



Successful Emergency Services Leader helping others solve problems by utilizing diverse experience, creative and organizational talent, technical competence and clear communication skills

- Proven leader in creating positive solutions to challenges of the emergency services community
- Quadrupled training participation for county-wide fire services bureau
- Multi-million dollar company more than doubled in size during my employment

Professional Experience:

April 1999 -
Present

**Erie County Department of Emergency Services – Div. of Fire Safety – Cheektowaga NY
Deputy Fire Coordinator:**

- ✓ Assist Commissioner of Emergency Services and Deputy Commissioner of Fire Safety in administration of department activities and internal office functions.
- ✓ Oversee scheduling and performance of fifty (50) county and state fire service instructors, office staff and maintenance personnel.
- ✓ Provide on-scene resource management assistance to 97 fire departments and coordinate mutual aid operations within the county and state mobilization plans.
- ✓ Schedule and coordinate enrollment and delivery of New York State Office of Fire Prevention & Control Outreach Programs, interfacing with State Fire Instructors and OFPC personnel.
- ✓ Train and support office staff in application software and business automation. Implemented record keeping database software to track training histories of 9,000+ students receiving instruction through our department.
- ✓ Streamlined and automated course registration and confirmation process for online submission, reducing overhead costs by 75% and course cancellations by 99%.
- ✓ Organized outreach programs into a four-semester system offering year-round training opportunities and quadrupled the volume of county and state training programs delivered to the volunteer fire service.
- ✓ Oversee training of 5,000+ firefighters each year at three county facilities and off-site locations.
- ✓ Instituted an Industrial Outreach Fire Training Program for commercial and industrial customers, generating revenue reinvested in improving facilities and services.
- ✓ Created and update an interactive web site (www.erie.gov/fire) that serves as an exclusive resource to the emergency services community in Erie County and touches over 4,000 visitors per week.
- ✓ Develop new course curriculum and provide instruction to civic and fire service organizations on fire safety training, and recruitment and retention.

Erie County Department of Emergency Services – Div. of Fire Safety – Cheektowaga NY Training & Recruitment Coordinator:

- ✓ Plan, develop, implement and track recruitment and retention efforts of county government and its 94 volunteer fire departments.
- ✓ Coordinated with Erie Community College and other county agencies to develop, promote, and implement program, marketing plan, and administrative procedures for “*Project: V-FIRE – Volunteer Firefighter Incentive for Recruitment and Education*” scholarship program. Act as program administrator to monitor student, fire department and program progress
- ✓ Consult with individual fire departments to identify problem areas and offer solutions to the recruitment and retention challenges they face.
- ✓ Created and manage \$35,000+ multi-media recruitment campaign
 - Secured corporate sponsorship commitments and leverage county investment to effect a campaign with an estimated value of \$160,000+.
 - Conceptualized and delivered recruitment campaign that netted 875+ new volunteers countywide.

1987 – 1999

T. P. Woodside, Inc. – Williamsville NY – Manufacturers’ Rep/Sales Engineering Firm

As sales and marketing manager of this comprehensive sales representative firm, my role grew from an application engineering support function to a broad and diverse position of key responsibility within the company. The proprietor relied on me regularly to create, implement and monitor the success of the company’s sales, marketing and customer relations programs.

Sales Manager-Liebert Product Group

- ✓ Focused on sale of Liebert Corporation Products – recognized world leader in computer support and network protection systems – garnering 85% local market share
- ✓ Supported fellow salespeople with application, engineering, presentation and sale of precise environmental control, power conditioning, UPS and site monitoring systems
- ✓ Developed Reseller Channel and motivated network protection sales of computer consultant/systems integrator VARs
- ✓ Developed customer relationships and fostered new business opportunity alliances
- ✓ Tracked and forecasted sales growth
- ✓ Prepared, presented and actuated business plans
- ✓ Established and maintained pricing levels and sales policies

Sales Engineer:

- ✓ Outside Sales to large corporate owner/end user accounts utilizing complete sales cycle from rapport building/introduction through pricing, proposal and presentation to order negotiating and closing.
 - Sales cycle requires engineering and application of computer support solutions.
 - Project management includes pre-sale presentation of application/solution scenarios, preparation and submission of submittal drawings and engineering specifications, order entry, manufacturer coordination, pre-installation instruction, shipment tracking, equipment start-up scheduling, and post-commissioning training of owner and service/maintenance personnel.
 - Turnkey projects require performance of all of the tasks listed above in addition to coordination of respective construction/installation disciplines including electrical, mechanical, fire protection/suppression, telecom and security.

T. P. Woodside, Inc. – Williamsville NY – Manufacturers' Rep/Sales Engineering Firm

Marketing Manager:

- ✓ Development and implementation of all marketing and advertising campaigns
- ✓ Event planning and coordination of all trade show programs
- ✓ Desktop publishing, graphics design, planning and design of proposals, direct mail and multi-media presentations.
- ✓ Preparation and presentation of sales forecasts, budget reports and business plans.
- ✓ Supported and participated in industry related business associations such as:
 - ASHRAE – American Society of Heating, Refrigerating and Air Conditioning Engineers
 - infoTech Niagara – Leading IT industry organization promoting the local technology community
 - HCIA – Health Care Industry Association

Network Administrator:

- ✓ Responsible for management of Microsoft™ WindowsNT 4.0/Exchange 5.5 network running on an Ethernet backbone with ISDN/T1 Internet connection.
- ✓ Developed corporate intranet using Microsoft™ FrontPage.
- ✓ Proficient in all Microsoft™ Office applications: Word, Excel, Access, PowerPoint, FrontPage, and Outlook
- ✓ Responsible for all application software support, user training, telecom and business automation.

OSHA Safety Compliance Officer:

- ✓ Implemented and managed OSHA safety compliance and record keeping system for sales and service companies.
- ✓ Contracted and supervised outside services for compliance and inspection

1986 – 1987

McKenzie Corporation – Pittsburgh PA – Engine/Generator Distributor and Fabricator

Electrical Marketing Engineer:

- ✓ Engineering, application, service and installation supervision of emergency & prime power systems.

1984 – 1986

Zonatherm/Liebert – Chicago IL – Computer Support Systems Manufacturers' Rep Firm

Senior Application Engineer/Service Coordinator:

- ✓ Engineering and support of sales and service engineers providing environmental and power protection solutions for critical electronic business systems.

1990-1993

Erie County Dept. of Emergency Services–Division of Fire Safety – Cheektowaga NY

Volunteer Fire Fighter Recruitment & Retention Specialist:

- ✓ Created Field Recruitment Program that helped net 525+ new volunteer firefighters countywide
- ✓ Consulted with individual fire departments to identify problem areas and offer solutions to the recruitment and retention challenges they face.

Professional Experience:

(continued)

1980 -
Present

Evans Center Volunteer Fire Company – Angola NY

- ✓ Firefighter
- ✓ Served as:
 - Chief of Training – First Assistant Fire Chief
 - Second Assistant Fire Chief
 - Fire Captain and Lieutenant
 - Captain in-charge-of Special Operations
 - EMS Captain and Lieutenant
 - Public Information Officer
 - Training Officer
 - Vice President – Executive Board
 - Director – Executive Board
 - Chairman – New Fire Station Building Project and Planning Committee
 - Chairman – Long Range Strategic Planning Committee
 - Chairman – Public Relations Committee
 - Chairman – Fire District Formation Committee
 - Chairman – Membership Committee
 - Webmaster: www.ecvfc.org
 - Coordinated New Erie Road Fire Station Dedication Ceremonies – 2001

Education:

Milwaukee School of Engineering – Milwaukee WI

- ✓ Communications Electronics Engineering A.A.S. Program
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Erie Community College – Buffalo NY

- ✓ Basic and Advanced Emergency Medical Technician Certificates
 - ✓ Arson & Fire Investigation Course
 - ✓ OSHA Safety Record Keeping Workshop
 - ✓ Heating, Ventilating and Air Conditioning Course
 - ✓ Public Speaking Course
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ExecuTrain of Western New York – Cheektowaga NY

- ✓ Certificate Program - Administering Microsoft Windows NT Networks –1998
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National Certification

- ✓ Fire Service Instructor 1 – 2007
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National Highway Institute – Federal Highway Administration

- ✓ Traffic Incident Management Course - 2004

New York State Office of Fire Prevention & Control (NYS OFPC) Certifications

✓ Accident Victim Extrication Training	2003
✓ Advanced Firefighter Training Course	2003
✓ Aircraft Rescue and Firefighting	1995
✓ Basic Structural Collapse Operations	2003
✓ Bus Rescue	1997
✓ Conducting Live Fire Training Evolutions	2002
✓ Confined Space Awareness and Safety	2003
✓ Firefighter Assist & Search Techniques	2001
✓ Firefighter Survival	2000, 2001 & 2003
✓ Firefighting Essentials	1983 & 1995
✓ Fire Mutual Aid Resource Management	2000 & 2001
✓ Fire Officer 1	2007
✓ Fire Police	2004
✓ Fire Reporting Workshop	1997
✓ Fire Service Instructor 1	2001
✓ Hazardous Materials First Responder Operations	2004
✓ Incident Safety Officer	2004
✓ Initial Fire Attack	1987
✓ Intermediate Firefighter Training Course	1999
✓ Introduction to Code Enforcement Practices 1	2004
✓ Live Fire Safety	2002
✓ Mask Confidence	2004
✓ NWCG Basic ICS (I-200)	2005
✓ NYS Instructor Certification/Advanced Firefighter Training Course	2001
✓ NYS Instructor Certification/Basic Firefighter Training Course	2001
✓ NYS Instructor Certification/Firefighter Survival Training Course	2001
✓ NYS Instructor Certification/HazMat First Responder Operations	2001
✓ NYS Instructor Certification/Intermediate Firefighter Training Course	2001
✓ NYS Instructor Certification/Live Fire Training Course	2001
✓ Preparing for Command	2001
✓ Public Fire Prevention Education Conference	1993
✓ Regional Fire Administrators Conference	2000-2003
✓ State Fire Instructors Conference	2001
✓ Truck Company Operations	2004

New York State Emergency Management Office (SEMO)

- ✓ Advanced Incident Command – ICS 400
- ✓ Basic Incident Command – ICS-200 and Instructor Handoff
- ✓ Basic Public Information Officer Course
- ✓ Developing Volunteer Resources
- ✓ Intermediate Incident Command – ICS-300 and Instructor Handoff

US Department of Homeland Security – National Fire Academy/Louisiana State University

- ✓ Emergency Response to Domestic Biological Incidents
- ✓ Fire Service Planning Concepts for the 21st Century
- ✓ Incident Response to Terrorist Bombing Course
- ✓ Integrated Emergency Management Course – IEMC All Hazards
- ✓ Introduction to the Incident Command System – ICS-100
- ✓ National Incident Management System - NIMS 700 Course
- ✓ Safety Through Leadership – Train the Trainer
- ✓ Using Computer Aided Management of Emergency Operations (CAMEO) in WMD
- ✓ WMD Standardized Awareness Course – Train the Trainer – AWR-160-1

Honors, Achievements and Activities:**100 Club of Buffalo** – www.100clubbuffalo.org

- ✓ Director – 2006-Present

Dale Carnegie System – Williamsville NY – 1996

- ✓ Sales Advantage Course Graduate
- ✓ Human Relations Award – Class High Honors – Won 10 presentation awards.

Erie County Legislature Commendations

- ✓ Honored for implementing the most successful local recruitment effort in Erie County. Doubled Evans Center Fire Company membership from (45) to (90) members in four months – 1990
- ✓ Honored upon retirement from *The Fire Fighter Newspaper* – 1997

Erie County Volunteer Fire Fighter Newspaper, Inc. – *The Fire Fighter Newspaper* – 1990-1997

- ✓ Co-founder and managing editor: Created and managed non-profit corporation, quarterly publication and accredited press agency developed to promote volunteer emergency services to the public.

Evans Center Volunteer Fire Company – Angola NY

- ✓ Fire Fighter of the Year and President's Award – 1990
- ✓ Mayor's Commendation for Rescue of a 17 year old female from an apartment fire – September 5, 1994
- ✓ Chief's Commendation for Rescue of an 18 year old male from a house fire – January 17, 1999
- ✓ Chief's Commendation for Rescue of two mothers and three infants from flooded roadway – January 23, 1999
- ✓ Unit Citation for Air Bag Rescue on NYS Thruway – 2004
- ✓ Top Responder – 1998-2007

Honors, Achievements and Activities:

Hancock Hope – 2006-Present

- ✓ Co-founder and advisor to this non-profit group helping fire departments devastated by disaster.

infoTech Niagara – Western New York Technology Industry Trade Association – 1998-2000

- ✓ **Business Development Manager** – Solicited and secured corporate sponsorships, alliance programs and new memberships.
- ✓ **Events Planner** – Event creation and planning, presenter/host recruitment, venue coordination.

Liebert Corporation – Columbus OH

- ✓ **Sales Automation Project Team Leader** – Developed Microsoft Outlook/Active Server Page based contact and project management database and Web-based pricing tools – 1996-1999
- ✓ **Team Leader and Presenter** - Awarded “Best Overall Marketing Plan” - National Marketing Specialists Conference – 1989 and 1991
- ✓ **Million Dollar Club Member** – Inducted following first year \$1 Million Dollars of Liebert Systems Sales. Presentation of diamond ring at National Sales Meeting – Disney World – November 5, 1998

Niagara Frontier Search & Rescue Team, Inc. – www.nfsar.org

- ✓ Treasurer, Co-founder

Niagara International Transportation Technology Coalition (NITTEC) – www.nittec.org

- ✓ Chairman – Incident Management Committee for Regional Transportation Operations Center

T. P. Woodside, Inc. – Williamsville NY – Manufacturers’ Rep/Sales Engineering Firm

- ✓ **Company 20th Anniversary** – Planned, coordinated and carried out two-day celebration which included multiple seminars, product demonstrations and customer appreciation banquet for approximately 300 clients. Utilized 50% of available space at Buffalo Convention Center – 1991
- ✓ **Softbank Services Group/ClientLogic** – Utilized sales skills to motivate high profile customer from a position of competitive “check-pricing” to order closing. Followed shortly by competitor displacement and creation of customer’s corporate standard of Liebert Corporation as the provider of computer support and network protection solutions nationwide – 1996
- ✓ **RoadShow98** – Planned, marketed, coordinated and executed “*The Total Solution Showcase of HVAC, IAQ, Computer Support and Building Management Systems.*” Show spanned 50% of exhibit space of the Buffalo Convention Center and included six tractor-trailers of equipment flanked by 16 exhibit booths. The one-day show included nine seminars and was attended by 250+ prospects and customers – 1998

US Congressional Record – *The Fire Fighter Newspaper* – Buffalo NY– 1994

- ✓ Received Congressional Commendation for mounting successful relief effort for “*Fire Fighters Under Fire*” - providing turnout gear and equipment to volunteer fire fighters in war-torn Bosnia

Personal Data:

- ✓ Born: January 17, 1963 in Buffalo NY
- ✓ Excellent health, Non-smoker
- ✓ Married, two children
- ✓ Very adaptable to change
- ✓ Able to work with little supervision
- ✓ References available upon request