Sponsor Presentation: SPARTAN CHASSIS (Gold)**

12:00 – 13:00 Lunch

**12:45 – 13:00 Sponsor Presentation: Aero-Feu (Gold)**

**13:00 – 14:00 Keynote: Leadership in Tough Times**

Presenter: *General Rick Hillier, Former Chief of Defence Staff, DND*

14:00 – 16:00 CCFM/FC Open Session Meeting (Open to CAFC members)

**14:00 – 14:15 Sponsor Presentation: Honeywell First Responders (Bronze)**

**14:15 – 14:30 Sponsor Presentation: Motorola Canada (Platinum)**

14:30 – 15:00 Break & Visit with Vendors

- 15:00 – 16:00 **Break-Out Session: Is it Time to Move to the Next Level of Fire Protection – Residential Fire Sprinklers?**  
Presenter: Fire Chief William Stewart, Toronto Fire Service
- 15:00 – 16:00 **Break-Out Session: A Snapshot of the Canadian Fire Service (English)**  
Presenter: Sean Tracey, MIFireE, Canadian Regional Manager, NFPA
- 15:00 – 16:00 **Break-Out Session: The State of Fire Investigations in Canada**  
Presenter: Kim Ayotte, President, Canadian Association of Fire Investigators
- 18:00 – 23:00 **CAFC FUN NIGHT**

## TUESDAY, SEPTEMBER 21

- 07:00 – 15:00 Registration
- 07:00 – 07:30 Breakfast
- 07:30 – 08:30 **Keynote: Fire Fighter Health and Safety Code Enforcement**  
Presenter: Assistant Fire Chief Jim Jessop, Niagara Falls Fire Service
- 08:30 – 15:00 Vendors Gallery
- 08:30 – 17:00 CCFM/FC Open Session Meeting (Open to CAFC members)
- 08:30 – 08:45 **Sponsor Presentation: GE SECURITY (Platinum)**
- 08:45 – 09:00 **Sponsor Presentation: SAFEDESIGN (Gold)**
- 09:00 – 10:00 **Keynote: Panel Discussion – Management and Experts Offer Views on the Challenges of the Changing Workplace**
- 10:00 – 10:30 Break & Visit with Vendors
- 10:30 – 11:30 **Keynote: Working with the Transportation Safety Board of Canada at Transportation Accident Sites Across Canada**  
Presenter: Transportation Safety Board of Canada
- 11:30 – 11:45 **Sponsor Presentation: Draeger Canada (Bronze)**
- 11:45 – 12:00 **Sponsor Presentation: Innotex (Bronze)**
- 12:00 – 13:00 Lunch
- 13:00 – 14:30 CAFC Business Meeting
- 14:30 – 15:00 Break & Visit with Vendors
- 15:00 – 16:00 **Break-Out Session: The Hydrocarbon Detection Canine: The Start, Progression, Retirement, Replacement, and the Change or “evolution” of opinion. Changes in the fire investigation field in New Brunswick.**  
Presenter: Mark Nowlan, Fire Investigator, Canine Handler, Fredericton Fire Department
- 15:00 – 16:00 **Break-Out Session: Leadership in the Community**  
Presenter: Brad Lorne, Deputy Chief of Community, Calgary Fire Department
- 15:00 – 16:00 **Break-Out Session: A Snapshot of the Canadian Fire Service (French)**  
Presenter: Sean Tracey, MIFireE, Canadian Regional Manager, NFPA
- 19:00 – Hospitality Suite

## WEDNESDAY, SEPTEMBER 22

- 07:00 – 14:00 Registration
- 07:00 – 07:30 Breakfast
- 07:30 – 07:45** *Sponsor Presentation: MARKETEKs (Gold)*
- 07:45 – 08:00** *Sponsor Presentation: Knox Company (Bronze)*
- 08:00 – 09:00** *CAFC Business Meeting*
- 08:30 – 13:00 Vendors Gallery
- 08:00 – 17:00 Canadian Association of Fire Investigators Annual Meeting
- 09:00 – 14:00 CCFM/FC Open Session Meeting (Open to CAFC members)
- 09:00 – 10:00** *Keynote: Charleston, SC–Sofa Superstore Fire, How and Why 9 Fire Fighters Died*  
Presenter: Gordon Routley, *Division Chief, Montreal Fire Department*
- 10:00 – 10:30 Break & Visit with Vendors
- 10:30 – 11:30** *Keynote: Leadership – do you have what it takes to be an officer?*  
Presenter: Fire Chief John Buckman, *German Township Fire Department*
- 11:30 – 11:45** *Sponsor Presentation: Starfield Lion (Bronze)*
- 11:45 – 12:00** *Sponsor Presentation: xwave (Bronze)*
- 12:00 – 13:00 Lunch
- 13:00 – 14:00** *Keynote: Planning & Performance Measurers: Why do we need them?*  
Presenters: Deputy Chief Ken Uzeloc & Laurie VandeSchoot, *Strategic Services Manager, Calgary Fire Department*
- 14:00 – 15:00 *Keynote: Your City Manager: What you need to know*  
Presenter: Chris MacPherson, *President, Canadian Association of Municipal Administrators (CAMA)*
- 14:00 – 16:30 CCFM/FC Closed Session Meeting
- 18:00 – 19:00 Cocktail Reception
- 19:00 – 22:00 Closing Banquet
- 22:00 – Hospitality Suite

## THURSDAY, SEPTEMBER 23

- 08:30 – 12:00 CAFC Board of Directors Meeting
- 08:30 – 16:00 CAFC Leadership Coach Workshop (Day 1)

## FRIDAY, SEPTEMBER 24

- 08:30 – 16:00 CAFC Leadership Coach Workshop (Day 2)

# OUR COMPANION PROGRAM

*Our Companion Program has been designed to accommodate a wide variety of tastes and is sure to be an enjoyable experience for all of our guests (lunch is included in each day's activities).*

## MONDAY, SEPTEMBER 20

### *DISCOVERING ROCKWOOD PARK*

You will start your tour of Uptown Saint John with a stroll along Harbour Passage and then through the historical City Market. First opened in 1876, the City Market has withstood the test of time – from The Great Fire of 1877 to the twentieth-century urban renewal that built a brand new city right outside its iron gates. Nowhere else in Saint John can you experience a traditional “farmers market” while shopping for such a wide selection of goods and services, ranging from dulce to hand-made local crafts, and enjoy a delicious meal from one of the numerous restaurants. Continue your tour through the Trinity Royal Preservation Area where you can stroll along the brick lined streets as well as enjoy the quality shops and boutiques. Saint John offers the best in trend setting apparel, decor and home furnishings.

Your chariot will then whisk you to Rockwood Park for a fun filled afternoon of activities. Rockwood Park is a 2,000 acre municipal park that boasts, hundreds of kilometres of trails, horse back riding, kayaking, paddle boats, swimming, camping, fine dining, geo-caching and rock climbing just to name a few activities.

At the heart of Rockwood Park is the newly restored Hatheway Pavilion, which will be the launch site for the day's activities. The line-up of activities include:

- Geo-caching
- Wine testing
- Cooking a traditional maritime meal
- Lunch at Lily's Café; a very popular spot for casual dining
- Exploring the offering of Rockwood park

<http://www.lilylake.ca/lilylake/>

[http://www.saintjohn.ca/services\\_recreation\\_rockwood.cfm](http://www.saintjohn.ca/services_recreation_rockwood.cfm)

<http://www.sjcitymarket.ca/index.html>

## TUESDAY, SEPTEMBER 21

### *DAY IN ST. ANDREW'S BY THE SEA*

The Town of St. Andrews is located in the southwest corner of New Brunswick on scenic Passamaquoddy Bay. Settled by loyalists after the American Revolution, St. Andrews today continues to reflect the dominant themes of loyalist social order – peace, order and stability. With its famous gridiron street plan, and its quiet, tree lined residential quarters, the town still retains much of its old world charm.

You will board a bus for the one hour drive to St. Andrew's by the Sea where you will enjoy a day of shopping, lunch at a local attraction and a whale watching excursion.

<http://standrewsbythesea.ca/visit/>

<http://www.fairmont.com/algonquin>

## WEDNESDAY, SEPTEMBER 22

### *ALL ABOUT ME*

After you spend a portion of the morning on you own, you will take a trolley ride to a local dinner theatre where you will be wined, dined and entertained. Afterwards you will jump back on the trolley for a scenic ride to the Hilton Hotel, where further pampering awaits.

<http://www.uptownsj.com/uptownsj/>

<http://www.tourismsaintjohn.com/index.cfm?event=page.index>

## FUN NIGHT

In days gone by, the only source of heat for many Maritime homes was the kitchen stove. So, when friends and family dropped by for a social evenings, the party would inevitably end up in the kitchen. To this day our kitchens still end up as the centre of our social gatherings. In keeping with this time honoured tradition, the Fire-Rescue Canada 2010 organizing committee present a hand clapping, foot stomping, maritime food filled good time.

You've spent the day in workshops and networking with your peers, now its time to make your way into the HMSC Brunswicker. So come join us for a drink in the mess, listen to maritime performers and enjoy the tastes of the Maritimes. You will feel at home at our Maritime Kitchen Party.

Extra tickets available on site: \$60.00 + GST

# POST-CONFERENCE TWO DAY WORKSHOP

*Sponsored by: Calgary Fire Department*

THURSDAY, SEPTEMBER 23 & FRIDAY, SEPTEMBER 24

## ***CAFC LEADERSHIP FORUM***

### CAFC FIRE SERVICES COACH PROGRAM

The CAFC Fire Services Mentor Program is for fire service professionals and advisors who wish to make a leadership difference in fire and rescue services. Participants will learn how to use the CAFC Leader Profiles to guide people in assessing and enhancing their leadership capacity through a personal leadership learning plan. They will also learn how to deliver the one day CAFC Leader Insights Program to help departments promote leadership thinking. This highly interactive learning opportunity applies leadership concepts and CAFC products with coaching and instructional skills to the unique leadership needs of fire and rescue services.

**OVERVIEW** > *Helping others to understand:*

- **Fire Services Leadership** – understand the importance of leadership
- **Personal Mastery** – think about leader styles
- **Situational Leadership** – apply leadership in the hall and at incidents
- **Leadership Learning** – enhance their personal leadership capacity

**COMPETENCIES** > *Enhancing personal abilities:*

- **Coaching** – guiding others to realize their potential
- **Mentoring** – asking questions and listening actively
- **Presenting** – delivering leadership concepts and activities
- **Facilitating** – helping groups to apply leadership concepts

**BENEFITS** > *tools that participants will leave with*

- **CAFC Leader Profile** – to guide personal assessments
- **CAFC Leader Action Plan** – to develop a learning road map
- **CAFC Leadership Insights Program** – to deliver an introductory session

### Resource Persons

Dr. Gordon McIntosh, CAFC Leadership Development Coordinator and Dr. Jane Duncan, Dean of the Calgary Fire Training Academy will be joined by current CAFC Mentors. Gordon designs and delivers fire service leadership development programs throughout Canada. Jane is a certified professional coach focused on developing coaching skills as means to enhance fire service leadership capacity.

**TARGET MARKET includes Fire service trainers, officers, retired fire personnel and private consultants.**

**DETAILS:** Cost for this 2 day Post-Conference Workshop: \$200 + GST

*(Cost includes: Breakfast, Lunch and Coffee Breaks for both days, Coach Guide and all other program materials.)*

# NATIONAL FIRE CHIEF OF THE YEAR AWARDS

SPONSORED BY:

FIRE UNDERWRITERS SURVEY and  
THE CANADIAN ASSOCIATION OF FIRE CHIEFS

**SUBMISSION DEADLINE: AUGUST 6, 2010**

Please mail, fax or email your nominations to:

CAFC  
280 Albert Street, Suite 702  
Ottawa, ON K1P 5G8

Email: vroper@cafc.ca, or Fax: 800-775-5189

Fire Underwriters Survey and the Canadian Association of Fire Chiefs (CAFC) National Awards

## AWARDS OF EXCELLENCE

Each year, the Canadian Association of Fire Chiefs (CAFC) recognizes men and women who promote the fire services in Canada. During CAFC's annual conference, Fire Rescue Canada, a select number of Fire Chiefs representing the fire services industry will be recognized by the CAFC and Fire Underwriters Survey for their outstanding contribution.

## ELIGIBILITY

Individuals who are eligible for nomination and selection for Awards of Excellence must be active chiefs in full time career or volunteer positions with the fire services in Canada. Those individuals who have recently retired will also be considered. One from each category will be chosen.

Fire Underwriters Survey is the sponsor these prestigious national awards and the following information describes how to nominate candidates:

## NOMINATION AND SELECTION

The nomination form should be completed and returned with the submission. All submissions must include a clear, concise, printed narrative description (100-300 words) of the candidates' achievements or contributions. Additional background information may be attached.

An independent panel of judges, drawn from the Canadian Association of Fire Chiefs, will adjudicate the submissions. Fire Underwriters Survey will be represented on this panel and will be asked to adjudicate the final short list of selections for the awards. Awards are announced immediately prior to and presented at Fire Rescue Canada each year.

Receipt of submissions will be acknowledged in writing.

## **AWARD CRITERIA**

Two awards will be presented each year to one volunteer fire chief and one full time career fire chief.

## **AWARDS OF EXCELLENCE**

Candidates must have made outstanding contributions to the betterment of their community and of the fire services industry over several years in areas such as safety, sustainable community program development, education, community service or policy development.

OR, candidates must have achieved, through their innovation and initiative on a particular project or program, positive and measurable improvement of significant and enduring benefit to the fire services industry and their community.

## **AWARDS**

The candidates chosen for the Awards of Excellence will be presented with an appropriate plaque or suitable object of recognition designed and presented by Fire Underwriters Survey.

A monetary award would be contributed in the names of the candidates to further programs in their individual communities. The winning candidate will be asked to choose the program that he or she would like to support.

# PROGRAM HIGHLIGHTS

## SUNDAY, SEPTEMBER 19

17:30 – 19:00

Formal Opening Ceremonies and Memorial Service

19:00 – 21:00

Welcome Reception

*Sponsored by: xwave*

## MONDAY, SEPTEMBER 20

09:00 – 10:00

Planning for Succession in the Fire Service

*Presenter: United States Fire Administrator, Kelvin J. Cochran*

Because there is no success without a successor, planning for succession is a sure-fire way to Navigate the Tides during Change...

The United States Fire Administrator, Kelvin J. Cochran, will discuss the advantages of succession planning for fire and emergency services organizations. Planning for succession is not a stand-alone activity, but is a core business process, woven into the very fabric of the culture. As fire and emergency services leaders, we have an obligation to infuse hope and optimism into our employees through planning for succession.

10:30 – 11:30

Social Media Marketing Your Department: Why it's more important to reach out to your community agents than thousands of members of the general public

*Presenter: Lt. Rommie Duckworth, Ridgefield Fire Department*

While department websites have become commonplace in 2010, few agencies are using social media tools to promote their organization and even fewer are doing it effectively. This session will show you what Social Media channels to use, how to use them and, most importantly, how to reach the Agents of Change in your community that will take your Social Media message and convert it to Word of Mouth Marketing.

**13:00 – 14:00**

### **Leadership Through Tough Times**

*Presenter: General Rick Hillier, Former Chief of Defence Staff, DND*

**Sponsored by: Areo-Fire Ltd.**

Leadership Through Tough Times is based on lessons learned from the school of hard knocks. Illustrating leadership lessons through the stories of the men and women who represent our country around the world, supported by their families, and doing the toughest jobs imaginable. Their leadership, proven and real, can serve to guide leaders in every part of our society, because they have absorbed that leadership is all about people.

**15:00 – 16:00**

### **Is it Time to Move to the Next Level of Fire Protection – Residential Fire Sprinklers?**

*Presenter: Fire Chief William Stewart, Toronto Fire Services*

Fire Engineering has made major contributions in the reliability and development of residential fire sprinklers. The large majority of fire deaths and injuries in North America are due to residential fires, rather than fires in commercial or industrial properties. Because the large majority of fire deaths and injuries occur in residential fires, fire protection measures which target residential properties have potential to prevent injuries and save lives. Advocacy for fire sprinklers in residential buildings will increase survivability in the room of fire origin.

**15:00 – 16:00**

### **A Snapshot of the Canadian Fire Service (English)**

*Presenter: Sean Tracey, MIFireE, Canadian Regional Manager, NFPA*

This presentation shall give a detailed analysis of the NFPA Report Fire Departments in Canada, 2006-2008. This report is the result of the surveying of over 1,733 Canadian Fire Departments and provides some intriguing insight into the Canadian Fire Service as well as comparing the results to the U.S. fire service. This information may prove to be a valuable benchmarking tool in comparing Canadian Fire Departments nationally as well as internationally.

**15:00 – 16:00**

### **The State of Fire Investigations in Canada**

*Presenter: Kim Ayotte, President, Canadian Association of Fire Investigators*

This session will identify the different agencies responsible for conducting fire investigations in Canada and their respective roles and responsibilities. Chief Officer Kim Ayotte will identify some of the legal challenges identified by both public and private agencies in sharing information.

**18:00 –**

**FUN NIGHT**

## TUESDAY, SEPTEMBER 21

**07:30 – 08:30**

### Fire Fighter Health and Safety and Code Enforcement

*Presenter: Assistant Fire Chief Jim Jessop, Niagara Falls Fire Service*

The enforcement of the Fire Code and the health and safety of the fire fighters is directly related. A review of Coroner's Inquests, Public Inquiries and NIOSH reports will demonstrate how creating a culture of intolerance to code violations that can immediately impact the life safety of building occupants and the safety of fire fighters during operations will decrease the risk of injury or deaths to your fire fighters. In addition, a review of real life scenarios experienced in Niagara Falls will demonstrate how violations of the Fire Code place the health and safety of fire fighters at risk.

**09:00 – 10:00**

### Panel Discussion – Management and Labour Experts Offer Views on the Challenges of the Changing Workplace

Labour issues have been and continue to remain a key factor in our workplace. This interactive panel discussion deals with timely and significant issues from the perspective of management and labour, and provides a stimulating exchange of views and approaches for progressive Labour Relations. The audience will assist by providing pertinent questions: following a poll concerning your interest, topics may include, but are not limited to Attendance Management, Collective Agreements/Management Rights as well as other labour and employment issues.

**10:30 – 11:30**

### Working with the Transportation Safety Board of Canada (TSB) at Transportation Accident Sites Across Canada

The Transportation Safety Board of Canada (TSB) is the independent agency responsible for investigating aviation, marine, railway and pipeline accidents. Fire fighters often work alongside TSB investigators during these accidents. The presentation discusses the roles and responsibilities of TSB investigators and fire fighters, unique hazards found at transportation accident sites and how all organizations can collaborate effectively to ensure safety and evidence preservation.

**15:00 – 16:00**

### The Hydrocarbon Detection Canine: The Start, Progression, Retirement, Replacement and the Change or "Evolution" of Opinion. Changes in the fire investigation field in New Brunswick.

*Presenter: Mark Nowan, Fire Investigator, Canine Handler, Fredericton Fire Department*

This session will explain how the canine works and the commitment required in maintaining a canine team through the initial application, how the department is chosen for sponsorship and how the training program works. This session will also explain the benefits of the program as well as few of the downfalls (i.e. reduced scene times at incidents, positive hit return rate from forensic laboratories to public relations benefits as well as costs related to upkeep of the canine).

**15:00 – 16:00**

### **A Snapshot of the Canadian Fire Service (French)**

***Presenter: Sean Tracey, MIFireE, Canadian Regional Manager, NFPA***

This presentation shall give a detailed analysis of the NFPA Report Fire Departments in Canada, 2006-2008. This report is the result of the surveying of over 1,733 Canadian Fire Departments and provides some intriguing insight into the Canadian Fire Service as well as comparing the results to the U.S. fire service. This information may prove to be a valuable benchmarking tool in comparing Canadian Fire Departments nationally as well as internationally.

**15:00 – 16:00**

### **Leadership in the Community**

***Presenter: Brad Lorne, Deputy Chief of Community Standards, Calgary Fire Department***

Fires always happen to the other guy. Who is the other guy? Public relations only goes so far. We see consistent numbers of fires from year to year, the same cause and circumstance. What are we doing as a Fire Service to reduce the risk of fire, injury and death?

Leadership in the community means looking out for the "Other Guy". Ensuring his house is constructed with fire safety in mind, making sure the material used allows occupants to escape and fire fighters to enter without fear of collapse, ensuring fire apparatus can access the development in a timely fashion and that street widths allow for all responding apparatus to make it into the community in all weather conditions.

## **WEDNESDAY, SEPTEMBER 22**

**09:00 – 10:00**

### **Charleston, SC – Sofa Superstore Fire: How and why 9 fire fighters died**

***Presenter: Gordon Routley, Division Chief, Montreal Fire Department***

The tragic loss of 8 Charleston fire fighters in the Sofa Superstore fire captured the attention of the fires service in 2007. This presentation provides a detailed explanation and analysis of the incident and identifies critical lessons for fire officers who are responsible for the safety of their personnel. The presenter was the team leader for the detailed investigation and analysis of this incident and has participated in the investigations of more than 30 line-of-duty fatalities.

**10:30 – 11:30**

### **Leadership – do you have what it takes to be an officer?**

***Presenter: Fire Chief John Buckman, German Township Fire Department***

**Sponsored by: VFIS**

This seminar will discuss the five levels of leadership that create effective teams and how a leader can impact those individuals to become a coherent team. We will discuss the leadership myths and how to overcome those, the roles and responsibilities of leadership that create an environment where people are successful and have the desire to succeed, role motivation and the job of a motivator to be an effective officer.

**13:00 – 14:00**

**Planning and Performance Measures: Why do we need them?**

**Presenters: Deputy Chief Ken Uzeloc and Laurie VandeSchoot, Manager, Strategic Services Manager, Calgary Fire Department**

To provide a comprehensive level of public safety, departments must work closely with Council to help them recognize the inherent need to measure, manage and balance the risk gap between prevention and intervention. But, not all measurement is good. Many organizations are in chaos because data is irrelevant, too detailed, poorly integrated, difficult to access and of little value in making decisions. Well executed measures that have a clear relationship to plans, objectives and achievements help build a sustainable fire service that has the resources and funding it requires for an affordable, appropriate and reliable level of service to citizens. All Chiefs need to understand the benefits of planning and the value of communicating performance measure results to their advantage.

This presentation will discuss some of the planning processes used by CFD to meet a variety of needs such as CFAI Accreditation, Council requests, FUS requirements, alignment with the industry, and as an effective operational analysis tool. In addition, to planning processes, performance measurement and tracked outcomes will be looked at to provide the attendees with an understanding of what effective performance measures are, why the fire service needs them and how to get the most benefit out of your performance measure reporting.

**13:00 – 14:00**

**Your City Manager: What you need to know**

**Presenter: Chris MacPherson, President, Canadian Association of Municipal Administrators (CAMA)**

City Managers within Municipal government have broad responsibilities and rely on their Fire Chiefs to serve as principal advisors and contributing members of their senior leadership teams. Often they serve as the link between the Fire Chief, Council and other decision makers. Accordingly, Fire Chiefs need to ensure that their City Managers understand the emerging issues in public safety and the complexities of leading today's Fire Service. This interdependent relationship can only be successful if both the City Manager and the Fire Chief maintain an open dialogue and share relevant information. Clearly, Fire Chiefs would be well served to better understand the views and priorities of their City Managers so as to achieve departmental and organizational success.

As the President of the Canadian Association of Municipal Administrators (CAMA), Mr. Chris MacPherson is well positioned to provide delegates with invaluable insights of City Managers from across Canada. He will clarify what City Managers need from their Fire Chiefs and further clarify the forces that shape decision making and the establishment of organizational priorities.

It is anticipated that conference delegates will acquire an enhanced understanding of the needs and introspections of their City Managers so that they can garner the much needed support from Municipal Councils on matters of public safety.

**18:00 – 19:00**

**Cocktail Reception**

**Sponsored by: MSA**

**19:00 – 22:00**

**Formal Closing Banquet**

**Sponsored by: Sperian Protection**

# REACHING YOUR AUDIENCE

*Indoor Space is limited!!!*

## VENDOR'S GALLERY

The Vendors' Gallery is an opportunity to expound your services and products to a wide audience.

Static Displays: Vendors will have the opportunity to have a self-contained, 8 x 10 foot area, static display during the conference. Space is limited (preferred space going to our major sponsors), therefore get your registration in early!

**Price: \$1,800 + GST**

This includes 8 x 10 foot space with table and two chairs and conference registration fees for two (2) company representatives. Additional representatives are to register at the delegate registration rate.

## OUTDOOR APPARATUS SPACE

**Price: \$2,500 + GST**

This includes outdoor apparatus space as well as indoor static display (see above) and conference registration fees for two (2) company representatives. Additional representatives are to register at the delegate registration rate.

## ADVERTISING

Advertisements will be accepted for the Conference Final Program, which is distributed to all registered delegates. Advertising rates are outlined in this program. Payment for your advertising, together with camera-ready artwork, should accompany your registration form.

**Brochures/Inserts in Delegate Bags: \$300 for 300 pieces**

## IN THE CONFERENCE PROGRAM

	Non-Member	Member
Back Outside Cover: 6" x 9"	\$ 2,500	\$ 2,000
Back or Front Inside Cover: 6" x 9"	\$ 2,000	\$ 1,500
Full Page: 5.5" x 8.5"	\$ 1,400	\$ 1,200
Half Page: 5.5" x 4"	\$ 800	\$ 600
Quarter Page: 3" x 4"	\$ 325	\$ 300

## SUBMISSION GUIDELINES

### ADVERTISEMENTS

TIFF (.tif) or JPEG (.jpg)

- Size: 100%
- Resolution: 300 dpi (med/low compression setting)
- Leave sufficient bleeds with crop marks/registration

EPS (.eps) Adobe Illustrator files: CS

- Embed all images @ 100%
- Outline all fonts
- Leave sufficient bleeds with crop marks/registration

PDF

- Print resolution images with no less than medium/high quality compression
- Outline fonts
- Leave sufficient bleeds with crop marks/registration

### LOGOS

Accepted file types:

EPS (.eps): fonts should be outlined

TIFF (.tif): image must be 300 dpi and at least 3 inches wide

# SPONSORSHIP OPPORTUNITIES

Benefits of sponsoring Fire Rescue Canada include:

- Exposure of your company to the key decision makers in the Canadian Fire Services
- Acknowledgement as a key supporter of Fire Rescue Canada
- Complimentary conference registration (dependent upon sponsorship level)
- Complimentary static display/outdoor vehicle display (dependent upon sponsorship level)

## BRONZE LEVEL SPONSORSHIP

*Minimum Donation: \$5,000*

Bronze Level Sponsors are entitled to receive:

- Sponsor Logo on signage to be displayed prominently throughout the conference and in the conference program
- Two complimentary conference registrations (excluding social and special events) for use by your representatives\*\*
- Recognition at opening and closing ceremonies
- Sponsor logo and company contact information to appear in the Canadian Fire Chief Magazine
- Sponsor logo on the CAFC website
- Opportunity to have a Static Display or Outdoor Vehicle Display\*\*

\*\* There is a \$500 surcharge for an outdoor vehicle display at the Bronze level.

## SILVER LEVEL SPONSORSHIP

*Minimum Donation: \$7,500*

Silver Level Sponsors are entitled to receive three complimentary conference registrations (excluding social and special events) for use by your representatives as well as:

- All Bronze Level Benefits
- ½ page advertisement in the Fire Rescue Canada Final Program
- Opportunity to introduce a speaker at the Symposium

\*\* There is a \$250 surcharge for an outdoor vehicle display at the silver level.

## GOLD LEVEL SPONSORS

*Minimum Donation: \$10,000*

Gold Level Sponsors are entitled to receive four complimentary registrations (including social and special events) for use by your representatives as well as:

- All Bronze Level Benefits
- Advertisement (1 page) to appear in the Fire Rescue Canada Final Program
- Opportunity to introduce a major plenary speaker
- Offer of one (1) reserved table for eight at the Closing Banquet

## PLATINUM LEVEL SPONSORSHIP

**Minimum Donation: \$15,000**

Platinum Level Sponsor are entitled to receive five complimentary registrations (including social and special events) for use by your representatives as well as:

- All Gold and Bronze Level Benefits
- Sponsor logo and company contact information to appear in an issue of the Canadian Fire Chief Magazine
- Opportunity to give a 5 minute presentation at the event which is being sponsored (i.e. banquet)

## SUPPORTING SPONSORSHIPS

Supporting Sponsorships are a la carte opportunities for all interested parties to provide targeted brand delivery and to become actively involved in the Fire Rescue Canada conference.

***Breakfast Buffets (3 sponsorships available) (\$3,500 ea)***

- Opportunity to include company literature in delegate bags
- Company recognition in conference program and signage
- Sponsor logo and company contact information to appear in the Canadian Fire Chief Magazine

***Lunch Buffets (3 sponsorships available) (\$3,500 ea)***

- Opportunity to include company literature in delegate bags
- Company recognition in conference program and signage
- Sponsor logo and company contact information to appear in the Canadian Fire Chief Magazine

***Coffee Breaks (3 sponsorships available) (\$1,500 ea)***

- Company recognition in conference program and signage
- Opportunity to include company literature in delegate bags

***Speakers (Opportunities for sponsorship range from \$1,000 to \$4,000)***

- Benefits vary depending on size of sponsorship

***Audio Visual (3 sponsorships available) (\$3,000 ea)***

- Company recognition in conference program and signage
- Sponsor logo and company contact information to appear in the Canadian Fire Chief Magazine

Other sponsorship opportunities include gifts, flowers, signage, entertainment fees and/or photography. Should your company be interested in a sponsorship package not listed, please feel free to contact us at [vproper@cafc.ca](mailto:vproper@cafc.ca) to discuss your interests.

# DELEGATE REGISTRATION FORM 2010

Name

Title                      Organization

Address:

City                      Prov/State                      Postal Code/Zip

Phone                      Fax

Email

Is this your first CAFC Conference:  Yes  No

<b>Delegate Category (please check one)</b>	<b>Early Registration</b>	<b>After August 23</b>
Members	<input type="checkbox"/> \$495 + GST	<input type="checkbox"/> \$545 + GST
Non-Members	<input type="checkbox"/> \$535 + GST	<input type="checkbox"/> \$580 + GST
Daily Registration	<input type="checkbox"/> \$225 + GST	<input type="checkbox"/> \$225 + GST
CAFC Leadership Coach 2 Day Workshop	<input type="checkbox"/> \$200 + GST	

\*\* Registration includes access to all Fire-Rescue Canada 2010 activities including Closing Ceremonies & Banquet and the Fun Night. The price does not include the Companion Program.

\*\* Daily Registration includes access to all Fire-Rescue Canada 2010 activities during the registration day but does not include the Closing Ceremonies & Banquet nor Fun Night.

<b>Companion Registration</b>	<b>Early Registration</b>	<b>After August 23</b>
Companion	<input type="checkbox"/> \$360 + GST	<input type="checkbox"/> \$380 + GST

\* Companion Registration includes access to all Fire-Rescue Canada 2010 activities including the Companions Program, Closing Ceremonies & Banquet and Fun Night.

Companion Name:

(please complete the next two pages)

<p><b>TO BE COMPLETED AND MAILED TO</b></p> <p>CAFC/Fire-Rescue Canada 2010 280 Albert Street, Suite 702 Ottawa, ON K1P 5G8</p>	<p><b>OR FAXED TO</b></p> <p>(800) 775-5189</p>	<p><b>OR REGISTER ONLINE</b></p> <p><a href="http://www.cafc.ca">www.cafc.ca</a></p>
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## EVENTS REQUIRING REGISTRATION (FEES INCLUDED WITH REGISTRATION)

Please indicate those sessions in which you plan to participate. This does not obligate you, but greatly assists us in determining appropriate hotel meeting space for each session and seminar and in anticipating food and beverage requirements.

### SUNDAY, SEPTEMBER 19

- Opening Ceremonies & Memorial Service

### MONDAY, SEPTEMBER 20

- Keynote: Planning for Succession Planning
- Keynote: Social Media Marketing Your Department
- Keynote: Leadership in Tough Times

### BREAK-OUT SESSIONS (CHOOSE 1 BREAK-OUT SESSION)

- Is it Time to Move to the Next Level of Fire Protection – Residential Fire Sprinklers?
- A Snapshot of the Canadian Fire Service (English Session)
- The State of Fire Investigations in Canada
- Fun Night (extra tickets on-site \$60 + GST)

### TUESDAY, SEPTEMBER 21

- Keynote: LABOUR PANEL
- Keynote: Fire Fighter Health and Safety and Code Enforcement
- Keynote: Working with the Transportation Safety Board of Canada...

### BREAK-OUT SESSIONS (CHOOSE 1 BREAK-OUT SESSION)

- The Hydrocarbon Detection Canine
- Leadership in the Community
- A Snapshot of the Canadian Fire Service (French Session)

### WEDNESDAY, SEPTEMBER 22

- Keynote: Charleston, SC – Sofa Superstore Fire
- Keynote: Leadership – do you what it takes to be an officer?
- Keynote: Planning & Performance Measures
- Closing Banquet (extra tickets on-site \$85 + GST)

### TOTAL REGISTRATION COST

Delegate Registration Fee	\$ _____
Companion Registration Fee	\$ _____
Vendor's Gallery Registration Fee	\$ _____
Advertising/Sponsorship Fee(s)	\$ _____
Additional Fees	\$ _____
<b>SUBTOTAL</b>	<b>\$ _____</b>
Add 5% GST – before July 1, 2010	\$ _____
Add 13% HST – after July 1, 2010	\$ _____
<b>TOTAL</b>	<b>\$ _____</b>

### METHOD OF PAYMENT

Cheque Enclosed (Payable to CAFC)  
 Charge to the following credit card     Visa     Master Card

\_\_\_\_\_ Card No.

\_\_\_\_\_ Expiration Date                      Name of Cardholder:

\_\_\_\_\_ Signature                                      Date

### SPECIAL NEEDS

Please indicate any disability or food requirements, which might require special accommodations to be made for you which will allow easier participation in all or part of Fire-Rescue Canada 2010.

\_\_\_\_\_  
\_\_\_\_\_

### REFUNDS

Requests for refunds must be made in writing no later than ten (10) days prior to the commencement of the conference. Registration fees will not be refunded after this date. A \$75 processing fee will be deducted from the approved requests.

#### PLEASE COMPLETE ALL PAGES OF YOUR REGISTRATION FORM AND MAIL OR FAX TO:

CAFC – FIRE-RESCUE CANADA 2010  
 280 Albert Street, Suite 702  
 Ottawa, ON K1P 5G8  
 Phone: 800-775-5189 Fax: 800-775-5189  
 Email: vroper@cafc.ca  
 You may also register online at [www.cafc.ca](http://www.cafc.ca)

For additional information relating to Fire-Rescue Canada 2010, please contact Vicky Roper, Administrator. Phone: 800-775-5189 or Email: vroper@cafc.ca

# 2010 CAFC CONFERENCE TRAVEL INFORMATION REQUEST

\_\_\_\_\_

Date

\_\_\_\_\_

Requested by

\_\_\_\_\_

Address

\_\_\_\_\_

City	Province	Postal Code
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\_\_\_\_\_

Phone	Fax
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\_\_\_\_\_

Email

\_\_\_\_\_

Last Name	First Name
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**ADDITIONAL TRAVELERS**

\_\_\_\_\_

Last Name	First Name
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\_\_\_\_\_

Last Name	First Name
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\_\_\_\_\_

Last Name	First Name
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\_\_\_\_\_

Departure City/Airport

\_\_\_\_\_

Date of Departure	Return Date:
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\_\_\_\_\_

Special requests	Car required
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\_\_\_\_\_

Additional Hotel Nights	Hotel Name
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**PLEASE COMPLETE AND FAX TO 613-258-9643 OR EMAIL TO**

kkinos@algonquintravel.com  
 Algonquin Travel  
 2868 Hwy 43 RR#1 Unit 6  
 Creekside Centre Kemptville, Ontario K0G 1J0  
 Phone 1-800-298-6607 Fax 613-258-9643