



# GEORGIA EMERGENCY MEDICAL SERVICES ASSOCIATION

## 2024 9TH ANNUAL GEMSA DIRECTORS & LEADERSHIP CONFERENCE



**March 27-29, 2024**  
**Legacy Lodge at Lake Lanier**

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# 2024 GEMSA Sponsors

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# 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 GEMSA Directors & Leadership 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.

We will have more than 45 exhibitors on-site displaying their products and services that can help make your job easier. Make plans to attend today!

## How to Register

To register, visit: <https://georgiaemsassociation.com/Leadership-Conference>

MEMBERS must login to the website to get the member price for registration. For all registrations, once you confirm a payment type on the confirmation screen, an invoice is emailed to you automatically or you can pay online with credit card.

## Conference Rates

### 2024 GEMSA Directors & Leadership Conference - March 27-29, 2024 (Wed-Fri)

\$250 - GEMSA Member

\$300 - Non-Members

*(non-member rate includes a one-year GEMSA membership in the providers or educators division.)*

Standard Conference Registration includes lectures on March 27, 28, and 29; continental breakfast, lunch and dinner - March 28 & continental breakfast - March 29

### Day Rates - Member / Nonmember

Wednesday, March 27 - \$80 / \$105

Thursday, March 28 - \$160 / \$185

Friday, March 29 - \$80 / \$105

### Conference Deadlines

#### **March 8, 2024 - Early Registration Deadline**

*(price increases by \$50 on March 9)*

#### **March 8, 2024 - Cancellation Deadline**

#### **March 20, 2024 - Payment Deadline**

*(To confirm your attendance, you must pay online or send your payment to the GEMSA office on or before this date.)*

#### **March 20, 2024 - Online registration deadline**

*(after this date, you must register on-site)*

**All payments must be received in the GEMSA office by March 20 to confirm your attendance at the conference. Please mail your payment or make sure to pay online.**

## Continuing Education Credits for EMS Personnel

Continuing education credits (provider and instructor hours) are approved by the Georgia Office of EMS/Trauma.



### **Conference Hotel: Legacy Lodge at Lake Lanier**

7000 Lanier Islands Parkway, Buford, GA 30518

Hotel website: [www.lanierislands.com/accommodations/lodge](http://www.lanierislands.com/accommodations/lodge)

#### **For Hotel Reservations:**

Call: (770) 945-8787 or (800) 840-5253

Make a reservation online: [georgiaemsassociation.com/hotel](http://georgiaemsassociation.com/hotel)

**Group:** Georgia EMS Association or GEMSA Leadership Conference

**Rate:** \$175.00 per night, plus applicable taxes

***Room reservation deadline is February 20, 2024.***

# 2024 AWARDS RECEPTION

**Tuesday, March 26, 2024, 7 pm**

Location: Legacy Lodge at Lake Lanier, Blue Ridge Ballroom,  
7000 Lanier Islands Pkwy, Buford, GA 30518

GEMSA will be hosting its annual awards reception on Tuesday, March 26, 2024 in conjunction with the 2024 GEMSA Directors & Leadership Conference, which kicks-off at 12 pm on Wednesday, March 27.

The 2023 award finalists in each category will be recognized, and the 2023 award winners will be announced. Hor d'oeuvres will be provided.

Cost is \$25 per ticket to attend the reception.

***(Tickets are not included with a conference registration.)***

**Registration can be completed online at:**  
**[georgiaemsassociation.com/awards-reception](https://georgiaemsassociation.com/awards-reception)**

Payments can be made online with your registration or mailed to the GEMSA office.

**Registrations and payments are due by March 20, 2024.**

Payment is due in advance. If payment is not received, your spot will be forfeited. Make plans now to help us celebrate the accomplishments of EMS professionals in Georgia in the past year.



# 2024 AGENDA

## TUESDAY - MARCH 26, 2024

7:00 PM	<b>Awards Reception at Legacy Lodge - Blue Ridge Ballroom</b> (Hors d'oeuvres Provided) - <i>Must purchase a ticket separately to attend at <a href="https://georgiaemsassociation.com/awards-reception">georgiaemsassociation.com/awards-reception</a>.</i>
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## WEDNESDAY - MARCH 27, 2024

10:30 AM	Registration Open
12:00 PM	<b>GEMSA Leadership Conference Opening session</b> Welcome by Kimberly Littleton, GEMSA; Prayer and Pledge; Colors presented
12:15 PM	<b>Keynote: Shepherd Leadership...How Strong Are You?</b> - Scott Lail
1:15 PM	<b>Exhibit Hall Grand Opening &amp; Showcase</b>
2:00 PM	<b>MIH Panel Discussion</b> - Panelists: Clayton County Fire & ES, Amerimed, GEMSA
3:00 PM	Break - Visit Exhibitors
3:30 PM	<b>The Party Bus of Public Safety</b> - Scott Lail
4:30 PM	Break - Visit Exhibitors
5:00 PM	<b>State Office of EMS Update</b> - Michael Johnson

## THURSDAY - MARCH 28, 2024

7:30 AM	Registration Open
8:00 AM	<b>EMS At A Crossroads</b> - Salvatore Scarpa
9:00 AM	Break - Visit Exhibitors
9:30 AM	<b>Be Where Your Feet Are...Building Your Own Resiliency</b> - Scott Lail
10:45 AM	Break - Visit Exhibitors
11:15 AM	Prepare Lunch Plates and Return to Meeting Room <i>Lunch line begins at 11:00 am with presentations beginning at 11:15 am.</i>
11:30 AM	<b>Sponsorship Presentation &amp; Lunch &amp; Learn: Recruitment and Retention: Best Practices for High School Pathway Programs</b> - Tim Sweat / Richard Elliott
12:45 PM	Break - Visit Exhibitors
1:15 PM	<b>Diversity, Equity, and Inclusion: Why it Matters</b> - Allen Wolfe
2:15 PM	<b>Break</b> - Visit Exhibitors
2:45 PM	<b>Leveling Up</b> - Lance Hansard
3:45 PM	<b>Break - Visit Exhibits - Last chance to network with vendors!</b>
4:15 PM	<b>Difficult Conversations about Uncomfortable Topics</b> - Scott Moore
6:30 PM	<b>COOKOUT</b> <i>Join us in the Pavilion directly behind the Lodge for dinner with good food, good conversation, and good times!</i>

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## FRIDAY, MARCH 29, 2024

7:30 AM	<b>Registration Open</b>
8:00 AM	<b>Changing the Dialogue by Breaking the Negative Thinking Pattern in the Workplace</b> - Scott Moore
9:00 AM	Break
9:30 AM	<b>Adventures in Babysitting: How to manage your service better</b> - Charles McFall
10:30 AM	Break
11:00 AM	<b>Looking Forward – What EMS Leaders Should See on the Horizon</b> - Scott Moore
12:00 PM	<b>2024 GEMSA Directors &amp; Leadership Conference - Wrap-Up &amp; Adjournment</b>

\*\*Speakers and/or topics may change without notice.

## Featured Speakers

### Scott Lail, EMT-P, FP-C, CFE, AAS Fire Chief, Cleburne Fire Rescue

Scott Lail began his EMS career in 1992. Shortly after his arrival into pre-hospital medicine, he became a Firefighter with the City of Cleburne, Texas. With his love for education, Scott became the EMS educator for his fire department, and other local agencies in need. He also joined Tarrant County College in Fort Worth as Adjunct EMS Faculty. In 1999, Scott became a Flight Paramedic with CareFlite in Dallas / Fort Worth, Texas. Over the past 24 years, Scott has continued to work both fire and flight. He is currently the EMS Chief and an EMS Instructor with the Cleburne Fire Department, and the senior Flight Paramedic with CareFlite. Scott has lectured at state, national, and international conferences with a reputation as a dynamic speaker. He also recently appeared in an episode of "Miracle Detectives" on the Oprah Winfrey Network.



### Scott Moore, EMT, Esq. Owner, Moore EMS Consulting, LLC

Scott Moore, Esq. has been an active EMT for over 32 years. Scott has held various executive positions, including chief executive officer, director of human resources & operations, at several ambulance services. Scott is a licensed attorney, specializing in human resources, employment law, reimbursement, and compliance matters. Scott is a Massachusetts and Illinois licensed attorney, a consultant for the American Ambulance Association, and a panel member for the Commission for the Accreditation of Ambulance Services (CAAS). He holds certifications as both a Professional in Human Resources (PHR) and Society for Human Resources Management Certified Professional (SHRM-CP).





# Session Descriptions

## Wednesday, March 27, 2024

### **Keynote: *Shepherd Leadership...How Strong Are You?***

**Presenter: Scott Lail**

**Opening: 12:00 PM | Keynote: 12:15-1:15 PM**

There are tens of thousands of books and theories about Leadership; how to lead, how to be effective, how to build teams, etc. Yet, even with all that information, it still comes down to your interactions with people! Based on the bestselling book "The Way of the Shepherd," this lecture explores a leadership philosophy that puts your people and their well-being first. It also focuses on making the team as strong as possible. While the 7 principals seem simple and full of common sense, Shepherd Leadership requires a significant commitment from the leader! So, are you strong enough to lead by putting your people first?

### Wednesday, March 27, 2024 (cont.)

#### **2:00-3:00 PM - MIH Panel Discussion**

Clayton County Fire & ES, Amerimed, GEMSA

This session will look at MIH programs in different types of EMS organizations. We will discuss how the programs were established and their primary role in the system of care. Each system will provide an overview of their program followed by Q&A with the audience moderated by GEMSA.

#### **3:30-4:30 PM - The Party Bus of Public Safety**

Scott Lail

Public Safety is one of the most rewarding, most demanding careers you can choose. It is filled with unbelievable experiences and some of the highest highs and lowest lows. One of the constants, though, is that Public Safety is home to some great characters! This humorous and insightful lecture examines the three basic types of people on your Party Bus and explores how they impact all aspects of your mission. If you are a team leader or a team member, you must be able to recognize those basic characters, understand their place in your organization, and realize what motivates them. This lecture also discusses ways to work with and around these people and different techniques to help make them the best contributors they can be.

#### **5:00-6:00 PM – State EMS Update**

Michael Johnson

Update on the state of EMS in Georgia from the view of the state office.

### Thursday, March 28, 2024

#### **8:00 AM - 9:00 AM -EMS At A Crossroads**

Salvatore Scarpa

The world is changing at an alarming rate. Public safety services and first responders are struggling to keep up. Agencies must evaluate their capacity to survive in the new normal. This program is designed to challenge your agency to see the big picture and evaluate its capacity to remain relevant in the twenty-first century. This program is designed to challenge you to evaluate whether your agency should maintain the status quo or pivot to embrace a rapidly evolving environment. If you are recognizing change and challenges in your agency, this program is for you.

#### **9:30 AM - 10:45 AM - Be Where Your Feet Are . . . Building Your Own Resiliency**

Scott Lail

We see things we shouldn't see and hear things we weren't meant to hear. So what happens when the experiences are too much, and your plate is full or begins to overflow? What if there was something we could do to proactively prepare ourselves for these traumatic events and help mitigate their effects on us? Luckily there IS something we can do; we can build full-scale resiliency! This session will offer a brief introduction to the challenges associated with reactive responses to trauma. More importantly, it will explore several techniques to help Responders build their own resiliency. This lecture is appropriate for everyone from the newest rookie to senior leadership and management, and the discussion may range from emotional and dark to smiles and laughter. Ultimately, it is designed to help Responders live their best life!

# Session Descriptions

Thursday, March 28, 2024 (cont.)

## 11:45 AM - 12:45 PM - Recruitment and Retention: Best Practices for High School Pathway Programs

Tim Sweat & Richard Elliott, Clayton County

This presentation will overview how our agency developed and has implemented a HS Pathway Program. This program allows HS students to achieve industry specific certification and licensure while completing high school. It can also create a feeder program for your agency that is connected to, and a reflection of your communities.

## 1:15 PM - 2:15 PM – Diversity, Equity, and Inclusion: Why It Matters

Allen Wolfe

Diversity, Equity, and Inclusion are vital in prehospital medicine and healthcare leadership as they drive innovation, ensure fair access to opportunities, and create a culture of belonging. These principles drive improved patient care, professional development, and overall organizational success. DEI matters, it's a strategic imperative for advancing prehospital medicine and healthcare.

## 2:45-3:45 PM - Leveling Up

Lance Hansard

Based on John Maxwell's "Five Levels of Leadership", this presentation focuses on moving from Level 1- Position to Level 2-Permission. This is a focus on Emotional Intelligence coupled with building relationships with a basic premises of how do we develop these young leaders when it comes to the aspect of how to talk to people.

## 4:15-5:15 PM - Difficult Conversations About Uncomfortable Topics

Scott Moore

Coaching and mentoring employees can be one of the more rewarding and challenging aspects of supervising or managing others. These issues are compounded when the reason for the interaction involves a difficult or embarrassing employee issue. Because these issues are sensitive in nature, many supervisors or managers chose to postpone or avoid the topic altogether, causing the problem to persist and undermine the team's performance. Difficult issues include employee hygiene, inappropriate clothing, political or religious workplace discussions, and personality issues are among some of the more challenging employee conversations to tackle.

This session is intended to provide attendees with practical tips about how to approach these challenging supervisory discussions. We will discuss steps that every supervisor can take long before these issues arise, the implications for putting off the difficult conversation, and strategic considerations regarding the time and place of the employee meeting to give it the best chance of being successful. Attendees will participate in a facilitated discussion and witness interactive demonstrations of how these discussions can go very well or very poorly.

Friday, March 29, 2024

## 8:00 AM - 9:00 AM - Changing the Dialogue by Breaking the Negative Thinking Pattern in the Workplace

Scott Moore

According to Gallup research, there has been a global rise of unhappiness and leaders have largely missed it. This rise in unhappiness has poured over into the workplace. Persisting workforce shortages in the face of a polarized political environment is impacting the day to day encounters between our leaders and their teams. We often expect our supervisors to possess the knowledge, skills, and ability to address a negative work environment. This session will cover how leaders can cultivate a more positive dialogue in the workplace by identifying the workplace dynamics that lead to negative workplace encounters. We will highlight the most effective strategies supervisors can employ to enhance their day-to-day employee interactions and more meaningfully develop a strong team where team members feel like they are an important part of organizational success.

## 9:30 AM - 10:30 AM - Adventures in Babysitting: How to manage your service better

Charles McFall

In this one-hour talk for EMS leaders, we'll address critical challenges in employee management, including retention and policy enforcement. Drawing from my innovative EMS business experience, I'll provide actionable insights on goal-setting, communication, and effective leadership. We'll also explore mindset shifts and the use of technology, like Chat GPT, to engage the new generation of EMS professionals. Join us to transform your leadership approach and drive success in the industry.

## 11:00 AM - 12:00 PM - Looking Forward – What EMS Leaders Should See on the Horizon

Scott Moore

The next few years will bring numerous policy changes that will impact EMS organizations significantly. Within the next few years, CMS will publish the results of a multiple year effort to collect cost related data from the majority of EMS agencies in the U.S. for the purposes of assessing the adequacy of the Medicare Ambulance Fee Schedule. The Ground Ambulance Payment Advisory Committee will publish its recommendations that could substantially change payment policy for out of network ambulance providers. This February, the Occupational Health and Safety Administration (OSHA) published a Notice of Proposed Rule Making (NPRM) that will update the regulations that govern emergency response organizations for the first time in 44 years. The proposed regulations will include both initial and ongoing physical and mental health assessments, additional training, community hazard assessments, and numerous documentation requirements. This session will provide an overview of what is on the horizon for EMS providers in the U.S. and offer suggestions for how to prepare for the future.



# Speaker Biographies

## **Richard Elliott, Paramedic, I/C, MS**

**Deputy Chief, Chief Training Officer,  
Clayton County Fire & Emergency  
Services**

Chief Elliott has been in the Fire Service since 1988. He began his career as a fire/medic with Clayton County Fire & Emergency Services in January 2001. He has advanced up the career ladder, and in March 2014 was promoted to the rank of Deputy Chief. He is certified as a State of Georgia Firefighter and licensed as a paramedic and paramedic instructor/coordinator. He holds NPQ certifications as a Firefighter I & II, Instructor I & II, HazMat Technician, and Fire Officer I, II, & III. He also holds instructor certifications with the Georgia Peace Officer Standards and Training Council, the National Association of EMTs, the American Heart Association in ACLS, BLS and PALS, and a Cadaver Lab Instructor with the Georgia EMS Association/Georgia Trauma Commission. Chief Elliott is a member of the Metro Atlanta Fire Chief Association, serves as the chairperson and member of the Georgia Department of Public Health Region III EMS Council, a co-chair of the Workforce Taskforce for the Georgia Emergency Medical Services Advisory Council, and a member of the Georgia EMS Association. He is also an adjunct faculty member with Columbia Southern University.



## **Lance Hansard, Paramedic**

**Director of Communications, Central  
EMS**

Lance Hansard is a paramedic with more than 29 years of experience in the Emergency Services field as a leader and provider. Lance is currently the Director of Communications at Central EMS. Lance is in charge of: the dispatch center, creating and writing SOPs and assuring quality control, as well as overseeing data management, reports, and daily operations. He also creates and delivers training material and classes for dispatch and leadership development. He is graduate of Kennesaw State University with an associate degree in criminal justice, a bachelor's degree in English Education, and a Master's in Applied Writing.



## **Michael Johnson, MS, NRP**

**Director – OEMST, Georgia DPH**

Michael Johnson is the Director of the State Office of EMS and Trauma within the Georgia Department of Public Health. Prior to his current position, he was the Deputy Director for Systems of Care and the Cardiac Care Program Director. In this position, he designated the first 41 Emergency Cardiac Care Centers within the State of Georgia. Prior to joining the DPH/OESMT team, he taught EMS and Emergency Management courses at both the college and university level. He also spent seven years as a CBRNE Subject Matter Expert Consultant for FEMA and Homeland Security. Michael has been in EMS for almost 30 years and, although he hasn't been on an ambulance since 2007, he is still patient-focused in his EMS role.



## **Charles McFall, NREMT-A, AEMT (GA), AEMT Instructor with Endorsement**

**Chief Operations Officer, Trinity EMS/  
ONE EMS**

Charles McFall is a seasoned EMS professional with over two decades of experience dedicated to transforming the EMS industry. As a co-founder and partner of ONE EMS and the COO of Trinity EMS, he has played a pivotal role in propelling these organizations to remarkable growth. Charles is a natural-born leader, known for his ability to find common ground, foster positive change, and drive community growth. He brings extensive knowledge of industry trends and a passion for effective communication to the table. Charles is committed to sharing his insights and experiences as a dynamic speaker at EMS conferences, where he aims to inspire and shape the future of EMS.



## **Salvatore Scarpa, CFO, EFO**

**Fire-EMS Chief, Columbus Fire &  
Emergency Medical Services**

A 33-year fire service veteran, Chief Sal Scarpa serves as the Fire-EMS Chief for Columbus Georgia. He has presented at many regional, national, and international conferences on contemporary issues in the public safety service. Sal has an associate's degree in fire science, a bachelor's degree in public administration, and a master's degree in leadership studies. He is a graduate of the National Fire Academy's Executive Fire Officer (EFO) program, a credentialed Chief Fire Officer (CFO) with the Center for Public Safety Excellence, and a graduate of the International Association of Fire Chief's Fire Service Executive Development Institute (FSEDI).



# Speaker Biographies

## Tim Sweat, EMT-I, BS

Interim Fire Chief, Clayton County Fire & Emergency Services

Interim Fire Chief, Tim Sweat has been in the fire service for 34 years. He began his career in the fire service in 1989 as a volunteer with the Jonesboro Fire Department and has served with Clayton County Fire & Emergency Services since January of 1999. He advanced through the ranks, from Firefighter/EMT to the rank of Lieutenant in the Operations Division, then promoting to Captain in 2008 and assigned to the Logistics Division. Chief Sweat continued to serve within the Logistics Division and was ultimately promoted to the rank of Deputy Chief in 2010, Assistant Chief in 2014 and ultimately named Interim Fire Chief on March 21, 2023. Chief Sweat comes well qualified to lead; his certifications include an Associates of Applied Science Degree – Fire Science, Bachelor of Science – Fire Administration, National Fire Academy – Financial Management Graduate, Georgia Certified Emergency Manager, NPQ FFIII & Haz-Mat Technician as well as managerial experience in the private sector. Chief Sweat was born and raised here in Clayton County and has dedicated the last 34 years of his life to serving this community.



## Allen Wolfe, MSN, CNS, APRN, CFRN, CCRN-K, CTRN, TCRN, CMTE, FAASTN

Senior Director of Education, Life Link III



Allen is a highly-regarded leader in the air medical industry with a proven record in defining and enhancing clinical education. Before working at Life Link III, Allen worked for Air Methods Corporation in Denver, Colorado where he was the Director of Clinical Education. In his role at Air Methods, he was responsible for the initial and recurrent training for 1300 clinical employees at 160 helicopter bases. Allen has been a nurse for 36 years with 29 of those years in the transport of critical ill patients. Allen is one of the leading experts in the country in prehospital management of Left Ventricular Assist Devices (LVADs). He has published multiple articles, research projects and is the co-editor of the Principle and Practice textbook, the industry biggest selling publication. In 2007, he received the Katz-Mason award by Air and Surface Transport Nurses Association (ASTNA), the Community Service award for his LVAD patient safety initiative, the Jordan award in 2009 for outstanding contribution to air medical journalism, the Barbara A. Hess award in 2010 for outstanding contribution to education and in 2017 he received the Marriott-Carlson Lifetime Achievement Award.



Register online at [georgiaemsassociation.com/Leadership-Conference](https://georgiaemsassociation.com/Leadership-Conference).