

National Volunteer Fire Council

Recruitment & Retention Experience

SEPTEMBER 17-18, 2021 > CLEVELAND, OH



AGENDA-AT-A-GLANCE

THURSDAY, SEPTEMBER 16

5:30 – 7:00 p.m. Registration | *Sponsored by First Arriving*

FRIDAY, SEPTEMBER 17

7:00 – 8:00 a.m. Registration | *Sponsored by First Arriving*

8:00 – 9:00 a.m. Opening Session & Keynote Presentation | Being a Catalyst for Change in a World of Resistance with *Dr. Candice McDonald*

9:05 – 10:35 a.m. Breakout Sessions 1

- Social Media 101 - How to Communicate with Millennials (*Jonathan Dayton*)
- Preventing Firefighter Disengagement through Work-Life Balance (*Candice McDonald*)

10:50 a.m. – 12:20 p.m. Breakout Sessions 2

- Modern Day Marketing for Your Fire Department (*Matt Aalto*)
- Leadership is Retention, Retention is Recruitment (*Chuck Flynn, Spencer Cheatham*)

12:20 – 1:15 p.m. Networking Lunch | *hosted by the NVFC*

1:15 – 2:45 p.m. Breakout Sessions 3

- Developing the Leaders Around You (*Rudy Ruiz*)
- Teamwork Makes the Dreamwork (*Rodney Foster, Sheri Nickel*)

3:00 – 4:30 p.m. Breakout Sessions 4

- Leadership is Retention, Retention is Recruitment (*Chuck Flynn, Spencer Cheatham*)
- Precepting: Is it a Privilege or a Right? (*Dana Clarke*)

4:30 – 6:00 p.m. Networking Reception & Mini Expo | *Sponsored by Active 911, California Casualty, First Arriving, Lincoln Financial Group, Rhino, and Verizon Wireless*

SATURDAY, SEPTEMBER 18

9:00 – 10:00 a.m. Keynote Presentation | Toxic Leadership – a Wounded Warrior’s Insight with *Master Sergeant Michael Reynolds* | *Sponsored by Verizon Wireless*

10:15 – 11:45 a.m. Panel Discussion | Leveraging Local Partnerships for R&R with *Ken Brown, John D’Alessandro, Pam Rogers, and Tiger Schmittendorf* (*Moderator: Joe Maruca*)

11:45 a.m. – 12:45 p.m. Networking Lunch | *hosted by the NVFC*

12:45 – 2:15 p.m. Panel Discussion | Marketing and Communications for R&R with *Matt Aalto, Candice McDonald, Sheri Nickel, and Ray Preziosi* (*Moderator: Tiger Schmittendorf*)

2:30 – 3:30 p.m. Synthesis & Closing Session