



International Association of Fire Chiefs

Division Secretaries' Meeting Minutes March 22, 2013

Participants:

Chief John Wood, Chair, Secretary, New England Division
Deputy Chief Ken Stuebing, Secretary, Canadian Division
Chief Bill Askenstedt, Secretary, Eastern Division
Chief Jon Townley, Incoming Secretary, Eastern Division
Chief Dan Sink, Incoming Vice President, Great Lakes Division
Chief Mike Merwick, Secretary, Missouri Valley Division
Ms. Pat Cimini, Executive Director, Southeastern Division
Chief Roy Robichaux, Jr., Secretary, Southwestern Division
Mr. Jeff Griffin, Secretary, Western Division

Guests & Staff

Chief Hank Clemmensen, President and Chairman of the Board
Mr. Mark Light, CEO/Executive Director
Ms. Karin Fitzgerald, COO/Deputy Executive Director
Mr. Tommy Hicks, CPO/Assistant Executive Director
Mr. Terry Monroe, Director, Membership & External Relations
Mr. Shawn Kelley, Director, Conferences & Education
Mr. Ken LaSala, Director, Government Relations and Policy
IAFC Staff

Chief Wood brought the meeting to order on Friday, March 22 at 8:00 am.

Welcome and Introductions

Introductions

Chief Wood welcomed everyone and asked them to introduce themselves.

IAFC Presentations

State of the IAFC

Mr. Mark Light, CEO/Executive Director

Mr. Light reported on the IAFC Strategic Planning meeting which occurred this past January. Mr. Light provided handouts reviewing what the IAFC has accomplished or new programs over the last 5 years and a handout of the "Wicked Problems" identified by participants at Strategic session. He also reported on the state of the IAFC budget, including the impact of sequestration on IAFC funding and programs and an update on the Nexus program, including regional conferences and connexions and plans for the future. Mr. Light asked for feedback on a proposal to invite Chiefs to join an IAFC

delegation to attend Interschutz in 2015 (chiefs would pay their own way) and whether the secretaries believe chiefs would be interested. Mr. Light also asked for feedback on what each Division does for LODDs.

Mr. Light concluded by taking questions and having a small roundtable discussion.

Membership Update

Mr. Terry Monroe, Director, Membership & External Relations

Ms. Cathy Feyh, Customer Service Specialist, Membership & External Relations

Ms. Cathie Larocca, Marketing Manager, Membership & External Relations

Mr. Al Rodriguez, Retention & Recruitment Manager, Membership & External Relations

Mr. Monroe gave a presentation on membership trends, results of a recent member survey examining IAFC value and current recruitment and retention initiatives. Mr. Monroe reviewed the different membership models that were presented to the IAFC Board of Directors and the current models being tested. Discussion was had on IAFC membership marketing providing assistance to divisions in communicating to its members through emails and e-newsletters. Questions were answered on the monthly division reports. A suggestion was given to provide instructions be sent out to members reminding them how to use and take advantage of IAFC KnowledgeNet.

Conference & Education Programs Update

Mr. Shawn Kelley, Director, Conferences & Education

Ms. Shannon Gilliland, Assistant Director, Conferences & Education

Ms. Mary Jane Vita, Conference Manager, Conferences & Education

Ms. Vita gave an update on FRI 2013, including Division hotel blocks and luncheons. The Division Secretaries' meeting at FRI will be held on August 13 from 2:00 pm to 5:00 pm. A request was made that a FAQ be provided for questions the secretaries would likely receive while on site at FRI. A suggestion was given that a video be made that walks through registrants on how to register. This video could be forwarded by the secretaries as they receive questions. Ms. Vita offered to contact the registration company to see whether they have available a registration video. Ms. Vita also will provide the division secretaries with an update that includes all current FRI information, including links, cut off dates and luncheon preparation.

National Programs Update

Mr. Tommy Hicks, CPO/Assistant Executive Director

Ms. Caitlin McGuire, Wildland Fire Program Specialist

Mr. Hicks presented on current National Program initiatives and plans for the future. A detailed presentation was included in the materials provided. Mr. Hicks shared an update on the TReC program. The current plan is to host at least 20 events over the next 2-3 months across the US. Mr. Hicks provided a map pinpointing the locations and asked for the divisions' assistance in promoting those events. He also indicated there may be locations added based on interest expressed from other jurisdictions and departments. Ms. McGuire asked each division to provide a contact for each state for the Ready, Set, Go! (RSG) program. She will follow up at a later date.

Government Relations Report & Presentation

Mr. Ken LaSala, Director, Government Relations and Policy

Mr. LaSala reviewed the FY 2013 and FY 2014 federal budget, including the expected impact of sequestration on the fire service and specifically, AFG and SAFER programs, as well as federal legislative initiatives. With the upcoming CFSI meeting this May, an updated Government Relations Hot Sheet will not be available until mid/late April due to the Presidents' budget release date. He asked that the secretaries keep this in mind as they prepare for Capital Hill meetings.

Division Secretaries Report

- **Canadian Division** - Deputy Chief Ken Stuebing
 - A new CAFC Executive Director has been named.
 - CAFC must re-apply for non-profit status under new law, requires changes to membership types to conform to law.
 - Looking to align committees to match IAFC sections.
- **Eastern Division** – Chief Bill Askenstedt
 - Division conference will be held in Annapolis, MD the same week as CFSI.
 - Division is working on new membership initiatives and website is being upgraded.
 - Committee structure is being changed to mirror IAFC sections
- **Great Lakes Division** – Chief Dan Sink
 - The Great Lakes division is currently working with IAFC membership marketing manager to get their membership news out.
 - The division website is currently undergoing a renovation.
 - Division has decided not to hire Executive Director
- **Missouri Valley Division** – Chief Mike Merwick
 - Division conference will be in July in Colorado Springs, CO.
 - At the recent Division board meeting they developed a strategic plan.
- **New England Division** – Chief John Wood
 - Conference will be held in June.
 - 600+ registered for April program focusing on responding to active shooter situation.
- **Southeastern Division** – Ms. Pat Cimini
 - SEAFAC will have a new International Director in June.
 - Division conference will be this June in South Carolina
 - Division is providing GPO funds to state chiefs for first time
- **Southwestern Division** – Chief Roy Robichaux, Jr.
 - SWAFAC continues to meet 3 times a year
 - Conference will be May in New Mexico, next year in Arkansas.

- **Western Division** – Mr. Jeff Griffin
 - Upgrading Fire Service Bookstore to offer apps.
 - Speakers bureau growing, also have created interim fire chiefs program.
 - Developing online state/federal legislative tracking system that also allows individuals to send letters to legislators, will offer to state chiefs associations

Division Secretaries Roundtable

- **Life Membership** – The division were reminded that provision in some Division By-Laws regarding eligibility for life membership may not coincide with changes made to IAFC CBR in 2011 (CBR committee has suggested wording for division by-laws to bring in compliance with IAFC life membership requirements). Direct any questions to Terry Monroe regarding this change.

Meeting adjourned at 3:45 pm. The next meeting is scheduled for Tuesday, August 13 at FRI 2013 in Chicago, IL.