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NEWS RELEASE

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**CALIFORNIA AMBULANCE ASSOCIATION
RECOGNIZES DEDICATED MEMBERS
AT 62nd ANNUAL CONVENTION**

Stateline, NV – On June 24, 2010, the California Ambulance Association (CAA) held its *Annual Chairs Banquet* at the CAA’s 62nd Annual Convention, “Connecting to the Future: Leading the Industry Through Health Care Reform.” The association recognized CAA Board Member Helen Pierson with the *2010 Chair’s Award of Excellence*. This annual award identifies an individual whose efforts and contributions elevate the standing of the private ambulance industry and the Association. Chairman Dana Solomon stated, “Helen receives this award for her outstanding leadership on the CAA Board of Directors, for her hard work as Chair of our Education Committee and for her tremendous guidance and contributions on the association’s Medi-Cal Work Group. She has also represented the CAA at countless meetings around the state and in Sacramento. I am grateful that Helen is part of our leadership team as she is a talented businesswoman and an extraordinary industry leader.” Helen Pierson serves as Chief Financial Officer of Medic Ambulance of Sacramento, CA.

After passing the gavel, incoming Chairman Bob Barry and Chris Micheli presented outgoing Chairman Dana Solomon with an official State Senate/Assembly resolution which read in part: “Dana A. Solomon has demonstrated in his service to [the CAA] and through his involvement in the local community an outstanding record of personal and civic leadership, and . . . he is deserving of special honors and the highest commendations.” Dana Solomon serves as Chief Executive Officer of Manteca District Ambulance Service of Manteca, CA.

Over 130 EMS leaders from around the state of California gathered at the annual convention held June 23-25 at Harrah’s Lake Tahoe. The convention featured 11 seminars by a faculty of leading experts offering tools and strategies to help ambulance providers achieve their business objectives, including two critical sessions on the impacts of health care reform on ambulance providers. Of particular interest to attendees were the forums which generated excellent discussion on cutting edge issues, especially the panels EMS entrepreneurship. Attendees were able to visit over 60 vendor booths at the CAA Marketplace which featured providers of innovative business solutions. Several networking events were held at the CAA Marketplace allowing attendees to connect with other industry leaders at breaks and a reception.