



Eastern Division
International Association of Fire Chiefs
2018 Annual Conference



April 19-22, 2018

“Preparing Today’s Leadership for Success”

The Eastern Division of the International Association of Fire Chiefs (EDIAFC) Annual Conference is attended by many fire service leaders and professionals from throughout the Mid-Atlantic region. The EDIAFC 2018 Annual Conference will be held at the Embassy Suites in Linthicum, Maryland from April 20-22, 2018 in conjunction with Congressional Fire Service Institute (CFSI) Dinner.

The EDIAFC has arranged for individuals attending the EDIAFC 2018 Annual Conference and the CFSI activities and dinner on Thursday, April 19, 2018, to receive EDIAFC Conference hotel rates for April 18th and April 19th at the Embassy Suites BWI. The EDIAFC will be providing free transportation to and from Washington, DC for individuals attending CFSI on Thursday, April 19, 2018.

The theme for this year’s conference is *“Preparing Today’s Leadership for Success.”* The conference will host two different tracks for attendees to participate in – “Safety & Health” and “Leadership & Accountability.” We believe that having these two tracks will allow us to keep all of our attendees engaged throughout the conference. Continuing education units will be provided for those attending the conference.

The conference will afford some extracurricular activities for those attending. On Friday evening there will be a vendor social at the Embassy Suites. In addition, there will be tickets available and transportation provided to the Baltimore Orioles vs. Cleveland Indians game at Camden Yards. On Saturday, there will be a Partners Program that will include a trip to the National Harbor. National Harbor is a community unlike any other in the D.C. region, designed to take full advantage of the most historic river in the nation. Rising from the banks of the Potomac River, just south of the Woodrow Wilson Bridge in Prince George’s County, MD, National Harbor is a 350-acre resort destination that includes the Gaylord National Resort and Convention Center, Tanger Outlets, thousands of hotel rooms, hundreds of residential and office units, tree-lined promenades with scores of popular shops and restaurants, a marina, and The Capital Wheel – a 180-foot observation wheel featuring panoramic views of the nation’s capital. The Partners Program trip will include shopping at the Tanger Outlets, lunch at the Sky Bar and a ride on the Capital Wheel.

On Sunday, April 22, 2018, attendees are encouraged to participate in the Maryland State Firemen’s Association Cancer Support Walk which will be held at the Maryland Fire Rescue Memorial in Annapolis, Maryland.

Pricing for the EDIAFC 2018 Annual Conference will be as follows:

- Conference Registration: \$150/per person (includes dinner on Saturday night)
- Hotel Rates: \$119.00/night (Double Occupancy)
- Partners Program: \$75/per person (includes dinner on Saturday night)
- Baltimore Orioles Tickets: \$40/per person (this is an additional cost not included in the conference pricing – Transportation included)

Online registration can be completed at ediafc2018.eventbrite.com

Paper registrations can be printed online and sent to EDIAFC at the attention of Chief A. Michael Kelley, P.O. Box 85, Olney, MD 20830

Hotel Contact Information: Embassy Suites BWI
1300 Concourse Drive
Linthicum Heights, MD 21090
Phone: (410) 850-0747
Use Code: EDIAFC 2018

Conference Schedule

Thursday, April 19, 2018

- 2:30 PM – Bus departs for CFSI Activities, Washington, DC
- 6:30 PM – 10:00 PM – Welcome Reception (Hospitality Room at Embassy Suites)
- 10:00 PM – Bus departs CFSI for Embassy Suites BWI

Friday, April 20, 2018

- 7:00 AM – Bus leaves for Savage Volunteer Fire Company
- 7:30 AM – 7:55 AM – Registration
- 8:00 AM – 8:15 AM – Conference Opening
- 8:15 AM – 10:15 AM – Opening Keynote Speaker, Dr. Denis Onieal, Deputy U.S. Fire Administrator, United States Fire Administration
- 10:30 AM – 12:00 PM – General Membership Meeting
- 12:00 PM – 13:00 PM – Lunch
- 12:10 PM – 12:50 PM – Lunch Keynote Speaker, William F. Jenaway, PhD, Executive Vice President, VFIS
- 1:00 PM – 2:15 PM – *“I See in Color Again”*, Scott Geiselhart, Firefighter, Frazee (MN) Fire Department ***S&H**
- 1:00 PM – 4:00 PM – *“Operating at the Speed of Trust – 8 Decisions that Increase Energy”*, John F. Sattler, Lt. Gen, USMC (Retired) ***L&A**
- 2:30 PM – 4:00 PM – *“Firefighter Mental Health Awareness”*, Jordan Petersen, PsyD, Captain, Murray City (UT) Fire Department ***S&H**
- 4:10 PM – 4:15 PM – Wrap Up
- 4:30 PM – Bus Departs for Embassy Suites Hotel
- 5:00 PM – 7:00 PM – Vendor Social, the Loft area at Embassy Suites
- 5:30 PM – Bus will depart for the Baltimore Orioles game
- 7:00 PM – 10:00 PM – Hospitality Room Opens

Saturday, April 21, 2018

- 8:00 AM – Conference Opening
- 8:15 AM – 9:45 AM – *“Are You Prepared for the Unthinkable? Can You Prevent the Unthinkable?”*, Cathy Hedrick, NFFF ***S&H**
- 8:15 AM – 12:00 PM – *“Leadership as Paradox”*, Wesley S. Huey, Ph.D., Captain, US Navy (Retired), Chief People Officer, Skyline Technology Solutions ***L&A**
- 9:30 AM – 4:00 PM – **Partners Depart for Day Trip to National Harbor**
- 10:00 AM – 12:00 PM – *Crisis Incident Response for Emergency Responders*, Dennis Carradin, Licensed Professional Counselor, New Perspectives, Inc. ***S&H**
- 12:00 PM – 13:00 PM – Lunch
- 1:00 PM – 4:00 PM – *“Cancer in the Fire Service”*, Donna Luce-MacDonald, Firefighter, Providence (RI) Fire Department (Retired); Firefighter Cancer Support Network (FCSN) ***S&H**
- 1:00 PM – 4:00 PM – *“In Honor of The Charleston 9: A Study of Change Following Tragedy”*, David Griffin, Ed.D., Captain, City of Charleston (SC) Fire Department ***L&A**
- 4:10 PM – Conference Closing
- 6:00 PM – 6:45 PM – Cocktails
- 7:00 PM – 7:45 PM – Dinner
- 7:45 PM – 9:00 PM – Installation of Officers and Awards

Sunday, April 22, 2018

- 8:00 AM – MSFA Cancer Walk at the Maryland Fire Rescue Memorial, Annapolis, MD

Presentations at a Glance



“Opening Keynote Speaker”, Dr. Denis Onieal, Deputy U.S. Fire Administrator, United States Fire Administration

Dr. Denis Onieal is the Deputy U.S. Fire Administrator for the U.S. Fire Administration (USFA). He was named to this position in May 2015. He is responsible for managing the U.S. Fire Administration and the programs and training activities at the National Emergency Training Center.

He joined the Jersey City Fire Department in 1971 and rose through the ranks from firefighter to deputy chief, then acting chief in 1995, leading a uniformed force of 620 firefighters and officers. He spent his entire time “in the street” as a line fire officer.

Dr. Onieal was appointed superintendent of the National Fire Academy (NFA) in 1995. He completed a Bachelor of Science degree from New Jersey City University in 1976, a master’s degree in public administration from Fairleigh Dickinson University in 1978, and a Doctor of Education degree from New York University (NYU) in 1990. He taught in the master and doctorate programs in education at NYU for five years and has written numerous articles in the fire field.

During Dr. Onieal’s tenure, the NFA expanded its outreach program to work more closely with state and local training agencies to increase NFA training from 15,000 people in 1995 to 110,000 people in 2015. All NFA courses were revised to include college credit recommendation and continuing education units for resident and off-campus deliveries. The academy’s online training program trained over 45,000 people in 2014. In cooperation with over 100 colleges and universities, the NFA has standardized the associate and bachelor degree curriculum across the nation. The NFA now offers courses from 10 minutes to 10 days in all professional development topics, depending upon the students’ needs.

Dr. Onieal led USFA’s team at the World Trade Center in 2001, working behind the scenes to help the New York City Fire Department re-establish systems of command, control and on-site communications. In 2005, he was sent to Atlanta, Georgia, to lead the in-processing, training and dispatch of 4,000 firefighters to assist in the response to Hurricane Katrina.

In March 2015, Dr. Onieal was awarded the James O. Page EMS Achievement Award from the International Association of Fire Chiefs’ EMS Section. This award honors those who demonstrate professionalism, a drive for excellence, and exemplary performance and leadership.

In April 2015, the Congressional Fire Services Institute (CFSI) awarded Dr. Onieal the CFSI/Motorola Solutions Mason Lankford Fire Service Leadership Award. The award recognizes individuals who are proactive at the local, state and federal government levels to improve and advance fire/emergency services and life safety issues.

From January 2017 through August 2017, Dr. Onieal served as Acting U.S. Fire Administrator.



“Risk Management: Your Most Important Management Practice”, William F. Jenaway, PhD, Executive Vice President, VFIS

This year’s EDIAFC conference is safety and risk focused - keeping your members in tip-top shape and assuring safe operations occur in training and at the scene. The success you achieve is directly related to the management philosophy, direction, and processes implemented in the organization. Dr. Jenaway will provide examples of how understanding and managing risk control and risk financing become core components of protecting your most vital resource.

Dr. Bill Jenaway is a 49 year veteran of the emergency services and is employed as Executive Vice President of VFIS. Bill was named the Volunteer Fire Chief of the Year at FRI in 2001 as Chief of the King of Prussia (PA) Volunteer Fire Company and currently serves as Chairman of the Board of Directors of the Congressional Fire Services Institute as well as being a local elected official. The author of over 300 articles, 300 presentations, and seven fire-service texts, Bill is a frequent speaker at fire service and elected official events. Bill was the Chair of the IAFC Risk Management-Liability committee which became the NFPA Risk Management Committee, which he chaired and is now a member of.



“I See in Color Again”, Scott Geiselhart, Firefighter, Frazee (MN) Fire Department

*One firefighter’s story of survival and a message of hope for PTSD and suicide. Hear Scott tell how he escaped near death on his road to discovery and recovery from his post-traumatic stress disorder. Scott reached out. He made the call to get better. Now he’s speaking out with his life-changing story that he hopes will save another responder so they too can see in color again. *S&H*

Scott Geiselhart is a 20+ year veteran firefighter, father and former auto repair owner. In addition, he is a PTSD, meth and suicide attempt survivor.



“Firefighter Mental Health Awareness”, Jordan Petersen, PsyD, Captain, Murray City (UT) Fire Department

In 2016, an American Firefighter was over ten times more likely to take their own life, than to lose their life in a fire event. One of the first steps in addressing and preventing mental illness is to understand the reasoning behind the increases in alarming statistics. The Firefighter Mental Health Awareness class outlines how stress plays a destructive role in propagating mental illness, why the fire service is so prone to mental illness and suicide, how fire service culture and day-to-day life add to the problem, and where the true sources of mental degradation reside in the fire service. This class serves as a foundation from which all mental wellness programs originate. In a time in which a firefighter is more likely to lose their life by suicide than a line of duty death, this class is a necessity. ***S&H**

Jordan Petersen serves as a Captain in the south suburbs of Salt Lake City. After attending his fifth firefighter suicide funeral, he set off to understand mental health and psychology in the fire service. He completed his Master’s and Doctorate in Psychology with an emphasis on first responder health, and EFO from the National Fire Academy. Jordan is a chair member of the First Responder Suicide Coalition and a program manager with the Utah Fire and Rescue Academy’s mental health curriculum. He has held many positions within the fire service to include: Firefighter, Paramedic, Captain, USAR Rescue Squad Boss, Hazmat Specialist and Training Specialist.



“Are You Prepared for the Unthinkable? Can You Prevent the Unthinkable?”, Cathy Hedrick, National Fallen Firefighters Foundation

Hear a survivor’s perspective on how and why a department needs a Line of Duty Death (LODD) pre-plan. The Why? and How? You need to create an environment of safety to prevent LODD’s. A fire department does not know when it will have a line-of-duty death or serious injury. Does it have a plan in place? Are personnel records current? Does the department know how to make timely and proper notification to the survivors? Fire chiefs and survivors tell us that most fire departments are not prepared for a line-of-duty death. Can your department say ‘Yes’ to these questions? This presentation also provides a focus on the need for firefighters and officers to change fundamental attitudes and behaviors to prevent line of duty deaths. The central theme promotes the courage to do the right thing to protect yourself and other firefighters and ensure that “Everyone Goes Home” at the end of the day. ***S&H**

Cathy Hedrick began volunteering during the Fallen Firefighters Memorial Weekend after her firefighter son, Kenny, was honored in 1993. After 10 years as a volunteer she joined the Foundation staff in 2004 while ending a long and satisfying career in nursing. She brings a survivor’s perspective to the Foundation’s programs. Cathy is the Former Corporate Relations Specialist, has served as the Foundation’s liaison to its Corporate Advisory Committee and assists with the coordination of Family Registration during the National Memorial Weekend. She has coordinated special events and assisted with fundraising and marketing. Cathy has worked with the fire service presenting the Taking Care of Our Own® and Courage to be Safe training programs. Additionally, she makes presentations at local, state and national fire service meetings. She lives in Southern Maryland with her husband and enjoys sharing that life with their daughter, son-in-law and two grandsons. Cathy recently retired, but is still involved with the Foundation’s survivor network and continues to serve the NFFF’s mission to prevent line of duty deaths.



“Crisis Incident Response for Emergency Responders”, Dennis Carradin, Licensed Professional Counselor, New Perspectives, Inc.

This seminar is designed to help recognize stress in the emergency worker. It will differentiate normal stress from critical stress. This seminar explores the history and science behind traumatic events providing practical information and strategies for working with man-made and natural disasters. The seminar emphasizes the importance of needing a qualified Critical Incident Stress Management (CISM) or Critical Incident Response (CIR) Team to work along with the emergency worker. ***S&H**

Dennis Carradin is a Licensed Professional Counselor of Mental Health, a Nationally Certified Counselor, a Board Certified Expert in Traumatic Stress, and a Diplomat for the American Academy of Experts in Traumatic Stress. Currently, he is the Executive Director of New Perspectives, Inc., a private counseling agency in Delaware. He has conducted numerous debriefings in domestic, as well as, international disasters, shootings, bombings, bank robberies, and Fire, police and EMS tragedies. Dennis is a Nationally Registered Emergency Medical Technician and a former volunteer Fire Fighter and EMT. Dennis serves as a LAST member for the National Fallen Firefighter Foundation in conjunction with the National Fire Academy. He is the clinical director and team coordinator of the New Castle County (DE) CISM team. Dennis is the CISM Chairman for the Delaware Volunteer Fireman’s Association. He has attended Millersville University, Temple University, and Walden University.



“Operating at the Speed of Trust – 8 Decisions that Increase Energy”, John F. Sattler, Lt. Gen, USMC (Retired)

The first segment of this presentation is an interactive discussion of 13 Trust Factors based on Stephen Covey’s book, “The Speed of Trust.” The foundation of any successful organization, whether public service or private sector is trust. How do you develop, sustain and grow trust in your unit and organization? Trust must be earned through a combination of character and competence. People judge us on our behavior, not our intent. How can we ensure that our behavior matches our intent? These 13 Trust Factors are the key! The second segment will address what are the choices you can make every day to have a striking effect on others’ energy? Eight choices that people can make in their daily personal and professional lives that will increase the energy of themselves, people around them, and their entire organizations will be discussed. Based on materials from MIT Sloan Business School, and using real-world examples from both combat and peacetime experiences, this lesson will provide valuable tools that anyone can use to achieve an immediate, positive impact.

***L&A**

John F. Sattler served in the U.S Marine Corps for 37 years before retiring at the rank of Lieutenant General. He serves as the Distinguished Leadership Chair, Stockade Center for Ethical Leadership at the U.S. Naval Academy. Since retiring, he has mentored military commanders, senior executives across government, and business leaders. He travels across the country delivering motivational leadership discussions to various public and private sector organizations.



“Cancer in the Fire Service”, Donna Luce-MacDonald, Firefighter, Providence (RI) Fire Department (Retired); Firefighter Cancer Support Network (FCSN)

Cancer is the most under recognized threat the fire service. The risk of a cancer diagnosis in a firefighter is three times more likely than the general population. This presentation is taught through personal experience, stories and mistakes made, so that others don't do the same. The presentation includes studies and statistics, presumptive laws and issues firefighters face. It goes on to show what firefighters are being exposed to, how they are being exposed and finally, how to make the necessary changes to protect themselves. ***S&H**

Donna Luce-MacDonald was a member of the Providence (RI) Fire Department for 15 years. She participates in the department’s Honor Guard and Employee Assistance Program (helping members with stress debriefing, PTSD recognition, and getting help for substance abuse issues). In 2016, she was forced to retire due to the effects of occupational cancer. Luce-MacDonald is a peer fitness trainer, setting up workout programs tailored to the individual firefighter, and was a member of the Firefighter Combat Challenge Team. As a former ballet dancer, she has been active her entire life, is heavily involved in fitness, and is working on a certification in nutrition. Luce-MacDonald has some projects in the works related to fitness, including a book for firefighters. She became acquainted with the Firefighter Cancer Support Network after a bone cancer diagnosis in 2005. Luce-MacDonald became actively involved a few years later as the Rhode Island state director and now sits on the board as vice president-East. She teaches cancer awareness classes, developed a cancer risk reduction SOP for the Providence Fire Department, and wrote and received a grant to buy a year supply of wipes for all firefighters in Rhode Island. Luce-MacDonald attends many conferences and seminars with the Firefighter Cancer Support Network. Donna is married to a very supportive husband, has a 23 year old step-daughter in the Navy, a Great Dane dog and a rescued cat.



“In Honor of The Charleston 9: A Study of Change Following Tragedy”, David Griffin, Ed.D., Captain, City of Charleston (SC) Fire Department

This presentation is based off of the best-selling book with the identical name, which includes doctoral research that will help all organizations, whether public, private, for-profit, or non-profit to determine whether organizational change is needed in their respective organization. Students are taken on an emotional ride from the dark days of fighting fire in Charleston, SC, where nine firefighters perished in the line of duty, to today where the organization is now a national model for change. All organizations need to learn the lessons from Charleston to ensure that they do not experience this type of tragic incident. The presentation utilizes never before seen video footage from June 18, 2007, as well as the radio traffic that coincides. It will look at the City of Charleston Fire Department pre- and post- June 18, 2007; discuss the findings of the Routley Report regarding the investigation of the Sofa Super Store Fire; discuss the findings of the National Institute of Standards and Technology’s (NIST) report on the Sofa Super Store Fire and describe the methodology utilized and the results of the scientific study entitled “In Honor of the Charleston 9: A Study of Change Following Tragedy.” ***L&A**

Dr. David Griffin is a Captain with the City of Charleston (SC) Fire Department. He was the operator of the first due engine on the Sofa Super Store Fire on June 18, 2007, where nine of his fellow firefighters perished in the line of duty. He has a Bachelor of Science in education from The Citadel, a Master of Science in executive fire service leadership, and a Doctorate of Education in organizational leadership and development. He is the author of the Best Seller “In Honor of The Charleston 9: A Study of Change Following Tragedy” and “ACTION: 9 Missions for Personal and Professional Growth.” David is also an international speaker and instructor. He holds certification from the Center for Public Safety Excellence as Chief Training Officer and Fire Officer. Currently he is enrolled in the Executive Fire Officer Program at the National Fire Academy, and the owner of On A Mission, LLC at drdavidgriffin.com.



“Leadership as Paradox”, Wesley S. Huey, Ph.D., Captain, US Navy (Retired), Chief People Officer, Skyline Technology Solutions

This seminar will address realizing your leadership potential, built on a central paradox - it's all about you, and it's not at all about you. Great leadership comes from the mastery of fundamental paradoxes - people are both alike and different, leaders are both selfless and self-full, failure is both a tragedy and a gift, and the best decisions come from both doubt and certainty. The central paradox is that leadership is really a mastery of self. We'll talk about how you can choose to become a master of your interactions with others, and through that mastery, achieve effectiveness and potential in your relationships, at work and at home. ***L&A**

Captain Huey graduated from the U.S. Naval Academy in 1987. He attended flight training in Beeville, Texas, earning his wings as a Naval Aviator in November 1989. In June 1997, he reported to the White House for duty as the Naval Aide to the President of the United States, William Jefferson Clinton, serving in that capacity until April 1999. In 1994, he earned an MBA at Jacksonville University and in 2010 he received his Ph.D. from the University of Maryland College Park. Captain Huey served for three years as the Director, for the Division of Leadership Education and Development. During his 20-year flying career, Captain Huey amassed over 3,000 flight hours in tactical aircraft, including over 1,000 hours in both the F-14 and FA-18, and over 700 arrested landings on eight different aircraft carriers. In September 2017, after 30 years of naval service Captain Huey retired and became the first Chief People Officer at Skyline Technology Solutions located near Baltimore, combining the functions of Chief Human Resource Officer and Chief Learning Officer for a company that prides itself on its people-centered culture. He resides in Annapolis, Maryland, with wife Erica, son Kyle, and twins Evan and Emily.