



# On the Line



***Our Core Values: Pride, Respect, Duty, Unity, Integrity and Compassion.***

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## Upcoming Events

**July 4th**—Parade & fireworks

**July 29th**

Retirement reception for Chief Danford and Capt. Malloy –Sta. 42

**August 6th**

Department summer picnic

**August 27th**

Red & Blue Softball Tournament for Fire and Police Departments that benefits Make-A-Wish

**October 9-15**—Fire Prevention Week

**Be sure to check the pub-ed calendars for upcoming events!**

### UFD statistics for June

Calls for service: 200 YTD: 1,214

Average response Time – All incidents: **6 minutes and 28 seconds**

Average response Time – **Emergency** incidents: **6 minutes and 21 seconds**

**Emergency Medical Service calls: 150**

Average Response Time EMS: 6 minutes and 12 seconds

Emergency: 5 minutes and 56 seconds

Non-Emergency: 6 minutes and 24 seconds

**Fire related calls: 50**

Average Response Time Fire: 7 minutes and 10 seconds

Average turnout per fire incident: 7 people

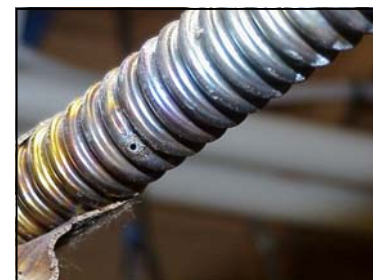
We **received mutual aid four times**—three times for EMS calls and one time for a fire call.

We **provide mutual aid two times**—both for a fire calls.

### Types of Fire Calls

The 50 fire calls we had in June fall into the following categories:

<b>Fire / Explosion:</b>	<b>8</b>
<b>Hazardous Condition:</b>	<b>3</b>
<b>Service calls:</b>	<b>4</b>
<b>Good Intent Calls:</b>	<b>11</b>
<b>False Calls:</b>	<b>23</b>
<b>Overheat:</b>	<b>1</b>



CSST gas line with "pin" hole following a lightning strike and subsequent fire.

### Birthdays:

Jeff Gilchrist 07/26

Will Stinson 07/22





The state of affairs today is different than any other time in the history of the fire service. There have been highs and lows but the public's perceptions of the services we provide and in some cases, the people who provide those services has never held more negative comments and feelings than they do today. We can whine and complain and blame those feelings for everything from low morale to poor performance, or we can react in a professional manner and continue to provide the best possible services with the resources we have available.

Some of the negative comments can sting and it is hard not to overreact to the editorials, blogs, and postings that include such negative feelings...some people simply hate government. I've heard and read things that have deeply offended me but I know that a response that is in anger, isn't well thought-out and carefully executed would exacerbate the situation. As outraged as we might be when we hear misinformation about the fire service, we can be equally outraged when we have strong beliefs about other non-fire service items that are being attacked. As you know that feeling of hearing your opinion, your favorite politician or political party being attacked, you want to defend your position and you feel that same way when you hear the fire service being attacked. One must appreciate that some in the public feel equally as strong against the fire service and government in general. They see us as wasteful and expensive and now more than ever, some see us as an un-needed service. There is little likelihood that either side will hear a discussion on "why they are wrong" and totally change their position. That's a given.

I could share some of the comments I have heard and read but I am not sure that would accomplish much. You've heard them or read them too – or you have been living under a rock. Some comments are new things while others are the same things I heard back in the early '80s when I joined the fire service. Unfortunately, some of the comments are not entirely without merit. They were true in some departments back then and they still are today.

So what can we do? Well, first and foremost we can be part of providing the best services we are capable of providing. That means that we continually study and know the ins and outs of our jobs. We owe it to the people who pay us to be the very best we can – nothing less is acceptable. We must be competent, efficient and deliver safe, efficient services for our customers.

Of course, knowing one's job is only half the game. The other half is where I have seen some departments struggle. We must deliver our services in such a way that those who pay our salaries *want* to continue to do so. We do that by providing value added services. We do that by being polite, nice and accommodating to our customers – and in this sense, **EVERYONE** in our community is our customer. We do that with integrity – doing the right thing even when no

one would see if you didn't. I think that is our single strongest point.

We all know what integrity looks like in our service delivery model. We take time to protect property when it would be just as easy to destroy it. We protect possessions in our customer's homes just like it was our stuff and we can be fully trusted to care for our customer's most precious possessions. We would never take what isn't ours and we would never treat people or their "stuff" with anything but respect. We treat their stuff better than we would treat our own stuff and we always do what's right. Unlike one comment I read, homeowners can indeed rest easy; our firefighters will not be stealing your big screen TV!

So what does integrity have to do with how people feel today? That alone doesn't get us past the point where people are not against us but it makes our existence much more tolerable to some. Let me go back to when I started in the fire service. While the fire department was seen as needed, it often felt like we were merely a necessary nuisance – they only had us because they felt they had to have us. At that point in time and in that department, training was sporadic at best, the TV was always on and most of the staff was in the bed or asleep in a recliner...unless it was time to eat. Saturday and Sunday were "down" days and even less work was accomplished. They were honest people – good people but they were just doing things "the way they had always been done" in that department. They often complained when there was required training and there was no way we would be seen in the public doing "nice" things like blood pressure checks, public education or fire prevention activities. We were there to "fight fires" and we often made the public feel that they were inconveniencing us with their less than critical "service" needs and EMS calls. Bottom line – we were an out of sight, out of mind department and while we were out of sight, we didn't do the right things. We failed to prepare – we slept. We didn't train – we played cards. We didn't embrace those who paid our salaries – we hid from them and watched TV. We didn't give them a reason to "want" us – unless there was a fire. How many people in the community were directly impacted by a fire per year? Not enough to make that approach work!

Luckily, I only worked in that department about 5 months before a new Chief was appointed. He was from a more professional department and big changes were in store. All the recliners were removed from the station. Polices were changed – no TV during the day, no sleeping except at night, no "games" during the day, regular testing, training and more training. No more "hiding" from the public – all training was conducted in highly visible areas so the public could see what we were doing. For the first time, the community saw our efforts...and responded.

*Continued on next page...*

**I Hate Government.**

Chief's Corner *Continued from page 2...*

In a short period of time, the public became supporters of our department. Not all of that came the way we wanted it to. Firefighters complained – loudly about the new rules and the new way of doing things. The public responded – very loudly as well. The public supported the Chief! They wanted to see “their” firefighters. They wanted to see them train and they wanted to know that between calls, the firefighters were working hard to prepare for the next call and not sleeping or playing games. Some firefighter made the conversion – others retired and still others were asked to leave; the department was changing and firefighters either adapted or were separated from the “new” department.

Over the years we gained and enjoyed a reputation of being one of the most progressive departments in the area. We were praised for our professional approach. We increased staffing and number of stations although I will confess we still didn't get to where we felt we needed to be (Four stations with about 50 firefighters for a department protecting a population of around 13,000). Our staff were highly sought after as the training and experience they received was rivaled in bigger cities. We still had issues but our support had grown so much with a change in approach.

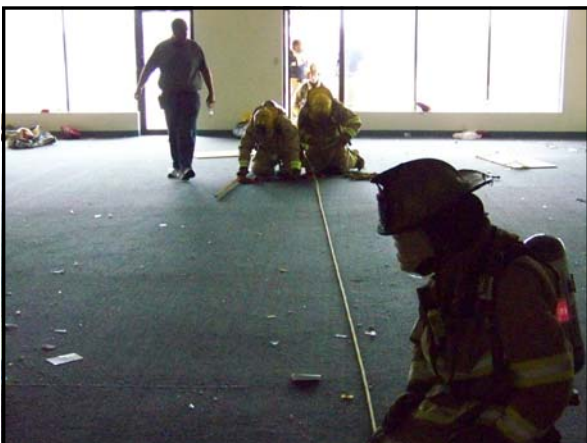
Flash forward to today. We do the right things in this department. We are not sitting back in the recliners asleep. We don't play games all day. We don't sleep during the day and Saturday and Sunday is just another day at work (there are no “down days”). We train – we pursue higher education and we provide value added services...with the utmost integrity. And while there will always be those who complain about firefighters and public workers as being expensive, over paid and under worked with benefits that are too costly, we can hold our heads up and continue our efforts but we cannot rest. We must continually strive to indentify new and better ways of providing our services.



The key to handling critics of government is to provide good government. We will never completely silence all of the critics but we must be good stewards of the public's money. We should strive to be efficient and effective with the resource that we are allocated and when we need more, we must make the case with data and not emotion. We must balance risk with the cost of risk reduction. We must balance the risk of our personnel with the resources available. We must hold our heads up when the answer is “no” and continue to do the best we can with what we have. Just like firefighting, we must maintain a situational awareness of the political/economic environment. We must provide value added services that exceed our customer expectations. We must position our department to gain and maintain the support of those who pay for the department. We must position our department so that **THEY** want to support us. We must seek out opportunities to interact with those who pay for our department – not merely wait for an “incident” to make that contact. We must not let those who have little regard for our service, for the cost of our benefits and the cost of the risk reduction and mitigation services we provide, get to us. But most of all, we must continue to provide our services with integrity and pride with the goal of exceeding our customer's expectation on every encounter. *I know we have the right people to make it happen.*

A special “*Thanks*”....to *Chief Denny Danford* and *Capt. Joe Malloy*...

*Thanks for 66 years of collective service...you've spent countless hours and energy providing service in our community and helping this department grow—from all of us, THANK YOU for all of your time! We all hope you enjoy your retirement! We look forward to celebrating your retirement at your retirement reception on July 29th.*



Training at Hy Vee



## ON THE LINE

### Keep Your Eye on the Ball...Lt. Gentosi

Today is 19 June, Father's Day. Oklahoma leaves Camp Shelby today to relieve us. It will probably be about a week before they start arriving at our outpost. It feels pretty good. By the time the newsletter comes out, I will probably be in Bagram or be within a couple days of heading there. From there, we will fly through Manas, Kyrgyzstan. Then, it is on to Fort McCoy, WI after a short refuel in Germany somewhere. I am very, very excited.

We are supposed to be having our homecoming around 22 or 23 July. I am hoping to get away somewhere with Alana for a few days before she heads back to school and I to the great UFD. Our 5-year anniversary is 21 July. I am bummed to miss that by only a day or two. Nonetheless, it will be a great reward to return to normal life again.

I reflect on a mission we had the other day which so easily relates to our job in the fire service. We were conducting a mounted patrol in another company's area of operation (AO) for a specific objective of which was sent down with high priority from division. The typical happened for this time of year. We were following RCP (route clearance package), and they found an IED. They did their job as usual and quickly pulled it out of the ground and detonated it.

Within a couple minutes of the detonation, the inevitable occurred. A group of Taliban was already in place ready for the ambush. It started with medium machine gun fire, AKs, and RPG's. I was gunning for our company commander for this mission. He quickly gained the upper hand by having an F16 do two strafing runs with 20mm machine guns. Shortly after, we received a couple SPG-9 rockets with some sporadic machine gun fire. Following this, the Taliban's usual break in contact ensued with them disappearing. It is pretty frustrating at times.



Nonetheless, our commander is very poised and has the big picture in mind. As the rest of us are ready to pursue and destroy, he quickly redirects everyone on why we are there...the division objective. As tough as that is, the big picture must be maintained and executed. As I was pondering this through my mind, it quickly brings me to what we do...big picture vs. distractions.

It is so easy in our profession to arrive on an incident and be distracted by situations that take our sight off the objective. It can happen anywhere. We can be distracted on an MVC by the screaming patient while the quiet patient is slowly losing consciousness. We can quickly focus on the burning vehicle while missing the live power lines on the ground. We can dismiss the possibility of an actual structure fire while responding non-emergent to the oh-so-typical automatic alarm.

There are a lot of distractors that are ever-present in emergency services. We must be vigilant in maintaining a "global view" as we are taught. These distractors can be the cause of great devastation to the overall objective of our incidents. Take a step back, and keep your head on a swivel. I'm out!!!!!!!!!!!!!!!!!!!!

**TO: UFD MEMBERS,**

**TO THOSE OF YOU THAT HAVE MADE MY TIME AT UFD A POSITIVE EXPERIENCE:**

*Thank you!*

**ASSISTANT CHIEF DENNY DANFORD**

### SAFETY TIP

One of the worst holidays for fire safety is fast approaching and we never know what to expect. Urbandale Police may have adopted a 'zero tolerance' to fireworks, but that may not stop some from bringing in illegal fireworks. Last year Urbandale Police found thousands of dollars worth of illegal fireworks including some very large ones in a person's home when they responded to a noise complaint. For those that have been on UFD for awhile – we remember the time when it was hot and humid and we were standing by at the high school for the fireworks. The show ended early when some of the fireworks went off on the ground showing a display we would not like to see again. Luckily no one was hurt. That could have been tragic, or maybe the house that contained the fireworks seized last year might have had a fire. You never know what might happen. Expect the unexpected – remember – Everyone goes home SAFE!



## UFD: Not a Memory – A Life Experience—Capt Joe Malloy

I joined because I thought it would be a cool thing to do,  
they said I would be able to drive the shiny big red trucks too.  
Lights and sirens I would get to wail,  
Ride the tail board on calls that would make me pale.

They issued me a helmet, long black coat and hip boots that might have fit,  
dress pants and shirt with a badge I did get.  
No masks, air packs or fancy hoods heaven's sake,  
"It was all about how much smoke and heat you could take."



But it was what happened next,  
It was like I was charmed or vexed.  
A new world of learning a lot classes and such,  
I just couldn't stop, I wanted to learn so much.  
Fire Schools, burn pits, fire operations, special tools,  
Classes, I think I have taken them all, even pumping from swimming pools.  
Classes on nozzles, hose loads and tanker truck dumps,  
Even class on how to repair pumps.

Red Cross first aid was all that was required,  
But a new thing, EMT was what I desired.  
Advance care had just begun,  
when I took EMT One.

A Paramedic was just a dream on TV,  
After a lot of training, in 82' it happened to me.

DMFD decided EMS was not their thing,  
Some of us at UFD thought advanced care we needed to bring.  
So we started "County Paramedic Assist",  
With super medics and name like that how could others resist?



Now after all these years,  
I glance back with sad heart and maybe a few tears,  
The volunteer has given way to Paid-On-Call,  
A full time staff so young, aggressive and really on the ball.  
Firefighters now have to give so much more,  
Our old timers have gone the way of the dinosaur.

So at UFD I think it is time for me to say adieux,  
Thank everyone for so many years, like thirty-two  
It definitely has been a life changing experience,  
I can only pray that to someone I have made a difference.



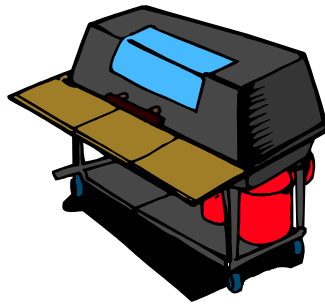
Joe Malloy – Captain  
Serving from July 1979 to July 2011

## Tango's Tips by Cody Thorne

**"I don't usually eat a burger, a brat, and a steak... but it is the 4<sup>th</sup> of July..."**

We all know we have indulged in many foods just as the title suggests, Jim Gaffigan had it right, "...I'm going to need the energy if I'm gonna start blowing stuff up later. It's what the forefathers would have wanted." Unfortunately that is just the attitude that has brought the U.S. to where we are today, known for the highest rates of overweight adults and obese adults. I'm not saying we need to restrict our freedoms just so we can become healthy, I enjoy a large value meal from McDonalds occasionally. What I say is be aware of what you eat to avoid becoming another statistic. So here's your tip...

If you want to enjoy an Independence Day BBQ go right ahead, just be aware of what you eat. Grilling is actually a healthier way of cooking, depending on what you choose to eat. So what's for dinner? Let's grill up some lamb, potatoes, and some asparagus!



Why lamb? Not because of my families business but because of it's nutritional value. Lamb is loaded with tons of vitamins and minerals such as Vitamins A, C, B3, B12, Thiamin, Riboflavin, Folate, and Pantothenic Acid. Lets not forget about its calcium, iron, magnesium, phosphorus, potassium, copper, zinc, manganese, and selenium. So many things the body needs packed in a little punch. Lamb is known to be high in cholesterol but examine why. Half of lamb's fat content is made of unsaturated fats, which are good for you. Within those unsaturated fats lamb is great for getting some Omega 3 and 6. Just keep in mind to trim off any excess fats. If you're still scared of the lamb, go for a lean cut of steak!

- The lamb should be cooked just like a steak. It's ok to leave some pink in it!
- Rub the lamb with an extra virgin olive oil. This will create a nice sear on the meat. Also, I recommend seasoning the lamb with a mix of season salt, rosemary, and garlic salt to your liking. Not only does this add to the flavor but seasoning with herbs adds antioxidants to the meat!

A healthy guesstimation of a serving size for any meat is approximately the size of your palm.

If you have any questions about grilling lamb, let me know!

Next, potatoes are great for grilling. They can be cooked several ways. One of my favorites is to cut them into about 1/8 to 1/4 inch slices, lightly oil with extra virgin olive oil, place on tin foil and season with some seasoning salt and maybe an herb or two. Most often time people shrug off the potato as a useless food, but it actually contains many vita-

mins and minerals the body needs from day to day. A serving size for a potato should be about the size of your fist.

Last, let's throw some veggie's on the grill! With lamb as the main course I prefer to have a dark green veggie, either green beans or asparagus. Asparagus is great for getting many vitamins and minerals, as are most other dark green veggies. A serving size for asparagus is about 4 spears. When cooking the asparagus, I like to place it directly on the oiled rack. I oil the asparagus lightly again with extra virgin olive oil and season lightly with seasoning salt. It is a fine addition to this meal or any for that matter.



All together this meal is approximately 380 calories (according to my and several online calorie calculators), with about 100 of those calories being from fat.

The thing to remember when grilling is that fresh foods are always best! Choose your portion sizes appropriately and most of all, pick out foods you enjoy! **DISCLAIMER:** I am not a nutritionist, I can only make eating suggestions and offer my own personal diet ideas.

Until next month... Stay fit, stay healthy.

## More training at Hy Vee



Other programs/training/projects completed by UFD in June:

Training Report: 972 hours of training were completed in June.

Fire Training: 788 hours

EMS Training: 184 hours

Prevention & Inspection Activities:

- Completed 27 Inspections
- Completed 18 re-inspections
- Completed 1 Preliminary Walk-thru/meeting
- Completed 5 preplans
- Conducted 7 plan reviews
- Conducted 4 Car Seat checks
- Conducted CPR classes for 7 people
- Conducted public education for 389 people – 218 children and 171 adults
- Installed 10 smoke detector batteries and replaced 4 smoke detectors



Instructions for logging on to FireHouse using the MDC

Select the FireHouse Icon on the desktop. At the first screen, select the “Default Printers” on the right side of the screen. This will take you to a “log o the FireHouse server” screen—this is a log in to the **City server**. Log in using your **City user name and password**. The next screen takes you to the FireHouse log in—log in using your FireHouse user name and password.

The speed on this application is the same as any city computer however; the first time you log on might take more time as it has to download your information. Once you get into FireHouse, the speed of the program will be the same as any FD computer. This tool makes it a little easier to complete reports while in a rig. It also allows you to view information about an occupancy, inspection or past incidents at an address.



Last Safety Incident:

As of July 1st

7 days without a safety incident

7 days without a lost time injury

Last incident:

- Lost time: head injury when wood struck head during training.
- Last incident: Exposure to possible body fluids



**Member Profile...**

**Member Profile:** Damir Nuhanovic

**Length of time with UFD:** 1yr      **Level:** POC , FF/EMT-B

**What got me interested in the Urbandale Fire Dept?** I have heard nothing but good things about this dept. and it made me want to become part of it.

**Previous EMS experience:** Windsor Heights FD 6 months

**Previous Fire experience:** Windsor Heights FD 1.5 yrs

**Family life:** I've been married to Zlata for 2.5 years. We have 2 children – Danis is 2.5 years and Larisa is 3 months.

**Professional work:** Transportation for 4 years

**Activities or hobbies I enjoy:** I don't have much time for hobbies but I try and spend as much time as I can with my family. My son likes to play basketball so I try and do that with him any time I get a chance.

**Most memorable moment with UFD:** Since I haven't been with UFD for too long, most memorable moment is finishing the "red book" and being able to sign up for shifts

**Most memorable moment outside of UFD:** Birth of my kids

**Favorite TV programs:** UFC, CSI , OVERHAULING

**Favorite movies:** Behind Enemy Lines      **Last book that I read:** Postville

**Personal goals:** Stay healthy so I can keep doing what I am doing.

**Words of advice for someone new getting into EMS or Fire:** Work hard and don't give up on your dreams.

**What I enjoy about the Urbandale Fire Dept:** People that work here. So far everyone has been more than nice to me and a lot of people went out of their way to help me feel like a part of the team.



**"YOU'VE BEEN CAUGHT DOING AN OUTSTANDING JOB" LETTERS...**

We continue to recognize your efforts. Whenever we receive a thank you letter, card or a phone call, we pass that along to the people involved in the form of a "You've Been Caught Doing An Outstanding Job" letter. As of June 30<sup>th</sup>, we have sent 49 letters to our personnel. The following people received "You've Been Caught" letters since our last newsletter:

**Will Stinson, Brad Crookshank, Lt. Wilson & John Ouverson**

We received a thank you card thanking us for all of our help at an EMS call at Pilot on 5/25/11)

**Josh Boyle, Demir Miljkovic, Mike Roe, Craig Jensen and Rob Harris.**

We received a letter thanking us for our "very polite & professional" service during a recent EMS call. The writer also states that the concern and service was "very commendable". It is clear from the letter that the writer was impressed with the service you provided – nice job!

**Derek Manser, Rod Silvers, Lt. Macumber, Drew Stiles, & Will Stinson.**

We received a thank you card for an EMS call that occurred on May 20<sup>th</sup>. The customer wrote that our help was "quick, thorough, excellent, compassionate" and states that the care saved her life. She wanted to thank us for the "careful, thoughtful way you did this service". She went on to say that she will never forget the young man (Manser) who "coddled" her through the experience.

*Thanks to all of you for providing outstanding service!!*