Important Announcement

Thanks to a grant from the John T. Sloper Community Fund of the Community Foundation of Dutchess County, we will be presenting five of our Emergency Services Management Development Seminars for volunteer emergency services organizations in Dutchess and Putnam Counties. These seminars will give you a fresh outlook on crucial management topics. Each seminar will be offered TWICE; once at the Putnam County Bureau of Emergency Services (PCBES) and once at the Millbrook Fire Department (MFD). The order of the courses for PCBES is the reverse of the order at MFD so if you miss at one location you can catch it at the other. Participants from either county can attend seminars at either location.

Seminars to be presented:

Bylaws and Policies, Procedures & Guidelines (PP&Gs)
Fund Raising
Public Education
Public Relations & Marketing
Recruitment, Reactivation, Recognition & Retention of Volunteers

Seminar Presentations Sponsored by:
John T. Sloper Community Fund of the Community Foundation of Dutchess County
Dutchess County Department of Emergency Response
Putnam County Bureau of Emergency Services

Financial Support provided by a grant from the John T. Sloper Community Fund of the Community Foundation of Dutchess County

See next pages for details!

Our Mission: to improve patient care, emergency response, and community preparedness in the communities we serve.
Seminar dates, times, locations and descriptions

Bylaws and Policies, Procedures & Guidelines (PP&Gs):
PCBES Wednesday, 11/30/11, 7-10PM; MFD Tuesday, 12/6/11, 7-10PM
Bylaws & PP&Gs dictate how you operate. Are your Bylaws & PP&Gs actually followed? Are they ‘enforced’? Do you need to be a lawyer to understand them? Have they been reviewed in the last 5 years? Are you missing anything like an ethics policy? In this three hour seminar we’ll discuss things to do the next time you review your Bylaws & PP&Gs and provide ideas to consider. Appropriate Bylaws & PP&Gs can make an organization more efficient, volunteer friendly and a safer place to volunteer. NOTE: Our Facilitators are NOT attorneys. ALL Bylaws and PP&Gs should be reviewed by legal counsel before implementation.

Fund Raising: PCBES Wednesday, 11/9/11, 7-10PM; MFD Tuesday, 12/13/11, 7-10PM
Money makes the world go ‘round. It also pays for heat and electric, buys band-aids & defibrillators, pays for member education, lets you take care of your volunteers, and keeps your doors open. Fund raising doesn’t have to take more time than patient care, training, or fighting fires. This three hour seminar reviews a wide range of fund raising activities, both traditional and nontraditional. You’ll learn the controls you need to have in place and how to determine the cost effectiveness of each fund raising event (Hint: it’s not the amount you raised).

Public Education: PCBES Wednesday 12/14/11, 7-10PM; MFD Tuesday, 11/29/11, 7-10PM
Public Education is more than just EMS Week and Fire Safety Week. Do you actively reach out to educate your community? An educated community is a safer community! Are you having trouble finding ‘volunteers’ to teach from among your membership? Have you stopped offering courses and programs? Tired of the same old programs? What programming do you offer in your local schools? Revitalize your Public Education programs without burning out your first line volunteers! Three hours of ideas, solutions, networking, and fun.

Public Relations & Marketing:
PCBES Saturday, 11/19/11, 9AM – 4PM; MFD Saturday, 12/17/11, 9AM – 4PM
Emergency Services historically doesn’t brag about itself. We assume that everyone knows who we are, what we do, and that everyone loves us. This 6 hour seminar will help you identify what place Public Relations & Marketing have in your organization, how to maximize your positive public exposure with minimal effort, and how to minimize negative exposure through positive media relationships. We’ll also cover how to use other people’s time, money, and resources to spread YOUR message and how to incorporate recruitment and public education into almost all Public Relations & Marketing activities. Lunch is included.

Recruitment, Reactivation, Recognition & Retention of Volunteers:
PCBES Saturday, 12/3/11, 9AM – 4PM; MFD Saturday, 12/10/11, 9AM – 4PM
Are you losing members? Are new member drives big flops? Don’t have enough members to fill all your shifts? Are daytime calls routinely going out for mutual aid? Are you spending time and money training new members, only to have them quit before you’ve even gotten to know them? This 6 hour seminar brings the latest in ideas specifically tailored to our area. Recruiting for retention. How to say, ‘Thank You’! The Who, When, Why, and How of recruiting, and more. Lunch provided!

Our Mission: to improve patient care, emergency response, and community preparedness in the communities we serve.
Seminar Hosts/Locations: Millbrook Fire Department (MFD), 20 Front St, Millbrook, NY 12545
Putnam County Bureau of Emergency Response (PCBES), 112 Old Rte 6, Carmel, NY 10512


Refreshments and Lunch: Refreshments will be provided for each seminar. Lunch will be provided for the four Saturday programs so that we can use the lunch time for networking and idea sharing.

Who SHOULD Attend: We recommend sending individuals who are open to new ideas and new perspectives, and who are willing to share ideas from your organization with the class.

Who CAN Attend: First preference on registration will be to volunteers or paid staff of volunteer emergency services organizations based in Dutchess and Putnam Counties: Fire Departments, Ambulance Services, Search & Rescue teams, and Disaster Response organizations. Space is limited and on a first come basis. If space is still available, we will accept participants from outside of Dutchess and Putnam. Limited materials available for On Site registrants!

Seminar Cost: Preregistered: $15 per person per seminar for 3 hr seminars and $20 for the Saturday seminars. On Site registrants add $5.00 to each seminar. CASH OR CHECK ONLY! Sorry, no PO's. Preregister and Prepay six or more total seats in any combination at one time and save $5.00 per seminar per person. Send payment with your application, if by mail. Please include organization tax exempt certificate or bring one with you to the seminar. All registrations must be paid by, or on, the date of the seminar. Seminar Prerequisites: Each participant will be requested to take a 10-15 minute online survey prior to seminar attendance. The link will be sent to them by email with their course registration acceptance and directions. Responses to the survey will enable our Facilitator to tailor each seminar to the participants and their organizations.

What participants will receive:
- A fast moving presentation with lots of discussion and interaction
- An opportunity to network and share ideas
- A CD with program resources and examples
- Free post seminar consultation with the Facilitator and our staff for review of participant’s organization developed materials and ideas

What to bring:
Besides an open mind and a willingness to listen, participate and share, we request that participants bring information and samples from their organization of current materials pertinent to each seminar. Examples:
- Public Relations & Marketing: brochures, articles, news releases, posters, photos of billboards/signs, etc. Plus one positive or negative story to share.
- Recruitment: articles, brochures, new member packets, applications, info on retention or recognition programs, samples of awards, etc. Plus one positive story to share.
- Fund Raising: Your goals for 2011 and how you are succeeding, samples of fund raising letters, materials from past fund raising events, and one successful idea you would like to share.
- Public Education: articles, brochures, handouts, photos of events, etc.
- Bylaws & PP&Gs: a copy of your Bylaws and/or PP&Gs on disk IF revised or reviewed since 2005.

If you are willing/able to send any of the above to us by email, we may, with your permission, include them on our examples disks for the appropriate seminar. Email for samples: programideas@criticalresponsenetwork.org.

To Register:
Complete the enclosed Seminar Registration Form and mail to: Critical Response Network, PO Box 248, Patterson, NY 12563
OR complete the registration online at: http://criticalresponsenetwork.org/easysurvey/public/survey.php?name=Fall_2011_Seminars
Please gather all information per the attached form BEFORE accessing the online registration form.

Any questions? Give Bob Davis a call at 845-242-1541 or email davisr@criticalresponsenetwork.org.
Critical Response Network
Emergency Services Management Development Seminar Registration

Submit up to four (4) names per seminar. Please provide an email address for each so that we can send the confirmation of their acceptance, the link to the pre-seminar survey, as well as any pre-seminar information. Registrations must be received one (1) week before each seminar. Payment due by seminar date. Cash or Check Only! Sorry, but we cannot accept purchase orders. Please include tax exempt form with payment.

Registration Application also available online at:

Just click this link, or copy and paste it to your search line to access the on-line form.

Name of Organization: _________________________________________________________

Bylaws and PP&Gs PCBES Wednesday, 11/30/11, 7-10 PM $15.00 per person
1) Name: _______________________________________ email: ________________________
2) Name: _______________________________________ email: ________________________
3) Name: _______________________________________ email: ________________________
4) Name: _______________________________________ email: ________________________

Bylaws and PP&Gs MFD Tuesday 12/6/11, 7-10 PM $15.00 per person
1) Name: _______________________________________ email: ________________________
2) Name: _______________________________________ email: ________________________
3) Name: _______________________________________ email: ________________________
4) Name: _______________________________________ email: ________________________

Fund Raising: PCBES Wednesday, 11/9/11 7-10 PM $15.00 per person
1) Name: _______________________________________ email: ________________________
2) Name: _______________________________________ email: ________________________
3) Name: _______________________________________ email: ________________________
4) Name: _______________________________________ email: ________________________

Fund Raising: MFD Tuesday 12/13/11, 7-10 PM $15.00 per person
1) Name: _______________________________________ email: ________________________
2) Name: _______________________________________ email: ________________________
3) Name: _______________________________________ email: ________________________
4) Name: _______________________________________ email: ________________________

Public Education: PCBES Wednesday, 12/14/11, 7-10 PM $15.00 per person
1) Name: _______________________________________ email: ________________________
2) Name: _______________________________________ email: ________________________
3) Name: _______________________________________ email: ________________________
4) Name: _______________________________________ email: ________________________
Critical Response Network
Emergency Services Management Development Seminar Registration

Public Education: MFD  Tuesday, 11/29/11, 7-10 PM  $15.00 per person
1) Name: _____________________________ email: _____________________________
2) Name: _____________________________ email: _____________________________
3) Name: _____________________________ email: _____________________________
4) Name: _____________________________ email: _____________________________

Public Relations and Marketing PCBES  Saturday, 11/19/11  9AM – 4PM  $20.00 per person
1) Name: _____________________________ email: _____________________________
2) Name: _____________________________ email: _____________________________
3) Name: _____________________________ email: _____________________________
4) Name: _____________________________ email: _____________________________

Public Relations and Marketing MFD  Saturday, 12/17/11, 9AM – 4PM  $20.00 per person
1) Name: _____________________________ email: _____________________________
2) Name: _____________________________ email: _____________________________
3) Name: _____________________________ email: _____________________________
4) Name: _____________________________ email: _____________________________

Recruitment, Reactivation, Recognition & Retention of Volunteers
PCBES  Saturday, 12/3/11, 9AM – 4PM  $20.00 per person
1) Name: _____________________________ email: _____________________________
2) Name: _____________________________ email: _____________________________
3) Name: _____________________________ email: _____________________________
4) Name: _____________________________ email: _____________________________

Recruitment, Reactivation, Recognition & Retention of Volunteers
MFD  Saturday, 12/10/11, 9AM – 4PM  $20.00 per person
1) Name: _____________________________ email: _____________________________
2) Name: _____________________________ email: _____________________________
3) Name: _____________________________ email: _____________________________
4) Name: _____________________________ email: _____________________________

Application submitted by: _____________________________
Title: ________________________________________________
Phone: (______)___________________ email: _____________________________
Organization web site: ______________________________________

If mailing, please send completed form, Tax Exempt Form and payment to:

Critical Response Network, PO Box 248, Patterson, NY  12563  845-242-1541

Total due: $______________ received  Ck #______________ Date: ____/____/____