

THE SECOND ALARM

BRINGING VALUABLE RESOURCES & NEWS
ONE ALARM AT A TIME

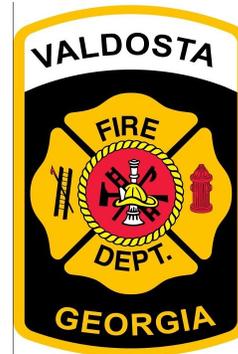
DECEMBER 2014

VOLUME 1, ISSUE 7



VALDOSTA FIRE DEPARTMENT

A Department Without Limits



BIRTHDAYS:

SGT JASON WALKER 12/03

SGT ROBERT MERCER 12/07

LT GARRICK BURTON 12/08

SGT JON YEARGIN 12/13

LT DWIGHT PRIMROSE 12/17

FF JUSTIN SMITH 12/17

FF DAVASIO JOHNSON 12/21

SGT CHRISTOPHER WATSON 12/21

CAPT CARL SMITH 12/22

CAPT KEN GALLAGHER 12/24

LT DERECK WILLIS 12/29

ROBERT GAINES 12/31

CHIEF'S TOPIC OF THE MONTH

I recently read a message on Facebook that said, Fri**END**, Boyfri**END**, Girlfri**END**, Bestfri**END**. Everything has an **END** except, Fam**ILY** => it has **I LOVE YOU**. After reading the message I felt the need to talk about Family this month. Erma Bombeck has a great quote that said "The family, We were a strange little band of characters trudging through life sharing viruses and toothpaste, coveting one another's desserts, hiding shampoo, borrowing money, locking each other out of our rooms, inflicting pain and loving, laughing, defending, and trying to figure out the common thread that bound us all together." Although, we did not grow-up together, most of us have worked together for an extended period. That common thread that bound us all together is what we know as "firefighters." No one can explain the love we have for being firefighters, oth-

er than another firefighter. We laugh with each other during good times and we hug each other during bad times. We often cook for each other, loan money to each other and attend devotional services together. We argue over sporting events and are highly competitive when playing fantasy football. At the end of the day, the facts are, "We Are Family." We are part of the Valdosta Fire Department fam**ILY** that does not end with an **END** but with an **I Love You**. As we enter into the Holiday Season, let's take time to remember our brothers and sisters and tell them you love them. That powerful four-letter word could mean the world to someone in our VFD family, who is willing to risk their life just to save yours, who is willing to stand-by your side even when you didn't asked them



Freddie D. Broome, Fire Chief

too, who is willing to forget all the hurtful comments because you need a friend. I will start off by wishing my Valdosta Family and our extended families a Happy Holiday and remind everyone that I Love You..

WELCOME TO THE FAMILY

Welcome Kayla Ply (nee Barnes) to the Valdosta Fire Department Family as she has wed Lt. Justin Ply on Friday, November 14th. Congratulations on your nuptials and welcome to the Valdosta Fire Department Family.

The Second Alarm is happy to announce the engagement of FF Christian Stevick to Eden Kristina

Jean Moore of Valdosta, Ga., mother of Kylie Jean Moore. The wedding date is set for March 14, 2015.

Sgt. Ryan and Stephanie Seymour welcomed their son, Liam Michael Seymour, into the world and into the Valdosta Fire Department Family on Friday the 24th of October at 9:29am.



The Seymours

Send your submissions no later than the 18th of the month for consideration.

ATTA BOY—DONE DID GOOD



Lt. Michael Crump was selected as the Exchange Club's Firefighter of the Year for 2014. Lt. Crump was nominated for his actions during the structure fire on June 28th at 617 Vollaton Drive, where he directed his firefighter to start the fire attack while he alerted the occupants about the fire thus possibly saving several lives.

Congratulations to the participants in the Valdosta Fire Departments Citizen's Fire Academy who graduated in late October: Sedra Beckman, Luke Brogdon, Eric Condrey, Jodi Copeland, Gregory Brown,

Brian Geary, Gail Green, Bobby Flowers, Claudia James, Al Moser, Angela Penn, William Shultz and Cedric Small. A special thanks to Mrs. Angelia "Al" Moser for the delicious cookies.

Public Works Director, Richard Hardy, sends thanks out to Engine One crew on B-Shift for their assistance in putting up the City Hall Christmas decorations.

Ivana and Family send their thanks for our participation in the Standing with Ivana event on Oct. 4th.

Gene Crawford sends his thanks to Chief Broome for the shirts he gave to him and will wear them proudly.

Lorren Oliver, Director of the Personnel Board of Jefferson County, thanks the following personnel for their participation in the assessment boards for their fire department: BC Frank Macmillan, Capt. Ken Gallagher, Lt. Ronald Roe, Lt. Edgar

Tooley, Sgt. Doug Bennett, and Sgt. Marcus Haynes.



(from left) Mrs. Stacy Jones, Sgt. Charles Jones, Fire Chief Freddie Broome, Mayor John Gayle, and Capt. Jason Rowan (accepting the award for Sgt. Timothy Stubbs who could not be present at the meeting).

Sgt. Chuck Jones and Sgt. Tim Stubbs were selected City of Valdosta Employees of the Month for November. Sgt. Jones acquired materials and constructed a pressurized container prop while Sgt. Stubbs fixed the burner so that it will stay alight during training. They helped save the city up to \$2,500.

LETTER FROM THE EDITOR

One of the ways that you can tell if there is investment in an organization is by the participation of its membership in activities outside of normal operations. We are fortunate in that the Valdosta Fire Department has many ways in which our personnel can participate in off-duty activities.

Recently, the Honor Guard was asking if any additional personnel were interested in becoming a member. Our Honor Guard has been much lauded for their appearance and professionalism whether they are performing a flag detail or doing a casket watch. The uniforms are sharp, and the opportunity to participate in an activity where we are able to honor the community which supports us is invaluable.

From personal experience, I know that the Valdosta Fire Department Pipes and Drum Corps is always looking for those interested in participating. Here is an opportunity to learn an instrument and represent the Department in such varied ways as marching in a parade, playing at a special event, or honoring the departed with a requested performance. The Pipes and Drum Corps uniform is sharp as well.

If you read the Attaboy section you may have noticed that we had several of our personnel take part in another fire

department's assessment boards. This is a great way to contribute to another firefighter's growth and advancement in his/her department, but it is also a way to understand the assessment process so that it might benefit you when it's your time to go before an assessment board.

This month provides several opportunities to participate in officially sanctioned activities representing the Valdosta Fire Department including Shop with a Firefighter, the Mayor's Motorcade, and the Christmas Dinner where you can meet some of our retirees or members of our current fire department family you may not have met before.

Outside of these previously mentioned activities, there are usually a few other ways you can participate. Currently there is a softball team getting ready to play in an upcoming tournament (or has played in a past tournament). Personally, I've crashed an A-Shift get-together at the bowling alley. And on occasion, there has been a shift get-together every now and again.

There are many opportunities to participate and make your career even more fulfilling. Sign up for committees. Organize an event. Volunteer for a special detail or two. Better yourself and the department by participating when you can.

EMPOWERING BUGLES—NOTES ON LEADERSHIP

Care.com’s Sheila Lirio Marcelo: Overcoming the ‘Imposter Syndrome’

Appearances can be deceiving, said Sheila Lirio Marcelo.

As a petite, female Filipino-American, she is aware that she doesn’t look like what most people in the U.S. first envision when they hear “CEO.” But Marcelo is the CEO and founder of Care.com, started in 2006 and now the largest online care destination in the world with a market capitalization of \$252 million. She has been named one of *Fortune’s* “Top 10 Women Entrepreneurs” and has appeared on the *Today Show*. She has both an MBA and a JD degree from Harvard.

And yet: “You must be the assistant,” an investor said to Marcelo ahead of going public earlier this year. Marcelo had entered the meeting room later than her CTO and CFO — both men — and headed straight for the coffeepot, running on little sleep. She offered others in the room coffee, too — “because my mother raised me well,” she explained. After the investor made the comment, Marcelo said she “smiled really big” and simply said, “I’m founder, chairwoman and CEO of Care.com.”

“People see what they want to see, and what they are programmed to see...”

This wasn’t the first time, said Marcelo, that she was judged based on her appearance. When she was a young VP and general manager of TheLadders.com, a leading job-matching service and employment website, she was late for a meeting with an important software vendor. “I slid into an empty chair at the end of the table.... I decided midstream that I had a lot of questions.... Within two or three questions, [the vendor] looked at me and said, “Little lady, do

you know anything about the recruiting industry?” Marcelo says she continued to ask her questions, and it finally became evident to the vendor that he was dealing with the decision maker in the room.

“People see what they want to see, and what they are programmed to see, Marcelo stated. But, she added, an important part of the equation is how women leaders view themselves.”-*Twitter* She noted that psychologists have found that more women than men suffer from something called “imposter syndrome” in which they feel that even if they have achieved a senior role, they are not actually qualified for it or deserving of it.

Conquering the Three P’s

Marcelo noted that there are special challenges for Asian-Americans — and Asian women, in particular — in becoming strong business leaders, which can be traced to parenting traditions. She said that from an early age, she was instilled with “the three P’s” — “and I’m not talking about ‘pricing, positioning and packaging’ from your business school days,” she quipped, “but ‘pleasing, passivity and perfection.’”

The “pleasing” part involved doing what one’s parents wanted. “[We were] Asian-Americans: designated professionals. My siblings pursued these careers. I have a doctor brother, a dentist sister, an accountant brother.... I was supposed to be a lawyer.” Marcelo wanted to become an entrepreneur instead, but was extremely worried about disappointing her parents. Ultimately, she did get her law degree, from Harvard, but then went her own way. “I had to be self-aware about what was important to me.”

The “passivity” part was something that Marcelo wanted to conquer as well — leading her, she said, to some counter-productive behaviors early in her career. “Why was it when I

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EVENTS—HAPPENINGS AND GOINGS-ON

02Dec—Valdosta Fire Department’s Christmas Dinner

Firefighter Contact Sgt. Staples for details.

05Dec—5:30pm, Lighting of the Christmas Tree at City Hall Paying tribute to our local military heroes.

19Dec—6:30pm Art After Dark, Downtown Valdosta

05Dec—6:30-9:30pm First Friday, Downtown Valdosta

20Dec—1:30pm Annual Toy Ride hosted by the Outback Riders. Begins at the Lake Park Outlets and ends at the Big Lots on Ashley Street.

16Dec—7pm Shop with a

Donate toys to be distributed by the Salvation Army.

22Dec—10am Mayor’s Motorcade A delivery of gifts to the residents of Parkwood Developmental Center.

22Dec—7pm Shop with a Cop

25Dec—Merry Christmas

01Jan—Happy New Year

If your church, club, or organization has a special event that they want the Valdosta Fire Department members to know about, please send that information to your friendly, neighborhood newsletter editor by the 18th of each month.

EMPOWERING BUGLES—CONTINUED FROM PG. 3

was a young executive with all men in the room, did I want to be overly aggressive? Was it because I'm Asian-American? Was it because I was the only woman? Why did I, what I call, 'over-project'?" While Marcelo herself has moved beyond this impulse, she said she now actually encourages young women at her company — and young men, too — to risk "sounding a little aggressive or argumentative," which is important for "finding your voice."

As far as "perfection," the third point, Marcelo believes that women in general hold themselves to a higher standard in life. She noted that the same psychological process that makes many women overly upset about leaving dirty dishes in the sink, or a bed unmade, also operates against them at work. Marcelo has recognized this "perfection" principle in herself. "When I was asked to be promoted to be a director, I looked at my manager and said, 'Are you kidding? Are you sure?' I don't think many men would have had that conversation." She recalled that the same questions ran through her mind when she was promoted to VP, and when investors agreed to fund Care.com. It was as if "I had to know the job of a director, a VP, a GM and a CEO before I took on those [roles]," she said.

'Raise Your Hand High'

To combat the insecurities to which she feels female professionals of any ethnic background can fall prey, Marcelo encouraged the audience to spend time on self-awareness. "What are your triggers? What bothers you, makes you [feel] insecure? Why are you going into a meeting and not speaking up?" Only by investing time up front in thinking about ourselves can we shift our attention outside of ourselves, according to Marcelo. "To lead, you've got to get through your own stuff [first] so that you can focus on others," she pointed out.

"If you're running a meeting, and you're in the room, you

have to pay attention to the content, the strategy, the body language, who's negotiating, who's listening, what's going on," Marcelo noted. "Now if 90% of your brain is focused on your insecurity about what you're going to say, how you're going to sound and how you're being perceived, how the hell are you going to run that meeting?"

"Why are you going into a meeting and not speaking up?"

Marcelo asked the audience members to raise their hand if they considered themselves a female leader, and about half the room raised their hand. Then she asked a probing question: "How many of you are comfortable stating that publicly?" "Half of the half," she noted. "Say that you're a female leader," she exhorted them. "Raise your hand high, so that more women can see that."

According to Marcelo, there is an ongoing debate among women executives about whether to identify yourself as a "female leader," because "it says you're different." Why would we want to do that if the idea is to create parity? Because "the reality is, we are different. Why not [come] together to create strength?" She noted there is ample data demonstrating that diversity in the boardroom is good for companies: "It improves productivity, performance and stock price in the long term. Diversity proves that things can be better.

"Own the differences," advised Marcelo, "and then they are absolutely strengths."

Reprinted from:

<http://knowledge.wharton.upenn.edu/article/how-women-can-overcome-the-imposter-syndrome/>

RUMOR MILL—HAPPENINGS AND GOINGS-ON?

Chief Broome wants to get rid of the Airport Station—False. Since Chief Broome's appointment as Fire Chief, the Valdosta Fire Department has enhanced the overall partnership with the Airport Authority. Chief Broome has met with Tim Register and Jim Galloway several times, in addition to invit-

ing Tim to attend a past Administrative Staff Meeting. In addition Lt. Kennedy was assigned as the airport liaison to enhance communication efforts. VFD now offers monthly and quarterly ARFF training to ensure the department is meeting the minimum FAA/TSA training requirements.

The Rumor Mill has been a little slack lately and I know that there are a few questions floating around out there still. Either send your rumor to Chief Broome via the suggestion box or send them to me (smiller@valdostacity.com) and I will submit them for you.

"Knowing is half the battle" — GI Joe cartoon.

