3RD ANNUAL
GA EMS DIRECTORS & LEADERSHIP CONFERENCE

Developing the Leader In You

March 13-15, 2017
Legacy Lodge at Lake Lanier
About the Conference

Whether you are an EMS Director, department manager, shift supervisor, or anyone with the responsibility of leading a team of people, the 2017 EMS Leadership and Management Conference is the place for you! This conference provides two valuable days of thought-provoking sessions along with the opportunity to network with other EMS professionals and industry leaders. You will hear from a group of multi-faceted lecturers and subject matter experts who will challenge you and provide you with tools to exponentially enhance your leadership expertise. Sessions provide an opportunity to:

- Enhance your leadership expertise professionally and personally
- Learn from renowned speakers and authors—experts in leadership
- Network with industry leaders to build relationships and learn best practices

Continuing Education Credits for EMS Personnel

Continuing education credits applied for from Georgia Office of EMS/Trauma.

Room Map
## 2017 AGENDA

### MONDAY - MARCH 13, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 AM - 4:00 PM</td>
<td>Registration Open</td>
</tr>
<tr>
<td>12:00 PM - 4:00 PM</td>
<td>Vendor Hall Set Up</td>
</tr>
<tr>
<td>12:00 PM</td>
<td><strong>2017 Georgia EMS Leadership Conference Opening session</strong></td>
</tr>
<tr>
<td></td>
<td>Welcome by Kimberly Littleton, GAEMS; Prayer and Pledge</td>
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<tr>
<td></td>
<td>Colors presented by the Hall County Fire &amp; Emergency Services Honor Guard</td>
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<tr>
<td>12:30 PM</td>
<td><strong>Keynote: Future Style of EMS Leadership</strong> - Chris Cebollero</td>
</tr>
<tr>
<td>1:30 PM</td>
<td>Break</td>
</tr>
<tr>
<td>1:45 PM</td>
<td><strong>Conflicted or Confused? Practical Guidance for Managers on HR Matters</strong> - Demetrius Bynes</td>
</tr>
<tr>
<td>2:50 PM</td>
<td>Break</td>
</tr>
<tr>
<td>3:00 PM</td>
<td><strong>Leading with Emotional Intelligence</strong> - Chris Cebollero</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>Vendor Hall Opens</td>
</tr>
<tr>
<td>4:30 PM</td>
<td><strong>The Art of Multiplication – Making Everyone Around You Smarter</strong>  - Robert J. Galvin III, NRP, FP-C, MsP</td>
</tr>
<tr>
<td>5:30 PM</td>
<td><strong>Vendor Reception - Enjoy time networking and looking at all the latest products and services!</strong></td>
</tr>
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### TUESDAY - MARCH 14, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 AM</td>
<td>Registration Open</td>
</tr>
<tr>
<td>8:00 AM</td>
<td><strong>Opening Session Day Two</strong> - Welcome</td>
</tr>
<tr>
<td></td>
<td><strong>Introduction of Speaker</strong> - Paul Beamon</td>
</tr>
<tr>
<td>8:30 AM</td>
<td><strong>The Buy-in: From My Way to Our Way</strong> - Opening Keynote: Scott Sinclair</td>
</tr>
<tr>
<td>10:15 AM</td>
<td>Break</td>
</tr>
<tr>
<td>10:30 AM</td>
<td><strong>…it’s the right time! Create Understanding, Build Teams, Foster Sustainable Expectations</strong> - Jim Nelms</td>
</tr>
<tr>
<td>11:30 AM</td>
<td><strong>Lunch Break</strong> - Sponsored by <strong>Emergency Billing, LLC</strong></td>
</tr>
<tr>
<td>12:00 PM</td>
<td><strong>Lunch and Learn with Dr. Todd Deal - Immunity to Change</strong></td>
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<tr>
<td></td>
<td>Lunch line begins at noon with presentation beginning at 12:20 pm.</td>
</tr>
<tr>
<td>1:30 PM</td>
<td><strong>Immunity to Change</strong> - Dr. Todd Deal</td>
</tr>
<tr>
<td>2:30 PM</td>
<td><strong>Vendor Break</strong> - Sponsored by <strong>North American Rescue, LLC</strong></td>
</tr>
<tr>
<td>3:00 PM</td>
<td><strong>Immunity to Change</strong> - Dr. Todd Deal</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>Break</td>
</tr>
<tr>
<td>4:15 PM</td>
<td><strong>Immunity to Change</strong> - Dr. Todd Deal</td>
</tr>
<tr>
<td>5:15 PM</td>
<td><strong>Day Two Wrap Up and Adjournment</strong></td>
</tr>
</tbody>
</table>
| 6:30 PM       | **BBQ COOKOUT (Held in Pavilion directly behind the Lodge)** provided by **2014 BBQ Pitmasters Grand Champions as seen on Destination America - Robby Royal of Rescue Smokers**  
Robby is the Director for Turner County EMS and a GAEMS Leadership Graduate. He says that BBQ competitions have always been a stress release for him while working in EMS. |

**Sessions & Lunch - Plantation Ballroom**  
**Vendors - Grand Ballroom, Veranda, Hallway, Outside**
**WEDNESDAY, MARCH 15, 2017**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>8:00 AM</td>
<td>Opening Day Three and Welcome</td>
</tr>
<tr>
<td>8:15 AM</td>
<td>What Should I Measure and WHY?: KPI Best Practices - Paul Brown and Sean Kaye</td>
</tr>
<tr>
<td>9:45 AM</td>
<td>Vendor Break - Last chance to network with vendors!</td>
</tr>
<tr>
<td>10:15 AM</td>
<td>Social Media and Public Safety Data: Using Crowd Sourced Information During Response - Paul Brown</td>
</tr>
<tr>
<td>11:45 AM</td>
<td>Break</td>
</tr>
<tr>
<td>12:00 PM</td>
<td>Protecting, Learning and Preventing - Lee Varner</td>
</tr>
<tr>
<td>1:15 PM</td>
<td>GA EMS Wrap-Up</td>
</tr>
<tr>
<td>1:30 PM</td>
<td>Adjourn 2017 GA EMS Directors &amp; Leadership Conference</td>
</tr>
</tbody>
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**Session Descriptions**

**KEYNOTE - Mon., March 13, 2017**

*Future Style of EMS Leadership*

Presenter: Chris Cebollero

Opening: 12:00 PM  
Keynote: 12:30-1:30 PM

This session’s focus will be upon employee engagement, setting a vision and developing goals.

**Monday, March 13, 2017**

1:45 PM - Conflicted or Confused? Practical Guidance for Managers on HR Matters  
**Speaker: Demetrius Bynes**

In this session, we will cover a variety of topics and situations that managers deal with in their daily operation. We will clarify laws and provide tools for managers to navigate personnel actions. Conflict is inevitable in dealing with many HR issues. We will explore ways to mitigate these situations and allow managers to reach the best outcome.

3:00 PM - Leading with Emotional Intelligence  
**Speaker: Chris Cebollero**

This class will focus on understanding and dealing with not only your emotions, but also the emotions of those around you. We will focus on the five elements of Emotional Intelligence.

4:30 PM - The Art of Multiplication – Making Everyone Around You Smarter  
**Speaker: Robert J. Galvin III, NRP, FP-C, MsP**

This session will discuss the two types of leaders: multipliers and diminishers, review the five core assumptions of leadership and techniques you can immediately implement to improve your capabilities; and our speaker will share the secret of how multipliers get two times as much from their resources than diminishers.

**Opening Session - Tues., March 14, 2017, 8:30 AM**

*The Buy-in: From my way to our way*

**Presenter: Scott Sinclair**

Listen to insights from one of college football’s most effective Strength and Conditioning coaches as he tells you what really goes into changing organizational culture. In an industry that demands results, Scott Sinclair has continually produced winners! You will hear about resistance to change, the importance of relationships, and steps to initiate change from Scott’s own experiences.

The EMS industry is increasingly facing external pressure to change the mode of operations. From revenue streams to scope of practice, our culture is being forced to evolve. Use Scott Sinclair’s expertise to guide you as you lead your agency into the future!
Session Descriptions

Tuesday, March 14, 2017 (continued)

10:30 AM - …it’s the right time!
Create Understanding, Build Teams, Foster Sustainable Expectations
Speaker: Jim Nelms

Critical Incident Stress Management (CISM), after much criticism and many prominent distractors, remains the most commonly taught and applied form of crisis intervention in the world. Commonly referred to a “debriefing,” this comprehensive approach to the mitigation of work related trauma stress is much more than just sitting in a circle. After 31 years of struggles with myriad of perceived misconception, followed by sparse but dynamic success, it seems past time to step up and get this application of care and support in working order for Georgia.

There several areas of significant of needed change and reform:
- Executive awareness and commitment to a comprehensive process for the healthy management of trauma stress
- Universally accepted, standardized training and operational approaches to responder support
- Wide spread saturation of well-trained human CISM assets
- Testable, validated and certifiable performance by CISM providers

These lofty and never before achieved tasked are central to the success of a state-wide resource. Each EMS regional will develop and support its own multi-discipline CISM Community based team. A three-pronged approach to achieve a sustainable, relevant and effective resource is described and tasked to three entities represented today. Simply put…

1. Identify, recruit and support the selection of candidates for team development. This effort is to be achieved by regional EMS leadership
2. Educate and develop and support team development
   This effort is to be achieved by Jim’s Consulting, LLC
3. Develop, implement and administer a performance based certification
   This effort is to be achieved by the Georgia Critical Incident Stress Foundation, INC

In addition to these three primary tasks, Public safety leadership will work toward the introduction of legislation that insures that all public safety employees are availed the proper support required to remain psychologically healthy in their respective work environments.

Whatever we’ve done so far has not been enough, our program offers standard practices in care for responder groups and is offered for your consideration.

12:20-5:15 PM - Immunity to Change Workshop
Speaker: Dr. Todd Deal

At some point in life, all of us have struggled to make some sort of change. Whether the intended change was to lose some weight, to change a bad habit, to get a new job, or to be a better (spouse, parent, boss, employee, etc.), we dove wholeheartedly into making the change and maybe even stuck with it for a time, but then the momentum seemed to fade, as did the intended change. Why? What is it about making a change that is so difficult? Why do the majority of change initiatives or improvement goals end in failure?

These and similar questions were the focus of 30 years of research for Harvard professors Robert Kegan and Lisa Lahey. Kegan & Lahey’s research is focused on adult development and a quest to understand why adults struggle to make and sustain changes. Their findings indicate that our minds, like our bodies, have their own immune system. According to their research, our minds function as “anxiety management machines” by unconsciously working to minimize stress. When a change we desire causes stress, our minds cause us to unconsciously step on the brake to stop the change while we consciously have our foot on the gas to create the change. This system is at the foundation of what Kegan & Lahey call “Immunity to Change.”

In this workshop, we will help participants understand the immune system of their minds and help them begin to learn how to overcome their immunity to begin achieving real change. During the workshop, we will:

- Help participants identify a meaningful personal improvement goal
- Guide participants to recognize barriers to achieving this goal
- Help participants realize how & why they are unintentionally undermining their desired change
- Assist participants to design experiments to begin overcoming their immunity and to take steps toward achieving their goals

The Immunity to Change principles apply equally well to teams and organizations. Leaders struggle against this immunity when attempting to create change within a team or an organization. Because teams and organizations have their own cultures, they can be remarkably resistant to a change initiative. Kegan & Lahey have shown that overcoming the immunity to change within an organization is much the same as overcoming one’s own personal immunity to change. In the workshop, we will highlight examples and share stories of organizations that have successfully used the Immunity to Change principles to implement significant positive change. In turn, we will equip participants with the leadership skills necessary to diagnose and to begin overcoming their organization’s resistance to change.
Session Descriptions

Wednesday, March 15, 2017

8:15 AM - What Should I Measure and WHY?: KPI Best Practices
Speakers: Paul Brown and Sean Kaye

Using real-time analytics provides immediate opportunities to modify personnel behavior, allocate resources, and manage quality improvement. However, most EMS agencies operate with limited resources to focus on operational efficiency.

The presenters have interviewed over 300 organizations with varied demographic, response, and maturity conditions. They will share the KPIs identified that can be used regardless of organization size, budget, or geography to provide specific quality improvements affecting selected goal areas.

10:15 AM - Social Media and Public Safety Data: Using Crowd Sourced Information During Response
Speaker: Paul Brown

Social media communication tools have profoundly changed the way people express themselves, connect, and raise awareness of a local or worldwide event. Public safety organizations are beginning to tap this information to improve situational awareness and decision-making for first responders.

To mine and validate social media data, it is necessary to integrate and correlate structured CAD operational incident data with unstructured social media data from multiple sources. This presentation will show how a solution that correlates this data will improve situational awareness to support decision making, preemptive response, and predicted outcomes.

12:00 PM - Patient Safety
Speaker: Lee Varner

This presentation will offer information about the protections afforded by the Patient Safety Quality Improvement Act, the importance of a just culture, and methods used to improve patient safety. By adopting a philosophy of a model of shared accountability or Just Culture, it allows for management to explore and resolve system as well as process failures, leading to building new effective systems. In addition, it provides greater understanding of human behavior and human factors which often lead to failures.

Speaker Biographies

Paul Brown

Paul Brown is an experienced leader, consultant and educator with a passion for public safety and emergency response. As a former IBM and PricewaterhouseCoopers executive, he worked with clients to understand their needs and challenges then used information technology to enable solutions. He has worked with leading hospitals and EMS agencies across the country. At DataTech911, he co-wrote and executed two DHS SBIR contracts supporting Social Media and Real-time Data Analytics in EMS. As the research lead, Paul spoke with more than 300 EMS agencies about their use of data analytics and their integration of social media into their response operations. He participates at the national level on the use of data, data standards and training.

Demetrius C. Bynes

Demetrius C. Bynes is a results-driven leader with 17 years of progressively responsible human resources experience in the public and private sectors, which includes stints at Georgia Southern University and the County Council of Beaufort County. Areas of expertise include talent acquisition, executive recruitment, leadership development, strategic management, employee relations, compensation, training, and diversity initiatives.

Demetrius received a Bachelor of Business Administration and Master of Business Administration from Georgia Southern University. He possesses the SPHR (Senior Professional in Human Resources) and SHRM-SCP (SHRM Senior Certified Professional) certifications.

Demetrius remains committed to the human resources profession and served in leadership roles with College and University Professional Association for Human Resources (CUPA-HR) as well as the Society for Human Resource Management (SHRM). He shares ideas and insight about the field of human resources at various local, state, and national meetings.

Chris Cebollero

Chris Cebollero is a nationally recognized Emergency Medical Services leader, best selling author, and advocate. Chris is a member of the Forbes Coaching Council and is available for speaking, coaching and mentoring. Currently Chris is the Senior Partner for Cebollero & Associates, a medical consulting firm, assisting organizations in meeting the challenges of tomorrow. Cebollero is a member of the EMS1 Editorial Advisory Board.

Dr. Todd Deal

Dr. Todd Deal is the Executive Director of the Office of Leadership and Community Engagement at Georgia Southern University. A native of Statesboro, Dr. Deal received his Bachelor’s degree in Chemistry from Georgia Southern in 1986 and returned to the faculty in 1992
Speaker Biographies (continued)

after earning his Ph.D. in Chemistry from The Ohio State University. Prior to assuming his current position, Dr. Deal served as Professor of Chemistry and as Associate Dean of the Allen E. Paulson College of Science and Technology. In Spring 2008, he accepted the position of Director of the Office of Leadership and Community Engagement. Dr. Deal is deeply committed to the ideals of student leadership development and the value that it brings to students throughout their high school and college years and into their professional careers.

Robert J. Galvin III, NRP, FP-C, MsP
Robert Galvin is an Army veteran who served as a Communications Chief while stationed with the 317th Combat Engineer Battalion overseas in Frankfurt, Germany, earning several awards for his meritorious service. Upon return, he worked several different jobs and even spent three years homeless before finding his true passion for helping others. He started his EMS career in 1996 as an EMT/Paramedic and has been a Certified Flight Paramedic for the past 16 years with over 1700 patient flights. In 2010 he became a Meyers Briggs Type Indicator (MBTI) Master Practitioner and utilizes his experience and knowledge with the psychological assessment tool to assist others through Life Coaching, Teambuilding, and Conflict Management. A Just Culture Champion, he has been instrumental in the Air Evac organizational implementation of a Just Culture. He is one of six certified CISM Team Leaders within Air Evac and has been providing CISM responses for over 10 years. Robert currently serves as Regional Manager of Patient Care Services for Air Evac EMS, Inc.

Sean Kaye
Sean Kaye serves as the EMS Specialist with the EMS Performance Improvement Chapel Hill. Mr. Kaye started his career as an EMT with the South Carolina National Guard. He has worked as an EMT/Paramedic and firefighter in North Carolina and South Carolina. He received his Bachelor’s degree in Public Policy at the University of North Carolina-Chapel Hill. Mr. Kaye works with EMS agencies and other stakeholders to educate on the use of data to improve system performance and patient care.

Captain Jim Nelms
Captain Jim Nelms has retired from his life’s passion as a professional Fire Officer and Paramedic where he served Georgian’s citizens for 30 years. Jim has been an innovative leader in the development of peer support services and the administration of Critical Incident Stress Management to include the related practical field of crisis/trauma stress mental health support for 31 years. He currently serves as the Chief Executive Officer of the Georgia Critical Incident Stress Foundation and is recognized faculty as a member of the acclaimed International Critical Incident Stress Foundation’s Speaker’s Bureau. Jim has served his faith based community as an ordained pastoral counselor for 18 years.

Jim’s unique, common sense style of presentation is a welcome insight to the field of traumatic stress management. He continues to be a much-sought after motivational speaker and has entertained and enlightened audiences around the world.

Scott Sinclair was named Director of Strength and Conditioning on January 6, 2016, after serving three years in the same position at Marshall University. Sinclair joined the Marshall program in January 2013, working with both football and track and field programs and was part of a program that had three 10-win football seasons. He came to Marshall after nine years as an associate director of strength and conditioning at the University of Central Florida (UCF), where he worked with the football program along with baseball and track & field. With the football program, he was directly responsible for the speed and agility programs in addition to the program’s administrative duties.

In May 2012, he was awarded the highest honor in his field when he was certified as a master strength and conditioning coach (MSCC) at the Collegiate Strength and Conditioning Coaches Association’s national conference. The title of master strength and conditioning coach represents professionalism, knowledge, experience, expertise as well as longevity in the field. He is also CPR/AED certified.

A native of Rockingham, N.C., he earned his bachelor’s degree in sports medicine from Guilford College in 1999 and received a master’s degree in physical education from UCF in 2006.

Lee Varner
Lee Varner is the EMS Project Manager and brings a diverse background in Emergency Medical Services to the Center for Patient Safety. Over the span of his 30 year career in EMS, Lee has worked in a variety of capacities in the industry. He has been a flight paramedic in Omaha, Neb., a licensed paramedic at the St. Charles County Ambulance District, and the EMS Coordinator for Mercy Hospital Saint Louis. Lee’s frontline experience gives him the understanding and ability to connect to the needs of EMS professionals. As a result of his in-depth knowledge and experience, Lee is supporting our role in the EMS community as he raises awareness about the importance of participating with a Patient Safety Organization.

Lee holds a Bachelor’s degree in EMS from Creighton University in Omaha, Neb. He is currently pursuing his Master’s Degree in EMS. He is also a certified Just Culture Trainer and will be supporting the coordination and promotion of Just Culture training. Lee is a member of NAEMT and an active member of the Missouri Emergency Medical Services Association.
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Stryker Medical
TEMS Solutions LLC
Ten-8 Fire & Safety Equipment of GA
TSI Inc.
Wakefield & Associates, Inc
Whelen Engineering Co Inc
Zoll Medical

Vehicle Displays – Conference Center Entrance

ETR,llc. Emergency-Tactical-Rescue Vehicles
Emergency Vehicle Sales
Foundation Ambulance Inc.
Stat-Line Industries
Stryker EMS
Ten-8 Fire & Safety Equipment of GA

Don’t forget to see the vehicle vendors outside the front entrance.
The Georgia Association of Emergency Medical Services, Inc., encourages you to come to the beautiful city of Savannah, GA, home of the 31st Annual GA EMS Conference.

We believe you are going to find the educational experience at this conference to be both enjoyable and rewarding.

In addition, we hope you take advantage of some of the great history this city has to offer; stroll down River Street, or enjoy Tybee Island; taking advantage of the many sites and recreational opportunities that exist on the Georgia coast.

Save the dates and plan to join us! Watch www.georgiaems.net for details and registration.