



On the Line



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

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Upcoming Events

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



Prevention...prevent the response!

UFD statistics for October

Calls for service: 208 YTD: 2,051

Average response Time – All incidents: **6 minutes and 52 seconds**

Average response Time – **Emergency** incidents: **6 minutes and 35 seconds**

Emergency Medical Service calls: 164

Average Response Time EMS: 6 minutes and 33 seconds

Emergency: 6 minutes and 18 seconds

Non-Emergency: 6 minutes and 50 seconds

Fire related calls: 44

Average Response Time Fire: 7 minutes and 56 seconds

Average turnout per fire incident: 6 people

We **received mutual aid seven times**—all seven times for fire calls.

We **provide mutual aid two times**—once for a fire call and once for an EMS call.

Types of Fire Calls

The 44 fire calls we had in October fall into the following categories:

Fire / Explosion:	10
Hazardous Condition:	1
Service Calls:	3
Good Intent Calls:	9
False Calls:	21



Birthdays:

Lance Routson Nov 6
 Cody Thorne Nov 8
 Dan Birkett Nov 12

Miguel Romero Nov 21
 Dennis Danford Nov 24

Happy Birthday!

Chief's Corner—Chief Jerry Holt

Sometimes, children can be cruel, other times they can be so trusting and caring. I bet you can think back to a time where you saw both the best in children and other times when children weren't so kind to each other. We can learn a lot from kids. Unfortunately we do – kids grow up and become nice or nasty adults. I am reminded of that especially at this time of the year with all of the political commercials. I cannot think that some of the mothers of some of the politicians behind some of those ads would be proud of the tactics of their kids. Some of them are pretty nasty. It is funny, one candidate says this and then you see his or her opponent in the very next commercial saying something equally bad and yet opposite about them. It seems especially nasty this year. It would be so much nicer if they would stick to the issues and not get so personal but I guess that doesn't get the job done. Come to think of it, I am not sure what gets the job done for candidates. Everyone I talk to is sick and tired of the phone calls, the ads and yet they continue. I guess some people just have too much money to spend.

I was listening to one of those "nasty" political commercials the other day when a story popped in my head. It was a story about children and how they treat each other. I wanted to share it with you...I am not sure of the author or the source of the story but I have always thought it was a great example of how children can be. The story takes place in a third grade classroom and in the story, you will be introduced to Susie:

A THIRD GRADE CLASSROOM

Come with me to a third grade classroom...There is a nine-year-old kid sitting at his desk and all of a sudden, there is a puddle between his feet and the front of his pants are wet. He thinks his heart is going to stop because he cannot possibly imagine how this has happened. It's never happened before, and he knows that when the boys find out he will never hear the end of it. When the girls find out, they'll never speak to him again as long as he lives. The boy believes his heart is going to stop; he puts his head down and prays this prayer, "Dear God, this is an emergency! I need help now! Five minutes from now I'm dead meat." He looks up from his prayer and here comes the teacher with a look in her eyes that says he has been discovered. As the teacher is walking toward him, a classmate named Susie is carrying a goldfish bowl that is filled with water. Susie trips in front of the teacher and inexplicably dumps the bowl of water in the boy's lap.

The boy pretends to be angry, but all the while is saying to himself, "Thank you, Lord! Thank you, Lord!" Now all of a sudden, instead of being the object of ridicule, the boy is the object of sympathy. The teacher rushes him downstairs and gives him gym shorts to put on while his pants dry out. All the other children are on their hands and knees cleaning up around his desk. The sympathy is wonderful. But as life would have it, the ridicule that should have been his has been transferred to someone else - Susie. She tries to

help, but they tell her to get out. You've done enough, you klutz!" Finally, at the end of the day, as they are waiting for the bus, the boy walks over to Susie and whispers, "you did that on purpose, didn't you?" Susie whispers back, "I wet my pants once too."

I bet Susie grew up to be a remarkable person...as a child, she certainly would be someone we could all be proud of. She made a difference when it mattered the most...and I bet she grew up to be an adult who makes a difference. We can all learn a lot from children. I wonder what kind of politician she would be?

Last Safety Incident:

21 days without a safety incident

40 days without a lost time injury

Last incident: L415 ladder control housing struck air vac system

"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 Nov 1st, we have sent 80 letters to our personnel. The following people received "You've Been Caught" letters since our last newsletter:

Rod Silvers & Julie Stuckle (413), Lt. Birkett & John Ouverson (424):

We received a comment from a patient with her insurance information stating that she was very impressed with the speed that was used to get her transported quietly and safely to the hospital. She also stated that she may owe her life to us.

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

What's on your Christmas List? - Assistant Chief Mike Cardwell

I know it's a little early to even think about Christmas, but heck, if Home Depot, Target, and Wal-Mart can do it, why can't I. If you're like me, one item on your holiday to do list you particularly struggle with is creating your own wish list. What do I want for Christmas? It seems like such a simple question, but it always ends up being a struggle. What we really want we really can't afford or don't trust others to get exactly the make/model/color we want. Gift cards are good (if they are to the store we want) but we usually end up spending them on things for the house, the kids, day to day stuff.



So this year, I'm recommending you ask for a simple gift that is just for you – a book. Yeah I know, just what you want, a book (feel free to add your own sarcastic comments here). Even worse, a book about work. But with the right book, a few choice words may lead you a moment of self-discovery: a gift that keeps on giving.

So with the finest sentiments in mind, let me recommend a few of my choices (along many other folks, since all of these are bestsellers) for excellent books on leadership. Most leadership books come from two sources: those who studied or researched the subject of leadership and applied what they learned, and those who did it and wrote about what they learned along the way. So my selections will fall into those categories. By the way, none of these came from the Fire Service.

First up are books by people who researched or studied leadership. All of these authors are widely recognized for their contributions to leadership and understanding what makes someone a successful leader. Each has written and presented extensively on the subject. In no particular order, they are:

John C. Maxwell, [Developing the Leader Within You](#)

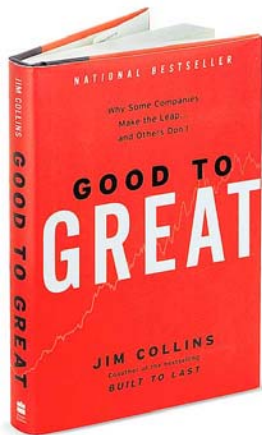
Stephen Covey, [7 Habits of Highly Effective People](#)

Ken Blanchard, [Gung Ho](#)

Warren Bennis, [On Becoming a Leader](#)

Jim Collins, [Good to Great](#)

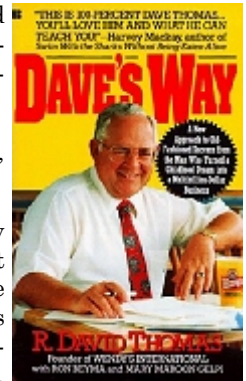
I could write an article on each of these books, and what I have taken away from each one. If there was a common theme among them all, it's that being recognized as an organizational leader doesn't require a title – it requires inner strength. Leaders are not necessarily experts on their subject matter, they're experts on people. Leaders all operate from their core value system, a bedrock which gives them the moral courage to take personal and professional risks.



Next up are books by people who did it and wrote about what they learned along the way. Each of these subjects is recognized as being one of the most successful leaders in their chosen field. Each had to face tremendous challenges to succeed. Again, in no particular order, they are:

David Thomas, [Dave's Way](#)

This is an autobiography about how Dave built Wendy's into one of the top fast food franchises in the US, how he did it by not following the established business model, and how giving back is its own reward.



Tony Dungy, [The Mentor Leader](#)

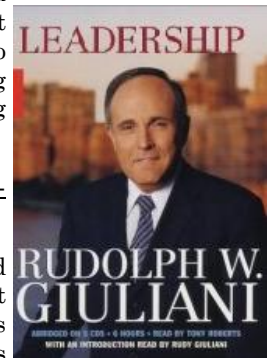
Tony Dungy was the coach every player wanted to play for in the NFL, who's success in the locker room resulted in success on the field. He retired to devote his time to teaching others to mentor.

Oren Harari, [The Leadership Secrets of Colin Powell](#)

Colin Powell is the most respected military leader of our time, who was respected for the battles he had to fight in his personal life, on the battlefield, and in politics.

Rudy Giuliani, [Leadership](#)

Rudy Giuliani's place in history was cemented because of one event: 9/11. His unquestioned leadership of New York City that day made him uniquely qualified to offer his thoughts on preparing yourself to rise to those challenging moments.



Donald Phillips, [Lincoln on Leadership](#)

Abraham Lincoln led the United States through its most difficult challenge, at a time when there was no clear moral, political, or religious high ground. How he accomplished this is a testament to his personal leadership skills.

Finally, I'd like to recommend a book of fiction, [The Traveler's Gift](#), by Andy Andrews. He is given the gift of traveling through time to spend a few minutes with historic figures, and the simple gifts of insight he receives from each. A quick read which really makes you ponder.

Many of these are available on Kindle (for you tech savvy people) or CD (for those with time to kill in the car). Pick one, put it on your list, then see where it leads you. I promise it will be one Christmas gift you won't take back because it's the wrong color!

Don't Forget About The Children..... Lt. Dan Birkett

Over recent months and year I have continued to hear the year 2012. This is the year when some scientists and researchers have predicted that the world will come to an end. The most recent show was on air this past week and described how the world may not end but civilization as we know it will cease to exist. This claim was that large fire storms from the sun will break through our atmosphere and wipe out all electrical grids in the United States. There are so many predictions and theories that if you are not careful you can get yourself wrapped up in all of the media frenzy. The one common prediction across the board is there is really nothing we could do to prevent such a disaster. Unless you are planning on building a bunker the situation is out of our hands.

As I started to ponder this whole 2012 theory I start to wonder. How can we do a better job in the fire service at areas that we can prevent injury and death, especially in children? In most cases a grown adult has past experiences, past practices, and education that drive them to make decisions in their life. Many of these adults could learn from fire department education but many will choose to continue their life as they know it. They are not as influential and willing to adapt to change. On the other hand we have children who are extremely influential, adaptive, and willing to learn new information. We should be taking as many opportunities as possible to fill children of all ages with large amounts of fire service information. Why is this important? Because in the amount of time it has taken me to write this article a child has been injured or killed by smoke, fire, or the combination of the two. Another reason this is so important in the great picture is the fact that the children of today are our tax payers and community leaders of tomorrow. They may also develop the next greatest invention in the fire service or improve EMS for the community of tomorrow. So this is where our responsibility will fall. How do we get these new leaders to understand the fire service, fire safety, and in general care and have interest in wanting to be a part of our field?

We are so lucky! We can show up in a big red truck and kids from all ages will greet us with excitement. They already look up to us as role models and they are itching to know more about us and what we do. Obviously, depending on age, they may want to know information in short bursts or may be able to tolerate more formal learning. Sometimes we don't give them enough credit. They are so smart and learn so much more than we did at that age. I believe at UFD and

most departments we do a great job of getting our fire safety month message out to as many young children as possible. We visit schools, deliver pizza, help with large Halloween events, have an open house, kids' academy and etc. These are all awesome events that everyone on the department should be excited to participate in. Even with the huge amount of time and effort to plan, schedule, and execute I believe the rewards are great. So as a department should we settle for this or should we strive to do more? In our mission statement it states that we will always strive to do more. We cannot put the sole responsibility on one or two people to make sure that we have events throughout the year. This mission statement has to be carried out by all members! So if you are asking what can I do? I will give you a few suggestions.

1. Willingly participate in the events that are already scheduled throughout the year.
2. Show your excitement about having the opportunity to be in your role and share valuable information with children.
3. Start with the little things. Talk to the children that have been watching you from the sidewalk or stop and visit with groups of children when returning from calls.
4. Encourage children to ask questions and give them an appropriate answer. Remember they know more than what we give them credit for.
5. Take the next step, although it can be uncomfortable, and lead the next tour or safety talk.
6. Think of new ways to reach out to children of all ages, including Jr. High and High School.
7. Form a committee or group and plan an event or do something fun that could involve some of the children in our community.
8. Be a good role model and meet the expectations of the children in our community. We are never above them or too busy to spend a few minutes with them.
9. Be nice, courteous, and respectful.
10. Have fun with them and don't be so uptight. They're usually more nervous and excited about a visit or an event than you are.

There are so many opportunities and possibilities for our department to become involved. If anyone has any ideas, comments, or questions please email me. I have a few ideas of my own and would like to hear from others. If you are interested let me know.

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

Training Report: 1,645 hours of training were completed in October.

Fire Training: 1,017 hours

EMS Training: 628 hours

Prevention & Inspection Activities:

- Completed 11 Inspections
- Completed 6 re-inspections
- Completed 1 preplans
- Conducted 12 plan reviews
- Conducted 3 Car Seat checks
- Conducted public education/PR for **8,447** people



CRM...about getting it right, not about who is right!

PRACTICE CRM ALL THE TIME!

WHAT'S HAPPENING AROUND THE DEPARTMENT...

- Renovation on Sta. 41 continues to move along. We remain on schedule to complete the project in late December with the punch list being completed the first week in January.
- Our call volume continues as a brisk pace. We are about 80 calls ahead of where we were at the same time last year and only about 15 calls back of our record pace of 2008.
- We continue to tweak the time clock system. One tweak is the rounding of time for clocking in. A recent Dept. of Labor discussion has caused us to change the rounding rules: When an employee clocks in/out at 7 minutes or fewer after the quarter hour, their clock in/out time will be rounded back to the previous quarter hour. When an employee clocks in/out at 8 minutes or more after the quarter hour, their clock in/out time will be rounded ahead to the next quarter hour.
- FT Staff that have questions about insurance (medical, dental, life, LTD, vision, etc.) should request through their officer to see the HR Director. She now is responsible for all of the insurance type questions.
- Our new patches have been ordered and should be arriving soon. Once we receive a "stock" we will issue those out so that current uniform items can be updated and we will provide a date that the new patches will be required for uniforms.
- The budget process is on track to begin in November/December time frame.
- A new side-walk has been constructed at Sta. 42. A new entry lock has also been installed so that the day room can be used for entry making it easier to access the building.
- Our newest employees are completing the orientation process is wrapping up and should be assigned dot shift soon. We are moving forward to fill one vacancy.
- We are in the early stages of preparing for a badge ceremony for new and promotional positions.
- The Policy & Procedure manual update is complete and will be posted soon with training following this month.

ON THE LINE

Member Profile...Bryce Landers

Member Profile: Bryce Landers AKA Wilbur Maxwell

Length of time with UFD: 5 months

Level: FT, FF/EMT-B

Why I became interested in the UFD: The job was open and I knew most of the Full timers, and some of the POC. IT was A great job offer in a great atmosphere.

Previous EMS experience: Northern Warren 10 years, Midwest Ambulance 4 years, Clive 4 years

Previous Fire experience: Northern Warren 10 years, Clive 4 years, DSM Airport 6 months, now Urbandale

Family life: Married for 2 years to Gentry. We have 1 child - Max 13 months, a dog named Molly, gold fish named cat and a hamster named rat. And sometimes I watch Boyles cat.

Activities or hobbies I enjoy: Play hockey, some times I weld things it turns out to be stuff its hard to explain.

Most memorable moment with UFD: Ladder maze - still have trouble sleeping at night.

Most memorable moment outside of UFD: Max, what I had to go through to make his birth.

Favorite TV programs: Family Guy

Favorite movies: Kickass

Last book that I read: Letters from a nut

Personal goals: PS School

Words of advice for someone new getting into EMS or Fire: Make sure you do well in math, biology, and Chem

What I enjoy about the Urbandale Fire Dept: The guys and work environment.



Remember Lt. Gentosi! - Cory Macumber

Below is Lt. Gentosi's address while he is over seas. I ask each and every one of you to take a few minutes and drop him a line or two, three....while he is over seas. Lt. Birkett and I are working on the details for Christmas gifts as we think they need to be mailed out by the 17th of this month. You will see more on this in the upcoming days.

Gentosi, Michael (No Rank should be shown)

C/1-168 IN

AFCOP Rahman Kheyli

APO AE 09364

(By the time you receive this newsletter, Lt. Gentosi will be in Afghanistan)

Safety Tips from firefighterclosecalls.com: The following is a continuation from the website of their list of suggested resolutions for safety tips:

Resolution No.3: Be more than just a Driver. It takes a push of a button to *drive* the truck. But what do you do when you are not driving? Take time to learn all of the nuances of every truck and to show an upcoming driver how to pump; practice odd situations; work out all of the "what if's". Know your equipment, your truck and how everything works. Try to cover the different situations before you are put into it during an incident and have to try to figure those "what if's" out while things are going "bad" around you.



Chief's Thanks...

- Thanks to everyone that helped out during fire prevention week. There were a lot of tours and talks during October and many people helped out. **Thank you to all of you!** Those helping for the open house were **Capt. Malloy, Julie Stuckle, Rod Silvers, Drew Stiles, John McCannon, Michael Roe, Demir Miljkovic, A/C Cardwell, Ryan Shafer, Aldin Ramic, Lt. Bissell** along with **B-Shift** who was on duty that day...
- A very special “thank you” to **Fire Marshal Rech** who heads up the prevention efforts and spends a lot of time and passion on fire prevention efforts. October is very busy time for Jon and I know he puts a great deal of effort in to promoting fire safety and education. Thanks Jon for your efforts to prevent fire loss in our community!

- Thanks to everyone who participated in the Halloween event at Living History Farms—we are always a “hit” there and it is a great time for pub ed and public relations—thank you for presenting our department in such a positive way!



- Thanks to those who helped out with the Halloween event at Camp Dodge. According to Lt. Birkett who set up tour participation, we were a big hit and there were several people who helped! Those who helped were Lt.



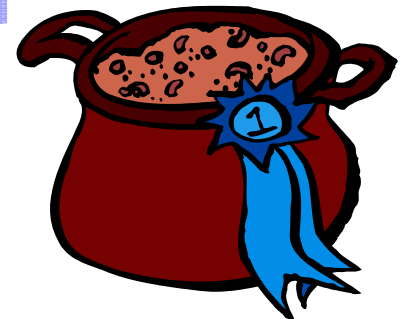
Birkett, Lt. Routson, Rod Silvers, John McCannon, Cory Macumber, and Jamie Erie. John McCannon also donated the use of his portable generator to power our smoke machine and that was very much appreciated.



Congratulations!



Eric Ennen and Ryan Young won the City's United Way Chili Cook-off and they



bring home the trophy! The good cooking doesn't stop there...**Paula Merfeld** took top honors for the dessert award! Good cooking for a good cause...Way to go!

