

Program Guide

DRAFT ONLY



Bringing Our Roots Together

September 27-30, 2021
Nugget Casino Resort Hotel
Sparks, NV

fireshowswest.com



Exhibit Hall Hours

Tuesday, September 28

Apparatus Showcase Circle

11:30 am to 1:00 pm

Tuesday, September 28

5:00 pm to 7:00 pm

Wednesday, September 29

9:30 am to 2:00 pm

FireShowsWest is sponsored by FireShowsWest First Responders Training and Education Foundation,
a 501(c)3 nonprofit organization

General Information

Conference Materials and Badges

FireShowsWest does not send out conference materials or badges in advance.

Attendees can pick up their attendee badges on the 2nd floor outside of the Nugget Ballroom

General Registration Desk Hours Conference and Exhibits

Monday, September 27	7:00 am to 5:00 pm
Tuesday, September 28	7:00 am to 6:00 pm
Wednesday, September 29	7:00 am to 5:00 pm
Thursday, September 30	7:00 am to 1:00 pm

EXHIBIT HALL HOURS

Tuesday, Sept. 28 Apparatus Showcase Circle
11:30 am – 1:00 pm - West Parking Lot

Nugget Ballroom

Tuesday, September 28	5:00 pm – 7:00 pm
Wednesday, September 29	9:30 am – 2:00 pm

Register to access the Virtual Link to FireShowsWest

Step 1



Step 2

Click the Button

Get Tickets

Step 3

Enter in your
name & email

You're All
Set!



In appreciation to the dedicated
volunteers who help each year in
the classrooms and inside the
exhibit hall.

*Thank
you*



Washoe County
citizen★corps
UNITING COMMUNITIES
PREPARING THE NATION

Keynote Sessions

Opening Keynote Speaker

Dr. Steven Shepard

Tuesday, September 28 | 3:30 pm

“We Wired for Stories”



40,000 years ago, before humans had language, we told stories. We painted them on the walls of caves; we pantomimed them by firelight. Why? It's simple, really. The one thing we have that makes us truly different from other species is language. It matters because it allows us to describe complex objects and even more complex emotions. That, in turn, leads to connection, and connection gives rise to community. Community is more than the town you live in. Community is your immediate family; it's the relationships you share with your work colleagues; it's interplay among professional organizations. It's the set of qualities that describe life in a firehouse.

Which is why the art of storytelling is such an important skill for people to develop, especially leaders. Why? Because it is story that allows them to motivate others, to help them paint a compelling picture of where they're going. But the craft belongs to everyone. Trying to teach a new firefighting skill? Story. Trying to motivate the town to fund new lifesaving equipment? Story. Trying to get the community to understand what it means to be a firefighter? Story. Trying to describe complex procedures, or the economics of a new truck, or trends in EMT or paramedic encounters? Story.

Maya Angelou said it best: "People will forget what you said, people will forget what you did, but people will never forget how you made them feel."

In this presentation, we talk about the power of story and how everyone can harness its extraordinary qualities to motivate, inspire, communicate, drive collaboration and innovation, and, more than anything, create connection. We'll talk about the structure of well-crafted stories, how that are most effectively used, options for narrative style, and the fine art of collecting and filing them for later use.

Closing Keynote Speaker

Mark Yarbrough

Author and Speaker



Thursday, September 30 | 3:00 pm

Cascade 3 & 4

Suffer from BURNOUT?

GIVE'EM THE F.I.N.G.E.R.!



Burnout affects millions of Americans each year and has been called "the disease of our civilization." The unhappiness and detachment burnout causes can threaten your job, your relationships, and your health. **But there's good news -- burnout can be healed.**

Former 20-year elected **District Attorney, MARK YARBROUGH**, from Littlefield, Texas (hometown of Waylon Jennings), personally experienced burnout, learned how to successfully overcome it, and went from "Burnout" to "On Fire!" He has since become a "burnout expert" and has written and published on the subject. Mark is a very entertaining, motivating and inspiring speaker. He has taught **thousands** of people how to overcome Burnout -- from companies like **Blue Bell Ice Cream and Xcel Energy**, to teachers and doctors/nurses, to a variety of government workers (police officers, CPS workers, attorneys, victim's rights advocates, counselors, mental health professionals, etc.).

Daily Schedule

Monday, September 27

Please visit FireShowsWest.com for complete course descriptions

Start	End	Room	Track	Session ID	Title	Instructor
8:00	5:00	Red 1	Leadership	NFA1	NFA Academy-Day 1 - FO648 - Leadership in Supervision: Frameworks to Success	John Wagner
8:00	5:00	Red 2	HazMat	HZ1	HazMat I/C - Day 1	John Lund
8:00	5:00	Red 8	Suppression	SU1	Mastering Fireground Command - Calm the Chaos!	Anthony Kastros
8:00	10:00	Red 7	Suppression	SU2	How to NOT be There and NOT do That	Mark Emery
8:00	10:00	Red 6	HazMat	HZ10	Dangerous Properties of Hazardous Materials	Randy Perlis
10:00	10:30				Morning Break	
10:30	12:00	Red 7	Prevention	FP1	From Firefighter to Building Official - Igniting Unexpected Opportunities	Justin Smith
11:30	1:30	Chalet Terrace	HazMat	HZ3	LUNCH - Private Luncheon - Nevada HazMat First Responders - Pipeline Awareness & Education Program: Coordinated Response Exercise (CoRE)	Robert Soto
12:00	1:30				Lunch Break - On Your Own	
1:30	5:00	Red 6	HazMat	HZ9	Table Top Command – Haz-Mat Module	Jesse Quinalty
1:30	4:30	Red 7	Prevention	FP2	CPVC Plan Check/Inspector Training Program	Scott Harrison



PLAN TO VISIT THE EXHIBIT HALL FOR THE OPENING NIGHT MIXER!

Opening Mixer inside the exhibits on Tuesday 5:00 pm to 7:00 pm after the Keynote

Daily Schedule

Tuesday, September 28

Please visit FireShowsWest.com for complete course descriptions

Start	End	Room	Track	Session ID	Title	Instructor
8:00	10:00	Outside Parking	Prev/Haz/Supp	FPSH1	Fire Sprinkler Inspection and Testing NFPA 25	Fire Solutions LLC
8:00	5:00	Red 1	Leadership	NFA2	NFA Academy - Day 2 - FO648 - Leadership in Supervision: Frameworks to Success	John Wagner
8:00	5:00	Red 2	HazMat	HZ2	HazMat I/C - Day 2	John Lund
8:00	12:00	Red 6	Suppression	SU3	Strategic Classification of Building Construction	Mark Emery
8:00	10:00	Red 7	Prevention	FP3	Firewise Communities	Bill Steward
8:00	12:00	Red 8	Leadership	LE1	Are You Ready for the Collar Brass?	Paul Sullivan / Kevin Ward
10:00	10:30				Morning Break	
10:30	11:30	Outside Parking	Prev/Haz/Supp	FPSH2	Fire Alarm Inspection and Testing NFPA 72	Fire Solutions LLC
10:30	11:30	Red 7	Prevention	FP4	What is NFPA? How Does NFPA Work?	Bob Sullivan
11:30	1:00	Outside	Exhibits		Lunch Break - Apparatus Showcase in West Parking Lot	
1:00	2:45	Outside Parking	Prev/Haz/Supp	FPSH3	Fire Pump Inspection and Testing NFPA 25	Fire Solutions LLC
1:00	2:45	Red 2	HazMat	HZ4	Dangerous Properties of Hazardous Materials	Randy Perlis
1:00	2:45	Red 3	Safety	SA1	Who Holds the Keys to Safe Emergency Vehicle Operations	Bryan Duquin, Jr.
1:00	2:45	Red 7	Tactics/Supp	SU5	Tearing Down the Walls - Open Concept Construction	Jesse Quinalty
1:00	2:45	Red 8	Suppression	SU4	It's Not Rocket Science - Tactical Considerations and Actions; Understanding the "Why"	Paul Strong
3:00	3:30	Cas 4/3			Welcome Opening Ceremony	
3:30	4:45	Cas 4/3	Keynote	KEY1	Keynote Presentation "We are Wired for Stories"	Dr. Steven Shepard
5:00	7:00	Nugget Ballroom			Exhibit Hall Opening Mixer Reception	

Daily Schedule

Wednesday, September 29

Please visit FireShowsWest.com for complete course descriptions

Start	End	Room	Track	Session ID	Title	Instructor
8:00	9:00	Cas 4	Exhibitor		Exhibitor Meeting	FSW Staff
8:00	10:00	Red 1	Supp	SU6	The Different Worlds of SAR, USAR, Mass Rescue, Mass Recovery and Mass Fatality Response in the United States	Bryan Enberg
8:00	12:00	Red 2	HazMat	HZ5	Introduction to Hazardous Materials Chemistry	David Ladd
8:00	10:00	Red 7	Prevention	FP6	How Can You Help Your Business Owners Prepare for a Fire Inspection?	David Lind
8:00	10:00	Red 8	Wildland	WL1	Using Technology to Fight Wildfires, Future Trends in the Golden State	Jeff Meston / Scott Holman David McGillicuddy
9:30	2:00	Ballroom			Exhibit Hall Open	
10:00	10:30	Ballroom			Morning Break - Inside Exhibit Hall	
10:30	12:00	Outside Parking	Prevention	FPSH4	Fire Inergen Suppression Inspection and Testing Ansul Ineregen Systems Manual	Fire Solutions LLC
10:30	12:00	Red 1	Admin	AD1	Fires, Guns, and Wicked Problems for the Fire Service	Ray Reynolds
10:30	12:00	Red 7	Prevention	FP7	CPVC Fire Sprinkler Products-- "Recommended Practices & Precautions"	Scott Harrison
10:30	12:00	Red 8	Communic	CO2	Communicating Among the Generations	Dr. Steven Shepard
12:00	1:30	Ballroom			HOSTED LUNCH INSIDE EXPO HALL	
1:00	5:00	Red 7	Prevention	FP8	Management of a Fire Prevention Program	Steven Peavey & David Lind
1:30	3:00	Outside Parking	Prevention	FPSH5	Fire Foam Suppression Inspection NFPA 11	Fire Solutions LLC
1:30	3:00	Red 1	Communic	CO3	Courageous Conversation Topic - Career Planning-What's Next for You?	Jeff Meston
1:30	3:00	Red 2	HazMat	HZ6	Hazardous Materials Response for the First Due Company	David Ladd
1:30	3:00	Red 8	Supp	SU7	RIC for Real - Lessons Learned from 400 Firefighters during Elevated Stress RIC training	Paul Strong
3:00	3:30				Afternoon Break	
3:30	5:00	Red 1	Supp	SU9	The Art of Reading Smoke	Rob Backer
3:30	5:00	Red 2	HazMat	HZ7	Chemical Hazards Determination Using the Wet Chemistry Hazard Classification Procedure	Randy Perlis
3:30	5:00	Red 8	Supp	SU8	Strip Mall Hazards / Incident Command Strategies	Chris Stewart

Daily Schedule

Thursday, September 30

Please visit FireShowsWest.com for complete course descriptions

Start	End	Room	Track	Session ID	Title	Instructor
8:00	12:00	Red 1	Leadership/Supp	LE2	Habits of Highly Effective Incident Commanders	Paul Sullivan / Kevin Ward
8:00	12:00	Red 6	Supp	SU10	Incident Management Simulation Exercise	Mark Emery
8:00	9:00	Red 7	Prev	FP9	FEMA's QuakeSmart Business Inspections Program - National Roll-Out	Ines Pearce/ Steven Peavey
8:00	10:00	Outside Parking	Prev	FPSH6	Fire Pump Inspection and Testing NFPA 25	Fire Solutions LLC
8:00	10:00	Red 8	Health	HE1	Build it and They Will Come	Derek Reid
9:00	10:00	Red 7	Prev	FP10	High Profile Fire Investigations	Steven Peavey
10:00	10:30				Morning Break	
10:30	11:30	Outside Parking	Prev	FPSH7	Fire Alarm Inspection and Testing NFPA 72	Fire Solutions LLC
10:30	12:00	Red 2	HazMat	HZ8	Organic Chemistry for Hazardous Materials Responders	Randy Perlis
10:30	12:00	Red 7	Supp	SU11	Courage Under Fire Leadership: Preventing Life & Career Altering Events	Steve Prziborowski
10:30	12:00	Red 8	Admin	AD2	Clean Concept Fire Stations	Tom Cole
12:00	1:30			LUNCH	Lunch Break - On Your Own	
1:30	2:45	Outside Parking	Prev	FPSH8	Fire Sprinkler Inspection and Testing NFPA 25	Fire Solutions LLC
1:30	2:45	Red 2	Tactics/Supp	SU12	RIT Rapid Intervention/Mayday by the Numbers	David Ladd
1:30	2:45	Red 8	Communic	CO4	Panel Discussion Diversity, Equality, and Inclusion	Jeff Meston/ Eddie Sell/ Heather Marques/ Jason Hosea/ Patricia Bianchi
1:30	2:45	Red 7	Leadership	LE3	Courage Under Fire Leadership: Here's the Badge – Don't Screw it up!	Steve Prziborowski
3:00	4:30	Cas 4	Keynote	KEY2	Keynote Presentation "Suffer from BURNOUT? GIVE'EM the F.I.N.G.E.R. !!"	Mark Yarbrough

Events and Happenings



Apparatus Showcase Circle

Tuesday | 11:30 am to 1:00 pm

Browse through the display of apparatus located in the West parking lot. Grab some lunch from some of the “best” food trucks in the area!

Opening of the Expo Hall

Tuesday | 5:00 pm

Walk the exhibit hall while enjoying some delicious pizza



Wednesday morning

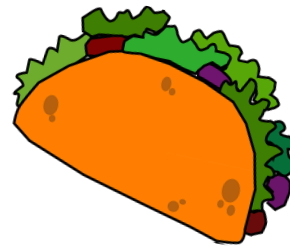
10:00 am to 10:30 am

Grab a cup of coffee inside the Exhibit Hall

Make Your Own Taco Bar

Hosted lunch inside the Expo Hall

Wednesday—12:00 to 1:30 pm



Conference attendees

Be sure you drop a door prize ticket in a door prize sponsor’s bucket that is located inside the exhibit booth.

Door Prize Drawing

1:00 pm to 1:15 pm

Wednesday

Inside the Exhibit Hall





2021 Instructors

With deepest appreciation to all of our instructors at this year's conference.

Name		Track	Name		Track
Rob	Backer	Suppression	Ines	Pearce	Prevention
Patricia	Bianchi	Communication	Randy	Perlis	HazMat
Tom	Cole	Administrative	Steven	Prziborowski	Leadership
Brian	Duquin	Safety	Jesse	Quinalty	HazMat & Suppression
Mark	Emery	Suppression	Derek	Reid	Health
Bryan	Enberg	Suppression	Ray	Reynolds	Leadership
Scott	Harrison	Prevention	Eddie	Sell	Communication
Scott	Holman	Communication	Steven	Shepard, Ph.D.	Keynote & Communication
Jason	Hosea	Communication	Justin	Smith	Prevention
Paul	Johnson	Prevention	Shawna	Smith	Prevention
Anthony	Kastros	Command	Bill	Steward	Wildland
David	Ladd	HazMat & Suppression	Chris	Stewart	Suppression
David	Lind	Prevention	Paul	Strong	Suppression
John	Lund	HazMat	Paul	Sullivan	Leadership
Heather	Marques	Communication	Robert	Sullivan	Prevention
David	McGillicudy	Wildland	John	Wagner	Leadership
Jeff	Meston	Communication & Wildland	Kevin	Ward	Leadership
Steven	Peavey	Prevention	Mark	Yarbrough	Keynote

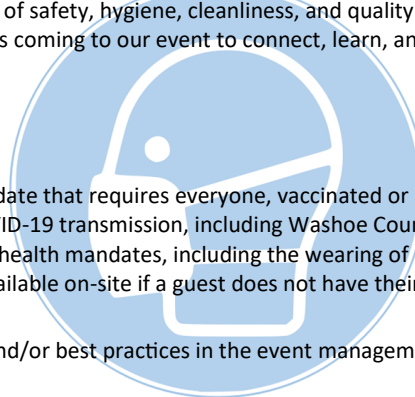
COVID-19 Protocols and Social Distancing

For everyone's safety, FireShowsWest will be implementing a Code of Conduct that combines federal, state, and local guidelines for the safety of all participants. The standards and practices are designed to provide confidence that at FireShowsWest, we are striving to provide the highest standards of safety, hygiene, cleanliness, and quality for our attendees, exhibitors, sponsors, speakers, visitors, and journalists coming to our event to connect, learn, and conduct business.

Masks are REQUIRED in Indoor Public Places

Effective July 30, 2021, the State of Nevada imposed a new mandate that requires everyone, vaccinated or not, to wear masks indoors in public places in counties with high rates of COVID-19 transmission, including Washoe County where the conference will be held. FireShowsWest will abide by any public health mandates, including the wearing of masks, that may be in effect at the time of the conference. Masks will be available on-site if a guest does not have their own..

Any change in guidance from federal, state or local authorities and/or best practices in the event management industry will be communicated to all participants.



Thank You

Special Thanks to Our Sponsors and Supporters

Our sponsors and conference supporters are what makes FireShowsWest the true "West Coast show" where connections happen in the 10 Western States. Thank you for your generous and continued support!

Educational Sponsors & Program Supporters



Event Sponsors

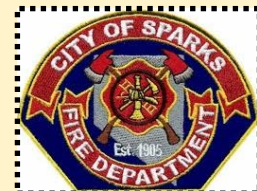


Advertising Sponsors



Local Support

With sincere appreciation to Sparks Fire Department for their support and assistance.



Company	2021 Booth	Website
A.S. Roach Fire Services Ltd.	106 & OUTSIDE	asroachfire.com
Active911, Inc.	428	active911.com
Air Exchange	221	airexchange.com
Allstar Fire Equipment, Inc.	112	allstarfire.com
Bauer Compressors Inc/MSA	121	bauersf.com
Boise Mobile Equipment	126 & OUTSIDE	bmefire.com
Bound Tree Medical	230	boundtree.com
Braun Northwest., Inc.	L	braunNW.com
California State Firefighters' Association	429/431	csfa.net
Cascade Fire Equipment Company	TBD	cascadefire.com
Columbia Southern University	426	columbiasouthern.edu
CORE Construction	322	coreconstruction.com
Creative Custom Work	VIRTUAL	creativecustomwork.com
Cross Fire Equipment & Training Co. LLC	223	crossfireequipment.com
CURTIS	218	lncurtis.com
Dragon Fire Gloves	326	dragonfiregloves.com
Federal Signal Corp.	311	fedsig.com
Fire Facilities, Inc.	226	firefacilities.com
Fire Solutions LLC	423	firesolutionsusa.com
Fire Station Outfitters	222	firestationoutfitters.com
FIREHOUSEBEDS.com	323	firehousebeds.com
Firetrucks Unlimited LLC	J	firetrucksunlimited.com
GovDeals.com	430	govdeals.com

2021 EXHIBITOR LISTING

Company	2021 Booth	Website
Grand Canyon Education	227	gcu.edu
HAZCHEM, LLC	427	HAZCHEMLLC.com
IFSTA/ Fire Protection Publications	325	ifsta.org
Kussmaul Electronics Co, Inc.	210	kussmaul.com
Laundry Systems of Nevada	422	laundrysystemsofnevada.com
Lehr Auto	320	lehrauto.com
Life-Assist	129	life-assist.com
Mito9	425	mito9.com
National Fire Fighter Wildland Corp.	229	nationalfirefighter.com
Provident	225	providentbenefits.com
QTAC Fire - MTECH Inc.	312/314	mtechincorporated.com
RedSky Emergency Vehicles	110 & OUTSIDE	redskyemergency.com
Rosenbauer America	113 & OUTSIDE	burtonsfire.com
Siddons-Martin Emergency Group	130 & OUTSIDE	Siddons-Martin.com
Sierra Electronics	119	sierraelectronics.com
Sleep Number Corporation	224	sleepnumber.com
Snap-Tite Hose	220	snaptitehose.com
Sundstrom Safety, Inc.	219	srsafety.com
Super Vac / SVI Trucks	331	svitrucks.com
Tomar Electronics, Inc.	E	tomar.com
Tug Rescue Tool Company, LLC	228	tugtool.com
VFIS	327	vfis.com
Western Fire Supply	127	WesternFireSupply.net
WHP Trainingtowers	321	trainingtowers.com
WILL-BURT Company	114 & OUTSIDE	willburt.com

2021 EXHIBITOR LISTING

Apparatus Showcase Circle

We love to visit our apparatus companies and larger vehicles to see all the new equipment. Due to the weight limits allowed inside the Nugget Ballroom on the 2nd floor, the apparatus is showcased in the West parking lot outside the back door near the Nugget dock area.

A.S. Roach Fire Services Ltd.	106 & OUTSIDE	asroachfire.com
Boise Mobile Equipment	126 & OUTSIDE	bmefire.com
Cascade Fire Equipment	128 & OUTSIDE	cascadefire.com
RedSky Emergency Vehicles	110 & OUTSIDE	redskyemergency.com
Rosenbauer America	113 & OUTSIDE	burtonsfire.com
Siddons-Martin Emergency Group	132 & OUTSIDE	Siddons-Martin.com
WILL-BURT COMPANY	114 & OUTSIDE	willburt.com



Congratulations

2021 Wellbrock Scholarship Recipient

Patricia Bianchi

Lovelock Fire Department, Nevada

Behind the Scenes

FireShowsWest First Responders Training and Education Foundation

Peter J. Mulvihill, President

Jo Anne Hill, Executive Director

Michael Heidemann, Vice President

David Kellogg, Director of Expositions

David Fogerson, Director

Amy Eller, Director

Ray Paul, Director

Our Dedicated Support Services

E-Squared Marketing, Scottsdale, AZ

RPI Printing, Reno, NV

GES, Reno, NV

Smart-Reg International, Los Altos, CA

Map-Dynamics/Nextech AR, Athens, GA

Story Warrior, Seaside, OR

Nugget Casino Resort Hotel, Sparks, NV

Virtual Stage Productions, Sparks, NV

Floor Plan

Floor Plan