



On the Line



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

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Upcoming Events

May 15-21: EMS Week

March 19th: 5 Alarm Leadership Class—sponsored by Johnston Fire

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

Types of Fire Calls

The 55 fire calls we had in February fall into the following categories:

Fire / Explosion:	8
Hazardous Condition:	4
Service Calls:	5
Good Intent Calls:	8
False Calls:	28
Other:	2



UFD statistics for February

Calls for service: 206 YTD: 421

Average response Time – All incidents: **7 minutes and 3 seconds**

Average response Time – **Emergency** incidents: **7 minutes**

Emergency Medical Service calls: 151

Average Response Time EMS: **6 minutes 38 seconds**

Emergency: 6 minutes and 28 seconds

Non-Emergency: 6 minutes and 50 seconds

Fire related calls: 55

Average Response Time Fire: 7 minutes and 58 seconds

Average turnout per fire incident: 7 people

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

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

Birthdays:

Ross Frank	March 2	Paula Merfeld	March 26
Brook Hansen	March 4	Demir Miljkovic	March 26
Laura Lyons	March 5	Jesse Christensen	April 1
Brennan Burke	March 7		
Craig Jensen	March 10		
Rodney Silvers	March 19		



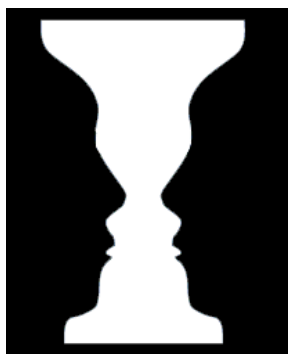


Chief's Corner—Perception IS Reality! Chief Jerry Holt



Perception is reality. I heard that statement a long time ago. I bought into that belief and feel very strongly that it makes little difference what the intended “message” was; it matters what the receiver believes they “received”. Looking at communication, regardless of the form of communication, there are some basic parts of the communication process; the sender, the intended message, the means of transmission, the receiver and hopefully feedback. One can go much deeper into communication and find that there is much more to it but for the point of this discussion, I think these basic “parts” of communication suffice. While I could spend a great deal of time discussing each part of the communicating process, I wanted to review the overall intent of the process...to communicate and how the intended message isn't always what is received.

Let's start by looking at an artist's effort to portray a simple drawing. In this case, the artist completed a picture in which he wanted to portray two Sumo wrestlers facing each other. When he displayed his picture, he was shocked to hear “What a pretty vase!” Other people thought they were looking at a bird bath. It was only after the artist pointed out that the area in white was not the area of art, it was the area in black that some of the viewers were able to see the faces facing each other. Certainly the “message” received was not the intended message. Without the feedback, the viewers would have left with visions of vases and bird baths while the artist would have continued thinking “what lovely faces I have prepared for them”; two different realities from one attempt at communication.



In the case just described, there is probably little damage done when reality doesn't match perception. (Spoken like a person who does not have a true appreciation for art!) What if the stakes were higher than art appreciation? What if the reputation of the person sending the message was at stake? I guess there can be good that comes out of a message that is intended to say one thing but is received in another way. Perhaps that is based more on self-perception; how one sees oneself. In this picture, this kitty sees himself as much more than I am guessing the world sees him. Self-confidence is surely an asset as long as it doesn't lead to cockiness but obviously seeing yourself very different than others see you can be a mismatch in perception versus reality and lead to some real issues. As in the kitty example, if the organization sees a person as a “kitty” yet that person sees himself as a “lion”, there is a mismatch that can lead to the person thinking they have perhaps more value to the organization than they really do.



So what does all of this have to do with us at the FD? Consider the photograph to the right. This is a self-photo of a firefighter at the scene of a structure fire. He took the time to stop and pose for a picture and I am betting that it only took a few seconds for him to pull out his phone and take a picture. I can only speculate on what the message that firefighter was hoping to convey in the photo however; my best guess would be that it would be along the lines of “Here I am, ‘getting it done’ at a structure fire”. I am sure the intended message is positive. But let's consider the message that might be received by others. Maybe they never even receive the picture per se but only witness our hero firefighter taking the time to pose for a self-picture before getting other task done. How about Mrs. Smith who is watching her house be consumed by fire? How might she “receive” the message? I am guessing that her perception does not match the reality that our young firefighter was hoping to convey in the photo.



As I ponder Mrs. Smith's perception of this photo op, I am reminded of a mutual aid fire where one of our mutual aid partners arrived, got out of their truck and posed for a picture with the WORKING FIRE in the background. Suffice it to say, my perception of their actions did not match their intended message. They, like our hero firefighter in the photo above meant for the photo to serve as a record of their actions so that they could reflect on that at some point in the future, hopefully bringing back “fond” memories of their experience at the fire. My perception is that it is unprofessional. Professionals do not stop to pose for pictures when they should be going to work. While in both of these cases, the people involved may have well been highly trained, dedicated and skilled firefighters, they were not perceived that way.

The bottom line is that the intended message was not likely what was received and thus became the reality of others. At no time in my career has this been more important. Government services are in a period where there are people who want to see salaries cut, positions eliminated, benefits reduced and an overall reduction in taxes supporting governmental services. The fire service is not immune and we are in fact being targeted by some who do not fully appreciate the efforts of the fire service. Some see us as “budget bait” that can be easily reduce without having adverse effects on their daily lives. It is now more than ever that we need to make sure that the intended messages we send, rather consciously or accidentally are received in a positive light. We need to be on our game and make sure that we demonstrate a professional image and message at all times. We must be sure that our professional perception is seen as reality in our customers. Perception is reality...make sure that our message is positive and professional!

After the Fire – Are We Leaving Homes Safe for Occupancy? - Fire Marshal Jon

Early in February UFD was dispatched to a residential assignment on Melanie Dr. While enroute we were advised that there was a fire in the ceiling exhaust fan in an upstairs bathroom. Upon arrival, our crews did a good job of extinguishing the remaining fire and checking for extension while minimizing the amount of property damage (just another day for C-shift, according to Macumber). As usual, our crews did a good job of trying to clean up as much debris as possible. Since the damage was confined to the bathroom the occupants were able to remain in the house. Based on this information it would appear that UFD fulfilled our mission for the incident. But, we would soon discover that our mission was not over – we would need to “promote safety through education” in order to assure the home would have basic notification for the occupants in the event of a fire.

The house was occupied by a couple and two of their children (both under 4 years old) at the time of the fire. The smoke detectors in the home did not alert them to the fire. The male occupant of the house happened to walk by the bathroom and noticed the fire. They did everything they were supposed to – got out of the house, went to a neighbor’s house to call 911. On the way out of the house the male occupant went to the fuse panel in the garage and shut off the main breaker for the house. This was pretty good thinking on his part. The fire was accidental in nature and was not a result of anything the occupants did or condition of the home.

As we were wrapping up the incident what caught our attention was the smoke detector in the hallway outside the bathroom where the fire started. It just looked really old. There were no other detectors in the 3 bedrooms on the upper level, but there was a detector located above the sliding door in the kitchen leading to the deck. This one looked pretty old too. Proceeding to the lower level we found two detectors in a hallway about three feet apart. They looked identical to the ones upstairs – old! The occupants of the home had lived there for about a year. They stated that since being there they had never changed the detector batteries or did anything with them.

When we pushed the test button on the detector by the upstairs bathroom nothing happened. When we removed it from its base we found that it was a hard-wired model, but none of the wires were connected to the detector. It was so old there was no date on it and there was no battery backup. The detector by the sliding door did work. It was battery operated but once again, it was so old that there was no date on it. When we went downstairs the hardwired detector didn’t work. Only one wire was connected to it. The battery-operated detector three feet away also didn’t work. It had a battery in it, but the battery was put in backwards! The occupants had no idea their detectors were in this condition. The occupant had new batteries so we were able to at least make sure one detector on each level was working properly before we left. We stressed the need for them to get new detectors ASAP. The male occupants advised he would get new ones the same day before he picked up his other two children from school. We wrote down the type and number of detectors he needed as well as where they needed to be placed. The occupants were appreciative of our efforts. We were just happy that we were able to identify the issues and help the occupants before we left.

What was the potential if this fire occurred during the middle of the night instead of during the day? Would any of the occupants have woken up? How far would the fire have progressed before the detector by the sliding door activated? These are certainly some pertinent and scary questions to ponder. Hopefully this case study helps to emphasize the importance fire safety and prevention is to our department. This is something we need to be doing on a routine basis when we are called to incidents at residential structures. It doesn’t take a lot of time and effort to achieve. But, it requires you to have the presence of mind to think about our entire mission. At a “fire” it’s easy to focus on preserving life and protecting property. Promoting safety through education is just as important and may have a more significant long-term impact for our customers.

To put all this in perspective – the time it took you to read this article was about how long it took us to test, investigate, and get at least one detector operable on each floor of this house on Melanie Dr. Think about this the next time you respond to a residence. Keep up the good work!



After taking care of the problem, don’t forget to focus on the safety features of the home. “...it’s easy to focus on preserving life and protecting property. **Promoting safety through education is just as important and may have a more significant long-term impact for our customers.**”

A Man in Error – Lt. Mike Gentosi

Any man worth his salt will stick up for what he believes is right, but it takes a slightly better man to acknowledge instantly, and without reservation, he is in error.

General Peyton C. March

The above is a quote I found in *Crew Resource Management for the fire service* by Randy Okray and Thomas Lubnau II. I know I wrote about this for February's newsletter, but there is so much stuff in that book that is perfect. That quote came to mind when I read Chief Dennis Rubin's *Rube's Rules for Survival* (thanks again Rowdy for a good read).

If you haven't read Chief Rubin's book, I definitely recommend it. It is an easy read with some funny station life stories and lessons to be learned in the fire service. He speaks of several stories of mistakes he has witnessed and mistakes he has made. As I stated above, reading Chief Rubin's stories drove home the quote from General March.

I would definitely like to attain at some point in life, hopefully sooner than later, the "slightly better man" stamp in life. It definitely drives the point home when I read things like this and think to myself, "Self, it would be nice to have that as a personality trait." To instantly acknowledge your fault is something that any person could benefit from. I definitely know I could, especially with Mrs. Gentosi. This is especially true when we find ourselves in crazy predicaments that require precise decision making skills. Not acknowledging a fault can lead to worse and worse decisions in a matter of minutes. It's exponential and could ultimately lead to a litigious (yeah, Kyle!!) situation.

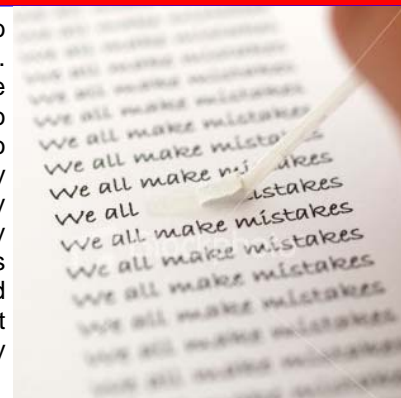
It also reminds me of an article I wrote for the newsletter several years ago. It was called "Dirty Laundry". This article also was inspired by an article Chief Rubin wrote in a magazine. Nobody likes to hear war stories over and over again. Then again, it is also good to hear some learned lessons from mistakes. I still look back on those situations and wish I could attain the quote above in being a "slightly better man". I wish I could have instantly made the acknowledgement that I was wrong instead of it taking a couple years to decide there was something to be learned from stupid things I did.

I am feeling right now that this article is a little like *Inception* in that I keep going to another level, and it isn't making any sense. I don't feel like I can adequately put my thoughts into words, at least to make sense anyway. Bear with me please.

I feel that one of my strong traits is also one of my weakest traits which has lead me into a few situations. For some odd reason, I just never seem to get too excited about things. Lt. Bissell has often referred to this as the garbage man syndrome. You don't see garbage men turning the corner and freaking out that the block is lined with lots of overflowing garbage cans. So, why do we continually see firefighters freak out and lose their head when they get paged for a working incident?

The problem this had posed for me in the past is being too nonchalant about incidents. Thus, the situation in which I will

speaking. Sorry it took me so long to finally get there. Several have heard the story, so I won't get into details. This situation also was the one that really opened my eyes to my problem because I really knew in my heart of hearts at the time I had killed some of my closest friends. I was lucky enough to be wrong.



It happened on a real early morning with a report of a fire with possibly someone trapped. We showed up to little fire on the outside of the house, no big deal I thought. The first arriving officer was a little excited which instantly made me mad (garbage man syndrome). We quickly snuffed the fire and did a pretty thorough search which came up negative. We were ready to exit when we were told the fire progressed and is getting pretty bad. I, of course, was thinking and also verbalized (another issue I have from time to time) there was no way. I requested more time to actually attack the fire which was in the attic.

We were at it no more than two minutes when the roof decided to meet us on the second level. Not cool!!! I even heard the mayday from the other side of the house and still thought, "No crappin' way!!" Nonetheless, it ended with several egressing in a fast hurry out the front door and two exiting from a window. For a minute, I thought one was left inside and wasn't going to make it out. Those brief moments that felt like forever is something I won't ever forget.

One decision that is quickly made can lead to exponential problems. Chief Cardwell has stated, "You not only have to be aware of the effect but also the effects of the effect." Every decision that is made can compound, and one must always be aware of those decisions.

It's funny sometimes where a person can be in error for quite some time thinking everything is okay. Then, one situation occurs that truly drives it home that something needs to change. I feel blessed that I am not a person that gets worked up or excited when a working incident occurs. The difference now is I have to be that much more aware of that trait and keep it in check so it doesn't become my greatest detriment.

It is also a key point of interest to be aware of our attitudes when we know we are wrong. It is the negative aspect of pride that will lead us to a path to not admit our faults. It is beneficial to our self-development and for the learning of others around us to quickly admit our faults, redirect, and drive on.

I'm out!!!!!!!!!!!!!!!

"Learn from the mistakes of others. You will not live long enough to learn them all yourself" ~ Author Unknown

CFL's – Lt. Lance Routson

In the past month, I have received two phone calls at the fire station from citizens that were “very” concerned because they had found themselves in a new situation. They had each purchased and dropped (broken) CFL (compact fluorescent light bulbs) in their home. They were both rather excited and felt that they were in immediate life-threatening danger due to the mercury that is contained in these bulbs. One citizen wanted me to dispatch a hazardous materials team...I told her that this situation did not warrant that. I then drew her attention to the Energy Star website on CFL's (http://www.energystar.gov/index.cfm?fuseaction=find_a_product.showProductGroup&pgw_code=LB) to give her recommendations to properly clean the area. She still did not like this and felt that we should dispatch Fire Department units to the scene to retrieve the broken light bulb. I was able to calm her down enough to clean up the broken bulb per the Energy Star instructions, which was no easy task.

Be sure that you review the attached website on these bulbs as members of the public may call you and expect you to do something. While I think it is a bit “overboard” for this to require the dispatch of fire department units, the customer will most definitely think otherwise. Be sure that you understand what kinds of bulbs these are and how to dispose of them...don't get caught “in the dark”!



CLEANUP AND DISPOSAL OVERVIEW (from <http://epa.gov/cfl/cflcleanup.html>)

The most important steps to reduce exposure to mercury vapor from a broken bulb are:

1. Before cleanup
 - a. Have people and pets leave the room.
 - b. Air out the room for 5-10 minutes by opening a window or door to the outdoor environment.
 - c. Shut off the central forced air heating/air conditioning (H&AC) system, if you have one.
 - d. Collect materials needed to clean up broken bulb.
2. During cleanup
 - a. Be thorough in collecting broken glass and visible powder.
 - b. Place cleanup materials in a sealable container.
3. After cleanup
 - a. Promptly place all bulb debris and cleanup materials outdoors in a trash container or protected area until materials can be disposed of properly. Avoid leaving any bulb fragments or cleanup materials indoors.
 - b. For several hours, continue to air out the room where the bulb was broken and leave the H&AC system shut off.



Last Safety Incident:

As of March 1st

53 days without a safety incident

154 days without a lost time injury

Last incident: R428 struck the mailbox at Sta. 42



Chief's thanks...

- Thanks to everyone for putting up with the renovation of Station 41. The end is in sight and by the time of our next newsletter, I hope that we are moved and well on our way of getting settled in and back to normal. We knew it would be inconvenient but we didn't expect it to last this long and I am proud of how the department has approached the project.
- Thanks to everyone working on committees in our department. We have people working in several areas including SOGs and TEAM card revision. Thank you for getting involved and helping our department as we move forward to be the best that we can be.
- Thanks to everyone who attended the Award Banquet. I felt like it was our best one to date and I was proud of the turn out. I think everyone had a great time.
- A special thanks to the Awards Banquet Committee—Lt. Birkett, Lt. Wilson, Rob Zahnd, Paula Merfeld and Demir Miljkovic. While I thanked everyone who attended, I would be remiss if I didn't acknowledge the amount of work that went into this banquet. There were several meetings and a lot of planning that made the banquet a success...not to mention the entertainment. All of the committee is to be commended for taking on this project and bringing it to a very successful conclusion. The entertainment was great, the awards were meaningful and well thought out. Y'all did a tremendous job!
- Last but not least, my most heartfelt thanks for the "Leadership Award" that was presented to me at the Banquet. I don't have the words to tell you how much that award means to me. Without each of you, this could not have occurred. While there are many unique challenges within our department, this award makes all of the effort seem so small. After all of the changes and hurdles we have faced, I am so humbled and honored to have been selected for this award and suffice it to say, being recognize by all of you for my leadership is the highlight of my career. I have proudly displayed the plaque in my office. My family and I thank you from the bottom of our hearts. Thank you so much!

Protecting Urbandale
SINCE 1917

Safety Tip

Some complain each year about having to have a physical as they are in good shape. Please read the following and think about this when you are having it done. Remember that we are looking out for you:

This story was submitted to FirefighterCloseCalls.com from one of their followers:

During my annual physical my blood work came back abnormal. It was just off what is considered normal but we are lucky we have a PA who looks after us. He told me to have a follow up with my primary care doctor as a precaution but nothing to worry about. I hand carried my work physical results and delivered them to my doc. She reviewed them and said almost the exact thing, nothing to worry about it's probably contaminated blood tubes. Went through the whole work up again and was out the door. Three days later while attending NFPA training in Baltimore I get a message to call my doctor's office. So at the first break I call the office and get put on hold. And then my doc gets on the phone and tells me she is sending me to a specialist but it is probably nothing to worry about. Well, this is where I started to worry. I go to the specialist and then go to the local cancer center for more blood work and a bone marrow extraction. I find out I have Leukemia. I am told if I have to have it the type I have is the one to have. I would prefer not to have it. I am still able to do my job and have to get blood work a few times a year. Hopefully I will be doing what I love for a long time.

LESSON LEARNED:

1. Get your annual physical.
2. Review the results with your doctor.
3. If they say it's probably nothing to worry about and recommend a second test or third test, go get them.
4. Ask questions and bring someone in the meeting with you. As soon as you hear cancer the rest of the conversation gets lost pretty fast, you get the feeling you just got pushed off a cliff.
5. Don't be afraid to share with your family and close friends. I tried keeping it a secret and it became worst then the news itself. Open up and speak to someone, remember it's the beginning NOT the end!

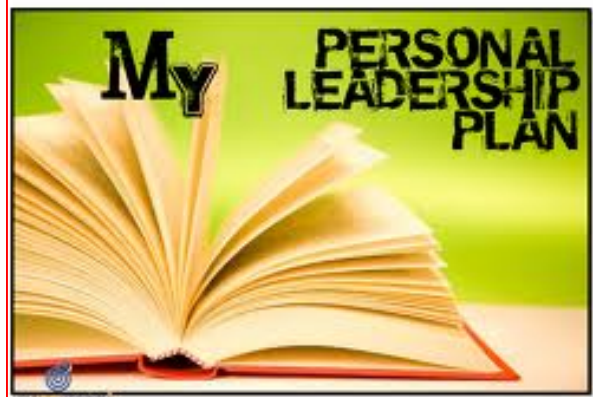
ON THE LINE

WHAT'S HAPPENING AROUND THE DEPARTMENT...

- The first “punch list” has been completed on the renovation work at Station 41. While there are many things to be corrected, we hope that realistically we should be moving in by mid-March. In addition to several smaller items, issues with the painting of the renovation dominated the punch list. The contractor is in the process of addressing those items. The changes will improve the functionality and comfort for staff working from Station 41.
- The furniture for the newly renovated station has been selected and will be ordered soon. The purchase must go before the City Council for approval and we hope that occurs at the March 8th meeting.
- Hopefully you have all noticed that the renovation project included fire sprinklers not only in the addition but also in the existing portion of the station. While this improvement in safety is driven in code, it along with a new fire alarm system is an area that we actively pursued to improve safety for our staff and equipment. While we all know that 84% of fire fatalities occur in residential settings, a fire station has a residential “feel” in that our staff “lives” at the fire station on a 24/7 basis. Not only have we improved YOUR safety, but we have set the example in our community by being a leader in pursuing fire safety measures.
- Our CIP has officially been adopted and our budget will go back before the City Council on March 8th for adoption. While the City Council has already conducted hearings regarding the budget, the March 8th meeting will be a public hearing providing the public an opportunity to speak on the matter. While our FY 11/12 budget is status quo with no new initiatives except for a pay adjustment for PT/POC. If the budget is adopted, PT/POC will receive a .54 pay increase in the base rate this year and next year.
- The City Council did approve the computer purchase for our Computer lab. Our software and hardware has been ordered and we hope that the computer lab will be up and operational by April.
- The City Council also approved our purchase of the drug vending machine. The equipment has been ordered and delivery is expected to be 8 to 12 weeks.
- In other action, the City Council also approved the removal of E410 from our fleet. That unit has been declared “surplus” and efforts to sell that apparatus will begin soon.
- The TEAMS cards have been updated and are under review by staff. We hope to have those ready to be reviewed by area departments soon. Once we get the approval of those departments, we will officially adopt the revised TEAMS cards.
- Dallas County fire departments are working to develop their TEAMS cards. They have met on a couple of occasions and working through the process. We may be included in formal TEAMS cards for Dallas County in the near future.
- There is an upcoming professional development opportunity in Johnston sponsored by JFD. The class, **5 Alarm Leadership** and **Fireground Responsibly** will be taught by Chief John Salka from FDNY. He is a great speaker and we are lucky to have him in our back yard. I hope you can attend.

Congratulations!

- Kyle Bissell—Selected by his peers as “Firefighter of the Year” for 2010!
- Rod Silvers—Selected by his peers for the “Making-A-Difference” Award.
- Paula Merfeld—Selected by her peers for the “Mike Mercurio Character” Award.
- Derek Manser—Selected by his peers for the “Monte Burr Memorial Training Award”



Got a leadership plan?? Got goals? You can't get to where you are going if you don't know where that is. Learn. Grow. Lead.

It is that time of year - time for our annual physicals! Our physicals will again be conducted at Iowa Methodist Occupational Medicine located at Lakeview Medical Plaza, 6000 University Ave., Suite 124 in West Des Moines. You should call 241-2020 to schedule your physical. Physicals may be scheduled for the hours of 9 am – 4 pm, Monday – Friday and all testing **must be completed by March 18, 2010.** As you know, you must return to have your TB test read 48 hours following administration.



If you have had a fire department physical in the last six months, you do not need another one. If you are unsure if you are scheduled for a physical, see your officer immediately.

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

Training Report: 844 hours of training were completed in February.

Fire Training: 398 hours

EMS Training: 446 hours

Prevention & Inspection Activities:

- Completed 13 Inspections
- Completed 13 Re-inspections
- Completed 4 Prelim meetings
- Completed 3 preplans
- Conducted 12 plan reviews
- Conducted public education for 282 people (175 children, 175 adults)



Date	Location	Activity Type	# of Children	# of Adults	
2/8/2011	7305 Aurora	BP checks	0	14	
2/11/2011	St.42	CPR Class	0	1	
2/19/2011	St.42	Station tour	7	4	
2/20/2011	4101 72nd St.	UCAN Snow Days	3	5	
2/20/2011	St.42	Station tour	15	8	
2/26/2011	12955 Aurora	Kids event @ Webster Elementary	150	75	Total
			175	107	282

Long-term employees recognized at Awards Banquet....



Two long-time employees were recognized for their milestone years of service. **Paula Merfeld** who is entering her 23rd year of service received a framed certificate for 20 years of service while **Capt. Joe Malloy** received framed certificate thanking him for 30 years of service. Capt. Malloy is entering his 32nd year of service. **Congratulations!**



Member Profile...

Member Profile: Mike Roe - Dirty Jobs

Length of time with UFD: 6 months

Level: FT - FF/PS

Why I became interested in the UFD: Aside from the opportunity to work for a career department I'd have to say my brother. He was one of the few people I knew that knows anything about the department and he had nothing but positive things to say about this department.

Previous Fire/EMS experience: I was a volunteer down in Humeston basically as an explorer type deal from age 16 - 18 then joined and helped out anytime I could after I turned 18. Aside from that I spent one summer running with the Sunrise Beach Fire Protection District down by the Ozarks and have worked for the Ankeny Fire Department for 5 years.

Committees: None yet, looking forward to the opportunity to do so though!

Family life: Single

Activities or hobbies I enjoy: Hunting, fishing, playing the guitar, just about anything really.

Most memorable moment with UFD: Getting that official job offer, pretty amazing feeling to work so hard for something for so long and finally have that hard work pay off.

Most memorable moment outside of UFD: Well since I started school before I got hired I've got to go with FINALLY getting done with PS school and passing the NREMT tests!

Favorite TV programs: I go with channels instead of programs! History, discovery, and the comedy channel.

Favorite movies: Comedies, anything with Will Ferrel

Last book that I read: Probably my paramedic book.

Personal goals: Learn everyday, go back to school.

Words of advice for someone new getting into EMS or Fire: Never give up! Keep trying, working hard, and stay positive and good things will come your way.

What I enjoy about the Urbandale Fire Dept: So far, everything! Everyone I've met here is great to work with, always willing to help teach you, always willing to train. The entire department puts training and safety first which is great! It's been a great experience so far and I look forward to all the experiences yet to come my way!



An early photo accompanying Mike's application to join the Dive Team.



The Patch-Do you know what it the parts represent?

•“Mission Driven, Customer Focused”

These words speak a lot about our Fire Department. Our ultimate goal is to provide quality customer service by adhering to our core values and mission statement. We want our members to ask themselves two simple questions whenever they are faced with a challenge: Are your actions consistent with our core values and mission statement? Are they in the best interest of our customer?

- The color **red** symbolizes the life and continuing growth of our Fire Department.
- The **gold** trim symbolizes that firefighters, like gold, will withstand trial by fire and still remain.
- The **black** background represents the foundation built by our past members as we will never forget all they have given in the line of duty.
- The Scramble symbolizes a collection of items that represent readiness.
- The six branches of the Star of Life are symbols of the six main tasks executed by rescuers through the emergency chain: **Early Detection, Early Reporting, Early Response, On Scene Care, Care in Transit, and Transfer to Definitive Care.**
- The Centerpiece: Continuing the Tradition—The “**U**” was carried on to this patch design to keep the tradition of having the “**U**”. We also wanted to incorporate the “**U**” because it is a symbol used throughout the City of Urbandale.

Picture this...

From the Awards banquet...





Firefighter of the Year

Presented to

Lt. Kyle Bissell

in recognition of your hard work and dedication while providing outstanding leadership, customer service and initiative for the citizens and guest of the City of Urbandale.

February 26, 2011



**Monte Burr
Memorial
Training Award**

Presented to

Derek Manser

February 26, 2011



**“Making A Difference”
Award**

Presented to

Rod Silvers

February 26, 2011



**Mike Mercurio
“Character Award”**

Presented to

Paula Merfeld

February 26, 2011



**Instructor
of the Year**

Presented to

Capt. Jim Mitchell

February 26, 2011

ON THE LINE

Words of wisdom...All members are expected to adhere to these items that will help us build our department:

1. Maintain and promote a winning attitude!

- Look at problems as opportunities. How can we improve?
- When you bring a concern, bring two possible solutions.
- Do not engage in chronic complaining. Be part of the solution, not part of the problem. Complaining does little to improve the organization. Don't give chronic complainers an audience! Help us work towards positive solutions.
- **Focus on making a positive impact on others and the organization.**

Never give up!

2. Practice the golden Rule!

- Go beyond treating people the way YOU would want to be treated - treat others the way **THEY** want to be treated!
- Care about the other members and do your best to help them **succeed**.
- See value in others – everyone has value.
- Be the first person to speak – say hello - **BE NICE!** (It's not that hard!!!)

3. Be a team player!

- Participate in meetings and training.
- Remember...we win and we lose as a team, not as individuals!
- Keep lines of communications open.
- Have fun. Work should be fun - Enjoy working with the group.
- **Build relationships to improve trust and understanding.**
- **Recognize fellow members for a job well done. (Blue sheets!!)**
- Allow mistakes. We will all make mistakes when we try new things.
- Learning must take place when we make mistakes.

4. Seek excellence!

- Increase your education and skill level.
- **Seek to improve everything we do.**
- **Focus on helping move the organization forward**

for today and tomorrow.

- Think why we can, instead of why we can't.
- Be data driven.
- Understand our budget is limited. How can we make the biggest impact with what we have?

5. Do that which is right!

- **Everything you do must be done in a moral, ethical and legal manner.**
- **Contribute to the mission and vision of the organization.**
- Help accomplish our goals.

6. Stay focused!

- Remember...you are here to help the organization succeed.
- **Stay focused on contributing to the mission, vision and goals.**
- **You are our most valuable resource...**We will support you through education, training, coaching and counseling.
- Every task that you engage in must be aligned with our mission and core values.

7. Participate!

- **Participate in meetings, training, special assignments and emergency calls.**
- Participate by communicating, asking questions and offering suggestions.
- **Participate by helping the organization be better today than it was yesterday.**

8. Capitalize on adversity!

- We are constantly faced with adversity and problems. **Don't let the problems pull you down.** Our job is to adapt and overcome problems.
- Seek out opportunity any time you are confronted with adversity.
- Understand all of the facts when confronted with adversity.
- **Help develop and implement the plan to overcome adversity.**

Firefighter Empowerment

Ask yourself: Is it right for the customer? Is it the right for our department? Is it safe, legal, ethical & nice? Does it match our mission & Core values? If the answer is yes to all of these questions, ***JUST DO IT!***