

ATTENDEE BROCHURE



2010

SUMMER LEADERSHIP CONFERENCE

*What's on the horizon
for the Fire Service?*

- AT THE NATIONAL LEVEL?
- AT THE STATE LEVEL?
- AT THE ASSOCIATION LEVEL?

July 28-30, 2010

Great Wolf Lodge, Traverse City

WE INVITE YOU ●●● *The Michigan Association of Fire Chiefs (MAFC) invites you to attend the 2010 Summer Leadership Conference, July 28-30 at the Great Wolf Lodge in Traverse City. Join fellow fire service professionals, exhibitors and nationally-known speakers.*

CONFERENCE SCHEDULE

Wednesday, July 28

- 11:00 am - 1:00 pm Registration
- 1:00 pm - 1:30 pm **Welcome & Memorial Service**
(Dress Uniforms required for Board only)
- 1:30 pm - 4:00 pm **"Making the Pieces Fit - Through Cooperative Service, Consolidation, Joint Power Agreements (JPAs), or Mergers"**
Philip A. Kouwe, Emergency Services Consulting International
- 5:00 pm - 8:00 pm **Dinner with the Vendors**

Thursday, July 29

- 8:00 am - 10:00 am **Brunch with Vendors**
- 10:00 am - Noon **The Art of Giving Testimony**
Chief Greg Walterhouse, Mt. Pleasant FD
Karen Willing, Attorney Harrison, MI
- Noon - 2:00 pm **Labor Relations and Other Fire Department-Related Legal Issues**
Kevin Krauss, Attorney City of Kentwood
- 2:00 pm - 2:30 pm **Bureau Update**
Ron Farr, State Fire Marshal
- 2:30 pm - 3:00 pm **EMD Update**
Capt. Tom Sands, MSP
- 3:00 pm - 3:30 pm **Legislative Update**
Melissa Yutzey, Kelley-Cawthorne
- 3:30 pm - 4:00 pm **Great Lakes Division Update**
- MAFC President's Dinner**
- 5:30 pm - 6:30 pm Social Hour
- 6:30 pm - 8:30 pm Dinner / Awards and Installation
(Dress - Sport Coats)
"See the Light - Be the Light"
Dr. Burton A. Clark, EFO, CFO

Friday, July 30

- 8:00 am - 9:00 am **Breakfast**
- 9:00 am - 9:30 am **MAFC Annual Meeting**
- 9:30 am - 10:15 am **MABAS Update**
Chief Bill Nelson
- 10:30 am - Noon **Who Protects Firefighters from Firefighters?**
Dr. Burton A. Clark, EFO, CFO
- Noon Adjourn

PHILIP A. KOUWE

Emergency Services Consulting International

"Making the Pieces Fit - Through Cooperative Service, Consolidation, Joint Power Agreements (JPAs), or Mergers"

One of the biggest challenges emergency services organizations face today is dealing with limited or decreasing resources while, at the same time, trying to satisfy demands for new or expanded services. Today's emergency services organizations must become more efficient and effective while meeting these demands. More and more emergency services organizations are looking at viable alternatives to address this type of circumstance and situation. Contracts, JPAs, consolidations, or even a merger may be a viable option for your emergency services organization to consider for enhancing programs and service delivery capabilities.

This presentation has provided thousands of elected officials, city managers, and emergency organization personnel with valuable "tools for their tool boxes." This dynamic and informative presentation discusses the keys to success, obstacles, do's and don'ts, fiscal considerations, strategies, political considerations, and legal processes involved in cooperative effort endeavors.



DR. BURTON A. CLARK, EFO, CFO

"See the Light - Be the Light"

The premise of this keynote motivational speech is that each one of us experiences significant emotional events in our life, which change us forever. These profound personal paradigm shifts can also dramatically influence the people and organizations around us.

A series of vignettes about people who "see the light" and change history are presented. Examples come from the bible, politics, war, medicine, and the fire service. Next, Dr. Clark describes events in his 40-year career that changed him profoundly; topics include operations, prevention, safety, research, economics, family and the future.

For 60 minutes, the audience is taken on an emotional roller coaster ride that includes laughter, tears, heartache, and joy. Everyone leaves learning how important their life is.

*"If you pay attention to the people and events around you - you will **see the light**. If you are blessed and strive to make a difference - you will **be the light**."*

"Who Protects Firefighters from Firefighters?"

Application of the Edgar Schein organization model to fire service seat belt and mayday doctrine.

Participants will be able to identify the organizational artifacts, espoused beliefs and values; and underlying assumptions that drive fire service safety culture by applying the Edgar Shein organizational culture and leadership model and four case studies to their fire department's seat belt and mayday doctrine.



REGISTRATION FORM



Summer Leadership Conference July 28-30, 2010

Department Name: _____ Telephone: _____

Address: _____ City: _____ State: _____ Zip: _____

Attendee: _____ Email: _____

Attendee: _____ Email: _____

Number Attending	Events	Member Prior to July 10	Non-Member	Member After July 10	TOTAL
_____	Full Conference Registration (Three Days) Non-Member price includes a six month MAFC Membership	\$175/ea.	\$260/ea.	\$225/ea.	_____
_____	Individual Day Conference Registration (meals included except President's Dinner) Indicate which days: <input type="checkbox"/> Wed. <input type="checkbox"/> Thurs. <input type="checkbox"/> Fri.	\$ 75/ea.	\$150/ea.	\$150/ea.	_____
_____	Conference Banquet (Thursday Night) (Included in full conference registration)	\$ 30/ea.	same	same	_____
_____	Spouse Registration (Four Meals)	\$ 90/ea.	same	same	_____
_____	Individual Spouse Registration (Banquet Only)	\$ 30/ea.	same	same	_____

HOTEL INFORMATION

The Great Wolf Lodge is offering the MAFC a Family Suite, single occupancy at \$109.00 per night (plus taxes) if reserved by **June 26, 2010**. Additional occupants are \$20 per guest per night. This includes waterpark passes.

Reservations may be made by calling the Great Wolf Lodge at **1-866-962-9653**. Please mention immediately upon talking to a reservationist that you are booking a room in conjunction with the Michigan Association of Fire Chiefs.

You can also register online at www.greatwolf.com/locations/traverse. Click on Reservations, enter the **Discount Code 1007MAFC**, and choose type Group Code for rates exclusive to the MAFC. The MAFC assumes no responsibility for room reservations. Hotel parking is free.

FULL PAYMENT must accompany completed registration form. Cancellations accepted through July 15, 2010. No refunds after that date. Substitutions are encouraged.

MAKE CHECKS PAYABLE TO "MAFC" AND REMIT TO:

MAFC Summer Leadership Conference, 3315 S. Pennsylvania, Lansing, MI 48910.

Questions? (517) 394-4398

You may also Register On-line with a credit card at: michiefs.org



**OPEN IMMEDIATELY
REGISTRATION
ENCLOSED!**

2010 MAFC SUMMER LEADERSHIP CONFERENCE

**2010 Summer Leadership
Conference Registration
*OPEN TODAY!***

MAFC
3315 S. Pennsylvania
Lansing, MI 48910
Summer Leadership Conference

PRST STD
U.S. Postage
PAID
Permit No. 61
Clio, Michigan