

Call/Volunteers Serving To Protect Your Tomorrow

SMOKE Showin'



Fall 2015 • vol. 24 • no. 90

The Official Publication of the Massachusetts Call/Volunteer Firefighters Association

FIREFIGHTER REHABILITATION

FCAM, PFFM, MCVFA, and DFS
Partner to Develop a Plan

Living in the Past
Disastrous Tweeting
Advance Your Career

 Find us on
Facebook

Help Support the MCVFA

by choosing Viridian as Your Energy Supplier!

Now you can support the MCVFA every month while using more renewable energy. Switch to Viridian as your energy supplier and a portion of your bill will go to support the MCVFA.

Viridian combines sources of renewable energy, such as solar, to reduce harmful effects on the environment. With Viridian, you will still get the same delivery and service from your electric company, along with the same, simple bill.

Switch to Viridian in minutes right from the MCVFA website, and you'll be on your way to cleaner, more affordable energy.

Reasons to become a Viridian customer:

- ✓ Support our organization
- ✓ Same reliable service
- ✓ Receive only one bill
- ✓ +50% or 100% renewable electricity
- ✓ Responsible natural gas that's 25% or 100% carbon offset
- ✓ Solar power from Viridian and SolarCity
- ✓ No enrollment fees
- ✓ Flexible rate options



power with purpose

Get responsible energy at an affordable rate and
feel great about making a difference.

SIGN UP TODAY!

2 Easy & Fast Ways to Enroll:

1. Enroll by going online at: www.mcvfa.org and click on 
2. Call Viridian Customer Rep. Ben Hogan, Southampton Fire Department (413) 250-5776

Switching to a competitive third-party supplier is not mandatory and you, the Customer, have the option of remaining with your utility for basic generation service. Viridian Energy is licensed to serve residential and commercial electricity customers in Connecticut (Docket # 09-04-15), Delaware (Order # 8178), Illinois (Case # 13-0135) and Massachusetts (License # CS-076); and residential and commercial natural gas customers in Virginia (License # G-33). Viridian is licensed to serve both electricity and natural gas customers in Maryland (License # IR-1840 for Electricity Service and License # IR-2837 for Natural Gas Service), New Jersey (License # ESL-0084 for Electricity Service and License # GSL-0108 for Natural Gas Service), New York (ESCO Code VRID for Electricity Service and ESCO Code VRPA for Natural Gas Service), Pennsylvania (Docket # A-2099-2145794 for Electricity Service and Docket # A-2010-2203042 for Natural Gas Service), and Washington, DC (Order # 16446 for Electricity Service and Order# 16966 for Natural Gas Service). Viridian may offer two rate plans: variable rates, which are subject to change based on several factors including market conditions and fixed rates which are fixed for an agreed upon number of billing cycles. Current rates should not be construed as a guarantee of future rates or savings. Win-Win-Win_012214



www.mcvfa.org

2015



President

Tom Burnett
Whitman Fire Department
(617) 719-1289
president@mcvfa.org

Secretary

David Sullivan
Seekonk Firefighters Assn
(774) 229-6202
secretary@mcvfa.org

Treasurer

Larry Holmberg
Chesterfield Fire Department
(413) 296-4247
treasurer@mcvfa.org

Executive Vice President

Michael Bird
Wareham Fire Department
(508) 295-2716
evp@mcvfa.org

Region 1 Vice President

Bryan Moniz
Westport Fire Department
(508) 509-3531
vpregion1@mcvfa.org

Region 2 Vice President

David Thompson
Essex Fire Department
vpregion2@mcvfa.org

Region 3 Vice President

Bob Silver
Millbury Fire Department
(774) 239-7244
vpregion3@mcvfa.org

Region 4 Vice President

Kevin Connolly
Northfield Fire Department
(413) 498-4388
vpregion4@mcvfa.org

Region 5 Vice President

Paul Vallone
Clarksburg Fire Department
(413) 664-6281
vpregion5@mcvfa.org

Recruitment and Retention Program Coordinator

Susan Dyer
recruit@mcvfa.org



FALL 2015

INSIDE

4

NO CDL REQUIRED

Operating fire apparatus in
Massachusetts? Don't worry
about having a CDL.

7

BOOK REVIEW

This outspoken author
explains how most line-of-
duty deaths are preventable.

9

MCVFA PARTNERS WITH AMC

Advance your career or earn
your degree online through
Anna Maria College

14

NVFC BENEFITS AT A DISCOUNT

For a limited time, you can
join the NVFC for only \$15 per
year.

8

BE CAREFUL WHAT YOU TWEET

An example of what can
happen when you think you're
tweeting just to your followers.



10

FIREFIGHTER REHABILITATION

The FCAM, PFFM, MCVFA,
and DFS have developed a
plan for FF rehabilitation.



12

LIVING IN THE PAST

Jethro Tull fans might be
interested in a different way to
live in the past.



Cover photo by Rob Reardon, courtesy of All Companies Working

COLUMNS

5

PRESIDENT'S MESSAGE

6

EMS UPDATE

16

TRAINING INFO

19

REGIONAL NEWS

To All Call/Combo/Volunteer Chiefs

If you received this issue of *Smoke Showin'* and your members did not, your department is either in arrears on its dues or is not a member of MCVFA.

Please contact the vice president serving your area or the MCVFA office to become a member in good standing.

www.mcvfa.org

No CDL Required

by Chief Joe Maruca

Massachusetts does not require firefighters to have a Commercial Drivers License (CDL) to operate fire apparatus in the line of duty.

It's a simple concept, really. This is one of those rare occasions where there's no catch and the law really means what it says in plain English. Even so, every few years I get questions about this. Typically, someone is concerned about driving the trucks in parades, for maintenance, for training or some other non-fire purpose. It's even been questioned if driving back from a fire is OK. Generally, these questions arise as a result of some personal squabble at the fire station and someone is looking for an excuse to get someone else in trouble. So let me clarify.

If you are driving the fire truck to and from emergency calls or even service calls, that is line of duty and you do not need a CDL.

If it is the policy of your fire department to participate in parades and other community events, then driving the trucks to and from and in those events is in the line of duty and you do not need a CDL.

Performing weekly or monthly truck checks, or driving the trucks as part of your repair and maintenance program is line of duty and you do not need a CDL. Driving the trucks to and from a maintenance facility is line of duty and you do not need a CDL.



Training is part of your job as a firefighter and is line of duty and you do not need a CDL to drive the truck to and from and during training.

Anytime you drive the truck as part of your duties, essentially any official or authorized activity, then Massachusetts firefighters do not need a CDL.

Recently the question of whether you can operate without a CDL out of state came to me, and I'd never gotten this question before. So, I turned to Attorney Steven Rourke at the Department of Fire Services (DFS) and he pointed me in the right direction for answer (thank you Attorney Rourke). Massachusetts is a party to the Drivers License Agreement (DLA), an interstate compact (agreement) that provides for (among other things) a reciprocal agreement between states that recognizes the legality of driving privileges (drivers licensing) and exceptions to drivers licensing. This compact says that if you are licensed by our home state to operate a motor vehicle that privilege is recognized by the other states of union. So, if you are allowed by Massachusetts to operate a fire engine without a CDL, then you can do so in other states.

You should note, however, that your fire chief may set any restrictions on your operation of the apparatus that he or she deems appropriate, and may even require you to get a CDL.

To sum up, a firefighter with a valid Massachusetts Class D Drivers License can drive any fire apparatus in the line of duty without a CDL.

SMOKE Showin'

The Official Publication of the
Massachusetts Call/Volunteer Firefighters Association

MCVFA Offices



P.O. Box 124
Whitman, MA 02382

ph: (800) 551-FIRE

www.mcvfa.org • mcvfa@mcvfa.org

published by **LJ SQUARED PUBLISHING**

MCVFA president **TOM BURNETT, Whitman**
editor **LARRY HOLMBERG, Chesterfield**
publisher **LLOYD J. LATHROP, JR.**
production manager **KRISTIN LATHROP**
training committee **MICHAEL BIRD, Wareham**
legislative director **JOE MARUCA, West Barnstable**

The editorial deadline is
the 1st of the month preceding each issue

Address all editorial content to:

Smoke Showin'

MCVFA

P.O. Box 124 • Whitman, MA 02382

ph: (800) 551-FIRE

www.mcvfa.org • editor@mcvfa.org

For address changes or
MCVFA membership questions please call

1-800-551-FIRE

For advertising requests contact Larry Holmberg

1-800-551-FIRE

or email smokeshowin@ljsquared.com

Smoke Showin' is published quarterly by the Massachusetts Call/Volunteer Firefighters Association, PO Box 124, Whitman, Massachusetts 02536. Periodicals postage is paid at Whitman, MA, and at additional mailing offices.

Postmaster: Send all address changes to: MCVFA, P.O. Box 124, Whitman, MA 02382.

Smoke Showin' is the official journal of the Massachusetts Call/Volunteer Firefighters Association, a non-profit organization, and carries news and announcements concerning the MCVFA. MCVFA members receive this magazine as part of their dues. The MCVFA is not responsible for contents or opinions other than Association activities. Entire contents are ©2015 the Massachusetts Call/Volunteer Firefighters Association, all rights reserved and, as such, may not be reproduced in part or in whole without written permission of the publishers. The MCVFA reserves the right to print portions or all of any correspondence received by the editors without liability on its part and no such correspondence will be returned without prior agreement.

Home delivery of *Smoke Showin'* is one of the many benefits of MCVFA membership.

Success Credited to Everyone

I would like to take this opportunity to thank the many people that I have had the honor to work with throughout my term as your President.

I have worked with so many people that it is difficult to name all of you.

I just want to say thank you to everyone.

I started by thinking of some of the accomplishments that we have made as an organization over the last two years. I then looked at the organization as a whole to see far we have come in twenty-five years. I looked at some of the minutes from the first meetings held at the Carver Fire Station in 1990 and saw some of the challenges that they faced. I soon realized that those individuals and what they did was an accomplishment in its own right. If it were not for that group of people that had those concerns about the future of the Call and Volunteer Firefighters in Massachusetts, we would not have the dedicated group we have today.

Some of the things we have today are results of the vision the group had back in 1990; membership on the Fire Training Council and the Fire Service Commission and better representation for call and volunteer firefighters on all fronts. Some of the other programs that we have been invited to participate in as a organization are the Firefighter of the Year Committee, DFS Fire Safe Conference, Working With Rehab Protocols, being a part of the State CISM, Fire Sprinkler Coalition, just to name a few.

One of the things that I credit a lot of this is to the communications and relationships we have with the other fire service groups in Massachusetts. These include Fire Marshal Coan and the Deputy Fire Marshal Ostrowsky and



Tom Burnett

President

I get the credit when we have a successful program or project but in truth, much of the credit has to go to the entire organization because we all work together to reach our goals

their staff, the Fire Chiefs Association of Massachusetts, and the Professional Firefighters of Massachusetts and their President, Ed Kelley. These groups and individuals have always been respectful and helpful to me in any issues that concern the call and volunteer firefighters and regardless whether we agreed or disagreed with our position, they always respected my view.

As President of the Association, I get the credit when we have a successful program or project but in truth, much of the credit has to go to the entire organization because we all work together to reach our goals. This is what makes us strong. And while we have come a long way in 25 years, there is still much to do and many unfinished projects

Just because I am stepping down as President, doesn't mean I am leaving all together. I plan on staying on and working on some of those unfinished projects

I thank you all for allowing me to be your President.



The Latest in EMS

It's been a while since I updated everyone on some the EMS issues and changes around the Commonwealth.

Probably not since Massachusetts switched to using the National Registry for EMT and Paramedic certification, so here goes.

First, we have new Director of the Office of Emergency Medical Services (OEMS): Michael Kass. Director Kass started in January 2015. Prior to this, he was the Executive Director of NorthEast Emergency Medical Services, (Massachusetts EMS Region III) from 2010 to 2015, and he was General Counsel to the State 911 Department from 2008 to 2011. He is a consummate professional, and I expect we'll see OEMS continue improving and moving ahead on many fronts under his leadership.

The Massachusetts Emergency Medical Care Advisory Board (EMCAB), of which I am the MCVFA representative, met on June 23, 2015 at MEMA Headquarters ("The Bunker") in Framingham. EMCAB has gone through long periods of inactivity over the past 10 or 15 years, but in the past two or three years it has been meeting once or twice a year. At the last meeting it voted to approve revisions to the Statewide EMS Treatment Protocols. The revised protocols should be available as of July 1, 2015 and all ambulance services will be required to complete training on them and implement them by October 1, 2015. OEMS will provide a standard training program that departments can use (but aren't required to use) to train their EMS staff on the changes.

In our discussion about the treatment protocols it came up that starting sometime (date to be determined) in 2017, ambulances will be required to have IV infusion pumps for administering medications. If you have an ambulance you should start thinking about this purchase as IV infusion pumps cost several thousand dollars.

Additionally, EMCAB voted to recommend to OEMS that all ambulances be required to have GPS in addition to old-fashioned maps and map books. This decision arose from issues of ambulances having difficulty finding an address when operating outside their normal territories. For instance, while you and your crews may know all the streets in

your town, you may end up going mutual aid a couple towns away on streets you aren't familiar with. It was recommended that the new regulation be written in such a way it won't take the ambulance out of service if the GPS is out of service (short-term) because a battery died or it was stolen from the ambulance.

I am also a member of an EMCAB subcommittee, the Workforce Training Committee. This committee has been meeting six or seven times a year for the past decade. We review and make recommendations on all things related to EMS training in Massachusetts. You should keep an eye out for OEMS to issue a document setting forth the recommendations for each ambulance service EMS Training Officer.



Chief Joe Maruca
attorney at law

You will shortly see new guidance on how to apply for credit for EMS continuing education programs. There will be new numbering system for approval numbers. There will be clearer guidelines for what will be approved and won't be approved. There will be an update to the standards for proof of attendance. And, how to get credit for things such as teaching, taking a college class and other special circumstances will be addressed.

We will also be tackling the clarification of standards for clinical and field internships for paramedic students in the near future.

Work on "Community Paramedicine", which is now being called Mobile Integrated Healthcare, is moving along slowly. I can't predict when we'll see protocols or even a general model for how this is going to work in Massachusetts. There are one or two ambulance services providing community medicine under special project waivers, but there haven't been any reports or data from these yet. These programs

continues on page 22 ►



I Can't Save You But I'll Die Trying

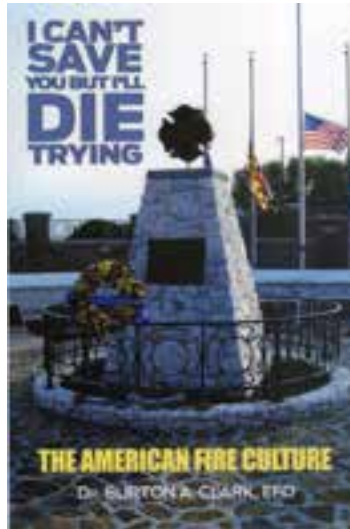
by Dr. Burton A. Clark, EFO, 2015

To say that Burt Clark is outspoken is an understatement.

He has a message, and delivers it, no holds barred. His message: firefighters die unnecessarily. He feels that most line of duty deaths are preventable.

Clearly, some deaths to firefighters, as well as civilians would not occur if the building on fire had sprinklers. But he gets into other areas that would also save lives, such as using restraint in going into structures to save the unsaveable.

He discusses, at great length seat belts. Even with the awareness that seat belts do indeed save lives, Dr. Clark tells stories of those who died because they did not use their seat belts. He challenges those firefighters who justify their non-use of seat belts because they feel that it slows down their response. He argues that what may have true 50 years ago is no longer true—that firefighters have to die, that it's part of the job.



Perhaps the most significant part of the book is the discussion of Mayday. The fire service trains on RIT, and how to respond to a Mayday, but does little to train firefighters on how to make the decision to actually call a Mayday on themselves.

He discusses the nine “Mayday Decision Parameters” that guide firefighters in deciding when to call a Mayday in a single-family dwelling fire. They include falling through the roof or floor, being caught in a flashover, and other situations. He makes the point that calling a Mayday is vital training, and must be given frequently to all fire personnel who may be in a structure on fire, whether someone has one year, or 30 years, on the job.

The book is available from FSP Books and Videos, (800) 522-8528, or www.fire-police-ems.com.



FSP Books & Videos
www.Fire-Police-EMS.com
 A veteran owned small business, serving the fire service since 1987!
 Department invoicing available!
 Call 800.522.8528 or email support@fire-police-ems.com
 One stop shopping for all your texts, DVDs and training materials
 located just minutes from the Mass Fire Academy



How One Stupid Tweet Blew Up a Life

Social Media—Facebook, Twitter, Flickr, and the like—have become ubiquitous elements of American life, both at home and at work. A recent report proclaimed that more than 200 million Americans and Canadians alone are active Facebook users.

Most users are drawn by the positive aspects of Social Media – sharing life events with family, keeping in touch with distant friends and acquaintances, staying abreast of current events, and offering their two cents’ worth on everything from apple orchards to zealot foodies.

But have you ever thought about the down side of Social Media?

Consider a true Social Media horror story. Not so long ago, a 30-year old senior director of corporate communications began tweeting acerbic little jokes about the indignities of travel:

“Weird German Dude: You’re in First Class. It’s 2014. Get some deodorant.”

“Chilly — cucumber sandwiches — bad teeth. Back in London!”

And then, the bombshell:

“Going to Africa. Hope I don’t get AIDS. Just kidding. I’m white!”

She had only 170 Twitter followers. But then her phone exploded with texts and alerts. Her Twitter feed had become a horror show. Comments ranged from *“How did she get a PR job?!”* to *“Her level of racist ignorance [is appalling]”* and *“I’m [a fellow] employee and I don’t want her doing any communications on our behalf ever again. Ever.”* And then one from her employer: *“This is an outrageous, offensive comment.”*

The audience’s anger soon turned to excitement: *“We are about to watch [her] get fired. In REAL time. Before she even KNOWS she’s getting fired.”* The furor over her tweet had become not just an ideological crusade against her perceived bigotry, but also a form of idle entertainment: *“Is there no one going to the airport to tweet her arrival? Come on, Twitter! I’d like pictures.”* A Twitter user did indeed go to the airport to tweet her arrival. He took her photograph and posted it online.

By the time she had touched down, tens of thousands of angry tweets had been sent

in response to her joke. An acquaintance frantically deleted her friend’s tweet and her account, but it was far too late. One Twitter user accurately noted, “your tweet lives on forever.” Within minutes, it was everywhere.

Her extended family in South Africa were longtime activists for racial equality. When she arrived at the family home from the airport, one of the first things her aunt said to her was: *“This is not what our family stands for. And now, by association, you’ve almost tarnished the family.”*

It’s possible that her fate would have been different had an anonymous tip not led a writer to the offending tweet. He retweeted it to his 15,000 followers and eventually posted it [on his website].

As precarious as tweeting is, posting photos can be equally dangerous. One person posed for a photograph while mocking a sign at Arlington National Cemetery’s Tomb of the Unknowns. She had stood next to the sign, which asks for “Silence and Respect,” pretending to scream and making a profane gesture. She

Editor’s Note: this article is an excerpt from a New York Times feature.



and her co-worker, who posted the picture on Facebook, had a personal running joke about disobeying signs — smoking in front of No Smoking signs, for example — and documenting it. But shorn of this context, her picture appeared to be a joke not about a sign but about the war dead. Worse, she didn't realize that her mobile uploads were visible to the public.

Someone found the photo and brought it to the attention of hordes of online strangers. Soon there was a wildly popular "Fire [Her]" Facebook page. The next morning, there were news cameras outside her home; when she showed up to her job, she was told to hand over her keys. She barely left home for the year that followed. People unearthed personal information and sent her and her friends threatening messages. A friend was reportedly let go from her job as well.

And believe it or not, it doesn't take an act of self-outing to open the can of worms. At a professional conference, a stupid joke popped into a man's head. He murmured the joke to his friend sitting next to him, it wasn't even conversation-level volume. Just an innocent comment between friends, right?

He half-noticed when a woman one row in front of them stood up, turned around and took a photograph. The woman had, in fact, overheard the joke. She considered it to

be offensive. She tweeted the picture to her 9,209 followers with a caption. Ten minutes later, he and his friend were taken into a quiet room at the conference and asked to explain themselves. A day later, his boss called him into his office, and he was fired.

Ironically, the woman who took the photograph soon felt the wrath of the crowd herself. The man responsible for the joke had posted about losing his job on an online forum popular with developers. This led to a backlash from the other end of the political spectrum, and she was bombarded with death threats on Twitter and Facebook. Someone tweeted her home address along with a photograph of a beheaded woman with duct tape over her mouth. Fearing for her life, she left her home, sleeping on friends' couches for the remainder of the year.

Next, her employer's website went down. Someone had launched a DDoS (Distributed Denial of Service) attack, which overwhelms a site's servers with repeated requests. Her employer was told the attacks would stop if she was fired. That same day she was publicly let go. She remained a person of interest to the media. Websites had already ransacked her Twitter feed for more horrors. A *New York Post* photographer had been following her to the gym.

But despite her near invisibility on social media, she was still ridiculed and demonized across the Internet. But perhaps she had now come to understand that her shaming wasn't really about her at all. Social media is so perfectly designed to manipulate our desire for approval, and that is what led to her undoing. Her tormentors were instantly congratulated as they took her down, bit by bit, and so they continued to do so. Their motivation was a bid for the attention of strangers, hoping to amuse people she couldn't see.

The moral of these sorrowful stories? Take a tip from carpenters, who measure twice before cutting once. Think and re-think those seemingly pithy blurbs before hitting the "Send" button. Reconsider posting those "cute" pictures. The repercussions can be catastrophic. Perhaps the best advice is to stop posting online altogether. If you want to be entertained, follow the tweets of others and revel in the hijinks of Facebook friends. But don't expose yourself to the hostile rants or censure by others, typically by complete strangers. And remember: the internet is forever.

The full story can be found at mobile.nytimes.com/2015/02/15/magazine/how-one-stupid-tweet-ruined-justine-saccos-life.html?referrer=3_r=3



MCVFA Partners With Anna Maria College

We are excited to announce that the MCVFA and Anna Maria College have partnered together to offer you a chance to advance your career while earning a degree in a convenient, cost effective and flexible format – online! Anna Maria College is a private, not-for profit and regionally accredited school located in Paxton, Massachusetts. A leader in higher education in fire and emergency services, AMC was the first FESHE-recognized school in the nation.

As members of the Massachusetts Call/Volunteer Firefighters Association, the benefits you receive include a waived application fee and a 10% tuition discount!

Our online degree programs include:

- Bachelor of Science in Fire Science
- RN-Bachelor of Science in Nursing
- Master of Business Administration (MBA) with 3 specializations
- Master of Education in Curriculum and Instruction (M.Ed)
- Master of Public Administration (MPA), with 6 specializations

Anna Maria College also features the following for our BS Fire and MPA programs:

- Generous credit transfer policies, valuing your previous

college credit, training and work experience toward your bachelor's degree.

- 5th year option program - For those wanting to pursue their BS in Fire Science and continue on to their MPA, the 5th year option program allows one to take two master level classes at the bachelor tuition rate and have it count toward both your bachelor and master degrees. Essentially, you will take two less classes at the graduate level, and complete your MPA in eight classes!
- Mid-career track option – If you have 4+ years of experience in the public administration field, you may qualify for the MPA mid-career track, taking two less graduate classes.
 - Experienced faculty from the field to learn from, including Jack Parow.

Take advantage of this great opportunity to advance your career! When earning a degree from AMC you will truly be led by leaders.

To learn more about Anna Maria College, their programs and the discounts available to you, please contact: Edward Power, MPA at 781-389-1178 (cell); epower@annamaria.edu (email)

Anna Maria College Online Programs (877) 265-3201 <http://online.annamaria.edu/>



FIREFIGHTER REHABILITATION

a program to live with



Nearly every week I read about another firefighter who died in the line of duty. Statistics show that many firefighter deaths are related to physical stress from over exertion and working in extreme heat and cold conditions.

Firefighters are dying from cardiac arrest both at emergency scenes and shortly after returning to their station or home at the end of a shift.

Over the past three years, the Massachusetts fire service has moved to address firefighter safety by fully implementing the NFPA 1584 Rehab Standard. Although the Rehab Standard has been in existence since 2008, many in the fire service consider Rehab as drinking a bottle of water while resting on the tailgate of a pumper. NFPA 1584 is much more. The challenge has been to fully implement the standard statewide.

The leadership of the Fire Chiefs' Association of Massachusetts (FCAM), the Professional Fire Fighters of Massachusetts

(PFFM), and the Massachusetts Call Volunteer Firefighters Association (MCVFA), facilitated by the Department of Fire Services (DFS), worked collaboratively to develop a plan to implement firefighter rehab statewide. Over the summer, DFS delivered a series

of train-the-trainer programs to educate firefighters across the Commonwealth on the new Rehab plan. The training program includes a sample Rehab standard operating protocol or guideline (SOP/SOG) that local fire departments can adopt or modify for local demographics. An online training program, Rehab for All Emergency Responders, will be available this fall on the DFS website. The program will ensure both a consistent approach and consistent treatment for all emergency responders in the state.

Stress and overexertion are among the leading causes of firefighter deaths, so the committee focused on how to minimize that impact through early intervention and medical monitoring in accordance with the

Rehab standard. They first identified the routine components of proper Rehab then discussed how to implement them in a way that addressed firefighters' concerns.

Firefighters tend to avoid the medical screening process at scenes for several reasons. The most obvious issues are medical documentation and returning to full duty at the scene if a firefighter's vital signs do not meet established medical criteria. To address both concerns, the committee opened discussions with the emergency physicians of Metro Boston Region 4. The physicians learned about the significant and immediate physical and emotional demands that are part of firefighting. The discussions led to the establishment of a new and more flexible Rehab Flow Chart which allows an extended recovery time for a responder's vital signs. The committee also addressed documentation issues. The requirement to generate a Patient Care Report (PCR) for every responder passing through Rehab was eliminated. A new Rehab/Accountability tag was developed to track

a responder's medical screening. This becomes part of the incident documentation.

Rehab is separate from the medical treatment area, but a responder can be moved to the treatment area if a medical condition is identified by the Rehab screening. In that case, a traditional PCR is used. Treatment is provided according to the appropriate Statewide Treatment Protocol (STP).

These revisions were eventually approved by the Massachusetts Department of Public Health's Medical Services Committee and adopted into the EMS Pre-hospital Statewide Treatment Protocol (STP) in September 2014 (version 12.03). Funding from Regional Homeland Security Councils provides the new "tags" for all responders, regardless of discipline. This summer, DFS deployed a fourth Rehab truck in its Special Operations Division. In addition to the regional Rehab trucks located in Stow, Northampton (soon



to move to DFS's Springfield campus), and Middleboro, the Lynnfield Fire Department now hosts one. The location of this fourth Rehab truck will better serve the Rehab needs of the north shore and the Merrimac Valley. Any incident commander can request activation of the DFS Rehab Team. Rehab is a component of the National Incident Management System

(NIMS) and works in conjunction with the locally designated EMS provider (fire service or private) that does the medical screening. Canteen services complement the Rehab operation and should be located in close proximity to the Rehab sector. Rehab remains under the direction of the local incident commander. There are no financial charges to a community for activation of DFS Rehab services.

State Fire Marshal Coan praised leadership efforts of Massachusetts Fire Service organizations stating, "Through these progressive efforts,

Rehab in Massachusetts now has a comprehensive and consistent approach to the health and safety of firefighters working at emergency scenes."

A rehab unit can be activated by calling (508) 820-2000 24 hours a day, seven days a week. For questions and planned events, call (978) 567-3171.



Like us on
Facebook

Join your fellow firefighters on Facebook!

The official MCVFA and MCVFA Legislative Facebook pages are your place to get news and information concerning the Massachusetts Call Volunteer Firefighters' Association

www.facebook.com/MCVFAff

www.facebook.com/MCVFAlegis

And make even
more connections
by following us on
Twitter



www.twitter.com/MCVFA



EMT TRAINING

- Multiple Locations
- Online Course
- Hands On Training
- Training Ambulances
- State Testing Center

www.NationalEMSInstitute.com

LIVING IN THE PAST

NO, THIS ISN'T ABOUT THE JETHRO TULL SONG. IN THE NOT TOO DISTANT PAST, I "FRIENDED" ALAN TORREY OF THEN SOUTHAMPTON FIRE DEPARTMENT ON FACEBOOK. I WAS SURPRISED TO SEE THAT HE WAS A REVOLUTIONARY WAR RE-ENACTOR. I THOUGHT THAT HIS HOBBY WOULD BE OF INTEREST TO HIS FELLOW FIREFIGHTERS.



BY KEVIN GONNOLLY
AND ALAN TORREY
WITH HELP FROM BILL LYMAN

ALAN JOINED THE SOUTHAMPTON F.D. IN AUGUST OF 2007 as a firefighter and in October became an EMT. In September 2013, he was promoted to lieutenant. Due to a growing family, Alan and his fiancée Christie moved to South Hadley in January 2015. In March, he joined South Hadley Fire District #1 where he currently serves. He was recently hired by DFS in July 2015 as an instructor and is currently completing his audit time.

Alan is planning to attend Paramedic School in the future and to eventually become a career firefighter.

With the help of Bill Lyman from Warwick, MA Fire Department, we came up with several questions about Alan's unique hobby.

WHAT DO YOU DO ON YOUR DAYS OFF FROM THE FIREHOUSE TO RELIEVE STRESS?

For me I spend a majority of my time starting in early spring and going through late fall traveling from place to place bringing the history of America to life.

I re-enact or recreate the American Revolution. I belong to a group who represents a specific unit from that time period known as the 3rd Massachusetts Regiment. Our unit is a family oriented group with members ranging in ages from 3 months to 85. In fact, many of my family members belong to the same unit I do including my fiancée Christie, my three children, my uncle and aunt, my grandparents and my parents.

Many people ask how I got started in this hobby. My parents along with my uncle and grandparents started the unit in 1983 and I went on my first weekend encampment when I was just 5 weeks old. Now 20-plus years later, the unit is still going strong and I am still heavily involved.



DO YOU REPRESENT A PARTICULAR PERSON?

There are times throughout the course of the year where at certain historic sites they need someone to portray specific people who were actually there. To do this it requires a lot of preparation and research in order to be as accurate as possible. Most of the time, I do not portray anyone specific. However, I do dress as a private soldier from the 3rd Massachusetts Regiment.



DO YOU MAKE YOUR OWN UNIFORMS/EQUIPMENT?

Yes, in fact the majority of the clothing and equipment we use is hand made from patterns from original articles of clothing or pieces of actual equipment. We usually spend our off-season, winter, repairing or making new clothing and equipment for the next season.

WHAT SUPPLIES ARE CARRIED WITH YOU?

As an enlisted soldier, I carry everything with me. I would have enlisted bringing whatever I had at home. Specifically I carry a tin canteen, a cartridge box where I carry

the rounds of ammunition, a haversack made of linen that I use to carry a mug, a spare shirt and socks, tools for maintaining my gun, as well as a small amount of food, usually some bread and a block of cheese.

TYPE OF AMMO/WEAPONS USED?

We use paper tubes filled with approx 100-110 grains of black powder. Typically, our cartridge boxes holds anywhere from 12-20 rounds or tubes of powder. Under no circumstances is any form of bullet permitted at an encampment. There are also many safety regulations and inspections that each musket man must go through prior to participating in the mock battles that we hold throughout the weekend.

For the weapons, we use all reproduction smooth bore flintlock muskets. I carry a .69" caliber reproduction smooth bore French flintlock known as a Charleville Musket.

Occasionally there are people who use rifles; however since they were rare during the American Revolution we try to limit the number of rifles that are used.



WHAT ARE THE BATTLES YOU RE-ENACT?

As I mentioned earlier we travel to various places throughout a season. Recently we were at Old Sturbridge Village. Every year we attend several of the same events. Some are just fun places to visit like Old Sturbridge Village and some are actual historic sites that host encampment weekends annually. For instance, a few of the historical sites are Fort Ticonderoga



in New York, the Hubbardton Battlefield in East Hubbardton in Vermont, and the Fort at No. 4 in Charlestown, NH. These events are all open to the public and it is a fun way to experience what a military camp would have looked like during that time.

If you are interested in the hobby of re-enacting or just interested in attending an encampment, Alan's unit will be encamped at the Fort at No. 4 in Charlestown, NH on the weekend of September 25-27, 2015. You can also find us on Facebook: 3rd Massachusetts/25th Continental Regiment.





Supporting Those Who Serve

Get Added Benefits

Join the NVFC for Only \$15 Per Year

MCVFA members receive a special discount on membership to the National Volunteer Fire Council (NVFC). Be part of the national organization that represents the volunteer fire and emergency services and get added benefits for only \$15 per year, which is half off the regular cost of NVFC membership.

To take advantage of this special offer, go to www.nvfc.org/BeYourBest to download the membership form or join online. Use discount code **MCVFA-NVFC**. Current NVFC members should have begun receiving renewal notices in June.

The NVFC is the national voice of the volunteer fire, emergency medical, and rescue services. The organization advocates for volunteers on Capitol Hill and in federal agencies, represents the volunteer on national workgroups and committees, provides critical programs, resources, and training to help volunteer fire and EMS departments thrive, and focuses on key issues such as health and safety and recruitment and retention. EMS personnel can also join the NVFC's EMS/Rescue Section for free as part of their membership.

NVFC members get a variety of benefits—all of which you can utilize by taking advantage of this special discount offer.

- **Stay informed** with NVFC newsletters and alerts.
- **Protect your loved ones** with a \$10,000 AD&D policy, eligibility for home and auto insurance, and access to a federal credit union.
- **Expand your knowledge** with on-demand training, education discounts and scholarships, and NVFC resource guides and manuals.
- **Access resources** such as sample documents, members-only giveaway programs, and more.
- **Utilize programs** such as the Heart-Healthy Firefighter Program, Share the Load support program, National Junior Firefighter Program, Fire Corps, and the Wildland Fire Assessment Program.
- **Enjoy discounts** on gear, equipment, grant-writing services, industry trade shows and publications, fire department background checks, travel, shopping, and more.

Learn more about the NVFC and all the ways the organization is working for you at www.nvfc.org.



N • V • F • C
heart healthy
FIREFIGHTER



FIRE
CORPS



NVFC
EMS



Supporting Those Who Serve

NATIONAL VOLUNTEER FIRE COUNCIL

2015/2016

Thank you for your membership with the NVFC. Supporters like you enable the NVFC to continue to provide a voice for the volunteer fire, emergency, and rescue services.

JOIN

Online: www.nvfc.org
Email: nvfcoffice@nvfc.org

Mail: 7852 Walker Drive, Suite 375
Greenbelt, MD 20770

Phone: 202-887-5700
Fax: 202-887-5291

MEMBERSHIP TYPE

☐ Check here if renewal

Individual

<input type="checkbox"/>	Annual Individual Membership	\$30
<input type="checkbox"/>	2-year Individual Membership	\$54
<input type="checkbox"/>	All-State Membership <i>*Must be a member of eligible State Association</i> Assn. name:	\$15

Section

**Only for Individual Members*

<input type="checkbox"/>	EMS/Rescue Section	Comp
--------------------------	--------------------	------

Donation to the NVFC (optional)

General Donation	
Volunteer Firefighter Support Fund	

Department

<input type="checkbox"/>	Annual Department Membership	\$50
<input type="checkbox"/>	2-year Department Membership	\$90
<input type="checkbox"/>	All-Staff Department Membership <i>*All members of department must join at \$15 each. The \$50 department fee is waived. Attach roster to this form.</i>	\$15 x no. of members = \$_____

Corporate

<input type="checkbox"/>	Chairman's Club	\$20,000
<input type="checkbox"/>	Supporter	\$10,000
<input type="checkbox"/>	Champion	\$5,000
<input type="checkbox"/>	Advocate	\$2,500
<input type="checkbox"/>	Sustaining	\$1,000

TOTAL DUE (in U.S. dollars) \$ _____

MEMBER INFORMATION

Name	Dept/Org/Company	
Address	City/State/Zip	
Phone	Referred by (if Applicable)	
Email	*Email required for members-only website access and newsletter.	DOB

PAYMENT

Make check or money order payable to the NVFC. Do not staple check to invoice. If using a Purchase Order (PO) please consider this your invoice.

Please charge my:	<input type="checkbox"/> American Express	<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Discover
Card #	Exp Date		CVV No.	
Billing Address				
Name on Card	Signature			

Recruiting the Next Fire Service Leaders “The Millennial Generation”



by Candice McDonald, MA

The Millennial generation, those born between 1980-1999, is the largest population of potential new members for the fire service. It is critical for organizational survival to integrate and embrace the talents this population has to offer. This requires fire departments to change strategies for how you recruit, manage, coach, and promote volunteers.



Misconceptions of Millennials

It's easy for many members of older generations to pass judgment against a Millennial sitting in a restaurant staring at a bright screen. What those older generations fail to realize is that this behavior is exactly the same as someone who flips through the morning paper while sipping their coffee. Both generations are reading current events; the delivery of the material is just different. Technology is the main way Millennials stay connected with local and worldwide news.

Each generation has a unique personality shaped by events in history. Often personality differences and misconceptions can occur across generations. Millennials are frequently labeled as a generation of entitlement and narcissism. However, the focus of this group is just the opposite. Helping others is a top priority for the Millennial generation.

This shouldn't be surprising. Community driven relief initiatives following tragic events such as 9/11, Hurricane Katrina, school shootings, and the tsunami in Southeast Asia have shaped this generation's views on the world. These events created a group of social-minded people that are connected, diverse, and ready to collaborate across boundaries.

Engaging Millennials

If Millennials are eager to help others, why is the fire service having a hard time engaging this population as volunteers? The issues stem from the outdated methods being used by many departments. Fire departments need to implement new strategies to capture this generation of talent and determination.

Millennials are more likely to respond to non-conventional methods of recruiting. Departments need to be engaging in social media—including Facebook, Twitter, LinkedIn, and Instagram—for recruitment of this tech-savvy generation. Technology is an extension of how this generation relates to people and organizations.

Research also shows that Millennials are influenced by peers when deciding where they will volunteer. Invite younger recruits to come in a group or bring a friend.

Incentives such as a free t-shirt won't work with this population. This generation is focused on investing in their future and how they will pay for education. Offer a small scholarship to new recruits that complete a set number of volunteer hours. Highlight how department sponsored training, such as the EMT certification, can be used by the Millennial to build skills that enhance their career path.

This group values time and wants a hassle-free environment. Fire departments who do not respect that will lose this generation. Have a schedule of trainings posted in advance and abide by it. Start and end at the stated times. Chances are this population has other commitments scheduled after, such as family commitments, a term paper, work, or social plans.

Managing Millennials in the same way you manage other

generations can be a challenge. Managers need to adapt methods based on how individuals best respond. Millennials desire efficient processes and opportunities for feedback. Complicated and time-consuming systems will drive this generation away. Persistent positive feedback is a must for retention of this group. This can be as simple as "that's a great idea" delivered via text, email, or quick conversation.

Benefits of Investing in Millennials

Investing in a Millennial can offer numerous benefits to your organization. The value this population can add to your organization is worth the investment in changing strategies. With one out of three adults being part of this generation, departments cannot afford not to invest in this group.

This generation was raised with technology and the ability to share ideas across the globe with just one click. Speed, the ability to multi-task, and working independently are all strong Millennial traits that add value. This group is eager to improve processes, problem-solve, and want leadership to consult them with issues.

Millennials are team players. Collaboration, patriotism, and helping others are all characteristics of this group. It is important for leadership to set clear boundaries and timelines for the collaborative work. If the purpose and expectations of the group are understood, working with others across generations is easy for the Millennial.

Creativity and self-expression are strongly integrated in the Millennial world. This translates to a wealth of fresh perspectives. Millennials can bring new life to fire prevention, community education, and recruitment programs in the fire service.

With creativity comes a desire to work in a fun and comfortable environment. It is important that the Millennials can contribute ideas without being criticized. The fun factor is also needed to foster outcomes among this group. Provide this group with the right environment, and they will show you how to work smarter using technology and improve time-worn processes.

Candice McDonald is a firefighter/EMS Officer with the Winona Fire Department and works for NASA in the Office of Protective Services. She is the co-chair of the Cumberland Valley Volunteer Firemen's Association Reputation Management Committee, a trustee for the International Association of Women in Fire and Emergency Services, and has served as the appointed Fire Corps State Advocate for Ohio and in other capacities for the National Volunteer Fire Council since 2009. www.CandiceMcDonald.com



send your training-related articles to

Larry Holmberg

PO Box 176 • Chesterfield, MA 01012 • editor@mcvfa.org



**SHARE
THE LOAD™**

**A SUPPORT PROGRAM
FOR FIREFIGHTERS
AND EMTs**

Call Our Confidential Fire/EMS Helpline at:

1-888-731-FIRE (3473)



IF YOU SEE NO WAY OUT
THEN JUST REACH OUT

MAKE THE CALL TO MAKE THINGS BETTER

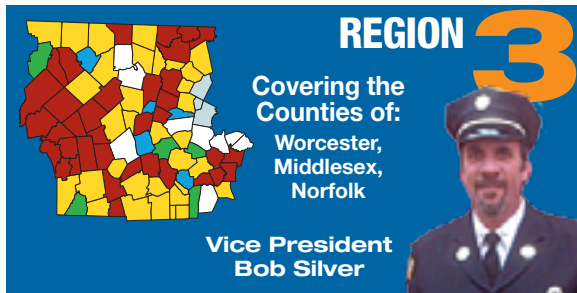
Talk to someone you love. Talk to a friend or colleague.

Or, talk to counselors trained and experienced in
the firefighter and EMT culture by calling the national
Fire/EMS Helpline: **1-888-731-FIRE (3473).**

Find resources to Share the Load at www.nvfc.org/help.

PERSISTENT SADNESS • SUICIDAL THOUGHTS • SUBSTANCE ABUSE • WORK/LIFE STRESSES

The Fire/EMS Helpline is in partnership with American Addiction Centers. | Have questions about the Share the Load™ program? Dial 202-887-5700.

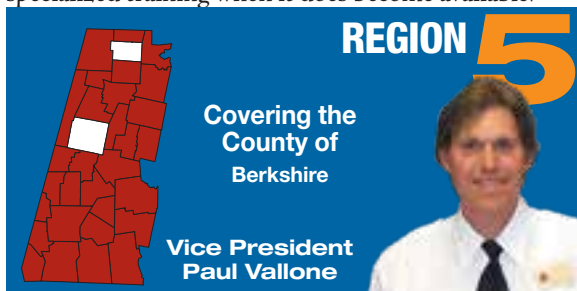


After 25+ years as a firefighter in Massachusetts, one thing has become very obvious... Massachusetts seems to be near the bottom of the food chain when it comes to Fire Service Technology. The other thing that has become very obvious is that when Massachusetts does join the rest of the food chain, they jump to the top!!

One example is Rapid Intervention. Massachusetts was one of the last parts of the country to implement this specialized training, but when it did, it became one of the first states to implement statewide Rapid Intervention Training. All firefighters in the State are trained the same way and in the same methods.

The next specialized training that seems to be knocking at the door is BART, Basic Animal Rescue Training. I was one of the select few, along with Chief Rich Hamilton from Millbury Fire, to be able to attend a weekend trial of this training. All I can say is WOW. What an eye opener and a great training that the people from the state of Minnesota have brought to the State of Massachusetts. One of the statistics that really makes this specialized training a must have for all firefighters and First Responders is this, 61% of all the people that left their pets behind during Katrina said that they would NEVER leave their pets behind again! The training was excellent and the rescue equipment was top notch.

This training is not available yet in Massachusetts as of yet but, but it needs to be. Please keep your eyes and ears open and please make every effort to support this specialized training when it does become available.



First Responders Receive Tactical Training at Drury High School

by Stephen Dravis, iBerkshires Staff

reprinted with permission from iberkshires.com

Dozens of police, fire and emergency medical services personnel from around the county were at Drury High School on Saturday morning for an emergency response training exercise.

Trooper Sean C. Barry, a member of the state police STOP Team conducted the "Tactical EMS" exercise along with Amalio Jusino of North Adams Ambulance Service, the vice chair of the Northern Berkshire Regional Emergency Planning Committee. Barry led the first responders through a series of scenarios based on the premise that a shooting had taken place in the school building.

In addition to law enforcement officers learning how to secure areas of the building, other first responders learned how to enter and operate inside a hazardous environment.



Although the specific drills on Saturday dealt with a shooter on scene, Barry said the skills taught could be applied in a number of situations.

"It could be a building collapse, it could be a natural gas explosion, it could be any MCI [mass-casualty incident] you can think of," Barry told the trainees.

With the assistance of Lanesborough EMS Deputy Chief J.D. Hebert, a half-dozen volunteers received makeup to simulate various injuries for the medical personnel to address.

Police officers used plastic simulated firearms throughout the exercise.

The drill had initially been scheduled for Greylock School but was moved at the last minute to Drury.

Hoosac Valley Middle School Students Win Fire Prevention Poster Contest

by Jack Guerino, iBerkshires Staff

reprinted with permission from iberkshires.com

Hoosac Valley Middle School students recently learned about fire prevention through creative means.

Terry Vivori, family and consumer sciences teacher at Hoosac Valley, said students have been getting a crash course in arson prevention through the Arson Watch Reward Program Poster Contest.

"Each year during October, Fire Prevention Month, the exploratory class teachers for the Hoosac Valley Middle School students present through video, facts, and discussion how to prevent fires and fire safety," Vivori

continues on page 20

said. "The students get very excited doing this, and they always look forward to hearing from the state who the winners are."



Zachary Hubbard took first place and Madeline Zelazo took second place in Berkshire County in the state poster contest.

Vivori said only the top six posters from each grade level, sixth through eighth, are submitted to the state contest, and this year sixth-grader Zachary Hubbard took first place and eighth-grader Madeline Zelazo took second place in Berkshire County.

They both attended a banquet on May 29 with their families, teachers and Adams Fire Chief Paul Goyette at the Sheraton in Framingham, where the winners were

presented with a cash prize and plaque.

"At the banquet each year, we hear about the lower percentage of fires in the state," Vivori said. "The state fire marshal's office attributes this to the continuing fire prevention and fire safety education through this program."

Vivori said the winning posters will be used in the fire marshal's annual report and the Arson Watch Reward Program calendar. She said the posters will also be displayed in the State House during October for Fire Prevention Month.

The Massachusetts Property and Casualty Insurance Underwriting Association sponsors the contest and more than 200 communities have participated in the program.

She said retired North Adams firefighter David Simon first introduced the program to Hoosac Valley 10 years ago and that it has had a great educational value.

Goyette told her that the educational value is to get fire safety education into the school and to promote the use and upkeep of smoke and carbon monoxide detectors in homes, which may in turn help save lives and property.

R.I.T. Training at Great Barrington Fire Department

all photos by Ed Harvey



Lanesborough Volunteer Fire Department's Fire Safety Camp Program

In 2008, a young Nick Garrity proposed the idea of a fire safety camp to his father, Lanesborough Volunteer Fire Department Deputy Fire Chief Charles "Butch" Garrity. His proposal was in addition to having firefighters go into the schools for fire safety; have school children come to the fire station for an in depth immersion into the world of what it is like to be a firefighter and an emergency medical technician. Nick was 9 years old at the time.



The process began with research of the internet to develop information on what a fire safety camp would entail. After extensive research, literally nothing could be found regarding a program of this type. Other types of camps were researched combined with components of fire safety and other safety programs and a curriculum was developed.



In 2009, the Lanesborough Volunteer Fire Department held its first fire safety camp for children in grades 3 through 6. The camp focuses on fire safety, water safety, hiking safety, forest fire safety, cold-water rescue, the roles and responsibilities of firefighters and emergency medical technicians. Children get to participate

in numerous hands on activities and observe activities such as automobile extrication. The program utilizes guest speakers from local ambulance services, the Lanesborough Police Department, Department of Conservation and Recreation Bureau of Forest Fire Control, and Massachusetts State Police. The program also has numerous firefighter volunteers and supporters who take time off from work and dedicate it to the youth of the community. While the community primarily takes children from the community of Lanesborough, it has had participants from as far away as France, Haiti, and Texas.



In 2012, Deputy Fire Chief Garrity and Nick Garrity presented, extolling the value of the fire safety camp program at the North Carolina Fire and Life Safety Educator's Conference at Chapel Hill, North Carolina, and at the region 4 MCVFA meeting in South Deerfield. Lanesborough Fire Departments has shared its forms, curriculum and outlines with over 30 fire departments from North Carolina and numerous other fire departments have replicated the program or developed similar programs.



In 2015, the department completed its seventh annual fire safety camp. The program always culminates in responding to a staged pallet house fire approximately one half mile from the fire station. The children are placed throughout the attack line a safe distance from the actual fire and the fire extinguished. The fire suppression evolution is followed by a formal graduation ceremony

continues on page 22



at the fire station presided over by Fire Chief Charles Durfee in Class A uniform. The program has morphed and melded based on participant and instructor feedback and continues to improve.



There have been numerous positive benefits of the program. We have had participants report back that they were able to do the right things when forced into emergency situations and have recruited camp participants into the ranks as junior firefighters. Nick Garrity has since joined the Lanesborough Fire Department as a junior member and now holds the rank as Junior Department Fire Chief; his father continues to hold the rank of Deputy Fire Chief.



The benefit of bringing involved parents into their local fire station to see their children educated and praised for their safety efforts is incalculable.




For more information, curriculum information or camp forms contact ButchGarrity@gmail.com.

Auto Extrication

photos courtesy of the Lee Fire Department




Members of Lee Fire and Rescue spent several hours training on auto extrication. Thank you R.W.'s Inc. for donating the vehicles and facility. 

EMS Update

continued from page 6

touch on a massive number of state laws, regulations and protocols, so there is a lot to sort out. I'll let you know when I know something.

Lastly, there is a new fire ground rehabilitation protocol in effect. It is titled "Fire and Tactical EMS Rehabilitation" and it is numbered as item 8.1 in the Statewide Treatment Protocols. This is something every firefighter should review and be familiar with. This is the rehab protocol and procedure that every fire department should be using at every major incident. The protocol and materials that go with it (e.g. Massachusetts Emergency Responder Rehab Accountability Tags) were put together collaboratively by a working group that included the MCVFA, the PFFM, FCAM, DFS and OEMS. It is an excellent system and easy to use. The Massachusetts Firefighting Academy has a Train-The-Trainer program called "Rehab for All Emergency Responders in Massachusetts" that you can get for your region. This way each area department can have someone to teach the new rehab procedures to everyone in your department. 

**DO YOU HAVE YOUR
FIREFIGHTERS MEMORIAL
LICENSE PLATE YET?**

Order yours today!



SUPPORT THE MASSACHUSETTS FALLEN FIREFIGHTERS MEMORIAL

by purchasing a Firefighters license plate.

You can order online through our web site, www.mafirememorial.org. You can also apply in person by visiting a Mass. Registry of Motor Vehicle location.

The cost of the plate is \$40, of which \$28 will go directly to the Memorial. The remaining \$12 is a one-time only cost to cover manufacturing expenses. Every two years when you renew your plate, the entire \$40 will go to the Memorial.



*Show your support of firefighters.
Order a Firefighters Memorial license plate today.*

www.mafirememorial.org
1-888-ASK FIRE



Massachusetts Call/Volunteer
Firefighters Association
P.O. Box 2163
Teaticket, MA 02536

NON PROFIT
US POSTAGE PAID
PERMIT NO. 21
FREEPORT, OH



WE'VE GOT YOU COVERED

If you would like to reach
thousands of decision-makers
throughout Massachusetts,
you need to
advertise in *Smoke Showin'*.

Call (800) 551-FIRE
or email
smokeshowin@ljsquared.com
for details.