

ON SCENE



FOR AND ABOUT THE EMPLOYEES OF THE JACKSONVILLE FIRE AND RESCUE DEPARTMENT

December 2010



Director/Fire Chief Dr. Charles E. Moreland discusses JFRD and his new role in the department during a live interview with Mike Barz of CBS 47's Action News.

Inside:
New Director/Fire Chief Moreland



Director/Fire Chief Moreland visits with Station 7's B-shift, including Engineers Pat Copeman and Lawrence Mack and Lt. John Larson. Station 7 is where Moreland came on 20 years ago. He is committed to visiting all stations in the near future.

Q&A

Dr. Charles E. Moreland Director/Fire Chief

What does the responsibility of Director/Fire Chief mean to you?

It means that my top priority is JFRD's personnel. I firmly believe that each of you is the most valuable resource in the department. As your Director/Fire Chief, I am responsible for ensuring that all of you have the resources that are essential

JFRD's new Director/Fire Chief recently sat down with ON SCENE and shared his thoughts on his new role in the department, his priorities, the budget and more.

to performing your jobs and delivering the services that our customers expect, deserve and fund through their tax dollars.

Any changes in the immediate future?

The most visible changes are to our administration. Chief **Elly Byrd** is now overseeing the Rescue Division, and Chief **Ivan Mote** is over the Training Division. In January, Capt.

Kurtis Wilson will become the Division Chief for Administrative Services. Otherwise, it's mostly a matter of focusing on continuous improvement.

I also want to address the bulletins that our former Director issued earlier this month, namely the concept of shifting our promotional process and making changes to the Professional Growth and Development Plan. My executive team and I are closely reviewing these bulletins, treating them as concepts, and we are in the process of assembling a committee to evaluate the pros and cons. I will regularly communicate with the field about the evaluation process and our course of action under my leadership. Any policy changes that are subject to collective bargaining will occur as stipulated by that process.

You've shared that JFRD personnel are your top priority. What are your other priorities?

Customer service is high on the list, always has been. What I'm about to say will sound familiar, and that's a good thing because it means you read my e-mail to the field earlier this month. The better customer service we provide, the better impression we make with those we serve, and the better our chances of earning more public support. It is always valuable to have public support, especially during these difficult times.

Another priority is keeping our training and education on the forefront. JFRD's Professional Growth and Development Plan is a great outline for each employee's success. While it's true that the city's economic situation and budgetary cutbacks might delay some promotions, those opportunities will come in time. However, it makes sense to be prepared for those promotions and their corresponding prerequisites for eligibility when the opportunity finally arrives.

I also will not lose sight of our long-term strategic plan for growth, which includes many of TriData's recommendations. This plan has weathered several postponements due to city finances, but I am committed to keeping our need for expansion visible as we move through the next budget cycle.

What about next year's budget?

For the next several fiscal years, the city's Budget Office continues to project deficits in the general fund that stem from a loss of property tax revenue as well as increases in employee expenses and operating costs. It's usually March or April before our department begins its preparations for the upcoming fiscal year, so my executive team and I will have a better idea of the situation in a few months. However, I am committed to communicating with City Hall and our elected officials about our ongoing needs and the effects of any changes to JFRD's budget.

Is it hard to let go of the Rescue Division?

Of course, I will miss the division; however, I believe it is in excellent hands with Chief Byrd at the helm. In general, there is an enormous amount of liability within pre-hospital EMS, and I am thankful to have had the opportunity to work so closely with such a fine group of men and women. They perform at a very high level and should be commended.

How can we communicate with you?

I am beginning a series of station visits. As I mentioned in my e-mail to the field a few weeks ago, I want to have open, honest and constructive dialogue. But I also want to hear your ideas for improving our department. I am really looking forward to this because I am eager to learn from all of you.



NEW ASSIGNMENTS

Division Chief Elly Byrd is Rescue's new Chief. Division Chief Ivan Mote is the new Chief of Training. In January, Capt. Kurtis Wilson will leave the field to become Division Chief of Administrative Services following Division Chief Larry Peterson's retirement from JFRD.

From Doughnuts to DEAD LIFTING

It's no longer in business, but the Krispy Kreme on Cassat Avenue was a popular spot in Rescue 105's territory – at least when you ask District Chief **Greg Roland**.

"The 'hot' light usually came on at 3 a.m.," he said.

For much of his fire service career, Roland was drawn to the light while on duty. Doughnuts and any quick and easy food seemed to fit easily into the erratic demands of EMS. Roland admits his poor eating habits followed him to his other job as a nurse in Nassau County. The cumulative effects of those food choices were easy to measure in his waistline and his weight, but they really weren't a preoccupation for him, more so a product of his 20-plus-year career.

"Those habits you build in your 24/48 routine are tough to change," he said.

Little did Roland know the change that lay ahead when he made his career decision to transfer from the field to the Training Academy about two years ago.

"My first day there, **Chief Byrd** says 'Come on, grab your exercise clothes,'" Roland said.

He wasn't in the habit of carrying workout gear, and wasn't so much willing, but Byrd kept inviting him to join a group of colleagues for an afternoon exercise session. Roland's resistance evolved into acceptance. And soon, that group of people became his motivation. Byrd and **Tom Fonger**, JFRD's Health and Wellness Coordinator, helped refine an exercise and nutrition program that Roland could maintain. Capt. **Billy Cockman** was also a strong influence, but more on that in a moment. Roland credits all three of them with helping him drop 35 pounds and losing six inches in his waist over the last 18 months. Only 5 more pounds sit between him and his target weight of 200.

"Greg's progress is phenomenal, life-changing," Byrd said. "Even if there is no group working out on a particular day, he still goes by himself. Not everyone will do that."

There's more to Roland's pursuit than regular exercise and improved nutrition. He recently engaged a new challenge alongside Cockman, who helped organize the powerlifting portion of the National Firefighter Games recently hosted in Jacksonville. Early on, Roland offered to assist Cockman.

"I told him 'Billy, I'll help anyway I can. I'll tote your water bucket,'" Roland joked.

Turns out Cockman enrolled him in the competition, which

included bench pressing and dead lifting. The bench press wasn't foreign to Roland; dead lifting was. But last month at the Training Academy, alongside a large group of firefighters, some 15 to 25 years his junior, Roland moved serious weight, ultimately clutching 300 pounds in the dead lift. The challenge registers best to observers when they hear and feel the impact once the lifter releases the weight and it smacks the ground. "It was a sense of accomplishment," Roland said.

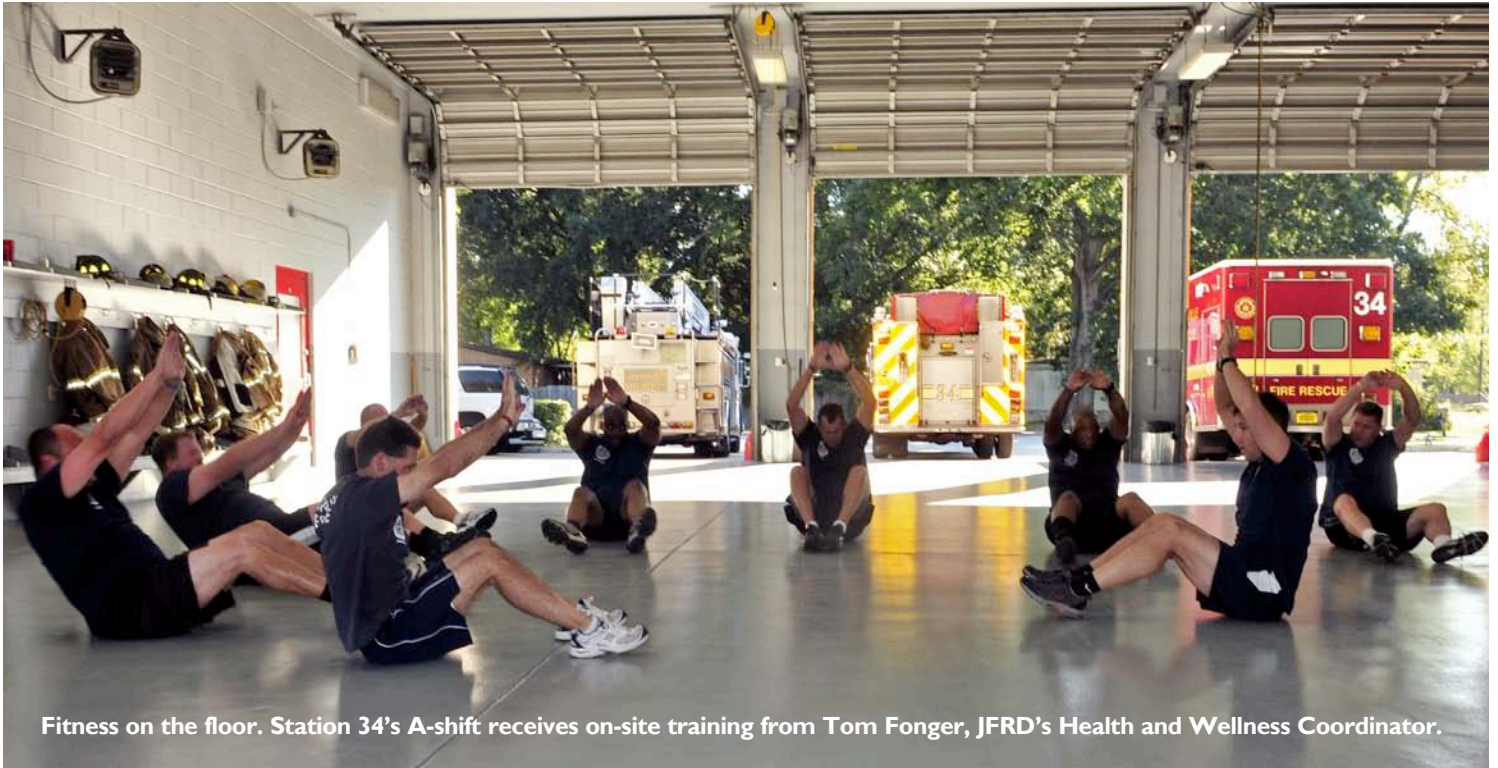
Roland doesn't know if he'll compete again, but he will continue his quest to become fitter. He encourages others to do the same, and he's thankful for those who encourage him.

"Like Billy, Elly and Tom have helped me, maybe this story will help get some more people motivated," Roland said.



District Chief Greg Roland lost 35 pounds in the last 18 months. He also got stronger and confident enough to compete in the National Firefighter Games.

PERSONNEL FITNESS



Fitness on the floor. Station 34's A-shift receives on-site training from Tom Fonger, JFRD's Health and Wellness Coordinator.

Firehouse Fitness Calls

The crew on Station 34's A-shift is discovering more about its strengths and weaknesses. So are more station crews.

A fitness program that began with Rescue 34's A-shift visiting **Tom Fonger**, JFRD's Health and Wellness Coordinator, at the Training Academy has evolved into Fonger visiting Station 34. Since September, Fonger has been branching out from the Training Academy and making regular house calls to 34 on the A-shift. Interest is growing among the ranks.

"It kind of snowballed," said Ladder 34's Capt. **Trace Barrow**. "Pretty soon, the whole station was participating. It's something different everyday. That makes it interesting."

On his visits, Fonger guides the crew through a cardiovascular warm up and then challenges them with a variety of resistance exercises that include medicine balls, kettle bells, dumbbells, even sledgehammers. They also work on core strengthening. Each firefighter exercises at his or her pace and according to individual fitness levels.

"The biggest advantage for going remote is the convenience for the firefighters and showing them how they can exercise simply at home," Fonger said. "They don't need a bunch of fancy equipment to get a workout as they are finding out."


Fonger's station visits are also getting more firefighters involved in fitness because they overcome the logistics of traveling to and from the academy. In addition to 34, Fonger had been working closely at the academy with Stations 23 and 26 on the C-shift. Now he's visiting those stations regularly on those shifts. He also plans to add more stations to his remote schedule. After about 20 visits to each station, Fonger believes that the workout routine will be established at the stations and then he would follow-up occasionally.

Fonger is still offering daily training to personnel at the academy and at JFRD's Headquarters. If you have questions or would like to schedule your fitness assessment, contact Fonger at tfonger@coj.net.

Healthy Recipes Every Month From IAFF

www.iaff.org/hs/fts/MenuPlanner/menus/menuDecember2010.asp

2,200+ Acres Damaged



Jacksonville's westside glowed for hours on the evening of Dec. 16 as a second alarm assignment battled a massive woods fire that progressed north from the Normandy Boulevard/Maxville/Yellow Water Road area. As of Dec. 20, the Division of Forestry estimated the damage at 2,258 acres. The Office of Agricultural Law Enforcement, according to DOF, linked the cause to sparks generated from a vehicle as it traveled along Normandy Boulevard. In addition to more than 35 JFRD units, DOF, Clay County Fire Rescue and the Jacksonville Sheriff's Office responded. There were no reports of injuries or significant damage to any residences. Fire 6's District Chief Don Blanton had command.



The Southside Business Men's Club recognized three members of JFRD last month. Ladder 4's Firefighter Adam Albritton and Lt. Allen Mallard were recognized for their efforts in rescuing an elderly woman from a structure fire, the same woman they had visited months earlier to install a smoke detector in her house. Rescue 13's Capt. Brad Sirmans was recognized for his efforts in rescuing an individual from a retention pond. Fire 9's Chief Andy White and Chaplain Percy Golden also attended the annual event at San Jose Country Club which honors the accomplishments of police and fire.

Call Volumes November 2010

ENGINES (Top 30)

E28375
E31359
E25323
E19312
E22307
E152294
E30291
E1284
E18277
E24275
E10274
E51274
E32262
E21261
E9256
E20253
E44252
E36247
E17235
E42230
E27224

E13223
E150218
E7205
E2199
E4199
E58196
E34195
E59187
E135176
RESCUES (Top 25)
R22352
R1331
R30330
R28324
R19321
R17310
R36308
R31307
R21305
R2303
R4303
R20298

R15296
R7295
R13291
R24285
R25279
R34265
R5257
R32250
R35247
R52246
R50243
R51229
R58228
LADDERS
L28187
L31150
TL21126
L30125
L10122
L32122
L18119
L1113

L44110
L3498
L491
TL975
TANKERS (Top 5)
T2873
T5266
T3165
T4263
T4446
BRUSH TRUCKS (Top 5)
BR5075
BR3166
BR3260
BR4350
BR4248
MARINE UNITS
M38
M17

FIRE PREVENTION

Plans Reviewed 388
Inspections (new) 286
Investigations ...37

FIELD CHIEFS

F3104
F688
R10479
F774
R10568
F157
F454
F548
R10347
F845
F943
F239

MONTHLY TOTALS

EMS7,488
FIRE1,477
NON EMR ...355
Total:9,320