2016 END-OF-CONFERENCE REPORT

108TH ANNUAL CANADIAN ASSOCIATION OF FIRE CHIEFS CONFERENCE

SEPTEMBER 25-28, 2016
ST. JOHN’S CONVENTION CENTRE
ST. JOHN’S, NEWFOUNDLAND
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MOBILE APPLICATION/NEW THIS YEAR

SEE YOU IN VANCOUVER!

Preparations are underway for the 109th annual Fire-Rescue Canada conference to be held in Vancouver, British Columbia, September 17-20, 2017!

Details for the upcoming 2017 event will be available at: http://cafc.ca/en/conference/
EVENT PROFILE & STATISTICS

ABOUT THE FIRE-RESCUE CANADA CONFERENCE

ESTABLISHED
The first CAFC annual meeting was held in 1909.

SCHEDULE
Annual

LOCATION
Up to 2015, Fire-Rescue Canada (FRC) rotated from east to west dependent on member interest in bidding to host the conference. As of 2016, FRC will be produced in a cyclical fashion, visiting the same cities across Canada.

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>YEAR</th>
<th>LOCATION</th>
<th>YEAR</th>
<th>LOCATION</th>
<th>YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winnipeg, MB</td>
<td>2009</td>
<td>Regina, SK</td>
<td>2013</td>
<td>Vancouver, BC</td>
<td>2017</td>
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<tr>
<td>Saint John, NB</td>
<td>2010</td>
<td>Ottawa, ON</td>
<td>2014</td>
<td>Ottawa, ON</td>
<td>2018</td>
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<tr>
<td>Calgary, AB</td>
<td>2011</td>
<td>Victoria, BC</td>
<td>2015</td>
<td>Calgary, AB</td>
<td>2019</td>
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<tr>
<td>St. John’s, NL</td>
<td>2012</td>
<td>St. John’s, NL</td>
<td>2016</td>
<td>Montreal, QC</td>
<td>2020</td>
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2016 FIRE-RESCUE CANADA PROGRAM COMMITTEE

Chair: Fire Chief Paul Boissonneault, President, Canadian Association of Fire Chiefs
Assistant Deputy Chief Ken McMullen, Calgary Fire Department
Mr. John-Paul Cody-Cox, CAFC Executive Director
Facilitator: Vicky Roper, Canadian Association of Fire Chiefs
ATTENDEES
Fire-Rescue Canada attracted 239 participants and 76 exhibit representatives. Delegates and exhibitors alike had significant access to each other via the Trade Show Floor and social events.

FRC attendees and exhibitors came from across the globe:

Countries:  
Canada, and the United States

Canadian Provinces:  
Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland, Nova Scotia, Northwest Territories, Ontario, Prince Edward Island, Quebec, Saskatchewan

Attendees and exhibitors included all major stakeholders in the fire service industry.

<table>
<thead>
<tr>
<th>Attendee Fire Service Types</th>
<th>Attendee Primary Level of Responsibility</th>
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<tbody>
<tr>
<td>28% Composite Department</td>
<td>55% Fire Chief</td>
</tr>
<tr>
<td>38% Career Department</td>
<td>36% Chief Officer or Senior Management</td>
</tr>
<tr>
<td>16% Volunteer Department</td>
<td>6% Other</td>
</tr>
<tr>
<td>14% Other</td>
<td>2% Company Officer or Mid Management</td>
</tr>
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EXHIBITORS

NUMBER OF EXHIBITORS: 50 companies from Canada and the United States exhibited in Ottawa.
SURVEY RESULTS

TOP RATINGS CONTINUE FROM EXHIBITORS AND SPONSORS
Exhibitors were satisfied with business contacts and networking opportunities on the exhibit floor as well as the social functions throughout the conference.

However, were disappointed with the cancellation of the Tuesday Night Tradeshow Reception. A number of exhibitors have suggested that CAFC increase the exhibitor registration fee in order to accommodate having the Tradeshow Reception in the future.

A number of exhibitors have also recommended that the Tradeshow be shortened to a an evening and day rather than 3 full days.

POSITIVE FEEDBACK FROM ATTENDEES

98% were very satisfied with the overall experience of Fire-Rescue Canada
97% were overall satisfied with the value in attending Fire-Rescue Canada
98% were overall satisfied with contacts and networking opportunities
80% felt the overall content was very good to good

IN THEIR OWN WORDS

“It was a fresh take without the “big” fire service names”
“The networking at the conference is invaluable.”
“The variety of speakers and the Canadian content.”
“Strong Keynotes addressing tough issues in the fire service.”
“Networking was the best ever and the rest was first class.”
EVENT HIGHLIGHTS

Fire-Rescue Canada is an event where key industry people, both exhibitors and attendees, are on hand to participate in formal and informal meetings, whether on the exhibit floor, attending program sessions or enjoying the evening social functions.

Fire-Rescue Canada 2016 kicked-off with the Opening Ceremonies and Memorial Service held at the St. John’s Convention Centre followed by the Welcome Reception where attendees were able to enjoy food and drink while networking with colleagues.

Fire-Rescue Canada 2015 offered an impressive array of speakers:

**Stephen Hammond** started off the first day of the conference with a presentation about Creating the New Norm, ways in which the fire service can effectively create the “New Norm” by identifying inappropriate behaviours that stand in the way of real change and by creating effective strategies in order to change with the times.

The morning panel session followed for an open and frank presentation on how to minimize your legal and public relations vulnerabilities when firefighters become the news.

Today’s Lightning Talk was presented by Fort McMurray’s Fire Chief Darby Allen where he shared his experiences and challenges during the Fort McMurray fires.

Six concurrent sessions, on subject matter for all attendees were held in the afternoon: *The Road to Mental Health Readiness in Firefighters; Firefighter Training Playbook: A New Realistic Training Standard; Not Guilty – Now What?; Can You Tell the Future?; Winnipeg’s Integrated Fire EMS Model; NFPA 1730: Standard on Organization and Deployment of Fire Prevention Inspection and Code Enforcement.*

A Rally in the Alley Fun Night ended the first day where attendees got to experience the famous nightlife and culture of St. John’s with a traditional dinner followed by an organized pub crawl featuring local entertainment and cultural experiences at each venue.
Day Two’s morning keynote session, *Son of a Firefighter, Daughter of a Preacher: Understanding and Supporting our LGBTQ Community* presented by Mason Jenkins and Deputy Chief Laurie VandeSchoot, educated attendees regarding LGBTQ identities, provided examples of how to adjust policies and practices to foster safe and inclusive environments and provided tools to fight homophobic or transphobic behaviours within the firefighting community.

Two Lightning Talks were presented: Nex-Gen 911 and The 24 Hour Shift Work Schedule

CAFC’s inaugural Town Hall Panel Session finished off the morning with CAFC leaders providing attendees with highlights from the associations past 12 months and its strategy for the year ahead.

Day Two’s concurrent sessions once again provided subject matter that attendees could choose from such as: *Family Tragedy: A Carbon Monoxide Safety Crusade; Working Together: Effective Fire Service Administration for Fire Chiefs and Local Government Chief Administrative Officers; Body Intelligence for Trauma and Mental Health; Ideas for Building Capacity in Volunteer and Small Composite Fire Departments; The Transitional Fire Attack; and Advanced Broadband Emergency Smart Mobile Application on the Frontlines.*

Tuesday evening’s Tradeshow Reception was cancelled this year due to no sponsorship of the event. However, a number of suppliers have suggested that CAFC increase the exhibitor registration fee in order to continue to hold the Tradeshow Reception each year as they feel it is highly beneficial for all.
Day Three began with CAFC’s Annual General Meeting, where resolutions were reviewed and approved and an election was held to vote in CAFC’s new President and 3 Board of Directors positions:

CAFC President: Fire Chief Ken Block, Edmonton, Alberta  
Director: Fire Chief John McKearney, Vancouver, British Columbia  
Director: Fire Chief Ken Stuebing, Chatham-Kent, Ontario  
Director: Fire Chief Daniel Perron, Ste-Julie, Quebec  
Director: Fire Chief Vince Mackenzie, Grand Falls Windsor, Newfoundland  
Director: Assistant Deputy Chief Ken McMullen, Calgary, Alberta

Day Three’s first session, The BC Experience: Fire Sprinklers and a New Building Regulation, provided information how to partner with senior government staff and how to achieve goals that are challenging using political avenues and how not to dismiss the value of change.

The closing keynote session, The Ultimate Ending, Paul Huschilt provided a comedic summary of all of the key lessons, messages and highlights of the conference.

The Awards Gala ended a successful conference week by providing the following awards and presentations:

CAFC President, Fire Chief Paul Boissonneault, presented retired Fire Chief Lee Grant with a Life Membership award for his years of service on the Board of Directors and outstanding contribution and continued aid to CAFC and its membership.

Fire Chief Phil Lemire, Chair of the CFO Council, presented the CFO certificates to those members who achieved their CFO designation this year.

The 2016 Fire Chiefs of the Year Awards were presented by Mr. Jim MacLeod, Fire Underwriters Survey.
Career Chief of the Year: Fire Chief Stephen Gamble, Township of Langley Fire Department, British Columbia

Volunteer Chief of the Year: Fire Chief Cecil Kerr, Gillams Fire Department, Newfoundland.

CAFC’s elected Board of Directors were sworn in for the 2016-2017 year.

The Gala also afforded the President to thank all of the volunteers for their support of Fire-Rescue Canada, as well as outgoing Board members. Major sponsors were presented with a gift of thanks for their generous support of the conference.

The hospitality room was generously sponsored by a different company each night and was well attended.

**MOBILE APPLICATION**

The conference Mobile App, available for iPhone, Android and Blackberry, put conference information at attendees’ fingertips and allowed users to:

- See the schedule, sponsors, list of attendees
- Communicate with other attendees
- Integrate with Twitter and Facebook
- Comment on sessions
- Complete the conference survey and more
- Receive push notifications (alerts) of change in schedule, notices from sponsors, etc...

**SOCIAL MEDIA**

**TWITTER**

@FireRescueCA and @CdnFireChiefs tweets featuring event details were frequent leading up the conference. Tweets continued throughout the event and were designed to communicate with exhibitors, delegates, members and the general public about activities surrounding the conference.
SOCIAL MEDIA WALL
The Social Media Wall was displayed at the registration area displaying attendee and exhibitor live tweet updates (conversations) synced through the conference hashtag (#FRC2016). Exhibitors used Twitter and the conference hashtag to encourage attendees to visit their booths; attendees were tweeting their comments and photos from sessions and all were displayed on the Wall (monitor) for everyone to see.

NEW THIS YEAR

CAFC Town Hall
CAFC senior leadership provided a Town Hall panel session providing attendees with an open and frank conversation on what CAFC has been doing over the past year, the challenges the Association has faced and where it is going over the next year.