

Siren

SPRING 2018

A PUBLICATION OF THE CALIFORNIA AMBULANCE ASSOCIATION





CAA Vision

Assure delivery of excellent pre-hospital care to the people of California by promoting recognized industry best practices.

CAA Mission

Serve as the voice and resource on behalf of emergency and non-emergency ambulance services to promote effective and fiscally responsible EMS systems and standards.

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Circulation among California's private ambulance providers, elected officials and EMSA administrators.

President's Message



Alan McNany | *President*

The 2018 *Stars of Life* celebration was a huge success this year. The EMTs, Paramedics, Emergency Medical Dispatchers, and support personnel were very deserving of recognition and had compelling stories. A big thank you to Senator Dr. Ed Hernandez and Assembly Member Heath Flora for attending the event and presenting the *Stars* with certificates from the Senate and Assembly. I would also like to thank Dr. Howard Backer and Dan Smiley from the California EMS Authority for attending and supporting the *Stars*.

Being a first responder is sometimes stressful and overwhelming, but on occasion you have that rewarding call or incident where you know you made a difference, even though nobody seems to recognize the fact. That's what is so great about the *Stars of Life* program, to publicly recognize and honor our *Stars* for the heroic events they had or for their everyday accomplishments, or above and beyond the call of duty, or service excellence provided throughout their career.

Family, friends, and coworkers play an important role in our first responders' lives. When they experience a bad day or incident, you are there to listen and comfort them, to help support them. For those that attended the *Stars of Life* program, we all thank you.

The CAA is constantly working on improving the working conditions for

EMS personnel and improving patient care by trying to reduce patient off load times at the hospitals, institute Community Paramedicine to transport patients to the appropriate facility, whether it be a clinic, behavioral health center or a sobering center, or maintaining a level playing field in contract competitions to allow all companies to compete fairly.

Hope to see everyone at the Annual Convention in September at beautiful Lake Tahoe. 🌸

Executive Director's Report



Ross Elliott | Executive Director

In the Winter 2016 edition of *Siren* appears an article about the *fire alliance* model for delivering EMS services. A fire department that does not provide ambulance service (a traditional non-transport first-response service) partners with a private ambulance company; the partnership creates an alliance that qualifies the newly formed entity/partnership to submit a proposal to become an exclusive ambulance provider. Such an alliance in theory is financially beneficial to the public agency fire department because they now qualify to receive enhanced reimbursement levels for serving Medi-Cal patients.

The *fire alliance* model, in its purist form, has advantages and disadvantages for the private ambulance company partner. I believe that ultimately, the disadvantages outweigh the advantages, but the “jury is still out”; there are varying opinions.

Contra Costa County (CoCo County) used the *fire alliance* model in its exclusive ambulance selection process in 2015. The process used in CoCo County was seriously flawed. The CAA believed that the selection process did not provide all qualified ambulance companies a fair opportunity to compete for the exclusive ambulance contract. Consequently, the CAA filed a complaint in April 2016 with the California EMS Authority (EMSA), asking for a thorough investigation. The CAA’s complaint including all attachments/evidence exceeded 200 pages.

Two years later, EMSA announced the findings of its investigation. The State’s findings completely validate the CAA’s complaint and concerns. In its letter of April 13, 2018, EMSA found, “*the process conducted by Contra Costa County EMS agency, in collusion with the Contra Costa Fire Protection District and*” the selected ambulance company, “*stifled competition due to bid rigging and was anti-competitive due to other factors related to the bid.*” As a result, EMSA has imposed a number of sanctions on CoCo County to correct the problems.

Had the CAA not intervened, and called “foul” over the improper actions in CoCo County, EMSA would probably not have taken the time to investigate this issue. If not for the CAA, who would have stepped forward? By the CAA taking this action, it demonstrates its commitment to its members to advocate for their interests and fight for level playing fields in exclusive contract competitions, statewide. Through this action, EMSA is reminding all counties and local EMS agencies in California to comply with the law. This is one of those examples of the CAA, working quietly behind the scenes, actively protecting the interests of its members; it is a perfect example of the intangible value of the CAA. ✨



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Chris Micheli | *Legislative Advocate*

Update On the 2018 Legislative Session

The 2018 Legislative Session is getting close to the midway point and it has been a very busy year so far for the CAA. With more than 2300 bills introduced this year, there are many that are of interest to CAA and its member companies. While many of these bills are problematic to us as employers in the State of California, there are also many bills that are specific to the ambulance industry in this state. The focus of this article is on the bills that are directed at EMS providers in this state.

SB 944 by Senator Bob Hertzberg is particularly problematic because the bill takes obvious sides in the perennial debate over public versus private EMS providers. Sponsored by the California Professional Firefighters, the bill gives a “right of first refusal” to public providers in jurisdictions that want to conduct community paramedicine programs in this state.

While the CAA has been strongly in favor of continuing the CP program (as it is scheduled to expire at the end of this calendar year), actually sponsoring a bill last year to do so (AB 1650 by Assemblyman Brian Maienschein), the approach taken by SB 944 is focused on giving the upper hand to public providers.

In the debate over SB 944, it is important to note that 71% of the patients served so far in the existing CP pilot programs are served

by private ambulance companies. And, we provide 82% of the 911 transports in this state. Nonetheless, SB 944 would preclude or substantially limit the role of private EMS in the CP program in this state. The bill is pending in the Senate Appropriations Committee.

AB 1795 by Assemblyman Mike Gipson would allow a CP program focused on alternative destinations. This bill is sponsored by the County of Los Angeles and is actively supported by numerous groups, including the CAA. AB 1795 is strongly opposed by the California Nurses Association. CAA had taken a support, if amended position on this bill because we believe the CP program also needs to address the long-standing issue of provider reimbursement.

In light of valuable work recently done by Donna Hankins, the Chair of the CAA’s Payer Issues Committee, the issue of reimbursement may be addressed by the Department of Health Care Services and so our Board recently took a full support position on the bill. The measure is pending in the Assembly Appropriations Committee.

AB 2436 by Assemblyman Devon Mathis would require the Department of Health Care Services to establish payment rates for ground ambulance transportation

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Legislative Update


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services to be based upon the Consumer Price Index-Urban, which result in an important increase in Medi-Cal provider rates. The CAA is actively supporting this bill to ensure that the State's reimbursement rates cover more of the actual costs of providing transport services to the Medi-Cal population. This bill passed the policy committee and is pending in the Assembly Appropriations Committee.

AB 2293 by Assemblywoman Eloise Reyes concerns EMS licensure. The CAA is in the process of taking an oppose position on this bill. It would modify the criteria related to conduct that the EMS Authority may consider when denying an EMT's application. AB 2293 would also permit the EMS Authority to consider whether an applicant demonstrates substantial rehabilitation and extend the time for an applicant to file a notice of defense from 15 to 30 days in response to a denied EMT application.

In terms of the legislative calendar, June 3 is the house of origin deadline when all ABs need to pass the Assembly and all SBs need to pass the Senate. Thereafter, the process repeats itself in the other house before the Legislature's scheduled adjournment of August 31. Thereafter, the Governor will have until September 30 to act on legislation sent to his desk. *

Chris Micheli is an attorney and legislative advocate for the Sacramento governmental relations firm of Aprea & Micheli, Inc.



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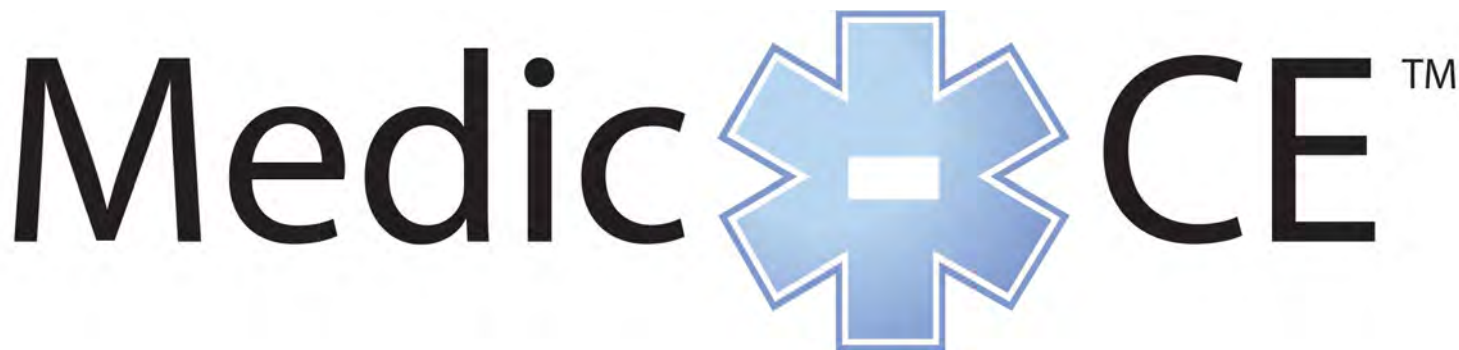
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Medic-CE Partners with the California Ambulance Association

Marilyn Bunderson | Career Step LLC

Medic-CE has partnered with the California Ambulance Association to provide EMS and fire professionals quality, online continuing education.



Medic-CE, a leading provider of online continuing education for EMS and fire professionals, is pleased to announce its partnership with the California Ambulance Association (CAA), which is dedicated to assuring the delivery of excellent pre-hospital care to the people of California. The partnership will provide CAA members 25 percent off Medic-CE's online continuing education courses and programs as well as two free continuing education courses.

"As experienced EMS providers ourselves we understand the challenges that accompany continuing education," said Judson Smith, Medic-CE Vice President of Continuing Education. "This is why we have developed our state-of-the-art training programs – which have been endorsed by JEMS and are accepted in all 50 states, including California. Our goal is to make high-quality continuing education affordable

and convenient, and we're excited to be partnering with CAA to make this a reality."

"At CAA, one of our goals is promote high-quality, efficient and medically appropriate patient care," said Ross Elliott, Executive Director at the California Ambulance Association. "Partnering with organizations like Medic-CE moves us toward accomplishing that mission by making excellent continuing education resources more readily available to our members."

Medic-CE's online continuing education training includes self-paced courses as well as virtual, instructor-led training (VILT) classes. The new CAA partnership offers individual members 25 percent off any regularly priced Medic-CE subscription or program, and agencies can save up to 30 percent when they register through CAA. Individual EMS providers can register for the two free continuing education courses available through the CAA partnership

at Medic-CE.com/california-ambulance-association.

For more information on the CAA partnership and Medic-CE's courses and programs, please visit Medic-CE.com/california-ambulance-association.

About Medic-CE

Medic-CE, a Career Step company, provides accredited online continuing education for EMS and firefighting professionals. Founded in 2006, the company currently serves over 125,000 fire and EMS professionals and 250 fire/EMS/ambulance agencies. More than 250 hours of continuing education are available through the company's powerful learning management system. Medic-CE also offers Virtual Instructor-Led Training (VILT) Solution and the option for agencies to add their own in-house continuing education and instructor-led courses. More information is available at Medic-CE.com or 1-877-458-9498. *



ANNUAL *Stars of Life* CELEBRATION AND LEGISLATIVE SUMMIT

2018 CAA Stars of Life Awards Presented to Outstanding EMS Personnel

Ross Elliott | CAA Executive Director

The CAA's annual *Stars of Life Celebration & Legislative Summit* was held on Monday, April 30, 2018 in Sacramento. Using the Sheraton Grand Hotel as the venue, just one block from the State Capitol, was convenient for legislative visits and fittingly elegant for the award winners.

Forty-two individuals received a *Star of Life*, and these people (*Stars*) represented 11 ambulance companies. See listing of awardees on the next page. *Star of Life* recipients were recognized for a range of achievements, including bravery and heroism, saving lives, clinical excellence, service excellence, leadership, and being the best at what they do. Each individual story of each Star is inspiring, and the work they have performed serves as a small example of the great service being delivered by the private ambulance industry in California every day.

Michael Petrie, president of Emergency Medical Services Administrators' Association of California (EMSAAC), and EMS Chief in Monterey County, gave the keynote address on Monday morning to the attendees. Petrie's address covered a range of relevant topics on EMS from the "street" perspective. His inspiring words put context to today's elderly and frail as being yesterday's movers and heroes, who

deserve our respect. Attendees very much appreciated Petrie's insightful message.

Midday was spent visiting and meeting with legislators. *Stars* got the opportunity to share their stories with the State's political leaders. Several of the *Stars* were given VIP tours of the Capitol, and all of the *Stars* sitting in the chamber gallery of each house of the legislature were recognized by the Assembly and Senate. The key legislative messages delivered by the *Stars* and their company hosts were: Support AB 2436, proposing an across the board increase in Medi-Cal reimbursement rates for ambulance services; Support AB 1795, the community paramedic bill authorizing alternate destinations; and Oppose SB 944, which proposes to give public agencies/fire departments several advantages over private ambulance services.

Senator and Dr. Ed Hernandez (Dr. Ed) gave the keynote address during the evening awards ceremony. Dr. Ed has been a long-time supporter for improving Medi-Cal reimbursement rates for ambulance service. Additionally, he authored SB 1300 in 2016 to create the emergency ambulance QAF, which was vetoed by the Governor. In 2017, he authored AB 523 to again create the emergency ambulance QAF, and this bill successfully became law; Medi-Cal rates for

emergency ambulance service are expected to increase dramatically this year. This is Dr. Ed's last year as a senator, due to term limits; he is currently running for Lt. Governor.

Assembly member Heath Flora also spoke at the evening awards ceremony. He is a freshman legislator from Modesto, and was a firefighter and paramedic. With his experience as a first-responder and medic, it is easy for him to understand the private ambulance industry's struggles – our world is real to him. Assemblyman Flora authored last year's AB 817, the CAA-sponsored bill to address employee rest periods.

Senator Hernandez and Assemblyman Flora participated in the awards ceremony and awarded each Star with an official certificate of recognition from the Senate and Assembly. The CAA thanks and greatly appreciates the participation and support both of the legislators have shown in being part of the Stars of Life celebration.

The annual Stars of Life celebration is one of CAA's signature events of the year. It is an expensive endeavor, and it would not be possible without the support and generous contributions from our sponsors. We thank, and we encourage you to thank,

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Feature Article

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the following businesses: Stryker EMS; Medic Ambulance; Pacific Credit Services; Paramedics Plus; American Legion Post #108 Ambulance; Bound Tree Medical; Grant Mercantile Agency; King-American Ambulance; and Life-Assist, Inc.

Planning for 2019 Stars of Life has already begun, and it will again be held at the Sheraton Grand Hotel. Dates for next year's event have been established, but it was recently learned that our dates conflict with another statewide EMS event. The Board is

considering changing our dates to avoid the conflict; stay tuned. *

Thank you to photographer, Rudy Meyers, for photos of this event.

CAA's 2018 Star of Life Recipients

Roesli "Roos" Antonis

Paramedics Plus
Exemplary Employee/Leadership

Haley Davis

Royal Ambulance
Exemplary Employee/Service Excellence

Christopher Kirkland

Medic Ambulance Service
Life-saving/Clinical Excellence

Jose Avila

Mercy Medical Transportation Inc.
Life-saving/Clinical Excellence

Christopher Elton

Medic Ambulance Service
Life-saving/Clinical Excellence

Rachelle Knight

Hall Ambulance Service, Inc.
Life-saving/Clinical Excellence

Jenilee Awichen

Royal Ambulance
Exemplary Employee/Nurse of the Year

Graham Felsenthal

City Ambulance of Eureka, Inc.
Life-saving/Clinical Excellence

Christopher Knopp

Medic Ambulance Service
Exemplary Employee/Service Excellence

Benjamin Barnett

American Ambulance
Exemplary Employee/Paramedic of the Year

Thomas Han

Hall Ambulance Service, Inc.
Life-saving/Clinical Excellence

Jeffery Loyd

American Ambulance
Exemplary Employee/Paramedic of the Year

Kristin Bayer

Medic Ambulance Service
Exemplary Employee/Paramedic of the Year

Christopher Harper

Royal Ambulance
Exemplary Employee/Leadership

Sean Miller

Medic Ambulance Service
Life-saving/Clinical Excellence

David Bentley

Hall Ambulance Service, Inc.
Exemplary Employee/Service Excellence

Michael Hilliard

Hall Ambulance Service, Inc.
Life-saving/Clinical Excellence

Anthony Morris

Paramedics Plus
Exemplary Employee/Leadership

Nancy Brooks

San Luis Ambulance
Exemplary Employee/Leadership

Dallas Jordan

Medic Ambulance Service
Exemplary Employee/EMT of the Year

Carlos Navarrete

Medic Ambulance Service
Exemplary Employee/Clinical Excellence

Michelle Catterton

Medic Ambulance Service
Exemplary Employee/Dispatcher of the Year

Amanda Kennedy

City Ambulance of Eureka, Inc.
Exemplary Employee/Dispatcher of the Year

Robert Ordon, Jr.

McCormick Ambulance
Heroism/Bravery

Kirk Chambers

Hall Ambulance Service, Inc.
Exemplary Employee/Dispatcher of the Year

Tyler Kahler

Hall Ambulance Service, Inc.
Heroism/Bravery

Michael Phillely

Mercy Medical Transportation Inc.
Life-saving/Clinical Excellence

Shane Courtis

Hall Ambulance Service, Inc.
Life-saving/Clinical Excellence

John Kihneman

Royal Ambulance
Exemplary Employee/Service Excellence

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Feature Article

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Rochon Roach

American Ambulance
Exemplary Employee/Service Excellence

Dominic Romero

Medic Ambulance Service
Exemplary Employee/EMT of the Year

James Rosolek

Lifeline Medical Transport
Exemplary Employee/Leadership

Gabriel Salvador

King American Ambulance Co.
Exemplary Employee/Leadership



Jose "Andre" Sarmiento

Royal Ambulance
Exemplary Employee/EMT of the Year

Ryan Silva

Medic Ambulance Service
Life-saving/Clinical Excellence

Ryan Strange

Hall Ambulance Service, Inc.
Life-saving/Clinical Excellence

Kris Strommen

San Luis Ambulance
Exemplary Employee/Leadership



Vena Sword-Ratliff

Paramedics Plus
Exemplary Employee/Service Excellence

Natasha Towns

Hall Ambulance Service, Inc.
Life-saving/Clinical Excellence

Gordon Tsang

Medic Ambulance Service
Exemplary Employee/Paramedic of the Year

Katie Van Allen

Hall Ambulance Service, Inc.
Life-saving/Clinical Excellence

Joey Williams

Lifeline Medical Transport
Exemplary Employee/Service Excellence



Overview of California's Budget Process

Chris Micheli | CAA Legislative Advocate

The state budget process on paper is similar to the legislative process; however, it can be different in practical terms. The full budget committees of the Senate and Assembly act mostly as the final arbiter of their respective houses when it comes to finalizing the actions of their subcommittees.

PARTS OF THE BUDGET

The following are the main parts of the California state budget:

Budget Bill – This contains the appropriations and “Budget Bill Language.” Note that only a Budget Bill can contain multiple appropriations. It requires a majority vote for passage and the bill takes effect immediately.

“Budget Bill Jr.” – This is the bill that amends the main Budget Bill.

Trailer Bill – This bill makes the statutory changes needed to implement the budget. It is the same as any other bill, but it takes effect immediately with a majority vote if it contains an appropriation related to the budget bill and is listed as a “trailer bill” in the budget bill.

Supplemental Report – This is a separate report that requests specific actions from state agencies and departments. It does not have the force of law.

Timing

Keep in mind the following three dates:

- **January 10** – Constitutional Requirement for Governor to propose the budget.
- **June 15** – Constitutional Requirement for Legislature to pass the budget.

- **July 1** – Fiscal Year begins.

The Assembly Budget Committee and the Senate Budget and Fiscal Review Committee are charged with adopting the state budget and the respective trailer bills. Once the Governor’s budget proposal is released by January 10, both budget committees’ staff prepare a summary overview of the Governor’s budget; a similar document is prepared by the Legislative Analyst Office (LAO).

In early March, the Assembly and Senate subcommittees begin holding hearings and taking testimony from the Department of Finance (DOF), LAO, respective state agencies and departments, and members of the public. This is a critical time to advocate for your client’s position on specific budget requests. Most of the work on the budget occurs at the subcommittee level.

Prior to these hearings, the budget committee staff members examine the budget proposals and prepare agendas that include an explanation of the Governor’s budget proposals and the staff’s recommendations whether to accept, modify, hold open, or reject the budget proposals. Sometimes the Governor’s budget proposals are “held open” for further discussions. The minority party staff prepare similar information for their members.

By the time the Governor’s May Revise of the budget is released in mid-May, after April tax receipts are known, the subcommittees must conclude their deliberations within two weeks or so. As such, it is hard for the public to have much more input unless there is an entirely new budget proposal. As a result, it is important

that communication be done early in the budget process.

RECONCILING DIFFERENCES

Differences between the actions of the Assembly and Senate are usually handled by a 2-house conference committee. The procedural requirements have sometimes been waived due to time constraints for establishing the budget conference committee. The Assembly and Senate rotate the chairmanship of the conference committee each year.

This process is supposed to address the differences between the versions of the budget adopted by the Senate and Assembly. While the conference committee is open to the public and usually broadcast on California Channel, usually there is no public testimony taken. Instead, advocates rely upon budget conferees to advocate for a position adopted by one house.

The three Assembly Members and three Senators (4 Democrats and 2 Republicans) hear from the DOF and the LAO, and deliberate among themselves. The conference committee will sometimes make changes known as “conference compromises.” After that, they will finalize the remaining items and close-out the budget.

Thereafter, both houses will vote on the conference report and they will pass budget trailer bills. Again, once the budget is on the floor, there is little opportunity to make changes. Sometimes there will be an opportunity to modify policy language contained in a trailer bill, or some budget line items are modified in a “budget junior” bill.

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Feature Article

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PREPARING THE BUDGET

State departments must submit their budget proposals to their respective agencies, who in turn submit their proposals to the Department of Finance. This occurs in the early fall. After the DOF makes its recommendations, the Governor and his staff will make final determinations in consultation with DOF in time for release of the Governor's budget by the January 10 deadline.

The Governor's budget is on the DOF website under the E-BUDGET tab. The budget is over 1,300 pages in length and contains the details of the Governor's proposed budget spending for the upcoming fiscal year. Each budget item is assigned a 10-digit code and includes the state department, purpose and funding source.

The legislative budget subcommittees (which are known by numbers in both the Assembly and Senate) have the following subject matter jurisdictions:

- **Education** (Senate Subcmte #1 and Assembly Subcmte #2)
- **Resources, Environment, and Transportation** (Senate Subcmte #2 and Assembly Subcmte #3)

- **Health and Human Services** (Senate Subcmte #3 and Assembly Subcmte #1)
- **State Government** (Senate Subcmte #4 and Assembly Subcmte #4)
- **Public Safety and Judiciary** (Senate Subcmte #5 and Assembly Subcmte #5)

BUDGET PHRASES

State agencies submit "budget change proposals," often referred to as BCPs, which contain proposed expenditures and budget changes to existing levels of service that are used to prepare the Governor's budget. These BCPs can be reviewed on the DOF website.

This is distinguished from a "deficiency" request wherein an agency or department has an unanticipated increase in its costs (regardless of reason) that exceed the funding that was appropriated for the agency or department in the state budget. In these cases, the agency or department will request a deficiency appropriation in separate legislation.

Budget control language (BCL) is language contained in the budget bill that provides conditions on the use of a specific appropriation contained in the budget.

There are also "Finance Letters" which are proposals made by the Director of Finance to the chairs of the budget committees in each house to amend the Budget Bill and the Governor's Budget from the form submitted by January 10 in order to reflect a revised plan of expenditure.

BUDGET PHASES

The following slides describe the six distinct phases of the budget process:

- **Phase 1: Study Phase** (November – February)
- **Phase 2: Public Participation/ Listening Phase** (March – Mid-May)
- **Phase 3: Action Phase** (Mid-May to End of May)
- **Phase 4: Negotiation Phase** (June 1 to June 10)
- **Phase 5: Vote and Signing Phase** (June 15 – June 27)
- **Phase 6: Follow-up and Clean-up Phase** (July – September) *

Chris Micheli is an attorney and registered lobbyist with the Sacramento governmental relations firm of Aprea & Micheli, Inc. He serves as an Adjunct Professor at McGeorge School of Law.

The California Ambulance Association is now welcoming non-members to subscribe to the *Siren* magazine. Published quarterly, the *Siren* is a comprehensive source of information on issues that are important to the ambulance industry. Contents include feature articles, association educational and networking events, legislative updates and analysis, member news and much more.



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Vote for the Emergency Ambulance Initiative in November

Marie Brichetto | Californians for Emergency Preparedness

When you receive your ballot this November, you will be asked to decide on numerous candidates and propositions. But there is one measure – the Emergency Ambulance Employee Safety and Preparedness Act – that the California Ambulance Association supports and should have your vote as well.

As California’s first responders, you know better than anyone how important it is to respond quickly to 911 emergency calls. Often times, seconds can mean the difference between life and death.

That is the heart of the issue with the Emergency Ambulance Employee Safety and Preparedness Act. The initiative establishes into law the longstanding industry practice of requiring public safety personnel to remain reachable during their breaks and it pays private EMTs and paramedics to do so. This guarantees that public safety will not be compromised and when a patient needs 911 emergency care, an ambulance will not be delayed or prevented from responding.

In fact, much like other essential emergency personnel, private emergency ambulance providers have always operated this way to ensure fast responses and the delivery of lifesaving pre-hospital care.

Unfortunately, a recent California Supreme Court decision dealing with rest breaks for private security guards stated that they must be relieved of all duties during those breaks. If applied to the private emergency medical service (EMS) industry, the impact would be detrimental to private EMS operators and place patient care at risk.

Over the last couple years, California has seen an unfortunate rise in mass casualty incidents and natural disasters, and 911 emergency medical care is not something that can afford to wait or be put on pause.

With the recent Southern California mudslides, devastating wildfires and other looming natural disasters, as well as the threat of active shooter incidents, it is more important than ever that EMTs and paramedics can respond immediately to protect and save patients. The initiative recognizes these public safety threats and ensures emergency ambulance crews will be trained annually for handling emergency incidents just like these.

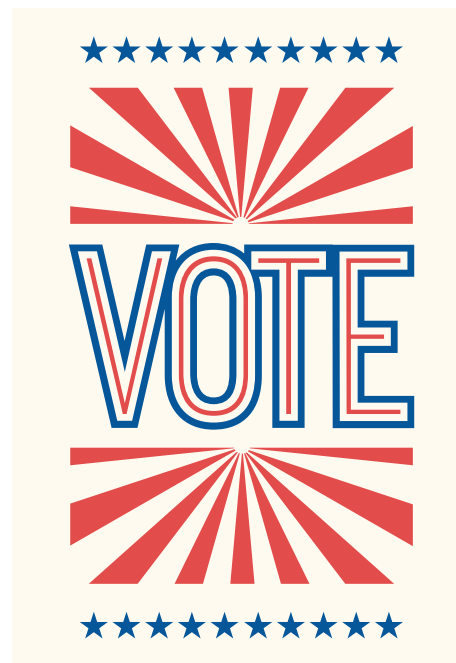
In addition, the initiative also helps prepare EMTs and paramedics both mentally and physically for emergencies. These jobs can often be emotionally taxing, as EMTs and paramedics witness traumatic incidents sometimes on a daily basis. The initiative ensures emergency medical crews are provided with annual mental health and wellness training, as well as mental health coverage. It also prevents breaks from being taken back-to-back or all at once, to make sure EMS employees receive relief when they need it most.

We all know that emergencies aren’t predictable – that is why it is so critical to be prepared at a moment’s notice. The initiative also says that if emergency medical crews miss a break and it cannot be made up during the work shift, they will receive additional compensation. This is a commonsense reform.

Plus, the nonpartisan Legislative Analyst’s Office found in their independent analysis of the initiative that the measure would actually save local governments tens of millions of dollars annually due to lower ambulance provider costs reflected in agency contracts. This means local governments will have more money for other essential services, like libraries, parks and police.

This November, please support the Emergency Ambulance Employee Safety and Preparedness Act to ensure 911 emergency care will not be delayed. *

Marie Brichetto is the press spokesperson for the Californians for Emergency Preparedness and Safety campaign.



Members Spotlight: New Members to CAA

Over the past several months the CAA has seen a growth in membership. Three ambulance companies have recently joined and renewed membership for 2018 as Active Members. Four new vendors and service suppliers have joined as Commercial Members. The CAA is proud to welcome them to the organization, and we want all members to know about the new members and share in supporting and welcoming them.

Imperial Ambulance

(Active Member)

Primary Contact to the CAA:

Trent Fiori, President

Imperial Ambulance has been serving the cities of Porterville and Lindsay and many parts of unincorporated Tulare County since 1960. The business is locally owned and operated. With a fleet of 10 ambulances, they provide both the pre-hospital and inter-facility services at the ALS and BLS level. Imperial also offers gurney van services. *



American Ambulance of Visalia

(Active Member)

Primary Contact to the CAA:

Paul Main, President

American Ambulance of Visalia serves the greater Visalia area and portions of rural Tulare County. AAOV responds to approximately 9,000 emergency and non-emergency related incidents per year with its 22 ambulances and offers ALS and BLS level of care. American Ambulance of Visalia was originally established in 1979 as a new Visalia operation for Fresno-based American Ambulance and became an independent company in 1988. *

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Member Spotlight

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Del Norte Ambulance

(Active Member)

Primary Contact to the CAA:

Ron Sandler, CEO and Paramedic

Del Norte Ambulance has recently rejoined the CAA. This company serves all 1,200 square miles of Del Norte County and has been in business for 40 years. The headquarters are in Crescent City, and the business is locally owned. Del Norte Ambulance operates 7 ambulances. Del Norte Ambulance is the only 911 emergency ambulance service in Del Norte County. *



Legal Shield/ID Shield

(Commercial Member)

Primary Contact to the CAA:

Bill Butkovich, Benefit Specialist

This company is a service provider vendor that offers special rates for CAA members. They offer legal protection which includes a variety of services from legal advice to IRS audit assistance. In addition, they offer identity theft protection, insurance, and restoration services. A small percentage of the fees support the CAA through a royalty program. Bill and his associate Phil Shannon are in the process of contacting every CAA member and offering to share their services with companies and employees. *

Medic-CE

(Commercial Member)

Primary Contact to the CAA:

Judson Smith,

Vice President Continuing Education

Medic-CE offers online continuing education courses and certification renewal course work along with a variety of other educational services. Medic-CE's online continuing education training includes self-paced courses as well as virtual, instructor-led training (VILT) classes. As a benefit for CAA membership, Medic-CE offers a 25% discount on courses and 2 free CE units per employee per year. CAA member companies that engage Medic-CE to be their primary CE provider can save up to 30%. *



Continued on page 15

Member Spotlight

Continued from page 14



Hi Tech Emergency Vehicles

(Commercial Member)

Primary Contact to the CAA:

Mario Ruthman, Sales Manager

Hi-Tech Emergency Vehicle Service, Inc. is a fire apparatus manufacture as well as a dealer for Toyne, Inc., EVI, and Medix Specialty Vehicles, Inc. Centrally located in the heart of California's Great Central Valley, our 25,000 square foot Oakdale facility allows us to design and build a custom body to meet all your apparatus mission objectives. Whether you're looking for a custom or commercial chassis, Hi-Tech can help. Our industry trained employees stand ready to assist you with the servicing and refurbishment of all brands of firefighting, law enforcement and EMS equipment and vehicles. *

RedSky Emergency Vehicles

(Commercial Member)

Primary Contact to the CAA:

David Noe, Director of Sales

RedSky is happy to deliver ambulances that lead the industry in innovation, safety features and value. Redsky is backed by a team of highly experienced EMS and first response industry professionals who are here to help. We spend our time listening, and then we make sure your new ambulance is exceptional, just like your experience with us. We are proud to be the authorized sales and service dealer for Demers Ambulances USA. RedSky Emergency Vehicles is located in Rancho Cordova. *





CAA Committees



Annual Conference Committee – **Chair Jimmy Pierson**, Medic Ambulance Service, Inc.

CAAPAC Committee – **Chair Todd Valeri**, American Ambulance

Data, Operations, and Quality (DOQ) Committee – **Chair Steve Melander**, American Ambulance

Education Committee – **Chair Jimmy McNeal**, Schaefer Ambulance Service, Inc.

Membership Development & Services Committee – **Chair Edward Guzman**, Sierra Ambulance Service

Payer Issues Committee – **Chair Donna Hankins**, American Ambulance

Legislative & Agency Relations Committee – **Chair Carol Meyer**, McCormick Ambulance Service

Nominating Committee – **Chair Frank Kelton**, San Luis Ambulance Service

California EMS Commission – **CAA's Representative Jaison Chand**, City Ambulance of Eureka, Inc.

SB 523 Implementation Ad Hoc Committee – **Chair Steve Grau**, Royal Ambulance, Inc.

Add value to your membership by getting involved in a committee! Notices of committee meetings are now posted on the CAA's website at www.the-caa.org/mem_committees.asp and in the Weekly News and Information Bulletin. The work performed by the committees is of vital importance, and adding your voice/participation makes the CAA stronger and more effective.



CAA Membership is a Business Essential

The business environment, the healthcare sector and the EMS industry are evolving at an ever-increasing pace. At the CAA we are dedicated to providing members with the essential tools, information, resources, and solutions to help your organization grow and prosper. And, the CAA's collective efforts on statewide legislative and regulatory issues are not possible without strong membership support and engagement.

Take your place in California's statewide ambulance leadership

Membership not only saves you money on CAA events and resources, but also keeps you up to date on trends, innovations, and regulatory changes through:

- Leadership on statewide legislative and regulatory issues
- Targeted conferences & educational programs
- Member-only updates and alerts
- Member-only discounts & access to expert resources
- Opportunities to exchange ideas with your colleagues statewide



Join the California Ambulance Association

Go to www.the-caa.org/membership for a membership application.



CAA Magazine Advertising
Policies & Agreement to Advertise

CAA Headquarters

2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833
(916) 239-4095 - phone • (916) 924-7323 - fax
www.the-cao.org • info@the-cao.org

AD SIZES AND RATES

Ad Size (WxH)		1x Rate	4x Rate
2 Page Spread	(16"x91/8")	\$1,000	\$900
Full Page	(8½"x11")	\$750	\$675
2/3 Page	(5"x10")	\$450	\$405
½ Page Horizontal	(7¼"x4½")	\$400	\$360
½ Page Vertical	(3½"x9¼")	\$400	\$360
¼ page	(3½"x4¼")	\$200	\$180
Business Card	(3½"x2¼")	\$150	\$135

PLEASE NOTE: if the artwork you provide does not conform to the above specifications, we reserve the right to alter the ad to fit these dimensions.

Unless otherwise stated, ads for this publication will be printed in Full Color.

ARTWORK SPECIFICATIONS

Please submit ads digitally where possible (PC format, not Mac) either on CD, or via E-mail. Such electronic submissions should be in EPS, TIF, or PDF format, including all fonts where applicable, and should be compatible with Adobe Photoshop, Illustrator, PageMaker, InDesign, or Acrobat. We will also accept camera-ready (printed) full-sized images suitable for scanning, at either 133 or 150 line screen. Please see above for specific ad sizes and dimensions. Artwork should be E-mailed to "Advertising c/o CAA" at info@the-cao.org or mailed to:

Advertising c/o CAA
2520 Venture Oaks Way
Suite 150
Sacramento, CA 95833

I will be submitting my ad:
 Camera-ready by mail
 Digitally on disc Via E-mail
 I need assistance designing a new ad
(we will discuss design rates separately)

CONDITIONS

1. Advertisers and advertising agencies are liable for all content (including text, representations, and illustrations) of advertisements and are responsible, without limitation, for any and all claims made thereof against **The Siren**, the association, its officers, agents, or vendors.
2. No advertiser is guaranteed placement, but every attempt will be made to provide the desired position.
3. Publisher reserves the right to revise, reject or omit any advertisement at any time without notice.
4. **CAA** accepts no liability for its failure, for any cause, to insert advertisement.
5. Publisher reserves the right to publish materials from a previous advertisement if new materials are not received by material deadline.
6. The word "advertisement" will appear on any ad that resembles editorial material.
7. Drawings, artwork and articles for reproduction are accepted only at the advertiser's risk and should be clearly marked to facilitate return.
8. No verbal agreement altering the rates and/or terms of this rate card shall be recognized.
9. All advertisements, layout and designs produced for the advertiser by **CAA's** Graphic Staff will remain the property of **CAA**.
10. All requests for advertising must be in writing, in the form of this signed contract, for the protection of both the advertiser and **CAA**.
11. Once an order for advertising is placed, it cannot be withdrawn or cancelled in whole or in part.
12. By signing this contract, advertiser agrees to pay in full for reserved space, even if the ad is not run due to lateness or absence of materials.

PAYMENT TERMS

Advertisers are billed after their ad appears. A frequency discount is given to those who agree in writing (ie. this signed contract) to advertise in every issue of the calendar year, or in an equal number of consecutive issues. If the written agreement is not fulfilled, the advertiser is liable for the one-time rate charges. Advertisers who submit an ad contract but fail to submit artwork by the publication deadline will be invoiced.

PLACING YOUR AD

To place an ad, complete the information below and mail or fax to: **CAA**, 2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833 • (916) 924-7323 - fax. **CAA** will not run your ad without this contract.

Name of Company/Organization Being Advertised: _____

Billing Contact: _____

Billing Address: _____

Phone: _____ Fax: _____ E-mail: _____

Agency or Advertising Representative (if different from above): _____

Phone: _____ Fax: _____ E-mail: _____

Person to Contact with Artwork-specific Questions (if different from above): _____

Phone: _____ Fax: _____ E-mail: _____

I agree to place a _____ size ad in the following issue(s), and to be billed at a rate of \$_____ per issue: (note: The multiple-issue rate can apply to any consecutive series of issues starting at any point in the year. If you choose the multi-issue rate, please number your first issue "#1" below, and the other issues as they occur chronologically. See condition #5, above.)

Material Deadlines: _____ Summer **July 21st** _____ Fall **November 3rd** _____ Winter **March 9th** _____ Spring **May 18th**

METHOD OF PAYMENT

Please check one:

Send me an Invoice Enclosed is check # _____ Charge my Credit Card In the amount of \$ _____

Card #: _____ Expiration Date: _____

Print Cardholder's Name: _____ Signature: _____

Cardholder's Billing Address: _____



2520 VENTURE OAKS WAY, SUITE 150
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