

THE SECOND ALARM

BRINGING VALUABLE RESOURCES & NEWS
ONE ALARM AT A TIME

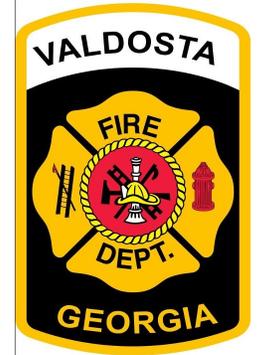
OCTOBER 2014

VOLUME 1, ISSUE 5



VALDOSTA FIRE
DEPARTMENT

A Department Without Limits



BIRTHDAYS:

LT RONALD ROE 10/01

FF TYSHON REED 10/02

LT NATHAN HUFFMASTER 10/09

LT RONALD SHOEMAKE 10/14

FF AARON LYONS 10/20

FF JOSHUA MCBRIDE 10/22

POINTS OF INTEREST

- Submissions to the newsletter should occur before the 20th of each month
- Feel free to submit photos with your submissions
- Have a strong opinion about a topic of concern to our fire department? Feel free to submit a piece for review and possible publication in the newsletter

CHIEF'S TOPIC OF THE MONTH

“A smile costs nothing but gives much. It enriches those who receive without making poorer those who give. It takes but a moment, but the memory of it sometimes lasts forever. None is so rich or mighty that he cannot get along without it and none is so poor that he cannot be made rich by it. Yet a smile cannot be bought, begged, borrowed, or stolen, for it is something that is of no value to anyone until it is given away. Some people are too tired to give you a smile. Give them one of yours, as none needs a smile so much as he who has no more to give” Author Unknown.

This month I felt compelled to talk about smiling. I'm always asked, “Why do I smile all the time” and I al-

ways respond by saying “Why not, I have more reasons to smile than I do to frown.” Realistically, we know we will never get 100% smiles in our department; however, I'm a dreamer who believes all it takes is one to make a difference. So for this month, I am challenging everyone to spread the joyfulness of a smile. When we see someone is down, “share a smile,” when we have someone being negative, “share a smile” but most importantly when we look in the mirror, “share a smile.” I will start the month off by sharing a smile and letting everyone in the department know, how much I appreciate their hard work, dedication and



Freddie D. Broome, Fire Chief

to express my love for everyone. At the end of the day, it is our love for ourselves, our faith, our families, our profession and co-workers that gives us a reason to smile. Will you join me?

WELCOME TO THE FAMILY

FF Ken Taylor and Sheila Taylor were married on Saturday, September 13th. We officially welcome Sheila into the Valdosta Fire Department Family and congratulate both of you on your union.



If you have a wedding, birth, or engagement announcement, let us know. We would love to include you in the newsletter.

Email your information to the editor, Sgt. Shelley Miller at:

smiller@valdostacity.com

ATTA BOY—DONE DID GOOD

The Citizen's Fire Academy has been the source of many compliments for the Valdosta Fire Department. Gail Green of Miller Hardware was especially impressed by "the enthusiasm and commitment of each and every member of your [Valdosta Fire Department] t-e-a-m." She goes on to express how impressed she was with our brothers and sisters from the 911 Center during their presentation at our training center. Brian Geary of Ace Electric also thought that the Citizen's Fire Academy was a "great experience" and is looking forward to the rest of the academy. Both Gail and Brian were sur-

prised by and greatly appreciated the unexpected dinner.

A big thank you for the Engine 5 Crew on C-Shift (Sgt. Ryan Seymour, FF/RD Tyshon Reed, and FF Jay Carter) from Amber Lodge. She witnessed our guys performing First Aid/CPR on "Mr. PJ" and could only describe our hardworking crew as "wonderful". She goes on to state that the Engine 5 Crew "worked as a team" and that they were acting "so professional." She further added that they are "truly angels in uniform!"

Sgt. Shelley Miller and FF Scott Garren received many compliments on their

performance during the grand opening of the Valdosta Regional Airport Fire and Rescue Station.

Thanks to Battalion Chief Frank McMillan, the Valdosta Fire Department received a FEMA/DHS grant for \$160,800 to purchase 67 sets of full PPE.

Thanks to Capt. Gallagher the Valdosta Fire Department received a GEMA grant for \$20,000 to build capabilities that enhance homeland security and \$23,000 to acquire or sustain equipment for the Hazardous Materials program.

OP-ED: FROM THE EDITOR

Back in the 1980s, the charter of the city of Valdosta was changed to include that Valdosta must have a municipal (non-private) fire department. This was brought about through the work of the Valdosta Firefighter Association and the citizens that they contacted and influenced to vote the Association's way. Though it is doubtless that the Valdosta Fire Department had helped many, many citizens of Valdosta throughout the years, that number pales in comparison to total population of Valdosta. It behooved the Valdosta Firefighter Association to go out and canvas the neighborhoods and explain their position and to point out that though the person they were speaking to may not have been assisted by the fire department, that person probably knew someone who did.

There's a lesson to be learned there. Though we really only respond to a small percentage of Valdosta's population for emergency calls, our influence can actually be much greater. Everyone we help has the potential to spread word of our deeds throughout the greater population.

But why is this important? It's important because this is the population that helps us to exist. The citizens of Valdosta provide us with our jobs and the equipment we use to perform our jobs. The citizens of Valdosta give their money to provide us with new fire hose, uniforms, and bunker gear. We exist because of the citizens of Valdosta. Every time a citizen thanks us for doing our job, thank him or her for contributing to the existence of our job, a job we love, a job that many of us would do for free but thankfully we don't have to.

Since we don't go "hands-on" with most of Valdosta's citizens, how can we increase our influence and impact on the greater population and why would we want to? Let's answer the second part of the question first. A population that knows its fire department and cares how that fire department looks and operates will support that fire department. With the backing of the citizens of Valdosta, the Valdosta Fire Department gains popularity and the good will of the voting public which helps with things like SPLOST and the occasional goodie baskets we receive during the holidays.

As to how we can increase our influence and impact on the greater population of Valdosta, we're already doing it. By doing our jobs well, we positively impact the population. By acting and looking professional, we reinforce to the populace that we are professionals. By presenting a positive attitude we make the world a better place for the citizens of Valdosta as well as for our coworkers. We are making a positive impact on the children of Valdosta by participating in the CPIE program and by attending various school functions including the Junior Fire Marshall program. We attend church functions we are invited to, either to be honored or to assist with the goings-on as best we can. We attend various functions put on by the businesses of Valdosta whether we're being honored by them, they're having some kind of safety event, or they know that one of our Big Red Trucks can bring visitors their way. And now we're hosting career expos and have our own Citizen's Fire Academy which further helps the population to understand what it is we do, how we do it, and why we do it. But there's more we can do, there's always more, because the good will of our community is something that we cannot exist without. The good news is that we already have our community's good will, we just have to keep it.

EMPOWERING BUGLES—NOTES ON LEADERSHIP

5 Ways to Truly Change Your Management Style

As is with each stroke of an artist’s brush, every management decision, every corporate downsizing and every improvement initiative reveals something about the culture executives are creating. Since information travels quickly, the impact from these actions is felt more rapidly than ever before. Chief executives looking to understand their own cultural challenges can begin by asking themselves six simple questions.

- Do employees see their potential when they walk into or out of work?
- What do I want them to see and experience while working here?
- Are employees eager, cooperative and curious, or simply looking for the emergency exit when they come to work?
- Is the experience I’ve created different than the one I promised myself, my spouse and board of directors?
- What am I willing to do to improve the experience employees have while at work?
- Why do I treat my employees differently than I treat my own family?

“Each of the problems is an opportunity to mend your organization’s health...”

If you’re wondering what you can do to change things up – and improve – read on. We’ve identified the root

causes of five typical management failures that erode throughput rates, operating expenses and employee engagement levels. Each of the problems is an opportunity to mend your organization’s health and increase cash flow. Fail to recognize these signs, however, and employee’s innovative capabilities, creativity and purpose will be stifled.

Find the root cause of the problem

“Fear drives out innovation and curiosity from the organization...”

Failures in a company arise from deeper organizational issues. Tracking down the causes of failures can improve lead times and cash flows, but requires that those investigating the issues set aside their egos. As finger pointing goes away, and egos become less fragile, a standard for collaboration is restored within the organization and employees

become important cogs in the wheel of operational excellence.

Drive fear out of the culture

If you are going to identify the root causes of failure within your organization, fear must first be driven out of the culture. Employees who experience fear are paralyzed, often afraid to bring failures to management’s attention for fear of retribution or reprisal. Fear drives out innovation and curiosity from the organization, resulting in missed opportunities for improvement. Executives and managers should perform an audit of their leadership style to determine if they are motivating their employees through fear. By eliminating fear, management can eliminate a lot of fire fighting within an organization.

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EVENTS—HAPPENINGS AND GOINGS-ON

03Oct—First Friday, Downtown Valdosta

04Oct—8am, Hahira Honey Bee Festival: Bike Ride and 5k Run

04Oct—Noon, Hahira Honey Bee Festival Parade: Honoring Our Firefighters and EMS

05Oct—11Oct, Fire Preven-

tion Week, “Working Smoke Alarms Save Lives”

05Oct—Flatlanders Canoe and Kayak Race, Lakeland, GA “If it floats, it’s a boat.”

11Oct—10am-12pm Jr. Fire Marshal Fun Day, McKey Park

11Oct—12Oct Flatlanders

Arts and Crafts Festival, Lakeland, GA

17Oct—6:30pm Art After Dark, Downtown Valdosta

18Oct—Flatlander Color Dash road race, Lakeland, GA

24Oct—26Oct—35th Annual Boston Mini-Marathon Festival, Boston, GA

31Oct—Halloween, watch out for the kiddies (outside of Valdosta)

31Oct—Winnersville Classic, Valdosta hosts Lowndes

01Nov—Trick-or-Treating for Valdosta residents

Tell us about the events your organization is having.

EMPOWERING BUGLES—CONTINUED FROM PG. 3

Eliminate a win/lose mindset

Nothing destroys the human spirit faster than a management team that believes that someone has to win and someone has to lose. This mindset has become the norm today, but it also presents an opportunity for executives to differentiate their company culture from competitors by fostering better cooperation and collaboration. Organizations where these traits are present have higher levels of productivity as employees work towards common goals.

“Employees have the freedom to innovate when they have a leader’s full support...”

Top quality begins with top management

Quality begins in the boardroom. Management must understand that their responsibility is to improve efficiency while encouraging innovation. Employees have the freedom to innovate when they have a leader’s full support along with an internal belief that their ideas towards improvement matter. The full support of a board and executive team committed to quality and people sends the right message that employees and innovation matter.

Abolish merit ratings

A merit rating system erodes employee motivation. Although a pay-for-performance system sounds nice on the surface, employees doing what they are told in a failing system controlled and set up by management will still have no control over improving the overall business. Merit rating does nothing towards changing this either. Instead, it pits one good employee against

another. Because of its randomness, it functions more like a lottery than achieving its intended purpose of increasing productivity. In the meantime, management may not be paying enough attention to the wasteful activities that ultimately drive loss and variation.

It’s time for a leadership transformation in the way we treat our most valuable assets: our employees. Em-

“It’s time for a leadership transformation in the way we treat our most valuable assets: our employees.”

ployees and their associated benefit and labor costs can no longer be viewed as strict liabilities. We must use one another’s natural talents to eliminate the root causes of business failures that ultimately drive labor costs up. The value of an engaged employee far outstrips the value of any other business asset.

Author: Colin Baird

Bio: Colin Baird is a management consultant with LSI Consulting Group LLC. As a consultant, speaker and trusted advisor, individuals and teams first learn what to measure, develop strategies for improvements, and then drive down operating expenses through [sic] by following Dr. W. Edwards Deming’s 14 Point Philosophy and his Principles of Continuous Improvement. He is a contributing writer to various publications including Chief Executive Magazine and CEO.com. He can be reached at cbaird@lsicg.com.

Article from:

http://www.ceo.com/leadership_and_management/5-ways-to-truly-change-your-management-style/

RUMOR MILL—HAPPENINGS AND GOINGS-ON?

Is it true that Winston-Salem Fire Department was accepting applications for the Fire Chief Position? - TRUE

dosta Fire Department (Volume 1, Issue 3).

Is it true that Chief Broome applied for that position? - FALSE—Astute readers of the Rumor Mill would have noticed that Chief Broome has committed himself to at least three years here at the Val-

Is it true that Chief Broome made a friendly wager with Capt. Smith, Lt. Kennedy, and Sgt. Whitehead? TRUE—Chief Broome guaranteed that the Valdosta Fire Department would receive 250 applications during the hiring process or he would buy them a

steak dinner. Although the department fell short and only received 73 applications, we still had a successful recruiting and application process.

[Overheard: “I didn’t say what kind of steak dinner...”
Hmmm... Taco Bell, Waffle House maybe? - editor]

