



On the Line



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

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Upcoming Events

October 9-15

Fire Prevention Week

October 15th-Open House @ Sta. 41

October 16th

Station Memorial Dedication—2 PM

Be sure to check the pub-ed calendars for upcoming events...there are many things going on in October!

UFD statistics for September

Calls for service: 203 YTD: 1,809

Average response Time – All incidents: **6 minutes and 9 seconds**

Average response Time – **Emergency** incidents: **6 minutes and 1 second**

Emergency Medical Service calls: 138

Average Response Time EMS: 5 minutes and 54 seconds

Emergency: 5 minutes and 35 seconds

Non-Emergency: 6 minutes and 7 seconds

Fire related calls: 65

Average Response Time Fire: 6 minutes and 36 seconds

Average turnout per fire incident: 7 people

We **received mutual aid two times**— both 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 65 fire calls we had in September fall into the following categories:

Fire / Explosion: 9

Hazardous Conditions: 5

Service Calls: 3

Good Intent Calls: 8

False Calls: 38

Ovr Press/Ovr Heat: 2



Birthdays:

Ed Palizzolo Oct 14

Stu Wilson Oct 18

Lance Routson Nov 6



Chief's Corner—Chief Jerry Holt Customer Service – it Ain't just for Mrs. Smith!

This month's article is on the importance of customer service. I know...you've heard a million times about customer service!! This article is different....read on.

Our department continues to do an outstanding job of exceeding our customer's expectations. *I am so proud of the way we deliver our services...*we do not provide the traditional approach. We make our customers feel important (*they are*) we make them feel that they are the reason we are here (*they are*) and we don't let them feel like they are inconveniencing us to provide their services (*they aren't!*). Sure, we all have bad days but our customer should never feel the brunt of those bad days. Our department does a great job with that...so where is this going? We could spend a lot of time discussing the importance of customer service...and how well we do with that. There is always room for improving our customer's experience and that quest should never end however; this article doesn't address the person we traditionally think of as a customer...this article discusses what's in it for you!

Providing positive customer service is hard work. It is sometimes easier to just do the minimum than to try to exceed a customer's expectation. And we have all had those customers who expectations are unreasonable...So why do we strive to exceed their expectations? It's simple. Exceeding our customer's expectations is good for our customers and **fun and rewarding** for us.

There is nothing like the feeling of "blowing away" a customer with your professionalism, empathy and compassion. Delivering service that is "value added" instills a sense of pride and accomplishment in those who delivered the service. I cannot fathom "going the extra mile" and not feeling good about it. I've been fortunate enough to be in the right spot at the right time and be able to change a tire for a customer. Sure, she wasn't a customer in the traditional sense – she hadn't called the fire department but I was there and she had a need. She had a flat and was alone – I had a meeting to go to and was in a shirt and tie. She needed to get where she was going and I felt I needed to help her make that happen. I changed her tire. I ruined my white shirt. I was late to my meeting. I never received a thank you note and I never heard from her again. I couldn't have felt better about it. I fulfilled a need in me; the need to help in ways that are not expected. It was great.

I've seen others do the same thing. Lt. Birkett had a similar situation on his shift recently. They provided a ride to an appointment for which the person with the flat tire was late. Wow – gave her a ride in an ambulance! Lt. Macumber recently helped a customer sell a race car! The customer was to meet a potential buyer when he became ill and needed our services and was transported to the hospital. Lt. Macumber made sure the race car was secured and was able to help facilitate the meeting and eventual sale of

the car. (Never mind the few laps Lt made around the parking lot...that's for another story) We have numerous other examples of exceeding the customer's expectations. I am so proud of that.



Where are any of the examples listed in a job description? I don't think you will find them. Sure, there is always the "other duties as assigned" that covers most things but does it address these issues? I don't think so. So why do we do it? Because it is the right thing to do and you have been empowered to do the right thing...and it feels good!

So where do you find the guidance to do these things? In our orientation classes and on our core value cards. On that card you will find the topic Firefighter Empowerment and these questions/statements: *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! PRETTY CLEAR TO ME.**

Another important consideration for exceeding the customer's expectations is marketing. Marketing you ask? Yes. It is an accepted principle that customers who are unhappy with services will tell 10 to 20 people about their negative experience. And you know how that goes...each one of them will tell a few people. Pretty soon, there are many people who are hearing about the bad experience.

On the other hand are those customers who talk about positive customer service. While the negative experience ends up in the ears of 10 to 20 people, great service is usually only shared with 1 or 2 people. The moral of the story; as many as ten times the number of people "tell" of a bad experience than they do of good experiences. All the more reason to have positive experiences...to have the word spread about **your exceptional service**. You have to work much harder to get that message out.

We all understand the importance of meeting Mrs. Smith's expectations and going beyond. Mrs. Smith votes. Mrs. Smith discusses her tax rate with elected officials. Mrs. Smith's satisfaction with our services is directly tied to the funding and support we receive as a department. Our support is directly tied to Mrs. Smith's perspective of our services. Exceeding her expectations is important for those reasons. Exceeding her expectations because it is the right thing to do is rewarding. I dare you to exceed our customer's expectations and not feel good about it!



Tips to Make Training More Engaging – AC Mike Cardwell

Some days, coming up with something fresh and interesting to train on can be difficult, even for the most ingenious of company officers. It seems like we seem to repeat the same training topics, and after a while they seem about as fresh as last Friday's pizza. So what can a company officer do to keep the troops engaged? To spice things up?

To still keep training meaningful or - dare I say it – fun? Let's look at a few... This month I'll throw some engine company drills your way...

The Ultimate Hose Advance Challenge. How fast can your crew get water on the fire when the hose layout involves multiple challenges? Design a hose layout which includes advancing a line around the back, up a short ladder, over a balcony, down some stairs, around some furniture, etc? Once you lay out the stretch, time different 3-FF crews in making the stretch, calling for water, and flowing water. The fastest team wins!



Gunfight at the Tower. Can your FF's accurately knock down fire when they're not in the same room? Park the apparatus along the north edge of the rear apron. When time starts, the FF has to deploy a 1 ¼" handline to a designated location near the hydrant, charge the line, then accurately knock down cones located on the ground and in upper story windows. Time ends when all the cones are knocked down. For added challenge, place blocks or obstacles such as doors or furniture in front of the cones forcing them to relocate their hoseline to get them all. Quickest to knock down all the cones wins.

How Long Will my Tank Water Last? Do your FF's really know how long 500 gallons of water will last? Set up the truck on a hydrant (but keep the intake closed). Have a FF flow 1 ¼" until he/she thinks they are almost out of water, they shut down. The FF who comes closest without running the tank dry wins. To make this a real challenge, don't tell them how close any FF came until all FF's have had a chance to try. Try this one a few times until everyone is getting pretty good – then switch to 2" or 2 ½" and see how well they can do.

Dialed In. Controlling a 2 ½" is hard enough, but can you be accurate as well? Take an empty barrel and place it approximately 150' away from the apparatus. The apparatus should be on a hydrant. When time starts, a 2-FF team stretches 100' of 2 ½" from a truck to a designated point, at least 100' away from the barrel. The engineer makes the connection and charges the 2 ½". The hose team has to use their stream to fill the barrel. The trick is to keep the barrel upright (if you knock it down a 4th FF must upright the barrel and start filling it again). You can use hand signals from the 4th FF to help aim the stream. Fastest time from go to a full barrel wins!

SuperEngineer! Apparatus operators have a lot to get done in a short period of time – so who's the best? Each engineer has to do the following:

Stretch a preconnect to a designated point, then return to the truck and charge the line (have another FF hold the nozzle).

Make a hydrant connection to a hydrant approx. 100' away.

Get the PPV fan to the front door; start it (another FF will then hold)

Get a 16' roof ladder to a 2nd story window.

Time stops when then get back to their truck and blow the air horn

Fastest Time Wins.



Now each of these fun drills can be repeated or altered several times. As crews become more proficient, add more challenges. Remember to make sure personnel are properly turned out. Next time I'll throw you some truck company skills you can try on each other.

Back to the Grind – Lt. Mike Gentosi

Well, I have to say it is nice to be back to the grind of life. Being home after absent for so long has been a blessing. I can't go on without mentioning being back with Alana is the greatest blessing of all. She is such a trooper and endured far more than I. My stability is due her, no doubt.

We enjoyed about three weeks of not much going on before we both went to work: Alana to school and me to the great UFD. It has been a blessing to be back to work. It is nice to be back to a regular schedule. My main stressor now comes from being back in school as well. It is quite a challenge.

I have had several people (Guardsmen that is) tell me I was crazy for going back to work so soon. By law, we have 90 days post orders to report to work due to our deployment. That would put me 90 days past 23 AUG so sometime end of November. I couldn't imagine. I have to say that is part due to my need to be back in a regular routine but a great part to be back with all of you.

It has been quite a blessing to be part of UFD. You all have treated Alana so well in my absence and welcomed me back with open arms. It is odd now feeling that the last two years are but a distant memory. It feels much as if I was never gone and life is just what it was. I have to remind myself otherwise on a regular basis.

It is great to see so many new and eager faces around the station. These faces are now a part of our family. To those of you new and eager, work hard and GO TO SCHOOL!!!! I have to say the job isn't what it was a couple years ago. There are some new changes, but I have to say it is so nice and much easier now having more bodies around. The days are past where an ambulance and medic car is all you would have....such a treat!!

I know this is short and sweet, but I wanted to ensure you all know how grateful I am to be a part of your lives and you a part of mine. You have been a blessing to Alana and me during this time. I'm out!!!!!!!!!!!!!!!!!!!!!!

Pride and Ownership – Drew Stiles

Recently I had the chance to attend a class called "Pride and Ownership" taught by Chief Rick Lasky of Lewisville, Texas. I am sure many of you have heard of it and if you get the chance, I recommend attending. It's a great class centered on building pride and tradition in your department. The history and tradition of the fire service is one of the greatest assets of this job and Chief Lasky talks a great deal about these aspects of the fire service during this class.

As members of the fire service family it is our responsibility to take what we have learned and pass it on to the next generation. We have the ability to take a look back at all the great and tragic events that have happened over the past years and learn from them. If we don't pass the information along, who will? 10 years ago, the FDNY lost nearly 4400 combined years of service when the towers came down. Urbandale lost nearly 70 years of combined years of service with the retirement of Captain Malloy and Chief Danford. 70 years may not seem like a lot compared to the 4400 that the FDNY lost but for a small department like Urbandale that 70 years accounts for nearly 1/3 of the years of service for this department!

We just started a new recruit class here at the Tri-City Fast Center, so with those fresh innocent minds ripe for the molding, what better time for a history lesson. Let's start with the Maltese cross. Most everyone sees a Maltese cross and associates that with a fire department. Our patch is in the shape of the Maltese cross so it is important for us to know what it stands for.

The Maltese cross is named after the island of Malta which was the home of the Knights of St John. The Knights of St John wore the Cross of Calvary (later to be known as the Maltese cross) on their armor so they could recognize one another during battle. How does this tie into the fire service? During the crusades it was not uncommon for armies to use fire as a

weapon. The Knights of St John were known for risking their own lives to save another knight or extinguish a fire. They were also known as Hospitallers because they were known for their care of the sick and wounded. The Knights of St John are considered by most as the first firefighters. Combining the fact that they took great care of the sick and wounded and with the great pride and honor they took in their work, the

Maltese cross became a very fitting symbol for the fire service. I am sure that many of you have heard this story before. It is widely known throughout the fire service where the Maltese cross originated but let me take it a step further. Who was the first fire department to use the Maltese cross as their symbol? The FDNY adopted the Maltese cross in 1865. In 1882 Brooklyn changed their badges from a four-leaf clover to the Maltese cross. We will talk about the four-leaf clover and its ties to the fire service in greater detail in a future installment.

It is important to understand the history and tradition of the fire service. Think of this quote by Charles Williams "In order to move forward into the future, you need to know where you've been." He couldn't have said it any better. This is our fire service and our fire department and it is up to us to move it forward into the future. In order to do so we need to know where we came from and the history behind why we do the things we do. When someone asks you why we wear the Maltese cross or why we strike the 4 5's at a funeral it is not acceptable to reply "because that's what we have always done." I love the history and tradition of the fire service. They are a couple of the characteristics of this job that makes it so great. We are the shepherds of this fire department and ultimately we will determine its path in the future, but to truly guide this department forward, we have to embrace our history and tradition and take it with us. Part of our job as a firefighter is take what we have learned and give it on to the next guy. Now you know, and knowing is half the battle.



As of late I'm not proud to admit my growing complacency toward fitness. It's a curse that will spread like wild fire through your crew. When one loses the motivation to work out on shift, it's easy for others to follow suit. We must do our best to make sure our brother and sister firefighters are taking care of themselves. We must motivate and encourage each other to exercise for the benefit of healthier living and also our own safety. Negative attitudes will not get anyone to exercise regularly.

What's the point? I suggest we exercise with at least one other person. If you exercise with your ambulance partner or your ladder company, not only are you working on fitness but you're also working on some team building as well. This should be in the form of positive encouragement. Help a partner through a set with verbal coaching and encouragement. After the set, make them feel good about what they just accomplished. If you don't prefer to exercise with someone because you find it distracting, exercise on your own but find someone who will hold you accountable for your workouts... only in a positive way!! Ask if they have completed a workout, was it good, was it bad, and most of all congratulate for a job well done.

Exercise slumps happen to the best of us. We just have to learn to recognize it, acknowledge it, and do something about it!

Safety Tip - Roadway Safety

Over the past couple of weeks, there have been several fatalities on the roadway, including emergency personnel. Please consider the following from www.firerescue.com

When operating at the scene of an emergency, whether it's on the roadway or in a building, placing your vehicle strategically to maximize accessibility, utilization, safety, and egress is extremely important in making an operation run smoothly.

Working on the roadway, whether it's a rural road or a multilane highway, presents a unique set of hazardous conditions that we must remain cognizant of and it usually requires multi-jurisdictional response.

When pulling up to the scene and before getting out, take an additional 10 seconds and assess your position. Are you blocking enough lanes? Are you far enough back to create a barrier? Motorists are not always paying attention to the road ahead and may not see you.

Most states have "move over" laws in place that fine the motorist who fails to adjust their speed or lane position when approaching an emergency vehicle working on the roadway, but that doesn't physically protect you.

Federal Highway Administration regulations and NFPA standards require the use of high visibility vests with five-point break away features while operating on or near a roadway.

The vest must meet ANSI/ISEA 107-2004 or 207-2006 requirements and have a fluorescent background and retro-reflective material that has 360 degree visibility.

Another consideration - do motorist have enough time to respond when seeing you? You don't want to be just out of sight around a bend and not allow a motorist enough time to react. Also keep in mind the position of the sun as it can be blinding to drivers particularly at this time of year. We have a roadway safety SOG - please know it...it's there to protect you!



GETTING IT DONE...THE RIGHT WAY!

WE SURE HEAR IT WHEN THINGS GO WRONG...HERE WE "CAUGHT" THEM GETTING IT RIGHT. A WELL PROTECTED SCENE! GREAT JOB! BROUGHT TO YOU COURTESY OF B-SHIFT & FRIENDS...LT. BIRKETT, LT. ROUTSON, FIRE MARSHAL RECH, FF/EMT-P ENNEN, & FF/EMT-P WILSON

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

Training Report: 795 hours of training were completed in September.

Fire Training: 552.5 hours

EMS Training: 242.5 hours

Prevention & Inspection Activities:

- Completed 21 Inspections
- Completed 19 re-inspections
- Completed 2 Preliminary Walk-thru/meetings
- Completed 3 preplans
- Conducted 17 plan reviews
- Conducted 1 Car Seat check
- Conducted CPR classes for people
- Conducted public education for 689 people-338 children and 351 adults
- We installed 20 smoke detectors and replaced 5 batteries

**Training
and**



**FIRE
PREVENTION**

WHAT'S HAPPENING AROUND THE DEPARTMENT...

- The A/C at station 42 went out in September. The system requires a new condenser unit...at a cost of over \$8,000. The part has been ordered and will be installed as soon as possible. Baker Electric is handling the repair.
- The repairs in the men's locker room at station 42 are moving forward and should be completed by the second week of October. This repair solves the problem of water getting into the walls and running out into the locker area. The "community" shower is being replaced with two separate units that provides two individual shower stalls that are plumbed to prevent water from spreading throughout the locker room.
- The dedication of the 9/11 memorial will be held on October 16th at 1400 hrs. We hope to have a large crowd for this event and the Mayors from Clive, Urbandale and Windsor Heights will each provide remarks. Our hope is to hold the formal presentation to no more than 30 minutes. While the new memorial is memory of those firefighter who gave their lives on 9/11, the memorial site houses the Mike Mercurio memorial and the memorial site was designed to be a memorial to a long time member, Monte Burr. Monte's gift to the fire department made the project possible however; the generosity of so many people and businesses have allowed the project to be completed with minimal expense. A great deal of work has gone into this project and I hope everyone can attend.
- Beginning October 1st, we are changing the start/end times of PT shifts. All shifts will now be on a 0700/1900, 1900/0700 configuration. This change is necessary to facilitate coordination between the FT shifts and PT shifts. All shifts will now be on the same schedule. This change is noted in the EMS scheduling software.
- We have requested and received approval to hire two "specialty" part-time positions. The positions will have assignments of Emergency Preparedness and Prevention/Public Education. They will be working 12 - 16 hours per week. Being a FF/EMT is not the function of these positions however; if we were fortunate enough to find candidates that have the skill set we are looking for with fire and EMS certifications, they would be allowed to respond and as such, could work shifts. Their primary mission will remain preparedness and Prevention/Public education activities.
- We continue to evaluate the organizational structure of our department. The retirements of Capt. Malloy and Chief Danford created openings that we need to evaluate how we move forward. While the evaluation continues, Capt. Mitchell has been appointed to the position of acting Assistant Chief and will fill Chief Danford's position. We will move forward with the posting of that position and testing in the near future.
- We have launched a new service. Residents can now request visits to their children's birthday parties on line by going to the City's fire department web site and selecting the tab "Celebrate Your Birthday with the Urbandale Fire Dept." Thanks to Ed Palizzolo for his work on creating the site!
- We hope to be launching a Facebook page in October. We hope this tool will help us to reach out to the community and to our employees so that we can keep everyone informed of the happenings of our department.

“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 Sept. 28th, we have sent 88 letters to our personnel. The following people received “You’ve Been Caught” letters since our last newsletter:

Rod Silvers

We received a thank you note for our participation with Make-A-Wish. The note was addressed to Rod Silvers as he headed up the effort. Many thanks to Rod for his tireless efforts in keeping the UFD involved with such a worthy cause. Rod’s efforts lead the way and a ton of work goes into the event each year...and everyone that played ball, came to watch or otherwise supported the effort is to be commended for helping make a difference in the life of someone who needs to have their day made a little brighter.

Brennan Burke, Brad Crookshank, Eric Ennen, Bryce Landers, Tom Montgomery, Craig Pope, Cody Thorne & Lt. Wilson

We received a thank you note thanking us for our quick response to a fire call back in August. The note states that “you all were so professional and really respectful of my home and me! I’m so grateful to live in a community with such caring firefighters. You all are wonderful!

Lt. Bissell, Ross Frank, Drew Stiles, Lt. Macumber, Cody Thorne & Rob Zahnd

We received a thank you note from an EMS call where the customer was traveling from Colorado to Newton, IA when he became ill in Urbandale. The note states “We can’t thank you enough for all that you did”. The note goes on to say that you saved the customer’s life and they thank you from the bottom of their heart.

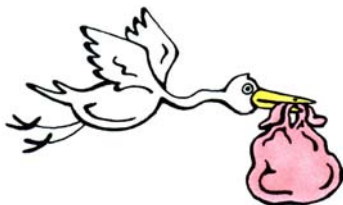
Fire Marshal Jon Rech

We received a thank you note from UCAN Health Services Committee for assisting with the filling of backpacks. 188 backpacks were filled in the effort with 104 being distributed to children and the remaining ones being donated to Urbandale Community schools. Our involvement in the project was headed up by Fire Marshal Rech and he was assisted by B-Shift – Station 41 in getting our share of backpacks filled.

Thanks to all of you for providing outstanding service!!

Congratulations!

- On Sept 2, Bryce and Gentry Landers became the proud parents of a beautiful baby girl—Macy. She weighed 9 lbs and was 21 inches long.
- Brook Hansen, Michael Kaduce, Bryce Landers, John McCannon, and Demir Miljkovic have all passed their written and practical Paramedic exams!! Damir Nuhanovic passed his practical and takes the written in a couple of weeks...congratulations...and good luck Damir!!



Last Safety Incident:

As of September 1st

27 days without a safety incident

99 days without a lost time injury

Last incident:

- Last lost time: head injury when wood struck head during training.
- Last incidents: “smashed” hand between tool and wall and burnt hand on PPV fan during FF ops.

Member Profile...

Member Profile: Brook Hansen

Length of time with UFD: One year.

Level: Part Time EMT-Intermediate

What got me interested in the Urbandale Fire Dept? I grew up in Urbandale and have wanted to be an Urbandale firefighter since I was a kid.

Previous Fire/EMS experience: Bussey Fire & Rescue, Knoxville City Fire & Rescue totaling 8 years.

Family Life: Married to Betsy for 10 years. We have 2 children, Ben-6 and Ellie-3

Professional work: I've been in banking for the past 11 years.

Activities or hobbies I enjoy: I enjoy spending time with my family and lifting weights.

Most memorable moment with UFD: My most memorable moment was receiving the letter extending an offer for part time employment. Also, locking the keys in 427 at the fuel pumps while completing my last check off. Sorry Capt. Mitchell!

Most memorable moment outside of UFD: Getting married to my wife and the birth of my two kids.

Favorite TV programs: Lockdown, Cops, Man vs. Food


Favorite movies: The Running Man, The Goonies, Commando

Last book that I read: Paramedic Text for school

Personal goals: To continue my education.



Picture this...

If you have an idea for an article for the newsletter or you have written an article that you would like to submit, please get those to Julie Stuckle or Chief Holt by the 20th of the month.



Live fire training—Sept. 27th

Protocol Review

Solu-Medrol - (Methylprednisolone Sodium Succinate)

Classification: Corticosteroid

Mechanism of Action

Not clearly defined. Decreases inflammation, mainly by stabilizing leukocyte lysosomal membranes.

Indications for Use

Status Asthmaticus Acute COPD

Contraindications

Patients with systemic fungal infections Premature infants
Known hypersensitivity to drug

Precautions

Use caution in patients with recent MI.
Determine if patient is sensitive to other corticosteroid medications
Pregnancy

Dosage

Adult: 125mg IVP given over 1 minute
Peds: 2mg/kg to max of 125 mg.

Route

IV only

Side Effects / Complications

Euphoria
Psychotic behavior
Vertigo
Parasthesia
Seizures
Arrhythmias Heart failure
Thromboembolism
Fatal arrest
Circulatory collapse
GI irritation

