

briefed on future SAFER recruiting and retention workshops to be held throughout the state as well as a presentation about the value of CSFA membership and association benefits.

In return, participants were asked to participate in the "Feed Forward Exercise". The exercise asked questions regarding the status, public perceptions, effectiveness of recruiting and retention programs, areas of needing improvement and specific policies and procedures to improve

FREE Rural Fire Service Leadership Workshops scheduled – sign up at www.csfa.net

Over the course of the next 4 years, 16 two-day workshops will be held throughout the state for over 400 fire service leaders from volunteer or combination departments. All travel, lodging and registration expenses to attend the workshops will be reimbursed with grant funds. Qualified instructors with recruitment and retention experience lead the workshops. The subject matter includes material from the U.S. Fire Administration (USFA), the International Association of Fire Chiefs (IAFC), and the National Volunteer Fire Council (NVFC) and includes the following topics:

- Leadership Skills for Chiefs
- Management Skills including collecting and reviewing volunteer applications, improving interviewing techniques, evaluating prospects, describing expectations, and motivating new volunteers
- Retention techniques by anticipating retention challenges, creating a cohesive environment, and rewarding performance with incentives
- Implementing a local volunteer recruiting campaign

Call 1-800-FIRELINE if you have any questions. To register visit www.csfa.net and select the "Volunteers" pull down menu and click on "Rural Fire Service Leadership Workshops"

SCHEDULE OF UPCOMING WORKSHOPS

Ukiah -- August 13-14, 2011
 Bishop -- September 17-18, 2011
 Visalia -- October 15-16, 2011
 San Diego -- November 19-20, 2011

volunteer retention. Indeed, the responses from this frontline exercise were very interesting.


Without question, there is a good deal going on behind the "Redwood Curtain." Many of you would be surprised how well organized and developed some of the rural departments of the state have become. One could easily assume that some are fully paid and staffed organizations. Yet, there are other organizations in need of serious assistance. It is the intent of the CSFA Volunteer Committee and FSTI to assist these struggling organizations.

Attendees received copies of Bill Ties' Leadership for the Wildland Fire Officer – Leading in a Dangerous Profession. Copies of Firefighter's Handbook on Wildland Firefighting – Strategy, Tactics and Safety and the accompanying workbook were provided as were copies of the Purple Cow, by bestselling marketing author Seth Godin courtesy of FSTI and Farmers Insurance Company.

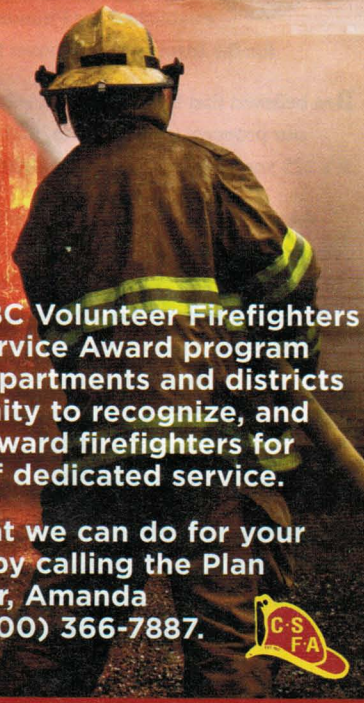
The highlight of the meeting in Fortuna was an opportunity for

team members to observe a recruit training program being conducted by the Fortuna Volunteer Fire Department (see photo). During that exercise, the team was able to observe how the fire departments in that region have banded together to perform uniform firefighter training.

When asked why he was attending the meeting in Eureka, a firefighter responded, "I want to know what CSFA is going to do for me." The short answer is CSFA and FSTI is doing a lot and intends to do much more. Through years of extensive research and funding development by FSTI, ongoing research surveys by CSFA, and participation throughout the state with training organizations, the CSFA Volunteer Committee has developed and is now executing its strategic plan. The committee is hitting the streets with a solid plan for success. The question for the inquisitive firefighter is, "what is your plan and what are you doing for CSFA and your fellow firefighters?" After all, associations are about the needs of the many not the needs of the few or the one, to borrow a line from our Vulcan friend Spock.

Our team traveled over 2,200 total miles, talked to approximately 50 individuals and returned home with information that will now be incorporated into future committee activities, presentations, and volunteer recruiting and retention workshops. FSTI is currently working with the committee to conduct a minimum of two more road trips in 2011, sponsored in part by Farmers Insurance Group. If your department would be interested in hosting a site for one of the future road trips, please contact CSFA Volunteer Committee Chairman Ronny Coleman at ron@fireforceone.com. 

Rewarding Volunteers



The CSFEWBC Volunteer Firefighters Length of Service Award program offers fire departments and districts the opportunity to recognize, and financially reward firefighters for their years of dedicated service.

Discover what we can do for your department by calling the Plan Administrator, Amanda Colwell at (800) 366-7887. 