



# NASFM News

National Association of State Fire Marshals  
October 2013

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**One Strong, United Voice for Fire Prevention**

## In the Works for 2014 - NASFM Member Survey

### MARK YOUR CALENDAR!



NASFM Logo on #22  
Advocare 500  
Phoenix Int'l Raceway  
3 pm Eastern, ESPN  
November 10, 2013

NASFM Annual  
Conference  
July 28-30, 2014  
St. Pete Beach,  
Florida

In early 2014, NASFM plans to begin collecting data on State Fire Marshal operations in what will be the most comprehensive survey to date on how State Fire Marshal offices are set up and what services they provide.



"The goal of this project is to capture the typical data NASFM members want for comparative analysis with their peers," said Texas State Fire Marshal Chris Connealy, a NASFM Board member and the driving force behind the development of the survey. Currently in draft form, the survey reflects input from previous member surveys conducted in past years, and also considers special requests for information that State Fire Marshals have requested from time to time. The questionnaire is expected to be refined and finalized with input from NASFM members through the end of the year, and then sent out for response during the first quarter of 2014.

For more information: NASFM Executive Director Jim Narva,  
[jnarva@narvaassociates.com](mailto:jnarva@narvaassociates.com).

## Quick Links

## NASFM

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**NASFM has entered the social media world of Twitter!**

## **Logano Will Carry NASFM Logo on Shell Pennzoil No. 22 Ford Fusion November 10**



NASFM's logo and the words, "A Strong United Voice for Fire Protection and Safety" will be prominently featured on the deck lid of the No. 22 Shell-Pennzoil Ford Fusion during the Advocare 500 at Phoenix International Raceway on Sunday, November 10, 2013.

The driver of the No. 22 Shell Pennzoil Ford Fusion is Joey Logano, who is currently 11th in the point standings and has one victory on the year.

Logano has shown an ability to win on all levels of racing. He captured his first championship at the age of seven in the Eastern Grand National Championship in the Junior Stock Car Quarter Midget division; became the youngest driver to compete in a Legends car at nine years old; at age 12, set a track record with 14 consecutive wins at Atlanta Motor Speedway and won the Young Lions National championship; won K&N Pro Series East Champion and Rookie of the Year honors in 2007; became the youngest winner in Nationwide Series history in 2008; became the youngest race winner in Sprint Cup history in 2009, the same year he won the Sprint Cup Series Rookie of the Year award; won two races in the Nationwide series in 2010; and won his second-career Sprint Cup victory at Pocono in 2012. In 2013, Logano joined Penske Racing with two wins and five poles in Sprint Cup Series competition and 18 wins and 22 poles in Nationwide Series races.

This past spring, Shell teamed up with the Common Ground Alliance for a fifth consecutive season to raise awareness for 811, the national "Call Before You Dig" hotline, by featuring the 811 logo on the Shell Pennzoil No. 22 at seven races this season. During National Safe Digging Month in April, Logano participated in a media campaign that featured interviews and public service announcements to promote the 811 message.

When the green flag waves on November 10 and Logano's No. 22 car rounds the track, NASFM's leaders will take the opportunity to promote pipeline safety and the award-winning Pipeline Emergencies safety training program, which has been strengthened by NASFM's partnership with Shell Pipeline Company LP. The NASFM/Shell training portal has undergone a series of improvements, including visual upgrades to the curriculum, automated registration and narration. NASFM is also

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working with several partners on the creation of a national on-line training system for the Pipeline Emergencies program.

The Advocare 500 at Phoenix International Raceway will begin at 3 pm Eastern on November 10 with live coverage provided by ESPN. Learn more about the race at <http://www.phoenixraceway.com/Tickets-Events/Events/2013/AdvoCare-500.aspx>.

Learn about NASFM's Pipeline Emergencies safety training program and the NASFM/Shell partnership at <http://www.pipelineemergencies.com/>.

## Partnering For Prevention™ - Free Online Training Program to Help Fire and Emergency Services Engage Multicultural Communities

Partnering For Prevention™, a free online training program in partnership with NASFM, was recently launched through FireRescue 1's new FireRescue 1 Online Academy. The program teaches fire and emergency services personnel (career and volunteer) how to more



effectively engage their multicultural communities. The project is a collaborative effort between nonprofit FIRE 20/20 and online publisher FireRescue 1.

"Our country's growing multicultural communities present new and unique fire prevention and community risk-reduction challenges," said Shane Ray, South Carolina State Fire Marshal. "FIRE 20/20's Partnering For Prevention training is a good resource for fire and emergency responders who are looking to improve their fire prevention initiatives."

Fire marshals often are caught off guard, facing pushbacks from foreign-born community members who experienced less than favorable relationships with fire personnel in their home country.

"In the Ukraine and other former Soviet countries, the fire department was part of the Communist government," said Oleg Pynda, Executive Director of the Ukrainian Community Center of Washington. "They would often require businesses to pay bribes to receive a passing score on their inspections. Many don't know if this is also the case here in the U.S."



Partnering For Prevention™ is based on findings from two national research studies completed by FIRE 20/20. Training content includes:

- Review of national issues affecting fire prevention and risk reduction in multicultural communities
- Community partnership mapping
- Leading a fire prevention culture
- Increasing cultural understanding
- Marketing prevention to the community
- Conducting leader-to-leader meetings with multicultural communities
- Step-by-step case studies
- Completing the fire prevention report card

The program features strategies and tactics from fire service experts across the U.S., as well as interviews with leaders from 12 multicultural and high-risk communities including: Hispanic, African American, Somali, Vietnamese, Chinese, Filipino, Ukrainian, Sikh, senior, deaf, hard of hearing and homeless.

"Research data clearly articulates that our traditional fire prevention approaches are not effective in our multicultural communities," said Jim Narva, Executive Director of the National Association of State Fire Marshals. "The Partnering For Prevention online training will help fire marshals at all levels to develop more meaningful and targeted messages and identify the best messengers to deliver those fire prevention messages in their respective communities."

The three-hour training program is available in eight 15-20 minute segments. FireRescue 1's learning management system allows fire and emergency services to adapt the course to busy firefighter schedules. It can be taken in one session or broken into several shorter sessions. Learners who complete the training will receive a continuing education certificate from FireRescue 1 and FIRE 20/20.

"The Partnering For Prevention training will help fire and emergency services personnel build trust and produce better fire prevention outcomes in the Chinese community and other multicultural communities," said Alan Lai, Crime Victim Service Director at the Chinese Information and Service Center.

The Partnering For Prevention online training was developed in partnership with the National Association of State Fire Marshals (NASFM), the International Association of Fire Marshals (IFMA), Vision 20/20, and Renton Fire & Emergency Services Department. The program was funded through a FEMA Fire

Prevention Grant with additional support from LION and FireRescue 1.

"FIRE 20/20 has done some amazing work in linking the issues of a growing multicultural society in the U.S. with effective prevention programs," said Jim Crawford, Director of Vision 20/20. "The Partnering For Prevention online training will increase the understanding of these issues at the national, regional, state and local levels. There is information in here for policy makers and the fire and life safety community at all levels."

To register and log into the Partnering For Prevention online training, go to the FireRescue 1 Academy <http://www.firerescue1.com/academy/fire2020>.

For more information about Partnering For Prevention Online Training and other FIRE 20/20 products and services, please contact Odessa Kawai, FIRE 20/20 Interim Executive Director 360-627-8663; [ff@fire2020.org](mailto:ff@fire2020.org).

About FIRE 20/20: FIRE 20/20 is a 501(c)(3) nonprofit founded in 2005. FIRE 20/20 helps fire and emergency services work more effectively with their multicultural communities to increase the reach and effectiveness of fire prevention and community risk reduction, emergency response, emergency management and diversity recruitment and retention. Over the last nine years, FIRE 20/20 has trained more than 200 departments in the U.S. and Canada.

About FireRescue 1 Academy: The FireRescue 1 Academy offers 24/7 access to must-have training from some of the most renowned fire service experts. You'll have more than 500 training videos to choose from, covering topics like Fire Suppression, Firefighter Safety and Survival, Command and Control, EMS, Hazardous Materials and more.

About FEMA Fire Prevention and Safety Grants: The Fire Prevention and Safety (FP&S) Grants are part of the Assistance to Firefighters Grants (AFG) and support projects that enhance the safety of the public and firefighters from fire and related hazards. The primary goal is to reduce injury and prevent death among high-risk populations. In 2005, Congress reauthorized funding for FP&S and expanded the eligible uses of funds to include Firefighter Safety Research and Development.

## Remarks by the President at Nomination of Jeh Johnson to be Secretary of Homeland Security



The White House  
Office of the Press Secretary  
For Immediate Release  
October 18, 2013  
2:06 P.M. EDT

THE PRESIDENT: Good afternoon, everybody. Please have a seat. As President, my most solemn responsibility is the safety and security of the American people. And we've got an outstanding team here of folks who work every single day to make sure that we're doing everything we can to fulfill that responsibility. And that means that our entire government -- our law enforcement and homeland security professionals, our troops, our diplomats, our intelligence personnel -- are all working together. It means working with state and local partners to disrupt terrorist attacks, to make our borders more secure, respond to natural disasters, and make our immigration system more effective and fair.

Addressing any one of these challenges is a tall order. Addressing all of them at once is a monumental task. But that's what the dedicated men and women of the Department of Homeland Security do every day. And today I'm proud to announce my choice to lead them -- an outstanding public servant who I've known and trusted for years -- Mr. Jeh Johnson.

\* \* \*

In Jeh Johnson, we have the right person to continue this important work. From the moment I took office, Jeh was an absolutely critical member of my national security team, and he demonstrated again and again the qualities that will make him a strong Secretary of Homeland Security.

Jeh has a deep understanding of the threats and challenges facing the United States. As the Pentagon's top lawyer, he helped design and implement many of the policies that have kept our country safe, including our success in dismantling the core of al Qaeda and the Fatah.

When I directed my national security team to be more open and transparent about how our policies work and how we make decisions, especially when it comes to preventing terrorist attacks, Jeh was one of the leaders who spoke eloquently about how we meet today's threats in a way that are consistent with our values, including the rule of law.

Jeh also knows that meeting these threats demands cooperation and coordination across our government. He's been there in the Situation Room at the table in moments of decision, working with leaders from a host of agencies to make sure everyone is rowing in the same direction. And he's respected across our government as a team player,

somebody who knows how to get folks who don't always agree to work towards a common goal.

Jeh has experience leading large complex organizations. As a member of the Pentagon's senior management team, first under Bob Gates and then under Leon Panetta, he helped oversee the work of more than 3 million military and civilian personnel across the country and around the world. And I think it's fair to say that both former secretaries Gates and Panetta will attest to the incredible professionalism that Jeh brings to the job, and the bipartisan approach that, appropriately, he takes when it comes to national security.

He's also earned a reputation as a cool and calm leader. Jeh appreciates that any organization's greatest asset is its people, and at the Pentagon he guided the report explaining why allowing our men and women in uniform to serve their country openly would not weaken our military. Congress ended up using that report that Jeh helped to craft to justify repealing "don't ask, don't tell." And America and our military are stronger because we did, in part because of Jeh's determined leadership. I know he will bring that same commitment to our hardworking folks at DHS.

And finally, Jeh believes, in a deep and personal way, that keeping America safe requires us also upholding the values and civil liberties that make America great. Jeh tells the story of his uncle who was a member of the legendary Tuskegee Airmen during World War II. And he and his fellow airmen served with honor, even when their country didn't treat them with the dignity and the respect that they deserved. And it was a lesson that Jeh never forgot. "We must adopt legal positions that comport with common sense," Jeh says, "consistent with who we are as Americans." Jeh is a pretty good lawyer, so he knows what that means.

And Jeh understands that this country is worth protecting -- not because of what we build or what we own, but because of who we are. And that's what sets us apart. That's why, as a nation, we have to keep adapting to changing threats, whether natural or man-made. We have to stay ready when disaster strikes and help Americans recover in the aftermath. We've got to fix our broken immigration system in a way that strengthens our borders, and modernizes legal immigration, and makes sure everybody is playing by the same rules.

And I'm confident that I could not make a better choice in Jeh, somebody who I'm confident is going to be moving not just the agency forward, but helping to move the country forward.

So, Jeh, thank you so much for agreeing to take on this very difficult and extraordinary mission. You've got a great team over at DHS, and I know that they're looking forward to having you over there. I urge the Senate to confirm Jeh as soon as possible. And I thank you, as well as your family, to agreeing to serve.

\* \* \*

MR. JOHNSON: Thank you for the tremendous honor of this nomination and the trust you have placed in me to carry out this large and important responsibility as Secretary of Homeland Security. I was not

looking for this opportunity -- I had left government at the end of last year and was settling back into private life and private law practice. But when I received the call, I could not refuse it.

I am a New Yorker, and I was present in Manhattan on 9/11, which happens to be my birthday, when that bright and beautiful day was -- a day something like this -- was shattered by the largest terrorist attack on our homeland in history. I wandered the streets of New York that day and wondered and asked, what can I do? Since then, I have tried to devote myself to answering that question. I love this country. I care about the safety of our people. I believe in public service. And I remain loyal to you, Mr. President.

If confirmed by the Senate, I promise all of my energy, focus, and ability toward the task of safeguarding our nation's national and homeland security.

*Source and full release at:* <http://www.whitehouse.gov/the-press-office/2013/10/18/remarks-president-nomination-jeh-johnson-be-secretary-homeland-security>.

**SAVE THE DATE!**

**2014 NASFM Annual Conference**

**July 28-30, 2014**

**Tradewinds Island Resort**

**St. Pete Beach, Florida**