



**CANADIAN ASSOCIATION
OF FIRE CHIEFS**

**L'ASSOCIATION CANADIENNE
DES CHEFS DE POMPIER**



**FIRE-RESCUE CANADA
SECOURS-INCENDIE CANADA**

CANADIAN ASSOCIATION OF FIRE CHIEFS | L'ASSOCIATION CANADIENNE DES CHEFS DE POMPIER
ANNUAL EDUCATION CONFERENCE | CONFÉRENCE ANNUELLE D'ÉDUCATION

2017 END-OF-CONFERENCE REPORT

**109TH ANNUAL CANADIAN ASSOCIATION OF FIRE CHIEFS
CONFERENCE**

SEPTEMBER 17-20, 2017

WESTIN BAYSHORE HOTEL

VANCOUVER, BRITISH COLUMBIA



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SEE YOU IN OTTAWA!

Preparations are underway for the 110th annual Fire-Rescue Canada conference to be held in Ottawa, Ontario, September 16-19, 2018!

Details for the upcoming 2018 event will be available at: <http://cafc.ca/en/conference/>

EVENT PROFILE & STATISTICS

ABOUT THE FIRE-RESCUE CANADA CONFERENCE

ESTABLISHED

The first CAFC annual meeting was held in 1909.

SCHEDULE

Annual

LOCATION

Up to 2015, Fire-Rescue Canada (FRC) rotated from east to west dependent on member interest in bidding to host the conference. As of 2016, FRC is produced in a cyclical fashion, visiting the same cities across Canada and completely hosted by CAFC.

LOCATION	YEAR	LOCATION	YEAR	LOCATION	YEAR
Winnipeg, MB	2009	Regina, SK	2013	Vancouver, BC	2017
Saint John, NB	2010	Ottawa, ON	2014	Ottawa, ON	2018
Calgary, AB	2011	Victoria, BC	2015	Calgary, AB	2019
St. John's, NL	2012	St. John's, NL	2016	Montreal, QC	2020

2017 FIRE-RESCUE CANADA PROGRAM COMMITTEE

Chair: Fire Chief Ken Block, President, Canadian Association of Fire Chiefs

Assistant Deputy Chief Ken McMullen, Calgary Fire Department

Facilitator: Vicky Roper, Canadian Association of Fire Chiefs



ATTENDEES

Fire-Rescue Canada attracted 293+ attendees. Delegates and exhibitors alike had significant access to each other via the Trade Show Floor and social events.

FRC attendees and exhibitors came from across the globe:

Countries:

Canada, and the United States

Canadian Provinces:

Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland, Nova Scotia, Northwest Territories, Ontario, Prince Edward Island, Quebec, Saskatchewan



Attendees and exhibitors included all major stakeholders in the fire service industry.

Attendee Fire Service Types

36%	Composite Department
31%	Career Department
15%	Volunteer Department
15%	Other

Attendee Primary Level of Responsibility

62%	Fire Chief
25%	Chief Officer or Senior Management
11%	Other
0%	Company Officer or Mid Management



EXHIBITORS

NUMBER OF EXHIBITORS: 52 companies from Canada and the United States exhibited in Vancouver.



Attendees spent on average 2-4 hours in the Tradeshow visiting vendors and sponsors.



92% of attendees felt that the exhibitors provided products and knowledge that would be beneficial to their departments.

Sponsors

Platinum – 1

Gold – 3

Silver – 2

Bronze - 8

Copper - 5

SURVEY RESULTS

TOP RATINGS CONTINUE FROM EXHIBITORS AND SPONSORS

Exhibitors were satisfied with business contacts and networking opportunities on the exhibit floor as well as the social functions throughout the conference.

A number of exhibitors have also recommended that the Tradeshow be shortened to an evening and a full day rather than 3 full days.



POSITIVE FEEDBACK FROM ATTENDEES

98% were very satisfied with the overall experience of Fire-Rescue Canada

98% felt the value in attending Fire-Rescue Canada was excellent to very good

98% were satisfied with contacts and networking opportunities

73% felt the variety of content was very good to good

IN THEIR OWN WORDS: What did you like most about Fire-Rescue Canada 2017:

"Keynote speakers were great."

"Very well done, networking events and the cross section of presenters."

"Networking and inspiring speakers."

"Educational sessions were very relevant to today's issues."

"The education sessions were awesome. And the networking is great."

"It was a very positive atmosphere with engaged attendees."

"This is one of the best one's I've attended and I've been to a good number.

Thanks!"



IN THEIR OWN WORDS: What can we do to improve Fire-Rescue Canada:

"More variety in breakfast sessions."

"More time with vendors in the tradeshow is needed."

"AGM to be better organized."

"Missed the pocket agenda, as I was unable to download the app."



THEIR OWN WORDS: Did you use the conference mobile app?

"Yes, I found it very helpful."

"Yes, great tool and less paper is much better."

"Yes, it was very easy to use and navigate..."

Popular sessions on:

23% Budget/Financial Issues

18% Best Practices

14% Labour Relations/Conflict Management/Risk Management

13% Leadership Topics

13% Career/Volunteer/Composite Topics and Issues

10% Community/Media Relations

9% Health/Safety/Mental Health

8% Social Media

1% Other

EVENT HIGHLIGHTS

Fire-Rescue Canada is an event where key industry people, both exhibitors and attendees, are on hand to participate in formal and informal meetings, whether on the exhibit floor, attending program sessions or enjoying the evening networking functions.

Fire-Rescue Canada 2017 started-off with the Opening Ceremonies and Memorial Service held at the Westin Bayshore Hotel followed by the Welcome Reception where attendees were able to enjoy food and drink while networking with colleagues.



CAFC's newly developed ECFO designation program was introduced and launched at the breakfast information session. The Chair of the new ECFO Council, **Fire Chief Phil Lemire**, provided attendees with information and details on how the new program works.



Silken Laumann kicked off the first day of the conference with her keynote presentation: *Living the Upside of Down*. Silken shared her story about overcoming adversity with strength and honesty and inspiring others that we can not only overcome anything that life throws at us, but that we can live a life of passion, contribution and meaning.

The morning general session was presented by retired **Chief Bernie Van Tighem**. Chief Van Tighem shared his story of his battle with PTSD. He focused on preventative steps that can be taken as an individual, leader and supporter to emergency services.



Today's Lightning Talk was presented by New Brunswick's **Fire Marshal Douglas Browne** on the essential facts of carbon monoxide.

Six concurrent sessions, on subject matter for all attendees were held in the afternoon: *Fentanyl: Know the Enemy*; *The Silent Grind*; *How a Fire Department Climbed the Ladder to Health*; *Succession Planning*; *What Transport Canada Can Do for First Responders* and *First Responders at Ground Zero: Opiate Crisis Management*.



A Vancouver Brewery Tour was held this evening taking groups of attendees to visit some of Vancouver's best craft breweries for beer tastings a followed by dinner and entertainment at the Steel Toad Brewing Company.



Day Two's morning breakfast session was presented by **Arjun Vinodrai**: Moving Towards a Public Safety Broadband Network. Mr. Vinodrai updated attendees on the work Public Safety Canada is doing and also sought feedback on implementation models for a potential PSBN.



This morning's keynote session, *Women Who Lead*, was presented by our Child founder, **Dr. Samantha Nutt**. Dr. Nutt provided a thought provoking presentation on the challenges women still face in the world and how women (and men) can advocate for change.

The Lightning Talk was presented by **Fire Chief Pierre Voisine** on how he, his family and neighbours banded together to work through the 2017 Ottawa-Gatineau flood. Chief Voisine shared his personal experience with the flood response leading to interesting points on where the line of demarcation exist between the resident and the city's response.

CAFC's 2nd annual Town Hall Panel Session completed the morning with CAFC leaders: CAFC President **Fire Chief Ken Block**, CAFC's Chair of the National Advisory Council, **Deputy Chief Dan McCoy** and CAFC's Executive Director **Dr. Tina Saryeddine**, providing attendees with highlights from the associations past 12 months and its strategy for the year ahead.



Day Two's concurrent sessions once again provided subject matter that attendees could choose from such as: *The Leadership Tree*, *Everything You Wanted to know About Residential Sprinklers But Where Afraid to Ask*, *Mindful Work: Managing Stress Through Awareness*, *9 Tips to Take Your Leadership To the Next Level*, *Preparing Tomorrow's Chief Executive Officers*, *Rookie to Respected Firefighter: Managing the Transition*

At the request of Exhibitors at the end of FRC2016, Tuesday evening's Tradeshow Reception was added back into the program this year and was well attended. Exhibitors thanked CAFC for including the reception in the program again.

Day Three began with a breakfast session that included an information session provided by WorkSafeBc regarding the province of BC's mental health awareness program and website for first responders, followed by the launch of the National Fire Incident Database (NFID) website.

Next on the program was CAFC's Annual General Meeting, where resolutions were reviewed and approved and an election was held to vote on CAFC's 3 Board of Directors positions.



CAFC's new Board of Directors for 2017-2018 are:

CAFC President: Fire Chief Ken Block, Edmonton, Alberta

Director: Fire Chief Pierre Voisine, Cornwall, Ontario

Director: Fire Chief Keri Martens, Lake Louise, Alberta

Director: Fire Chief Daniel Perron, Ste-Julie, Quebec

Director: Fire Chief Vince Mackenzie, Grand Falls Windsor, Newfoundland

Director: Assistant Deputy Chief Ken McMullen, Calgary, Alberta



Benjamin Martin provide the morning's general session on *Preserving and Influencing Fire Service Culture: How to Successfully Lead and Implement Change*. This session touched on the importance of understanding fire service culture and when change, especially from tradition is necessary – and when it's not – and how to move the fire service forward without forgetting where it all came from.

The closing keynote speaker, **Dave Sanderson**, known as the last person off of the plane that crashed on to the Hudson River (Miracle on the Hudson), shared his experience from the crash and how to bounce back and grow from a traumatic event.



The **Awards Gala** ended a successful conference week and was MC'd by David C. Jones who entertained attendees in between award presentations.



Fire Chief Phil Lemire, Chair of the CFO Council, presented the CFO certificates and new ECFO certificates to those members in attendance who achieved their CFO designation this year.

The 2017 Fire Chiefs of the Year Awards were presented by Mr. Michael Currie from Fire Underwriters Survey.



- Career Chief of the Year: Fire Chief Tim Armstrong, New Westminster, BC
- Volunteer Chief of the Year: Fire Chief Alain Nadeau, La Broquerie, MB.

CAFC's elected Board of Directors were sworn in for the 2017-2018 year by CAFC Past-President, Fire Chief Paul Boissonneault.



The Gala also afforded the President to thank all of the volunteers for their support of Fire-Rescue Canada, as well as outgoing Board members. Major sponsors were presented with a gift of thanks for their generous support of the conference.



MOBILE APPLICATION

The conference Mobile App, available for iPhone, Android and Blackberry, put conference information at attendees' fingertips and allowed users to:

- See the schedule, sponsors, list of attendees
- Communicate with other attendees
- Integrate with Twitter and Facebook
- Comment on sessions
- Complete the conference survey and more
- Receive push notifications (alerts) of change in schedule, notices from sponsors, etc...

Sessions were favoured 1,354 times.

There were 393 unique visitors viewed/used the app and 19,493 total page views.

Users Devices Used:

- 69.5% iOS * 84.7% used mobile devices
- 12.7% Windows * 15.3% non-mobile devices used
- 10.7% Androids
- 3.8% BlackBerry
- 1% Linux
- 1.8% Macintosh
- 0.5% Windows Phone



SOCIAL MEDIA

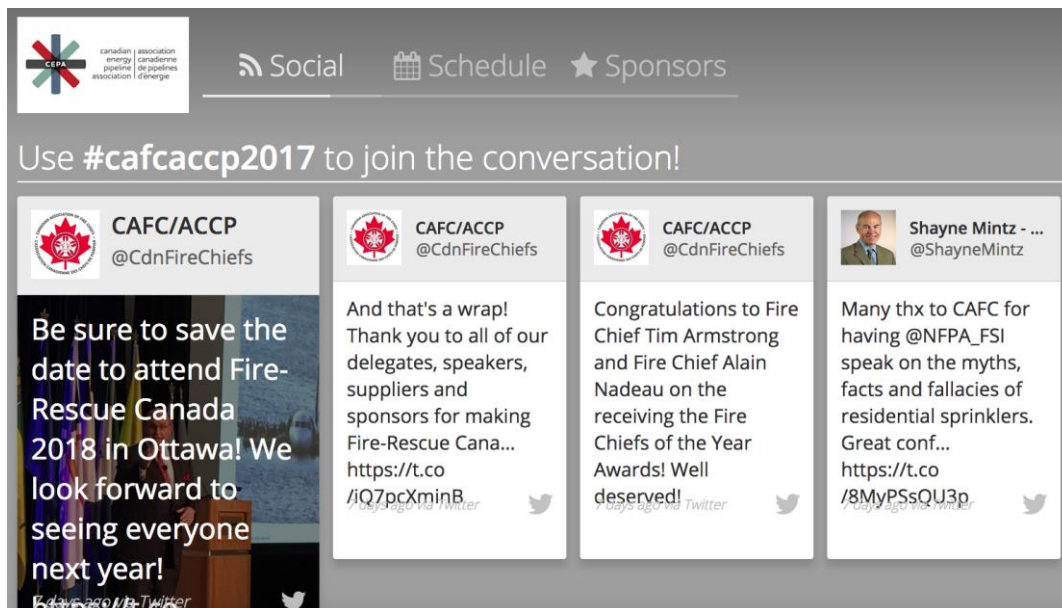
TWITTER



@FireRescueCA and @CdnFireChiefs tweets featuring event details were frequent during the conference. Tweets continued throughout the event and were designed to communicate with exhibitors, delegates, members and the general public about activities surrounding the conference.

SOCIAL MEDIA WALL

The Social Media Wall was displayed in the registration area displaying attendee and exhibitor live tweet updates (conversations) synced through the conference hashtag (#FRC2017 and #cafcaccp2017). Exhibitors used Twitter and the conference hashtag to encourage attendees to visit their booths; attendees were tweeting their comments and photos from sessions and all were displayed on the Wall (monitor) for everyone to see.



The social media wall also displayed the day's program schedule and provided another branding opportunity to display sponsor company logos.