

Don't Lose Your Top Performing Emergency
Medical Personnel to Other Agencies!

THE 2007 NATIONAL SUMMIT ON

RECRUITMENT & RETENTION OF PARAMEDICS



August 9-10, 2007
Arlington, VA



Recruit and Retain Quality Emergency Medical Personnel
Ensure That Your Agency Retains Highly Valuable Emergency Medical Personnel

Equip Yourself and Your Agency with Tested Retention Strategies
Guarantee That Your Agency Establishes Adequate Training and Succession Planning

Implement Successful Strategies to Attract High-Quality Applicants
Design and Implement a Successful Recruitment Marketing Plan

Retain High Quality and Expensively Trained Paramedics
Develop Effective Incentives and Improve Employee Engagement to Retain Top Performing Paramedics

Dear EMS and Fire Recruiter,

Fire departments and EMS agencies confront a multitude of personnel management challenges. As departments are continually asked to do more with less, it is increasingly important that departments are aware of the most up to date and effective strategies to recruit and retain full time EMTs and paramedics. Prepare your department for the resurgence of difficulty in both adequate recruitment and long-term retention with in-depth knowledge of best-in-class business practices and human resources techniques.

To acquire solutions for these crucial challenges, you are invited to *The 2007 National Summit on Recruitment and Retention of Paramedics*. This conference will be held August 9–10 in Arlington, VA. This comprehensive and interactive conference offers cutting-edge information on the most pressing recruitment and retention issues. Explore top methods from leading departments and experts on marketing, training, succession planning and management.

Recruit and Retain a Dedicated and Qualified Workforce

Departments are under continuous pressure to recruit and retain quality paramedics. Across the nation recruitment numbers are dropping just as the baby boomer generation is preparing to retire. This conference will help you develop an effective and competitive recruitment strategy. You will emerge from this conference with strategies for targeted recruitment, as well as ways to cultivate the future leaders of your department.

Successfully Train and Develop Your Staff

Training and staff development require fire department managers to effectively evaluate current curriculums and better manage existing internal training functions. Hear from experts on best practices in personnel training and how to incorporate comprehensive career development plans. Effectively prepare your personnel to become future leaders within your department.

Strategically Manage Your Human Resource Processes to Generate the Results You Want

Performance measures and increased accountability have proven to be valuable management tools for leading departments nationwide. Our sessions will help you to devise new methods and techniques for measuring performance and enhancing accountability within your department.

I hope that you will join us as we examine the recruitment and retention strategies of paramedics for fire departments. Space will be limited for this event, so be sure to contact us right away. Please register yourself and your team today by calling 703-894-0481 or visit us online at www.PerformanceWeb.org.



Thomas Engelman
Director
Fire Management Center

“The District is facing a shortage of paramedics that could hamper response times and patient care.”

—*The Washington Post*

FIVE REASONS TO ATTEND

1. Increase the number and quality of applicants
2. Improve accountability and improve department performance
3. Enhance the diversity of your workforce
4. Reduce liability and enhance management of sensitive issues
5. Develop effective succession planning

**DAY ONE: AUGUST 9, 2007****8:00 Registration and Continental Breakfast****8:30 Keynote Address: The Importance of Selective Recruiting: Finding the Most Qualified Applicants**

The number of emergency medical technicians and paramedics is expected to grow much faster than the average for all occupations through 2014, ensure you are reaching the widest possible audience to obtain the most highly qualified emergency medical personnel available.

- Discover recruitment opportunities from around the country to maximize your applicant pool
- Learn the best practices to assess candidates and their chances of success within your department

Raymond Fowler, MD, Past-President and Co-Founder, National Association of EMS Physicians; Inaugural National Program Director, Basic Trauma Life Support, Deputy Medical Director for Operations, the Dallas Metropolitan BioTel (EMS) System

9:30 Identifying Strategies and Incentives to Retain Valuable EMTs and Paramedics

- Discover innovative incentive programs to retain experienced EMTs and paramedics
- Update retirement and other benefits to become an "employer of choice"
- Ensure employee engagement and motivation

Robert Farmer, Chief, Delaware County EMS

10:45 Break & Refreshments**11:00 Developing an Effective Employee Engagement Plan**

- Discover the best techniques to implement and what practices to steer clear of in order to keep your paramedics engaged as important members of your team
- Determine which the best in class practices will best fit your department's mission and implement a strategy to incorporate these factors into your department
- Integrate the perspectives and needs of a diverse workplace

Jon Desenberg, Senior Consultant, The Performance Institute

12:00 Networking Luncheon**1:00 Effective Outreach for Recruiting Minorities and Women**

- Examine recruitment methods designed to make minorities and women feel welcome within the fire community
- Develop outreach strategies specific to minorities and women
- Implement strategies to improve hiring policy and the selection process

Robert McCaughan, Chief, Pittsburgh EMS

2:00 Break and Refreshments**2:15 Application Session: Designing and Implementing a Successful Recruitment Marketing Plan**

This session will provide you with all the tools that are necessary to design a marketing plan that will attract the most qualified applicants while simultaneously satisfying your department's diversity goals. Harness successful marketing principles so you can penetrate and communicate with minority dense populations.

- Ensure your marketing activities are tailored to fit your specific departmental diversity needs
- Study recruitment methods including advertising campaigns, career fairs and successful community initiatives
- Learn how to conduct a successful online recruitment advertising campaign and identify what makes an employee website effective

Al Mozingo, ALM Enterprises

4:30 Adjourn

WHO Should Attend

Fire Chiefs
Deputy Chiefs
Human Resource Directors
Recruiters
Grants Administrators
Administrative Staff
Strategic Planners
Training Personnel
Professional Standards Staff
Rescue Managers
Medical Directors
EMS Managers
EMT and Paramedic Managers
EMS Staff

*indicates Speaker Invited

E-NEWSLETTER: LAW ENFORCEMENT & EMERGENCY MANAGEMENT NEWSLETTER

The Law Enforcement and Emergency Management Newsletter is provided as a free bi-monthly e-newsletter to all in law enforcement and emergency management about the latest news, innovations and process implementations in law enforcement and emergency management. Each issue details research and developments in recruitment, retention, advancement advice, financial management, best practices from across the nation and more! With over 6,000 subscribers, this newsletter is a leading resource for law enforcement management best practices.

For your free subscription, visit
www.PerformanceWeb.org/Subscribe today!



DAY TWO: AUGUST 10, 2007

8:00 Continental Breakfast

8:30 **Keynote Address: Successful Strategies and Available Resources to Improve Recruitment and Retention of Paramedics for Fire Departments and EMS**

Hear the latest perspectives on improving paramedic recruitment efforts and strategies to attract the most qualified candidates. Examine new developments in:

- Planning and investment in recruitment and retention initiatives
- Challenges facing staffing and human resource departments

Kevin Kincaid, Assistant Chief, Fairfax Fire and Rescue

9:30 **Effective Collaboration with Employees and Unions**

- Focus on ways to successfully improve labor-management relations to deliver the best possible citizen services
- Hear from union leaders and management on how building an effective relationship can increase employee morale
- Obtain buy-in from unions and employees for new policies

R. Michael Mohler, President, Virginia Professional Firefighters Association

10:45 Break & Refreshments

11:00 **It's Not about X and Y, It's about Meeting Expectations!**

We are in a recruitment and retention crisis in EMS! But do we ever think that part of the problem may be that our EMS educational system has failed us? That we haven't really taught our people the right things when over 90% of the EMS calls are non-life threatening? That as managers we don't tell it like it is to our staff when we should? This session boils much of today's critical EMS "staffing stagnation" down to the importance of meeting simple expectations: The expectations that YOU have as an EMS provider--and the most important expectations--the expectations of the public. This session will explain the "Seven Key Expectations of the Public" -- and how "reconciling" them with the expectations of your field staff will lead to better service for the public, improved staffing, and fewer "problem" staff members. We'll also cover key concepts on how understanding "where your people are coming from" that can lead to better retention of quality staff in a dynamic and unique presentation.

Steve With, Founding Partner Page, Wolfberg, and Wirth, LLC.

12:00 Networking Luncheon

1:00 **Application Workshop: Keeping the Best! How to Retain ALS Providers: Workforce Utilization Strategies and Applying EMS Retention Principles**

Rohn Brown, Technical Assistance Coordinator, Virginia Department of Health, Office of Emergency Medical Services

4:30 Adjourn

*indicates Speaker Invited





THE INSTITUTE ONLINE

The Institute offers a variety of online trainings (webinars) to address the latest management challenges. These 90-minute sessions are designed for you to enhance your understanding of emerging issues and topics and benchmark your program and initiatives with other organizations and agencies. The online learning programs are available in a number of training areas, including:

- Basic Leadership Skills for Firefighters
- Supply Chain Strategic Management

New training topics are added quarterly, and we invite you to suggest topics of interest in your department! For more training topics or to register for one of the briefings, visit us online at PerformanceWeb.org/Webcast.

“EMS agencies nationwide report problems finding enough qualified paramedics to staff their ambulances and ALS first response programs”

—American Ambulance Association President Jerry Overton

IN-HOUSE TRAINING

The Performance Institute offers one; two and three-day education programs focused toward federal, state and local law enforcement and emergency management agencies for in-house training of staff. In-house training provides a customized, cost-efficient method to educate staff on a variety of topics and help your agency stay up-to-date with the latest homeland security mandates. Training is conducted by seasoned experts in specific topics and mission areas. Whenever possible, projects from the client agency are used during the training program—providing real-life examples for agency staff.

In-House Training Programs Include:

- Recruitment and Retention
- Crisis Communication
- Change Management
- Strategic planning
- Diversity Recruitment
- Women in Leadership

Benefits of On-Site Training:

- Tailored Programs to Fit Your Unique Needs
- Draw from Your Own Program Challenges
- Integrate with Other Initiatives
- Improve the Impact of Training
- Maximize Your Training Dollars

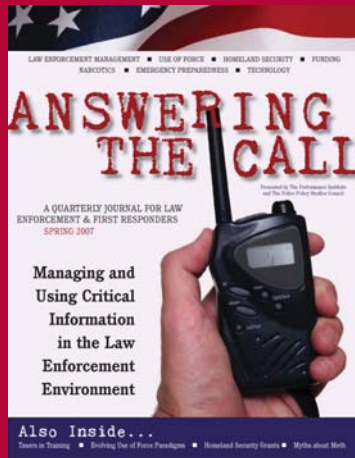
For more information about on-site training options, contact Shawn Keeley at 703-894-0481 or Keeley@PerformanceWeb.org.





Subscribe to Answering the Call

The Law Enforcement Development Center has teamed up with The Police Policy Studies Council to create Answering the Call, a quarterly journal for law enforcement and first responders. Answering the Call provides an in-depth look at today's hottest issues, including law enforcement management, emergency preparedness, use of force, funding and grants, technological innovations, and more!



To download the latest issue of Answering the Call, please visit <http://www.performanceweb.org/Centers/le>

CONSULTING SERVICES: PERFORMANCE DELIVERED

The Performance Institute's consulting services are geared specifically to federal, state, and local agencies and provide access to comprehensive and experience-tested methodologies to achieve radical transformations within their programs and among their workforce. The Institute specializes in methodology-based consulting services in the following areas:

- Threat Assessment and Planning
- Emergency Response
- Strategic Planning
- Performance Measurement
- Resource Alignment & Management
- Performance Reporting & Evaluation
- Project Management
- Workforce Management
- Process Improvement

COMMUNITIES OF PRACTICE DIALOGUES

Designed for you to network with other practitioners in your field, the Communities of Practice Dialogues are quarterly dialogues for discussion of pressing issues. Through these dialogues you have the opportunity to network with your peers, post your comments and receive expert advice on specific management challenges and learn innovative and successful strategies from experienced professionals.





VENUE & HOTEL

The 2007 National Summit on Recruitment and Retention of Paramedics will be held at The Performance Institute in Arlington, VA, just one block east of the Courthouse Metro stop on the Orange Line. A public parking garage is located just inside of the building.

The Performance Institute
1515 N. Courthouse Road, Sixth Floor
Arlington, VA 22201
703-894-0481
www.PerformanceWeb.org

A limited number of rooms have been reserved at the Arlington Rosslyn Courtyard by Marriott at the prevailing rate of \$178.20. Please call the hotel directly and reference code the 2007 National Summit on Recruitment and Retention of Paramedics when making reservations to get the discounted rate. The hotel is conveniently located three blocks from the Rosslyn Metro station. Please ask the hotel about a complimentary shuttle that is also available for your convenience.

Arlington Rosslyn Courtyard by Marriott
1533 Clarendon Blvd.
Arlington, VA 22209
Phone: 703-528-2222
Phone: 1-800-321-2211
<http://www.CourtyardArlingtonRosslyn.com>

TUITION & GROUP DISCOUNTS

The tuition rate for attending the 2007 National Summit on Recruitment and Retention of Paramedics is \$795 dollars.

The Performance Institute offers reduced tuition to groups of three or more. For more information, please contact Jonah Beckstead at 703-894-0481 or Beckstead@PerformanceWeb.org.

EXHIBITING & SPONSORSHIP

To learn more about exhibiting and sponsorship opportunities, contact Brian Levis at 703-894-0481 or Levis@PerformanceWeb.org.

“Good information and
networking opportunity,
especially for the aspect of
those fire departments
striving to improve.”

—Charles Jolley, Pelham
Batesville FD

HOW CAN I REGISTER?

1. Online at www.PerformanceWeb.org/Paramedics
 2. Via fax to 703-894-0482
 3. Via phone at 703-894-0481
 4. Via mail to 1515 N. Courthouse Road., Sixth Floor
Arlington, VA 22201
- o Yes! Register me for The 2007 National Summit on Recruitment and Retention of Paramedics (L237)
 - o I am interested in a group discount for my team. Please contact me.

Name

Title

Office

Organization

Address

City

State

Zip

Telephone

Fax

Email

Payment Information

- o Training form
- o Purchase order
- o Check (Accepted by mail only)
- o Credit card

Credit Card Number

Expiration Date

Name On Card

CANCELLATIONS & QUALITY ASSURANCE

A \$150 service fee will be charged on cancellations received less than three weeks from the date of the event. A credit memo will also be sent reflective of that amount, which can be used for a future conference. If you do not cancel your registration before the day of the event, you will be charged for the full conference amount. As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. The Performance Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

Priority Code: L237-WEB