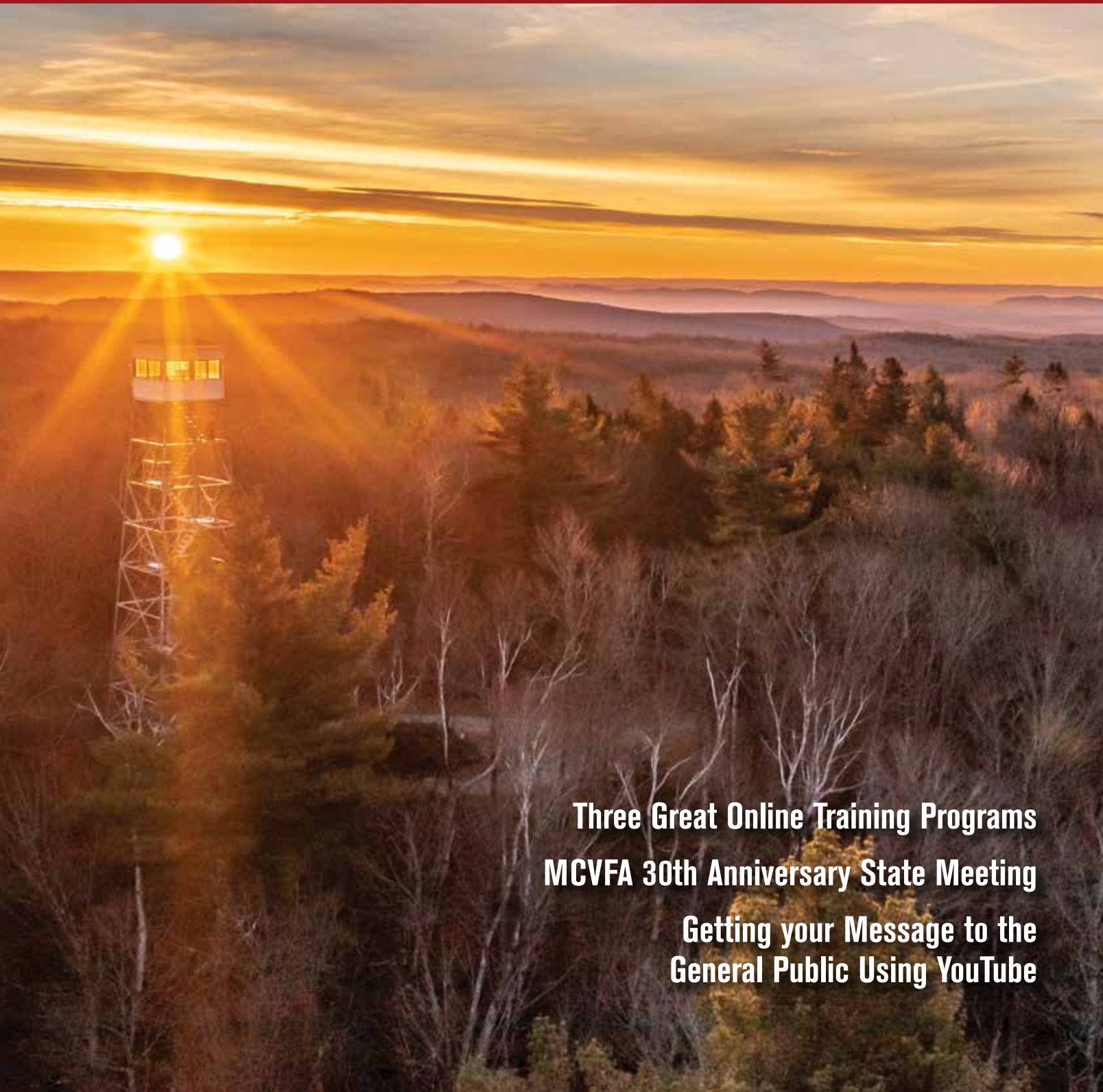


Call/Volunteers Serving Today to Protect Your Tomorrow

# *Smoke Showin'*

The Official Publication of the Massachusetts Call/Volunteer Firefighters Association



**Three Great Online Training Programs**  
**MCVFA 30th Anniversary State Meeting**

**Getting your Message to the  
General Public Using YouTube**

# Editor's Message

For 19+ years I have had the pleasure and pain of being the editor of *Smoke Showin'* but change is inevitable so this will be the last issue I oversee.

I'm very proud of what *Smoke Showin'* has grown into. When I became President of the Association in 2003 I also took on the job of Editor. Back then *Smoke Showin'* was a 4-page newsletter that was printed by the Plymouth County Sheriff's Office. It got the job done but it wasn't what we wanted to move forward with. A chance meeting with the publisher of the Firemen's Association of the State of New York's magazine at their annual meeting convinced me we could and should publish our own magazine and the result is what you see today: a 24-page full color magazine with well written articles (generally) that is informative and entertaining.

I mentioned the pain of being the Editor; I have had to read and rewrite many pieces over the years. Those pieces could be agony depending on how many articles there were and what exactly the problems were. Grammar, punctuation, run on sentences, formatting, incorrect word(s), etc. were all in play but the writers and I got through the challenges because we had one overarching goal: to put out the best damn magazine that we could!

The real pleasure for an editor is pulling all the individual pieces together, making them clear, concise, and to the point and then molding the articles and photos into a singular entity that will be read by thousands. But it can be done alone and that is where a very good publisher comes in to bring all together with the color and pizzazz and I have been fortunate to collaborate with two such individuals.

There are many people that made and make *Smoke Showin'* possible including the Regional Vice Presidents and Coordinators and the President of the Association who have to write an article for every issue. And I would be remiss if I failed to mention Marshal's Coan and Ostroskey for their support and encouragement to have a DFS article for each issue. Thank you Jennifer Meith and now Jake Wark for making those articles happen.


But there are people who made a significant impact on me and *Smoke Showin'* that I must acknowledge them personally.

- Chief Joe Maruca who I could always count on for both well written and received articles and for always making the deadline. Joe's articles have been reprinted in

magazines across the country. His articles on training and the law were easy to read, even if the topic was difficult, and offered helpful advice to individual members and departments.

- Mike McCullough, the third President of the Association, taught me something that is still with me today and was the philosophy I followed when reviewing articles. Always put the Association in positive view when communicating with the public whether it be spoken or written. We can and do argue amongst ourselves but those disagreements have to stay within the Association.
- Linda Wells was a fixture with the MCVFA before I joined the Executive Board in 2000 and remained a fixture until her retirement in 2014. She was essentially the Association's administrative assistant and the person who had to put the member mailing list together so it could be sent to the printer. With sometimes over 5,000 names, that was a lot of work regardless of technology.
- Bob Labrie and Rob Reardon who came through with high quality cover photos whenever I needed one.
- Lloyd Lathrop who was the publisher I met in NY. We put together the idea for what *Smoke Showin'* could be and then implemented the plan.
- Susan Dyer worked with me hand-in-glove since taking over as Publisher in 2016. We've worked through many deadlines and several printers all while working on other Association projects including recruitment and retention (FEMA grants), State Meetings, and other special projects. Plus we were always sounding boards for each other when we needed to blow off steam. She is a special person and I will miss working with her.

Finally, I need to thank you, the entire MCVFA family. It's your activities that are at the heart of the MCVFA and *Smoke Showin'*. Everything the Association does is for the betterment of the Massachusetts Call and Volunteer Fire Service and I hope the articles, photos, ads, etc. that we published met that standard.

Stay Strong, Stay Safe, and Stay Healthy. 

*With yours Fraternally,*  
*Larry Holmberg, Editor*



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Winter 2022

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The editorial staff of *Smoke Showin'* is always looking for topics and articles about the industry. If you have any suggestions or would like to write an article, please contact Larry Holmberg at editor@mcvfa.org.

*Goshen Fire Tower, D.A.R. State Forest. Photo credit: Captain Bob Labrie (Ret.)*

# Public Safety Officers' Benefit Program

By Chief Joe Maruca, Director, NVFC

Congress enacted and President Biden signed into law a number of changes to the Public Safety Officer's Benefit (PSOB) that the National Volunteer Fire Council (NVFC) and other fire and police organizations have been pursuing for years. This has been one of the NVFC's legislative priorities for a decade or more.

The new law, Protecting American's First Responders Act of 2021 (PAFRA) was signed on November 18, 2021.

Among the changes important to the volunteer fire service, the law makes it clear that volunteers who provide emergency scene support services, such as traffic control and commonly called "Fire-Police" are in fact public safety officers and eligible for the line of duty death benefits of the PSOB.

The law also extends for two years the presumption that any public safety officer, volunteer or career, who dies from COVID-19 contracted the virus and died in the line-of-duty so they can be eligible for benefits.

A gap in the law that prevented the child of a first responder, born after the responder died in the line-of-duty, from obtaining education benefits has been closed, so that these children can receive that same benefits as those born before their parent died.

Other changes to the law should make the processing of claims and speed up the payment of benefits. The PSOB program has been plagued with slow processing of claims.

The current death benefit for firefighters, police officers and other first responders covered by the PSOB is \$389,825. The educational benefit paid to surviving children is \$1298 per month for each month of full-time attendance at college.

Massachusetts pays a \$100,000 death benefit to the family of any firefighter killed in the line-of-duty. And, for any call/volunteer firefighter who is killed in the line-of-duty, the Massachusetts benefit is either a lump sum \$500,000 payment (indexed for inflation) or an annuity equal to 2/3 of the salary of a first year career firefighter. The call/volunteer firefighter benefit is only paid to surviving spouses and minor children. 🚒



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## President's Message

I would like to start off by wishing everyone a Happy and Health New Year.

As we start this New Year, I want to talk about some of the projects we are working on.

As you may remember in the early part of last year, we held a cash calendar raffle where we were able to give away over \$1800 to winners across the state. This was as simple as purchasing a calendar for \$20 and your name would be put into a barrel, and we would draw a name every Friday and you would win \$50. Every other week we did a bonus drawing where we doubled the amount. This was a great fundraiser for the organization.

Then in the fall we held our first annual Golf tournament at the Back Nine Golf Course in Lakeville. We started the day with a few rain showers but by tee time at 10:00 am the sun was out, and it became a beautiful day. We had over 15 teams of four that participated and after they were done golfing, we sat down for a wonderful meal prepared by the golf course. While they had dinner, we announced all the raffle winners and gave the winners of the course challenges for the day.

These are two of the fundraisers we did last year and plan to do again this year. We have heard from some of our members that they did not like us doing telemarketing, so the Executive Board voted to end all telemarketing if another funding mechanism in place. Therefore, these two fundraising events are very important to keep going and make them stronger.

You spoke and we listened, so we will look to you to come out and help support this organization moving forward.

One of our events we held last fall was our annual State Meeting and we brought it back to where it all started 30 years ago, in Carver.

We started the day with a firefighter's memorial ceremony. Next, we had the honor of having State Fire Marshal Peter Ostroskey address the meeting and speak on the importance of Call and Volunteer firefighters to the state fire service. Chief Mike Winn from Centerville, Osterville, and Marstons Mills Fire/Recue, representing the Fire Chiefs Association of Massachusetts, spoke on several different issues where we can work collaboratively for the benefit of the Massachusetts fire service. Rounding out the day was our most honorable guest speaker and one of the original founders of the MCVFA, Retired Chief Dana Harriman. Dana gave us a little history of what got this organization started and why they formed this group. I just sat back and listened to how they started and what work and dedication went into it and to see how far we have come. I stop and reflect on all the people I have met over the years and how many are no longer with us and how proud they would be to see how strong we have become.

The one last thing I want to bring up is that our Editor of this magazine has given me his notice, and this will be his last issue.

I want to take this opportunity to give Larry Holmberg a big shout out of thank you, thank you, thank you. He has been there from the beginning and no matter what needed to be done he would help to get it done. He has held many positions on this board and has been a mentor to me as I have risen thru the ranks, and he will truly be missed. 🚒

A handwritten signature in black ink that reads "Tom Burnett". The signature is stylized and includes a circular mark at the end.

**Tom Burnett**  
*MCVFA President*

# Be safe out there!

## National Volunteer Fire Council's

# Recruitment & Retention Conference



by Lt. Christopher J. Hajder, Swansea, MA, Fire Department, Region 1 Vice President

On September 17 and 18, I had the good fortune to attend the first annual Recruitment and Retention Conference sponsored by the National Volunteer Fire Council (NVFC). As an attendee sponsored by the MCVFA, I would like to give a brief overview of the information forwarded to those in attendance. Some 26 states were represented at the event and the biggest take away is the fact that the majority of states represented were in the same boat. Difficulty in retaining members over the past 5 years and recruitment of millennials is an increasingly difficult task.

What are departments doing? These are just a few of the topics discussed with attendees:

### **LOSAP Programs:**

The idea of a Length of Service Award Programs is a difficult sell to many communities, specifically due to monetary commitments on behalf of the local government, town department etc. A valuable tool for sure and it is believed more communities will look to these programs as a tool to recruit.

### **TIP Programs:**

Tax Incentive Programs are popular however a similar concern with local community budgets etc. State exemption and rules must be legislatively cleared etc. Many states like New York, Maryland, Ohio have found moderate success with these programs to retain and recruit potential candidates.

### **FaceBook:**

Social Media formats are this generation's tool of choice. Baby boomers etc have to understand and adapt to the ever changing social media communications and how departments and members communicate in this forum. We advertise, communicate updates, etc. I was personally lost in the amount of technology that is apparently out there today.

### **Doing It On-line:**

Applications on-line and a department website operating 24/7 365 is essential. If a candidate cannot communicate through the

very platform you provide, then you not only lose that potential candidate but 4-6 more via social media and public feedback.

IF you do have a page, KEEP IT UP! Don't have expired information; it shows a lack of attention and concern.

### Grants:

Federal, State and local grant opportunities are essential for survival in some departments. We as departments do our best to apply to miscellaneous grants but the reality for most is the sense of being lost in the shuffle due to lack of a grant writer or specialist to even put in a correctly formatted/written grant. A key comment was that if a department or organization is recruiting, then said department should be prepared to retain the candidate; have enough turnout gear, pagers, tee shirts, training etc. in order to keep millennials engaged and interested in promoting your service.

Thinking outside the box for recruiting: Modern Day Marketing

Use your inspection service to garner new home buyers: do a welcome letter, gift etc and promote volunteering opportunities

Local business partnerships a must: Community support via signage etc

Promote the social and emotional aspects of the fire service, i.e. elderly detector calls, water in basements.....it's not all fire and gore.

### Veterans:

Utilize veteran personnel. We have to learn from recruits and relay information to command staff (command staff needs to listen and act). Teach an old dog new tricks in order to survive.

### Teamwork makes the Dream Work:

One of the presenters, Rodney Foster spoke leisurely of departments and organizations using the 'WE' mantra and not the 'I' as we often do. To maintain our volunteer profession, departments need to operate more in the WE attitude and less of the I. We can do, we have to do, and we must do. A sense of community and family to keep the organization functioning.

### Most Important:

A Place for Everyone: Not every candidate will be a firefighter/ EMT BUT every candidate MAY serve a purpose in your organization. If someone is willing and able to do any task (and there's always something to do), let them. Find a place for everyone and you just might be pleasantly surprised.

My hope is that this annual conference grows in content and popularity in the future. We all aim to accomplish the same goals for our departments. Someone may have figured out



Left to Right: Berkley Deputy Chief Kevin Partridge, Region 1 VP Chris Hajder, Swansea Chief Eric Hajder.

your problem for you but you don't know it. Maybe you hold the key to unlocking someone else's problem. This is a forever evolving problem we face and I look forward to seeing where this takes us.

Stay safe and stay committed to your organization. 🚒

## MCVFA Calendar Fundraiser



The MCVFA will be doing a Cash Calendar fundraiser again this year. Tickets will be available to purchase starting February 1, 2022, and are \$10 each. The raffle will be held in May.

These funds will help support our membership benefits and other programs that we offer.

We thank you for your continued support in the MCVFA.

For more information, please follow us on our website at [www.mcvfa.org](http://www.mcvfa.org), Facebook page or call Pam Crombie MCVFA Treasurer, 774-930-0026.



# Carver FD Lieutenant receives **MEDAL OF VALOR** at Annual Firefighter of the Year Ceremony

**A** Carver Fire Department lieutenant recently received one of the Massachusetts fire service's highest honors for his heroic determination to rescue a resident from a 2020 structure fire.

Lieutenant Christopher Mahoney was awarded the Medal of Valor at the 32nd annual Firefighter of the Year ceremony, held in Worcester on Nov. 23, 2021.

On the night of July 19, 2020, the Carver Fire Department responded to Great Meadow Drive following a frantic call for help from a woman trapped on the second floor of her home by a raging fire. Flames were shooting from the first-floor windows below, and thick black smoke was pushing through the windows above her head. She was in desperate need of help as dozens of the call/volunteer fire department's personnel started to arrive on-scene, supported by police and EMS.

A neighbor had positioned a ladder on the side of the house but was pushed back by the smoke and unable to reach the resident. On-call Firefighter Christopher Mahoney, now a Lieutenant, was first on scene. He scaled the ladder, which fell short of the window, and made a first attempt to convince her to exit immediately. Heavy smoke filled the house and the woman was trapped inside her bedroom but afraid to climb through the window and down to the ladder.

As officers used a garden hose and fire extinguisher to hold back the flames, Lieutenant Mahoney made his way up the ladder a second time. On this attempt, he got a strong hold of the woman and was able to forcibly pull her onto the ladder head-first to safety. After she was in EMS care, firefighters were able to knock down the fire – and rescue a cat and dog from the home.

Lieutenant Mahoney was one of six Massachusetts firefighters to receive the Medal of Valor at the November ceremony. In total, 40 firefighters from 14 municipal fire departments were recognized in individual and group awards.

“Firefighters have helped make Massachusetts a national leader in fire prevention strategies and one of the most fire-safe states in the country,” said State Fire Marshal Peter J. Ostroskey. “But when a fire does break out and puts people in danger, Massachusetts firefighters are there to bring them to safety – no matter when, where, or what the call might be. The Firefighter of the Year awards recognizes their individual and collective acts of bravery and service that truly go above and beyond the call of duty.” 🚒



# ATTENTION! FIRST RESPONDERS!



# BART Basic Animal Rescue Training

## Small Animal Life Support

Basic Animal Rescue Training (BART) was established by veterinarian Dr. Janet Olsen in December 2004, in response to the tragic loss of a pet in a house fire in New Brighton, Minnesota. The burning home belonged to a firefighter and his 13-year-old German Short-haired Pointer named Bart, who was trapped inside. The department extinguished the fire and located Bart, who was unresponsive. Because the firefighters did not have the knowledge base or equipment to help Bart, he died.



## Training is available statewide at a location of your choice.

**Maximum number of participants is 30 per training session.**

BART is a Department of Homeland Security (DHS)-approved course that empowers emergency personnel with the training, knowledge, and equipment necessary to safely and effectively address the needs of animals encountered in emergency situations, in order to preserve human health, safety, and well-being. BART fulfills the requirements of the Pets Evacuation and Transportation Standards (PETS) Act enacted by Congress in 2006.

### **This one-day workshop includes four modules – one or more includes live animals:**

- Awareness, Resources, and Learning Concepts
- Evacuation: Handling and Restraint
- Patient Assessment and First Aid
- Cardiopulmonary Resuscitation

### **Who should attend**

First responders (police, fire and rescue, EMTs/ambulance service personnel, animal control officers)

**For more information, please contact David Schwarz at [DSchwarz@smartma.org](mailto:DSchwarz@smartma.org)**

*Basic Animal Rescue Training (BART) is a 501(c)(3) nonprofit organization. For more information, go to <http://basicanimalrescuetraining.org>.*



Some training sessions will include live animals.



# Three Great Online Training Programs

By Chief Joe Maruca



**The Science of Interior and Transitional Suppression Tactics in Single-Family Homes**



**Residential Attic and Exterior Fires**



**Understanding and Fighting Basement Fires**

**Winter** is coming and its time to move from mostly outside training to mostly inside training, but what to do? Well, yes, winter is good time to check-off some of the required trainings we all need to do that are best done in a classroom. At our department we do our annual hour of Right to Know training, our 15 minutes of fall protection training, and our annual infection control drill. However, there are some excellent ways to sharpen your firefighting skills in the classroom or individually. Here are three online training programs that think every call/volunteer firefighter should take.

All three class are available free of charge from UL's Fire Safety Research Academy and you get to these class at <https://training.fsri.org/>.

The classes are "The Science of Interior and Transitional Suppression Tactics in Single-Family Homes" (75 minutes long), "Residential Attic and Exterior Fires" (90 minutes), and "Understanding and Fighting Basement Fires" (90 minutes). These are three of twenty classes available from UL. Each class is between 45 minutes and two hours long.

Each of these classes follows a similar pattern. The program shows you experiments conducted by UL, the data from the experiments, and discusses the lessons learned from the experiments. Then, the program lays out a series of tactical considerations on how you can apply this information to fires in the field.

The class about interior and transitional suppression tactics does a great job of demonstrating the importance of getting water on the fire fast, how a properly a small volume of properly applied water can be highly effective. It also shows you where, in a residence, you are mostly likely to find viable victims based upon their proximity to the fire.

The attic fire class does a great job showing how all of the different methods of applying water in the attic work and provides some new tactics that could allow you to knock out an attic fire by applying a straight or solid stream of water into the eaves. The class also covers how to handle fires in the knee wall spaces that are so common in New England homes.


And, the class on basement fires looks at access and ventilation problems with basement fires and how to overcome them.

There are a couple of ways you can use this training. One is to do the classes individually. For example, my department has assigned everyone the Residential Attic and Exterior Fire class as part of its December training program. Everyone completes the class on their own and when they submit the certificate of completion they get credit for an hour and a half drill. Or, you can do an instructor lead class with the whole the

department as one of your regular weekly drills. We did this with Understanding and Fighting Basement Fires. We ran the class on the big TV monitor in the classroom and one of our officers would stop the video at predetermined points to discuss similar fires we had, to make point about our resources or ability to perform the tactic, or generally discuss what we just saw.

You might consider rotating these classes over a three-year cycle so you stay current and well trained on the concepts.

Do not miss out on this training opportunity. It's a great way to bring the latest information and tactical considerations everyone in your department during the cold winter months. You'll learn some excellent tactics that you might not know you had available and that can be adapted to your department's resources.

Give it a try. 



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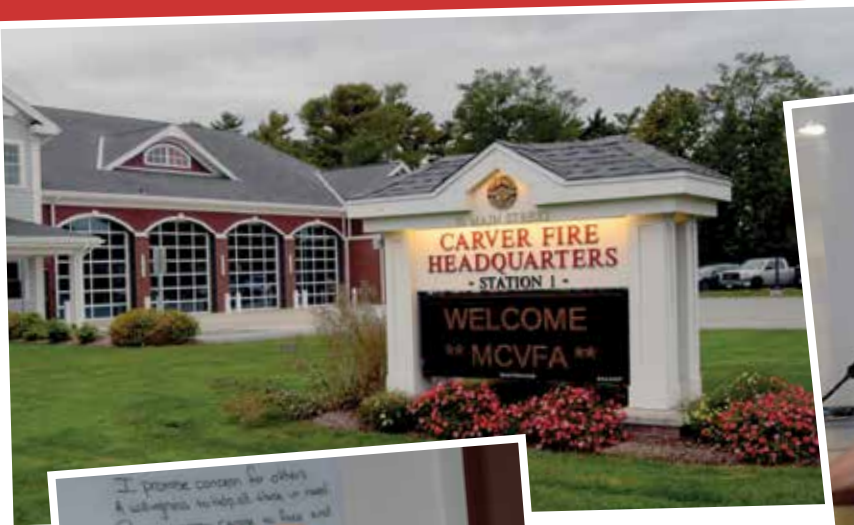
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# MCVFA 30th Anniversary



*Top row Carver Fire Department Station #1, FCAM President Chief Michael Winn, Carver FD Chief Craig Weston*

*Bottom row Retired Chief Dana Harriman, MCVFA President Tom Burnett*



MCVFA held its 30th Anniversary meeting on October 23, 2021 at the Carver Fire Department Station #1. The very first meeting of the MCVFA was held in Carver at their old Station #1.

President Thomas Burnett opened the meeting with a short reminder of the importance of the MCVFA organization, and the need to continue it for the next 30 years.

Presentation of The Colors was performed by the Carver Fire Department Honor Guard, and the National Anthem was performed by Michael DeAlmeida of Swansea. Reverend Robert Merritt offered the opening prayer.

President Burnett read the traditional Last Alarm and Final Roll Call which was followed by the tolling of the bells.

President Burnett introduced Fire Marshal Peter Ostroskey who spoke about the importance of the Call/Volunteer Services

to the State's overall fire service delivery. Marshal Ostroskey also noted the importance of the expansion of the Bridgewater campus, and how it will enhance coverage of the Southeastern section of the state. He also noted how it complements the Stowe and Springfield campuses.

In his remarks Chief Michael Winn, President of FCAM, outlined the 2021-2022 Legislative Priorities which are high priorities for the delivery of fire services. Chief Winn also spoke about how careers in firefighting are often pursued by those who started out as call/volunteer firefighters, and how important those individuals are to their communities.

Chief Craig Weston of the Carver Fire Department welcomed everyone and extended an invitation to tour their new facility. He also invited all to enjoy the live burn the department was having in their "backyard".

# ersary State Meeting



Photos courtesy from Tracy Gilford

Group Photo: back/front; John Walcek, Kathy Bird, Pam Crombie, Lisa Evans, Mike Palmieri, Susan Dyer, Jeff Simmons, Dave Sullivan, front; Del Haskins, Chris Hajder, Dana Harriman, Tom Burnett, Scott Billings, Roger Maynard



Region 1 VP Chris Hajder, Region 2 Coordinator Lisa Evans, Treasurer Pam Crombie

The Standing Committees, Treasurer, Membership Secretary, Resolution Committee and Regional Vice Presidents each presented their reports.

Elections were held for the two open seats. Thomas Burnett was re-elected President and Kathy Bird was elevated to Secretary from Temporary Secretary.

Retired Chief Dana Harriman was the final speaker for the program. He took us back to the beginning of this organization and outlined why and how it got started. Chief Harriman spoke about the many people that made this association what it is today. He reminded us that the organization was built and strengthened by people who crisscrossed the State and attend numerous Fire Department meetings, and how those individuals were able to use everything they learned and observed to strengthen the organization. These individuals not only spoke with Chiefs of Departments and members of Fire

Associations, they also spoke with Town Administrations to help understand the needs and benefits of the service.

Harriman reminded the group that during its formation funds were scarce, and many men and women dug into their own pockets to support the cause in which they all firmly believed. Sometimes programs had to wait to be better funded, but always the goals and visions of the organization remained the same. Harriman named some of the group's important 'founders' who included Bill Wadsworth, Ed Denton, Len Gay and Mike Bird. Many others joined due to the efforts of these men, and the group survived and grew because of their tenacity, efforts and commitment.

Reverend Merritt gave the final benediction, a reminder that the men and women of the service are first responders who regularly are in harm's way on behalf of the public they serve. 🚒

# Getting your Message to the General Public Using YouTube



by Ira Hoffman

## INTRODUCTION

Your department has a problem. You have difficulty getting a crew to respond to day-time calls. There are possibly town residents who might consider becoming a firefighter or EMT, but how do you get a message to them. Consider a video that shows a member of your department in their “civilian” role, and then in their fire department role – wearing their fire department gear at a training session, then at a fire. In a short interview they can explain how and why they became a firefighter or EMT. The video can be shown on the town’s cable access channel or on YouTube. Let’s look at how a fire department can produce a video.

## CREATING A VIDEO WITH POWERPOINT AND YOUTUBE

I’m going to discuss a relatively easy way for any fire department to create a YouTube video using PowerPoint. I am, by no means, an expert on either YouTube or PowerPoint, but I know enough to make it work for me. In fact, YouTube has many videos that discuss both PowerPoint and YouTube.

## DO IT YOURSELF, OR WITH SOME HELP

The first task is to decide what your message is going to be. You, as the producer, must write a script and have a general idea of what your video will contain – words, photos, videos, animations. I suggest you find someone or group, with experience in creating videos. Your cable access group, high school or regional vocational / technical high school, local

video club, may be of assistance. You may have a member of your department or someone from another department that can help. Another resource may be someone in your community. But you may have to do it on your own. If this is the case, read on.

## HOW I DO IT

My PowerPoint program consists of something on each screen – words, photos, videos or animations. Give the viewer enough time to read most of what’s on the screen and then supplement what they are seeing with your voice over for that screen. Don’t make the mistake of reading what is on the screen; your audience is doing that. I “rough in” the timing for each screen. PowerPoint produces an MP4 (video) file which I upload to YouTube. There are probably other ways of creating an MP4 file, and YouTube might allow uploading of other types of files, but I use PowerPoint.

## THE LENGTH OF THE VIDEO

In the world today, less is more. The object of your video is to communicate information. In a live presentation a member of the audience probably won’t get up and leave. But this is exactly what a viewer will do if your video is boring, or too long. I teach fire survival, aimed at the general public. Five years ago my PowerPoint presentation, given to a live audience, ran almost an hour (this included a short coffee/snack break). Today, my YouTube video “Surviving a Fire: Seconds Count” runs 15 minutes. It is supplemented by another 15 minute video that the viewer may choose to view. (More about this later.) 15 minutes seems to be the longest anyone will sit through the entire video.

## GETTING STARTED

Write down the major points that your video will be making in a rough outline. Review your plan with members of your department and decision makers to make sure you are all on the same page. Consult your outline from time to time. Don't try to create the final product in one sitting. Like writing an article, or a book, get as much as you can keyed into your computer at each sitting. Work for 15 minutes, take a break, rest your eyes. Of course, if you're on a roll, you may choose to keep typing. Don't be distracted by grammar, spelling, not knowing the exact word that you want to use, but can't think of just then. Just keep pounding those keys. When everything has been keyed in, then start the process to make it look nice, and start editing.

## EDITING

Editing means getting your message across using the least of everything – words, images, video, etc. but without losing your message. Extra words and longer video segments will make your video longer. Your viewer may lose interest, and exit from your video. Don't forget, your goal is to get the viewer to view 100% of your video. I just told you what you have to do, I didn't say it was easy. You probably will need help in doing this, not just from someone who edits written matter, but some who knows how to edit videos. If you want to do it yourself, I suggest getting into YouTube and entering "editing videos for

YouTube". (I just did that. I gave up counting after seeing 50 videos that discussed editing.)

## HOW I EDIT

Print out what you have keyed in, both what's on the screens and the notes (voice over), and have paper and pen handy. Read what you have typed in, in a normal speaking voice. Your object is not to show the world that you know more 19 syllable words than everybody else. Your object is to be able to successfully communicate and deliver a message. Make corrections, key in changes, go back to reading what you have keyed in, and so on. You are now ready to produce your first MP4 video.

## PRODUCING THE MP4 VIDEO

PowerPoint has an option to save a program as an MP4 file (some call this step "compiling"). Depending on your content, it may take a few minutes, or many minutes. A moving bar on the screen shows your progress. When this step is done you will have an MP4 file. Click on this new file, with pen and paper handy. The first thing you will notice is timing. Make believe that you are the viewer. Is the amount of time that each screen is displayed correct? Is it too short or too long? Compare what you are looking at with your script. Watch the entire video, then go back to your PowerPoint program and

*continues on page 16*

## New England Fire/Rescue/EMS 2022 New England Division Association of Fire Chiefs

# SAVE THE DATE



## FIRE/RESCUE/EMS Expo

**June 22-25, 2022**

Worcester DCU Center

**200 Exhibits, H.O.T. Classes  
Chief and Line Officers Leadership Program**



## HANDS ON TRAINING PROGRAMS

All H.O.T. Programs include an Expo Day Pass for Friday

**June 23, 2022 Thursday 08:30-16:30**

**H.O.T. Forcible Entry for Line Officers and Firefighters**

Location: Worcester Fire Department Training Academy  
Presented by: Paul J. De Bartolomeo and Daniel Gordon  
CT Custom Fire Training LLC. & Flash Fire Industries

**June 23, 2022 Thursday 08:30-16:30**

**H.O.T. Machinery Rescue by Take the Door Training**

Location: Worcester Fire Department Training Academy  
Presented by: Auggie Matt

**Full Contact Leadership: From the Firehouse  
to the Street**

Presented by: Anthony Avillo, M.S.



Visit us at [www.newenglandfirechiefs.com](http://www.newenglandfirechiefs.com)

... continued from page 15

make adjustments, as necessary, compile, watch the new MP4 file. Keep on doing this until everything is 100% correct. That's what you may think. What about others? Have others on your department look at your video. Once again, if necessary, go back to your PowerPoint program, make adjustments, compile. When you are satisfied, you make the major step of getting your video on YouTube.

## IT'S YOUTUBE TIME

If your department doesn't already have one, create a YouTube channel. This allows you to keep all YouTube videos that you create in one place, and its password protected. You go into a "create" screen, drag and drop your MP4 file in, then sit back and relax. Uploading to YouTube is fairly fast – 20 minutes or so. YouTube will ask if the video is OK for kids, whether it will be available to everyone, or if you want to restrict viewing. I'd suggest initially setting it up for restricted viewing ("Unlisted"). YouTube supplies the URL for your video, it looks something like this: [www.youtube.com/watch?v=8kr2nroK9YQ](http://www.youtube.com/watch?v=8kr2nroK9YQ)

Give the URL to some of your fire associates. Consider their comments/suggestions, revise as necessary (PowerPoint to MP4, uploaded to YouTube, which produces a new URL). When your fire associates are happy with your YouTube video, and the feeling that it successfully conveys the message that you want to deliver to the general public, you move onto the next step – the beta test.

## BETA TEST

Using a small test group, explain the message that your video intends to deliver, ask if they will view it and supply feedback. If they are agreeable, supply the URL to them. Give them time to look at your video, maybe have a Zoom session to discuss their thoughts, criticism and comments. Using their feedback change, if necessary, and go back to the same steps as before – PowerPoint, create MP4, upload to YouTube which gives you still another URL. You may choose to have more testing done, maybe with a larger test group. When you decide that your video is as good as it's going to be – the message, timing, etc. it's time to go live.

## IT'S SHOW TIME

Going live is very easy. Go to your uploaded video and change access from "unlisted" to "public". You can also add key words, called tags, to help YouTube viewers find your video using search words.

## MY YOUTUBE VIDEO – SURVIVING A FIRE: SECONDS COUNT!

Using the procedure discussed above I have produced a PowerPoint prototype video aimed at the general public. Using

their own spokesperson, fire departments can use it as a starting point and easily change it to meet their needs and produce their own *Surviving a Fire: Seconds Count!* Video. It discusses the keys to survival: smoke alarms, the family escape plan, home fire sprinklers and other fire survival topics. It runs 15 minutes. The very last screen shows viewers how they can view another 15 minute video, comprised of professionally prepared animations, that gives additional information on the material presented in the first video. [If interested in viewing this video contact me for the URL.]

Prior to begin viewing the video the viewer sees the table of contents. This appears in the area under the screen - the SHOW MORE / SHOW LESS section. This allows the viewer to go directly to a topic of interest. What follows is an abbreviated table of contents listing for *Surviving a Fire: Seconds Count!*

- 0:00 - Intro
- 1:05 - Open Floor Plan
- 1:35 - Synthetic Materials / Flashover
- 3:46 - Worst Case Scenario
- 4:11 - Smoke Alarms
- 6:38 - Carbon Monoxide (CO)
- 6:55 - Family Escape Plan
- 8:11 - Home Fire Sprinklers
- 14:56 - Link to the additional information video

In a similar manner, the 15 minute additional information video has its own table of contents shown in the SHOW MORE / SHOW LESS section. The complete table of contents is:

- 0:00 - Intro
- 0:14 - Who is most at risk in a house fire?
- 1:41 - John Norman on Home Fire Sprinklers
- 4:26 - Home Fire Timeline
- 5:33 - Christmas Tree Fires / Side-by-Side demo
- 10:53 - House Fires
- 11:55 - How Home Fire Sprinklers Work
- 12:41 - Why New Homes Need Home Fire Sprinklers
- 15:13 - Need More Information?

## INTERESTED IN PRODUCING YOUR OWN YOUTUBE VIDEO?

So, have I aroused your interest in producing your own video? As I said, it's not too difficult to do. I did it, with minimal technical assistance from my grandchildren. If so, we can set up a Zoom session and go into a bit more detail than discussed in this article. Maybe some departments are already using YouTube and would like to share their video creating experience – what works, what doesn't. 🚫

Thank you and good luck, Ira Hoffman

*About the author: Ira Hoffman is the Special Projects Coordinator for the Holden, MA Fire Department. He writes about fire survival. This is his 10th article for Smoke Showin'. He may be reached at: [iraatfsp@gmail.com](mailto:iraatfsp@gmail.com).*



2022



# Need A Scholarship? LET US HELP!

Application Period Opens / January 1, 2022

The Massachusetts Call/Volunteer Firefighters' Association (MCVFA) will be awarding five (5) \$750 Robert J. Hindley Memorial Scholarship. The scholarship is available to an MCVFA member or immediate family member.

## Requirements

### Official Transcript or Letter:

- A school official transcript or letter from the most recent institution attended. If unavailable, please provide a written explanation and a copy of the highest level diploma or certification received.

### A Statement of Interest of 400 words or less including:

- Why you want the Robert J. Hindley Memorial Scholarship
- Your personal, educational, and career goals
- A list of extracurricular, community, and/or volunteer activities. Include dates of participation and a brief description of each activity. You may provide an explanation for lack of involvement under special circumstances. Special circumstances include financial hardship, family responsibilities, etc.
- Any other information you want the Scholarship Committee to consider.

### Two (2) Letters of Recommendation:

- One letter should be from a teacher, employer, or a member of the community familiar with you and your goals and the other from a member of the fire service. If it is not possible to provide a letter from a member of the fire service, please attach an explanation.

## How to Apply

Application forms can be obtained from page 18-19 or download at [www.mcvfa.org/scholarships](http://www.mcvfa.org/scholarships)

Send your application form along with supporting documents to: [mmmsb@comcast.net](mailto:mmmsb@comcast.net) or

Massachusetts Call/Volunteer Firefighters' Association (MCVFA)  
Robert J. Hindley Scholarship  
PO Box 1015, East Wareham, MA 02538

APPLICATION PERIOD OPENS: JANUARY 1, 2022

NEW CLOSING DATE  
CLOSING DATE: JUNE 1, 2022



Download the application at [www.mcvfa.org/scholarships](http://www.mcvfa.org/scholarships)

# Robert J. Hindley Memorial Scholarship REQUIREMENTS

## REQUIRED APPLICATION DOCUMENTS

*(These may be attached to your application or mailed separately.)*

An official transcript or letter from a school official from the most recent institution attended. If unavailable, please provide a written explanation and a copy of the highest level diploma or certification received.

### A Statement of Interest of 400 words or less including:

- Why you want the Robert J. Hindley Memorial Scholarship.
- Your personal, educational, and career goals.
- A list of extracurricular, community, and/or volunteer activities. Include dates of participation and a brief description of each activity. You may provide an explanation for lack of involvement under special circumstances. Special circumstances include financial hardship, family responsibilities, etc.
- Any other information you want the Scholarship Committee to consider.

### Two (2) Letters of Recommendation:

- One letter should be from a teacher, employer, or a member of the community familiar with you and your goals and the other from a member of the fire service. If it is not possible to provide a letter from a member of the fire service, please attach an explanation.

## CURRENT RECIPIENTS OF MCVFA SCHOLARSHIPS

If you are reapplying, you may submit current grades or a mid-term report. You must submit an update to your original Statement of Interest and one new letter of recommendation.

I certify that all of the information contained in this application and attachments is accurate. I understand that the MCVFA may verify all information I have provided as a part of my application for this scholarship.

---

Signature

Date

Send your application form along with supporting documents to: [mmmsb@comcast.net](mailto:mmmsb@comcast.net) or mail to  
**Massachusetts Call/Volunteer Firefighters' Association (MCVFA),  
Robert J. Hindley Scholarship, PO Box 1015, East Wareham, MA 02538**



**CLOSING DATE: JUNE 1, 2022**

[www.mcvfa.org/scholarships](http://www.mcvfa.org/scholarships)

# Robert J. Hindley Memorial Scholarship APPLICATION

PLEASE TYPE OR PRINT:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsor's Name: \_\_\_\_\_

Name of Sponsor's Department: \_\_\_\_\_

MCVFA Dues Paid Years: \_\_\_\_\_

**Region Applying (circle one):**      1      2      3      4      5

## ACADEMIC INFORMATION

Type of program in which you plan to enroll for the 20\_\_\_\_ - 20\_\_\_\_ academic year (check one):

Graduate       Bachelor       Associate       Technical/Trade       Certification

Planned Field of Study: \_\_\_\_\_

Enrolled or Planning to Enroll (check one):     Full Time     Part Time

Name of School/University Attending: \_\_\_\_\_

Name of Trade School/Certificate Program: \_\_\_\_\_

Field of Study: \_\_\_\_\_

List any civic groups, organizations or extracurricular activities, volunteer work, etc.:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Send your application form along with supporting documents to: [mmmsb@comcast.net](mailto:mmmsb@comcast.net) or mail to **Massachusetts Call/Volunteer Firefighters' Association (MCVFA), Robert J. Hindley Scholarship, PO Box 1015, East Wareham, MA 02538**



[www.mcvfa.org/scholarships](http://www.mcvfa.org/scholarships)

**CLOSING DATE: JUNE 1, 2022**

# REGION 1

Covering the counties of Barnstable, Bristol, Dukes, Middlesex, Nantucket, Norfolk, Plymouth

Vice President **Christopher J. Hajder, Swansea**

Happy New Year! On behalf of the members of Region 1, I'd like to take this opportunity to wish all of you a happy and healthy 2022. I hope that Santa was good to you and yours.

My New Year's Resolution this year is to make it a priority to visit more of Region 1, be a better communicator and help my brothers and sisters in the fire/EMS service to the best of my ability. The fire service is your second family and if you know of a family member in need, please don't hesitate to reach out during this winter season. I would never have thought for a second that we would still be talking about Covid-19. A new variant seems to appear every week. I'm usually not one to preach but vaccinations are the key to ending this epidemic. Together, with due diligence we will look back at the end of this pandemic and know we all played our part in its successful outcome.

I'd like to highlight some of the events from this past fall in Region 1. We were able to host a golf tournament at The Back Nine in Lakeville, MA. It was a complete success with the help of a small committee of volunteers from a few counties. My sincere thanks to those involved and most importantly our many sponsors including our major sponsor AD Makepeace of Carver. I look forward to our second annual tournament in September at the Southers Marsh Golf Club in Plymouth. The proceeds go directly to the general fund in hopes to be utilized for training etc.

The State Meeting was held in Carver on Saturday, October 23rd, 2021. Thanks to all who attended and to the host department Carver and Chief Weston. Guest speakers were Fire Marshal Ostroskey, Chief Winn representing FCAM and Retired Carver Chief Harriman. Thanks to all the attendees and MCVFA Executive Board members in attendance.

In September, I attended the NVFC (National Volunteer Fire Council) first Annual Recruitment and Retention Conference in Cleveland Ohio. Joined by Berkley Deputy Chief Kevin Partridge and Swansea Chief Eric Hajder, we took part in several breakout sessions



*Swansea Fire Dept 9/11 Memorial located at its Fire Station 1 on Main St.*

amongst some 26 other states that were well represented. The key takeaway was the common thread that there is a national shortage of volunteers; or lack of an inspired generation. In order to continue to do what we do successfully, we truly have to look outside the box. I urge each and every one of you to take a look at your department and see what you can do to ensure the call volunteer service continues.

Region 1 continues to contact its present membership to return department rosters and dues payments. If you have any questions on the process, please don't hesitate to contact member secretary Kathy Bird. We are also urging members to check with your department to make sure you are covered by a completed active roster. If the MCVFA does not show you as an active member AND the time comes to have the need for disability or death benefit AND you 'thought you were covered', you may not be. Remember that the MCVFA utilizes a 3rd party insurance company to handle benefits and WE don't make those decisions.

Congratulations to the Chief Matt Rowley and the Wareham Fire Department on the delivery of their new

Pierce Tower Ladder. A FEMA grant allowed them to purchase the new ladder, replacing two older pieces of apparatus.

As we enter a new year, I wish all of you the best for health and happiness. In the words of actor Kevin Costner, "...real heroes are men who fall and fail and are flawed but win out in the end because they've stayed true to their beliefs and commitments..." Stay true to your commitments and be a hero to someone. Stay safe my brothers and sisters! 🚒

# REGION 2

Covering the counties of Essex, Middlesex  
Coordinator **Lisa Evans, Groveland**

The West Newbury Fire Department held a two-night firefighter survival skills training and SCBA's recertification. The daily check of the SCBA review emphasized the importance of knowing your pack for emergency situations. The confidence course included a May Day call, long lug out, a low profile/entanglement prop and a confined space prop. Sounding the floor after entering the wall breach was also a requirement. To simulate a dark smoke filled room, our SCBA masks were covered so we could not see the course while completing the above skills. We were expected to complete the confidence course to review and improve our knowledge of our gear and the importance of training for an event of an actual emergency. 🚒

# REGION 3

Covering the counties of Worcester, Middlesex, Norfolk  
Vice President **Michael Goldstein, Sherborn**

There is a great deal of good news about Region 3 departments on our Facebook page ([www.facebook.com/MCVFAReg3Worcester](http://www.facebook.com/MCVFAReg3Worcester)).

Here are a few highlights:

- In late August, Sherborn FD and Holliston FD held a

joint training session for a large truck rollover.

- Over Labor Day weekend, Athol FD and Petersham FD participated in an all-day Large Animal Rescue Training course hosted by Royalston FD and the MSPCA
- Ayer FD got a Federal SAFER grant which allows them to hire more firefighters
- Leicester EMS profiled Brian Kelley (and his Firefighter wife Lindsay)
- Spencer Fire honored Deputy Chief William Locke, who retired
- Sterling FD practiced water rescue and had a Firefighter BBQ
- Sherborn FD and Dover FD both had open houses
- Ashby FD, Oxford FD, and Spencer FD got new trucks, and Leicester got new ambulances
- Oakham and New Braintree Fire Departments participated in live fire training at the North Brookfield fire training facility
- Groton Fire hosted an area wide MCI Drill, in conjunction with Nashoba Valley Medical Center, with Pepperell FD joining as well.
- Phillipston FD did cold water rescue training (in November!)

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## MFA Call/Vol Recruit Class 094 Graduation

Massachusetts Firefighting Academy Call/Volunteer Recruit Firefighter Class 094 graduated on November 2, 2021. Despite COVID, it was possible for families and friends to attend the ceremony, which was held at the MFA headquarters in Stow. The ceremony was in the "new" truck bay (the engines and ladders were parked outside) and just about every seat was taken. Members of the departments of the graduating firefighters stood in the back and sides, lining the walls.

State Fire Marshal Peter J. Ostroskey attended and gave remarks, as well as Christopher W. Norris, the Call/Volunteer Program Coordinator (who is also the Fire Chief of Easthampton). The student spokesperson was Cameron Bower of Stow Fire.

Notably, MFA Call/Vol Recruit Firefighter Class 094 had graduates from the following fire departments: Ashby (3), Athol (2), Ayer (2), Douglas (3), Leicester (2), Lynnfield (4), Medway (2), Millville (2), New Braintree

*continues on page 22*

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(1), Pepperell (2), Sherborn (1), Stow (3), Tyngsborough (2), and West Brookfield (1).

It was a very nice ceremony. While many Fire Chiefs were there for the presentation to the firefighters from their department, in many cases relatives in the fire (or police) service came to the stage to present the new firefighters their credentials.

## Chief News

On October 5, 2021, Leicester Fire Chief Michael Dupuis was appointed as Leicester's first ever full-time Fire Chief. Chief Dupuis also serves as the Assistant Program Coordinator for the MFA Call/Vol Recruit Firefighter program. Congratulations Chief Dupuis!

On October 19, 2021, Upton Fire & EMS (a longstanding and active member department of MCVFA and home department of MCVFA Region 3 Coordinator Seth Grill), swore in Michael Marchand as their new Fire Chief. The ceremony was well attended, including by many state and local dignitaries and many fire chiefs from the Region 3 area. Chief Marchand has always been a strong supporter of MCVFA and we congratulate him on his new role!

On October 21, Deputy Chief Roy Liard Jr was sworn in as the new acting Fire Chief of Millville FD.

On October 22, 2021, longstanding and large MCVFA supporter Millbury FD saw their Chief, Rich Hamilton, retire after 43 years on the Department. Congratulations – you can now relax and your crew will take it from here.

On November 23, Sutton FD Chief Matthew Belsito was a recipient of a Citation for Meritorious Conduct at the 32nd Firefighter of the Year award ceremony. Congratulations Chief Belsito!

## Other Region 3 News

First, an important reminder that **2021-22 dues are OVERDUE, and that you are not covered by the Life Insurance until this year's dues are paid.**

Many Fire Associations have reported that they have not had meetings due to the pandemic. As a result, there has not been a Region 3 meeting for some time. Assuming COVID, the Delta variant, the Omicron variant, and whatever comes next allow, we hope to have a Region

3 meeting in the spring. As always, we are looking for a host department. Please contact Michael Goldstein at [vpreion3@mcvfa.org](mailto:vpreion3@mcvfa.org) if your department or association is willing to host a meeting!

Please pass along any news, new apparatus, pictures, or details of special events or actual fires you would like to share to [vpreion3@mcvfa.org](mailto:vpreion3@mcvfa.org) so we can feature YOUR department or association in the next *Smoke Showin'*. 🚒

## REGION 4

Covering the counties of Franklin, Hampden, Hampshire  
Vice President Kevin Connolly, Northfield

## NVFC Volunteer Spotlight: Peter Shedd

**Name:** Peter Shedd

**Title:** Fire Chief

**Department:** Bernardston Fire Department

**Location:** Bernardston, MA

### Why are you an NVFC member?

Because the NVFC chair stopped by my station, sat down, and chatted with a few of my members and myself, and by time we got done, it was pretty clear that we were on the same page and were working towards the same goals. I have been on board ever since.

### What is your occupation?

Manager at a concrete plant

### Why are you a fire service volunteer?

My father pointed me towards public service in my early teens. I started as a police explorer, went on to become a part-time police officer, and soon after joined the fire department as well. 43 years later, I'm still at the fire department. My father was active in town finance and was a veteran and prisoner of war and always encouraged me to help those that need it. Guess it stuck.

**What year did you join the fire or emergency services?**  
1978

**What are your memorable moments as a firefighter or EMS provider?**

Mohawk Plastic fire, 1994. I was assistant chief at the time; large plastic manufacturing company that involved mutual aid from 34 departments. Active fire for nearly 24 hours, our pre-plan was done in the first two hours. Only one injury (minor), multiple explosions, and building collapsed.

What contributions have you (and your department) made in your community?

We lead whenever we can, we support when we can, and we help when we can. We are trying to stay the centrally-located service for what ever your emergency may be. 🚒

**REGION 5**

Covering the county of Berkshire

**Vice President Frank Speth, III, New Ashford**

**Incident Command for Rural America**

The Cheshire Volunteer Fire Department sponsored an Incident Command for Rural America class that was held on November 20, 2021. The lead instructor was Amalio Jusino from Emergency Response Consulting.

The classroom portion covered how to properly handle an incident that could happen anywhere in rural America, which includes anyone of our communities.

There was a hands on portion that had a scenario of a tanker truck that had struck a school bus and the participates learned how to triage the patients, requesting and working with resources from multiple agencies including Fire/EMS, the Haz-Mat team, and Law Enforcement responding. Participates also learned about staging areas and dealing with media.

This was a learning experience with the hands on portion that occurred. We would like to thank the Cheshire Fire Department for hosting this great training with a special thank you to Amalio Jusino for being the lead instructor.



**North Adams Extrication Drill**

Photo by Nick Mantello

The Massachusetts Firefighting Academy in conjunction with the North Adams, MA Fire Department held a motor vehicle extrication drill on November 13 and 14.

The firefighters learned the proper usage of the tools in aiding in the removal of the vehicles doors, roof and other parts of the vehicle.

The members of the Dalton, Cheshire, Savoy, and Williamstown Fire Departments also participated in the drill. 🚒



**Like the MCVFA on Facebook** 

Check out the Massachusetts Call/Volunteer Firefighters Association (MCVFA) on Facebook and LIKE our page.

The MCVFA Facebook page is a great source of training opportunities, up-to-date fire/ems methods, and political and regulatory changes that affect your department.

The MCVFA Facebook is also a great place to see what other fire departments, like yours, are up to. You can see their emergency calls, drills, and events. You'll get excellent ideas from see what others are doing.



**MCVFA**  
PO Box 1015  
East Wareham, MA 02538  
[www.mcvfa.org](http://www.mcvfa.org)

# Advertise with *Smoke Showin'* to Reach Firefighters & EMS Leadership throughout Massachusetts



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

With a readership of approximately 10,000\*, advertising your product or service in *Smoke Showin'* is the best way to reach firefighters and emergency service leadership throughout Massachusetts.

\*approximate pass-on rate: 2.5 readers per copy

For more details, contact Susan Dyer at 443-994-3350 or email [susan@sdyerdesign.com](mailto:susan@sdyerdesign.com).  
[www.mcvfa.org](http://www.mcvfa.org)