

Media Alert

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San Diego Convention Center / February 28 – March 4, 2010

For media information visit the Media Center at www.firehouseworld.com
Exhibit Hall opens to press on March 2 for photo opportunities

With more fire and rescue departments facing budget reductions, Firehouse World has responded by adding more value to its event by co-locating with the 88th annual conference of the [California State Firefighters' Association \(CSFA\)](http://www.csfa.org). CSFA is over 24,000 members strong and the organization's goal is to work towards enacting law and maintenance of laws and regulations that benefit fire service personnel and protect life and property. It also promotes the observance of high standards of conduct for firefighters.

Firehouse World continues to offer unbeatable [hands-on training](#), [80 educational opportunities](#) and a [Fire Chiefs Leadership Program](#). This year more [EMS education](#) and [CEU certification](#) will be offered to Firefighter/Paramedics with the introduction of EMS at Firehouse World.

Firehouse World also provides Fire and Rescue departments the opportunity to purchase and replace equipment that was used to help fight wildfires that raged in the Western part of the country this past fall. More than 350 companies will be showcasing the [latest products](#), technology developments and services. <http://www.firehouseworld.com/fhw/pressreleases.po>

We would like to invite you to attend Firehouse World February 28– March 4, 2010, to cover the following events so you can inform your audience of how the fire industry is responding to and serving your community. **A media registration form is available for download at www.FirehouseWorld.com.**

[Sunday, Feb. 28 and Monday, Mar. 1 / 8:00 AM – 4:00 PM](#) [Hands-on Training](#)

**All sessions are two days. Hands-on training is held at a variety of locations around the San Diego area; addresses to training locations can be found in the media center at www.FirehouseWorld.com. Press can participate and photograph hands-on training classes – great photo opportunities!*

Firefighters will experience real hands-on training with live fire conditions in order to be prepared for the unpredictable call. A listing of Hands-On training can be found [here](#).

High-Density Forcible Entry Concepts. “Softening the Structure to Get Out Alive”
Andrew Mejia, Captain, Encinitas, CA FD

Real World Ventilation Practices

Todd Wernet, Truck Lieutenant, Seattle, WA FD

New Class to Firehouse World

“East Meets West” – Fireground Search Operations

Jeff Seaton, Firefighter, San Jose, CA FD; Pete Griese, Battalion Chief, Jersey City, NJ FD

Live Fire Critical Evolutions

Todd Fetters, Captain, Hemet, CA FD; Tony Mechan, Battalion Chief, Battalion Chief, Cal-Fire/Riverside County, CA

Tuesday, Feb. 17 – 10:15 AM – 11:45 AM

Keynote Presentation / Opening Ceremonies

Keynote Presentation: The New Arson Precedent

John Maclean, Author of Wildfire Disasters; Firefighter, Seeley Lake Volunteer FD, MT

Arson has always been one of the most difficult crimes to prove. The conviction in Southern California this past year of Raymond Oyler, however, has given prosecutors a new tool to combat the crime, which accounts for about 10 percent of all structure and wildland fires.. Join award-winning author, John Maclean, as he sheds light on the new arson precedent when an arsonist lights a wildland fire and deaths occur a full-scale homicide investigation is likely to follow – and very well may be successful.

Exhibit Floor & New Products

- **Show Floor Hours:**

(Press will need to register for an Exhibit Hall pass before allowed on the floor)

- Tuesday, March 1 / 11:00 AM – 5:00 PM
- Wednesday, March 2 / 11:00 AM – 5:00 PM
- Thursday, March 3 / 10:00 AM – 3:00 PM

A listing of New Products can be found [here](#).

To help you start your media coverage, please visit our website at www.FirehouseWorld.com

If you would like to cover any of these events please contact Judy Corey no later than Friday, February 26 at 952-808-3356, on-site at 612-201-7544 or via email at judy.corey@cygnusexpos.com.