



# THE SECOND ALARM

## A Department Without Limits

AUGUST 2019  
THE SECOND ALARM

CHIEF'S TOPIC OF THE MONTH



### Customer Service in the Fire Service

Customer Service is a buzz word often used in the retail industry. During the last economic recession there was an emphasis put on customer service in retail to sustain profits. Good customer experiences involved a sales associate offering to help patrons by providing assistance when needed throughout the shopping experience.

In the fire service we provide a specific need when it is requested. Does this change the mindset of providing good customer service? A common response to interview questions relating to purpose or why one wishes to serve is "I want to help people." Helping people should not be limited to responding to and mitigating emergencies. Good customer service involves being in tune with the customer's needs. Staying in tune with the customer's needs involves giving the customer our undivided attention.

Who can be identified as customers? We define customers as either internal, external or stakeholders.

Internal customers are coworkers, people within the organization. Considering the working relationship and cooperative efforts across the city, members of other departments within the city are also our internal customers. External customers include the citizens and visitors within our response area. Stakeholders are the governing body.

A common mistake in public safety is to focus only on the external customers. With personnel being our most valuable asset, internal customer service is equally important. Elected officials (stakeholders) often serve as the voice of our external customers when we are not on emergency incidents. Many times we can turn bad situations into a great customer experience. One of the easiest methods to ensure we are providing the best service possible is to ask ourselves two questions:

How would I want to be treated if the roles were reversed?

Is there anything else I can do to make a difference?

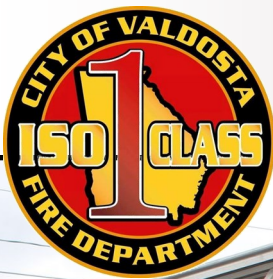
Sometimes the smallest gestures mean the most. All of us are empowered to make a difference. Going beyond the expected is what creates a great customer experience. I have had the opportunity to attend multiple community functions recently and I want you to know that there has been an abundance of gratitude and appreciation expressed for the job that you do. Credit is given where it is deserved and I thank you. It is each of you that truly makes the difference.



*Brian Boutwell*

"Being a firefighter involves making a promise to the customer that we will respond to their call and do our very best"-- Alan Brunacini





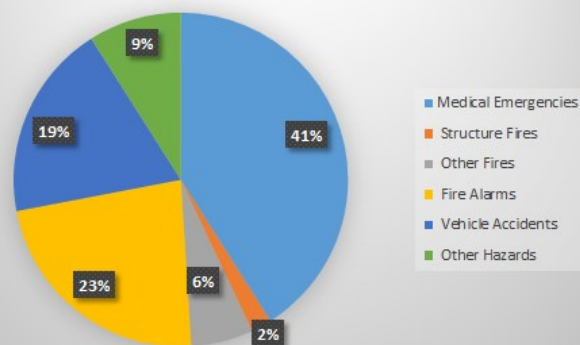
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## Birthday Bulletin

|                          |              |                         |              |
|--------------------------|--------------|-------------------------|--------------|
| <b>Benjamin Bennett</b>  | <b>08/03</b> | <b>Shelley Miller</b>   | <b>08/18</b> |
| <b>Johnny Henry</b>      | <b>08/04</b> | <b>Genna O'Berin</b>    | <b>08/20</b> |
| <b>Aaron Brown</b>       | <b>08/04</b> | <b>Jarvese Gilliard</b> | <b>08/21</b> |
| <b>Justin Howard</b>     | <b>08/08</b> | <b>Lois Audain</b>      | <b>08/25</b> |
| <b>Bradley Donaldson</b> | <b>08/12</b> | <b>Scott Garren</b>     | <b>08/25</b> |
| <b>Marcus Haynes</b>     | <b>08/16</b> | <b>Daniel Carder</b>    | <b>08/26</b> |
| <b>Chris Stevick</b>     | <b>08/16</b> | <b>Luis Rodriguez</b>   | <b>08/28</b> |
| <b>Patrick Brinson</b>   | <b>08/17</b> | <b>Stephanie Taylor</b> | <b>08/31</b> |

315 Incidents in July



# Happy Birthday !

## POINTS OF INTEREST

- Submission 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.







**Community Wide-Back to School Event**





# CFAA MONTHLY NEWSLETTER

VOL. 1, Issue 8 August 2019

## CFAA Reminders / Upcoming Events:

- ♦ CFAA General Meeting  
Tuesday, August 20 @ Fire Station 1  
Conference Room (6:00 p.m.)
- ♦ CFAA Provides Dinner for NEW CFA Class #6  
Tuesday, August 27 at 5:30 p.m. at the  
Valdosta Fire Station Training Center.  
(Sign Up included in this Issue.)
- ♦ VFD / MDA Boot Drive (Save the Dates)  
August 29th, 30th and 31st—save the date for the boot  
drive as the VFD may need CFAA Volunteers.  
More details coming soon.
- ♦ CFAA General Meeting  
Tuesday, September 17 @ Fire Station 1  
Conference Room (6:00 p.m.)

*Events must be presented at general meetings and approved to be added to the calendar or by special request through the Chief and the VFD.*

### Need the 411?

If you are not receiving updates and emails or if your contact information has change, make sure to send an email to: [cfaavaldosta@gmail.com](mailto:cfaavaldosta@gmail.com)  
Include your name, your contact information and CFA Class #.  
You can also sign up for Remind 101 and receive text reminders by:

Texting this message  
@vfdc  
To this number:  
81010

Also, if you have not connected on Facebook, visit here: <https://www.facebook.com/VFDCFA/>

*If you missed the last CFAA newsletter, check the Group Facebook Page or send an email to:  
[cfaavaldosta@gmail.com](mailto:cfaavaldosta@gmail.com)*

## Our Mission

*"Our mission is to contribute to the functions of the Valdosta Fire Department while supporting service projects and fostering positive relationships among the community."*

CFA Class #6 is scheduled to begin next month on  
**August 27th**

We are providing dinner!

*(Typically a class can hold up to 30)*

Please sign up by emailing:  
[cfaavaldosta@gmail.com](mailto:cfaavaldosta@gmail.com)

Include what type of item you can bring.

*If you have already signed up you will see your information below.*

### ★ Main Dish ★

#### ★ Sides ★

Genevieve Chavez

#### ★ Dessert ★

Wanda Halter

#### ★ Drinks ★

Dannie Simmons (Sodas)



If providing food or drink please arrive to the  
Fire Training Center  
by 5:15 p.m. to set up.



The Citizens Fire Academy Alumni (CFAA) are citizens whom have completed the Citizens Fire Academy (CFA) through the Valdosta Fire Department. If you are interested in signing up for the next CFA course, please email Tangela Rowe with the Valdosta Fire Department at: [TROWE@VALDOSTACITY.COM](mailto:TROWE@VALDOSTACITY.COM)

If you have completed a CFA course and would like to receive more information on the alumni, email:  
[CFAAVALDOSTA@GMAIL.COM](mailto:CFAAVALDOSTA@GMAIL.COM)