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**NEWS RELEASE**

**FOR IMMEDIATE RELEASE:**

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**CALIFORNIA AMBULANCE ASSOCIATION  
ANNOUNCES ANNUAL AWARD RECIPIENTS**

*Sacramento, CA* – The California Ambulance Association (CAA) announced today the recipients of its annual awards. These individuals were selected in part for their dedication to California's ambulance industry and role in furthering the goals and objectives of the CAA. The following awards will be presented at the *Annual Chair's Banquet* at the CAA's 63<sup>rd</sup> Annual Convention to be held June 15-17, 2011 at Harrah's South Lake Tahoe Hotel.

**Jody Soule** of San Luis Ambulance Service, Inc. will receive the *2010/2011 Chair's Award of Excellence* which recognizes the individual whose efforts and contributions elevate the standing of the association and its members statewide, and advance the delivery of pre-hospital care to the people of California. Chairman Bob Barry stated, "Jody receives this award for her outstanding leadership as the Chair of the CAA Payer Issues Committee, and for her tremendous guidance and contributions on the association's Medi-Cal Work Group. She has also represented the CAA in its efforts to improve reimbursement practices and standards." Jody Soule serves as Office Manager of San Luis Ambulance Service, Inc. of San Luis Obispo, California.

**Brian Hartley** will receive the *2010/2011 Commercial Member of the Year Award* which recognizes the individual or organization that provides creative support of the association and its members. Chairman Bob Barry stated, "Brian receives this award for his outstanding contributions as an engaged member of the CAA, and his ongoing support of our association and its members." Brian Hartley serves as Account Manager of Bound Tree Medical, LLC of San Ramon, California, and is also a member of Bound Tree Medical's Sales Advisory Committee on a national basis.

**Gerry Hart** will receive the *Honorary Lifetime Member* designation, and is being recognized for his distinguished service to the science and art of ambulance services over his long career in the ambulance industry in California. Chairman Bob Barry stated, "We are grateful to Gerry for sharing his tremendous knowledge and insights which have been valuable assets to the associations' various strategic initiatives over the years."

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ADD ONE:

EMS leaders from around the state of California will gather at the CAA's 63<sup>rd</sup> Annual Convention held June 15-17 at Harrah's Lake Tahoe. With the theme, "***Preserving & Strengthening the Ambulance Safety Net***," the convention will feature seminars by a faculty of leading experts on critical topics:

- Critical Insights on California's Political Landscape
- What do ACO's Mean for Ambulance Providers?
- Challenges and Successes of Ambulance Entrepreneurs
- The Transition to a New Medi-Cal Fiscal Intermediary
- Legislative & Regulatory Issues that Affect Your Business

The convention will also feature the ***CAA Marketplace*** with vendor booths hosted by providers of innovative business solutions. Several networking events will be held at the CAA Marketplace allowing attendees to connect with other industry leaders at breaks and a reception. For more information about registering for the conference, go to [www.the-caa.org](http://www.the-caa.org) or call (877) 276-1410.