



# CONFERENCE ATTENDEE PROSPECTUS



## MISSOURI VALLEY FIRE CHIEFS CONFERENCE



**AUGUST 30 - SEPTEMBER 2, 2021**

**CHEYENNE, WYOMING**

**The City of Cheyenne is excited to host the 2021 IAFC Missouri Valley Division Conference**

**Please join us for exciting speakers, networking with colleagues, and to hear from the Missouri Valley Division Board about their efforts to support you**

**For more information:  
307-637-6311**

**[www.cheyennecity.org/MVDConference](http://www.cheyennecity.org/MVDConference)**



# PRICING & LETTER FROM THE CHIEF



Cheyenne Fire Rescue is excited and honored to host the Missouri Valley Division Conference of the International Association of Fire Chiefs this year. The last 15 months have been extremely difficult for our nation and the fire service. We changed the way we worked, interacted, shopped, exercised and relaxed. Trips to the grocery store, having a meal with a loved one, or visiting an aging significant other became complicated and frustrating at best. Our response models changed and evolved with each briefing that we attended.

With these new roles and responsibilities that were plunged upon us came additional challenges for us as a fire service. Properly recording, documenting and reporting the full breadth of the services that our firefighters provided during this global pandemic became even more important and vital. The role of data became clearly apparent just by watching the five o'clock news and realizing how COVID-19 reshaped the way we view statistics, graphs, charts, and nightly reports. We know that data can provide valuable information to make informed and good decisions when developing deployment strategies for our organizations and community partnerships.

When strategies are not so popular, it can also be used to justify actions when agendas and poor analysis interfere with honest evaluation. Our hope and expectation at this conference is to give you the tools to take back to your organization and community to make them better through data analysis and implementation.

**"Data can be converted into information that fuels human decision-making processes, which improves organizational efficiencies and much more".**

Thank you for participating and welcome to the Equality State "That's WY" and Cheyenne "Live the Legend".



**John Kopper**  
City of Cheyenne  
Fire Chief

## Attendee Conference Pass Options

**IAFC Member - \$400.00**

This includes the entire conference, welcome reception, and special event downtown.

**IAFC Non-Member, All Access - \$425.00**

This includes the entire conference, welcome reception, and special event downtown.

**IAFC Lifetime Member - \$175.00**

This includes the entire conference, welcome reception, and special event downtown.

**Family Member or Plus One - \$75.00**

This includes the welcome reception and special event downtown.

**Golf Outing - \$60.00**

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# EVENTS & SCHEDULE



## Monday, August 30

**MVFC Division Board Meeting**  
**MVFC Board Dinner**

**4:00pm - 6:00pm**  
**6:00pm - 8:00pm**

## Tuesday, August 31

**Golf**  
**Fishing**  
**Registration**  
**Exhibitor set up**  
**Welcome Reception**

**9:00am - 4:00pm**  
**9:00am - 4:00pm**  
**3:00pm - 6:00pm**  
**12:00pm - 5:30pm**  
**5:30pm - 9:00pm**

**Little America**  
**Laramie, Wyoming**

**Live the Legend Event at Terry Bison**

## Wednesday, September 1

**Breakfast**  
**Opening Ceremonies**  
**Speaker**  
**Keynote Speaker**  
**Lunch with Vendors**  
**Speaker**  
**Break with Exhibitors**  
**Business Meeting**  
**Happy Hour with Exhibitors**  
**Evening Event**

**7:00am - 8:00am**  
**8:00am - 8:45am**  
**8:45am - 9:50am**  
**10:00am - 11:30am**  
**11:30am - 12:45pm**  
**1:00pm - 2:30pm**  
**2:30pm - 3:00pm**  
**3:00pm - 4:30pm**  
**4:30pm - 5:30pm**  
**5:30pm - 10:00pm**

**Andy Worshek**  
**Coach Denniston - University of Wyoming**

**Tonya Hoover, USFA**

**Board**

**Private Capitol Tour and Downtown Dining**

## Thursday, September 2

**Breakfast**  
**Business Meeting**  
**Speaker**  
**Break with Exhibitors**  
**Swearing In Officers MVD**  
**Lunch**  
**Speaker**  
**Break with Exhibitors**  
**Speaker**

**7:00am - 8:00am**  
**8:00am - 9:00am**  
**9:15am - 10:45am**  
**11:00am - 11:30am**  
**11:30am - 12:00pm**  
**12:00pm - 1:00pm**  
**1:00pm - 2:30pm**  
**2:30pm - 3:00pm**  
**3:00pm - 4:30pm**

**Board**  
**Chief Despain and Chief Engler**

**Board**

**James Rowen**

**ISO**

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# EVENTS & SCHEDULE



As you review the schedule, some of the highlights are the United States Fire Administration being at the Conference, Coach Dave Denniston begins his fourth season as the head coach of the Wyoming Swimming and Diving program. Prior to that, Denniston spent two seasons as an assistant coach with Wyoming. He came to UW after coaching the U.S. Paralympics swim team at the Olympic Training Center in Colorado Springs since 2010. Andy Worshek served as Sonar Chief and Chief of the Boat for the USS Sante Fe with David Marquet. He is an expert in developing leaders and is prominently mentioned in David's award-winning book, *Turn the Ship Around!* For nearly a decade after serving with David on USS Sante Fe, Andy took the leader-leader approach to three more Navy commands and enjoyed the benefits of developing leaders.

As for the fun at the event, we will have a great welcoming at the Terry Bison Ranch which was first owned by F.E. Warren, the First Governor of Wyoming. He bought the 300,000 acre ranch from Charles H. Terry in 1881 and used it as his South headquarters for his Warren Livestock Company. Ron and Janice Thiel purchased 27,500 acres in 1991 and opened the company to the public in 1993. Ron originally intended it for the purpose of raising bison. Dan Thiel, the son of Ron and Janice, thought it would be a great idea to start a company that would allow people to be able to "get up close and personal" to the great North American Bison, now the Terry Bison Ranch. The private tour of the recently renovated Capitol will also take place. The Wyoming Capitol Square project involves and centers around the restoration of the Wyoming State Capitol, which is a National Historic Landmark. The project has several components which may be executed in a sequenced/phased schedule:

1. Rehabilitation and Restoration of the Capitol
2. Rehabilitation and expansion of the Herschler Building
3. Selective demolition and renovation of the below-grade gallery space that connects the Capitol and Herschler Building
4. Modifications to the drives and parking area below the Herschler Building
5. New Central Utility Plant (CUP)
6. Adjacent/ancillary site and system improvements

The Wyoming Capitol Square project has several important goals, among them are:

1. To address life-safety and building code issues
2. To invest in existing building needs and lessen the State's lease burden
3. To be a host to the residents of Wyoming for their direct and meaningful participation in government, specifically regarding the creation of larger committee rooms for the public to participate more fully in legislative committee meetings
4. To improve safety and security for building occupants and visitors
5. To improve heating, cooling and ventilation systems and energy efficiency
6. To improve Capitol Complex parking and site amenities

The evening will conclude with the ability to tour historic down town and all of the great eats to include several special events at local establishments.

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# TRAVEL & LODGING



**Around the world, the very name Cheyenne conjures up images of cowboys, rodeos, trains, and the great outdoors. Today's Cheyenne is all of that and more! We'll always be here ready to outfit you in new boots and hats from the Wrangler, to point out the Wild-West history in our unique downtown, explore our first class outdoor recreational opportunities, and to seat you front and center at the world's largest outdoor rodeo, Cheyenne Frontier Days, held during the last full week of July.**

**Located near the center of the United States, getting to Cheyenne is relatively easy. Serviced by two interstate highways and nearby Denver International Airport. Cheyenne is readily accessible by either automobile or air.**

**At the crossroads of I-80 and I-25, you'll find Little America Cheyenne: an oasis of luxury and service, including a nine-hole golf course, full service restaurant & lounge, heated outdoor pool, retail, high speed internet, fitness center, business center and fun for the whole family.**

**Little America Hotel & Resort's 188 spacious guest rooms feature comfortable and luxurious furnishings. Each guest room provides thoughtful amenities ideal for leisure and business travelers.**



[www.cheyenne.littleamerica.com](http://www.cheyenne.littleamerica.com)

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# CONFERENCE SPEAKERS



## Tonya Hoover



**Acting Fire Administrator  
U.S. Fire Administration**

Tonya Hoover was named as the Acting U.S. Fire Administrator on January 20, 2021. Chief Hoover is also the Deputy Fire Administrator and the senior career federal fire official responsible for the day-to-day operations of the United States Fire

Administration including the programs and training activities at the National Emergency Training Center.

She also served as the superintendent of the National Fire Academy from May 2017 to January 2020 focused on promoting the professional development of the fire and emergency response community and its allied professionals; supplementing and supporting State and local fire service training programs, and developing and delivering various course unavailable at the State and local level.

Prior to her tenure at USFA, Chief Hoover served as the California State Fire Marshal where she was responsible for statewide fire prevention, fire service training, pipeline safety, code and regulations development, analysis, and implementation.

Chief Hoover received her MBA in Business and Human Resources from the University of Phoenix and a Bachelor of Science in Technical Education, specializing in Fire Protection and Safety, from Oklahoma State University. She holds an associate degree in Fire Protection Engineering Technology and possesses a California lifetime teaching credential for fire science.

She served on the board of directors for the National Fire Protection Association and the International Fire Service Training Association and continues to engage with the International Code Council.

Chief Hoover is an advocate for the women and men of the Nation's fire and emergency medical services.

## Randy Downs



**Midwest Regional Manager  
Verisk Analytics - ISO**

Randy Downs has been with ISO since 2009. He started as a field representative in Iowa and eventually was promoted to manage the midwestern states. Currently he manages Minnesota, Iowa, Kansas,

Nebraska, South Dakota, North Dakota, and Colorado. Randy also serves on his local fire department in a volunteer capacity in southern Iowa. In his time with ISO, he has been very active in training fire departments and community officials in the potential impact, preparation, and outcomes of ISO.

## Michael D. Despain



**Interim Fire Chief  
City of Piedmont (Calif.)**

Michael Despain has over 36 years of experience in the fire service and currently serves as the Interim Fire Chief for the City of Piedmont (CA). Prior experience includes serving as deputy chief and interim fire chief

for the City of Fresno (CA), fire chief for the City of Clovis (CA), fire chief for the City of Lincoln (NE), and interim fire chief for the City of Rocklin (CA). Chief Despain has served as a subject matter expert and consultant on fire and EMS deployment projects for the U.S. Fire Administration and Center for Public Safety Excellence. He has also served as a board member for the League of California Cities and California Fire Chiefs Association, developing policy and legislation for numerous state and national fire service issues. Chief Despain also speaks at many conferences and training venues on emergency service outcomes, professional development and other contemporary issues facing the fire service.

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# CONFERENCE SPEAKERS



## Dave Denniston



**Head Coach  
University of Wyoming  
Swimming & Diving**

Dave Denniston begins his fourth season as the head coach of the Wyoming Swimming and Diving program. He was announced as the new head coach of the program on April 21, 2017. Prior to that, Denniston spent two seasons as an assistant coach with Wyoming. He came to UW after coaching the U.S. Paralympics swim team at the Olympic Training Center in Colorado Springs since 2010.

In 2005, Denniston was injured in a sledding accident and then went on to qualify for the 2008 Paralympic games. Denniston started a motivational speaking company called Mind Over Body. It was created to help people reach their goals despite barriers in life. He has also spent time as an Assistant Editor for Swimming World Magazine. He was awarded the NCAA Inspiration award in 2007, the Christopher and Dana Reeve Inspiration award in 2009 and James R. Flowers Coach of the Year award in 2012 while coach of the U.S. Paralympic team.

Denniston was a member of the Auburn University swim program from 1997-2002. A two-time team captain at Auburn, he was a three-time individual NCAA champion, including the 1999 national title in the 200-meter breaststroke. Denniston was a 15-time All-American and also helped lead the Tigers to the 1999 NCAA Team Championship.

He competed in the 2000 Olympic Trials in the 100 and 200-meters, where he finished sixth and ninth, respectively. In 2003, he qualified for the World Championship Team in the 200-meter breaststroke before he primarily focused on qualifying for the 2004 U.S. Olympic Team. He finished fourth in the 100-meter breaststroke and fifth in the 200-meter breaststroke at the Olympic Trials.

Denniston is a 2002 graduate of Auburn where he earned a bachelor's degree in communications and a minor in English.

## James Rowan



**Fire Leadership Coach**

James Rowan has been in the leadership, organizational development business for nearly 38 years. He started promoting celebrity speakers in college that ultimately lead to what he does today. He used to promote Stephen Covey, Jim Rohn, Brian Tracy, Lou Holtz and about 34 other celebrity speakers.

He also has a Fire Service background. In High School he was the President of an EMT Explorer Post and spent six years working as a medic putting himself through college. After a summer as a Hot Shot, he was hired permanently by the Forest Service to do ALS/Tech Rescue.

Like most of us he was amazed at how 90% of his assessment to promote to Captain had to do only with on-scene issues which is about 15% of this job. In his opinion, 80% of this job is how to deal with difficult people on the floor, how to shut down negativity and how to build a strong combat team. Since retiring from the Fire Service 15 years ago, he's dedicated his life to giving back by helping Fire Chiefs solve their people problems, unite their command staffs and build greater morale on the floor. He's the Father of four daughters, reads at least two books per week and loves to travel the country by car visiting Fire Departments.

## David Engler



**Fire Chief  
City of Lincoln (Neb.)**

David Engler has over 27 years of experience in the fire service and is currently the Fire Chief for the City of Lincoln Fire & Rescue (NE). Chief Engler is currently in the Fire Service

Executive Development Institute (FSEDI) program and consults on fire, EMS, labor relations and human resource issues. Chief Engler is a licensed Paramedic and has been with Lincoln Fire & Rescue for 25 years.

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# CONFERENCE SPEAKERS



## Andy Worshek

**Chief of Staff  
City of Cheyenne**



**Andy Worshek imagines a workplace where everyone engages and contributes their full intellectual capacity, a place where people are healthier and happier because they have more control over their work—a place where everyone is a leader.**

**Andy served in the Navy for 24 years, and achieved the rank of Master Chief. Assigned to the nuclear-powered submarine USS Santa Fe with Captain David Marquet – then ranked last in retention and operational standing – they teamed up and “turned that ship around” by developing a new model of leadership that built leaders at every level. Intent-Based Leadership took the Santa Fe from “worst to first,” achieving the highest retention and operational standings in the Navy.**

**Stephen R. Covey rode the USS Santa Fe and said it was “the most empowering organization he’d ever seen” and wrote about the USS Santa Fe leadership practices in his book, *The 8th Habit*.**

**Andy is prominently featured in the bestselling leadership book, *Turn the Ship Around! A True Story of Turning Followers Into Leaders*, which tells the turnaround story of the USS Santa Fe. Fortune magazine named it the #1 must-read book to read, and USA Today put it on their list of the 12 best business books of all time. In addition, Andy co-authored *The Turn the Ship Around! Workbook* with David Marquet, listed as a top 10 best seller by the Washington Post.**

**Today, Andy is a globally recognized speaker and trainer with a unique perspective as one who served in both the follower and leader roles. His enthusiasm for implementing intent-based leadership from all levels, as well as teaching and training others, are his passion. When he is not sharing his experiences, Andy serves as the Chief of Staff for the City of Cheyenne.**



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# MISSOURI VALLEY DIVISION WELCOME



## **IAFC Missouri Valley Conference Attendees:**

**On behalf of the Missouri Valley Division of the International Association of Fire Chiefs, we welcome you to the 2021 Annual Conference.**

**We are very appreciative for this opportunity where professionals gather for the purpose of advancing the services they provide to their local communities. In addition to the excellent agenda, this year's conference will be extraordinary as the attendees have so much to share from their experiences and challenges of 2020. Over the days of this conference, every moment has the potential for each of us to learn and grow.**

**The Missouri Valley Division is proud of the relationships built amongst the fire chiefs across our eight states.**

**Thank you to Chief Kopper, Division Chief Mathews, and Cheyenne Fire Rescue for continuing this tradition by hosting the 2021 Conference.**

**Thanks to everyone for attending.**

**Joel Boespflug  
President, IAFC Missouri Valley Division**



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# SPONSORSHIP A LA CARTE



**For sponsorship information, visit  
[www.visitcheyyenne.regfox.com/iafc-missouri-valley](http://www.visitcheyyenne.regfox.com/iafc-missouri-valley)**

**or visit**

**[www.cheyennecity.org/MVDConference](http://www.cheyennecity.org/MVDConference)**

**and click on the "Register for MVD Conference" link**

**For Airport Shuttle Reservations (Denver to Cheyenne), click the link below.  
Can also make reservation by calling (970) 226-5533 and provide the  
code: FIRECHIEF. This features an \$8 discount off of the regular fare.**

## **Airport Shuttle Reservation**

**2021 IAFC Missouri Valley Division Conference**

**August 30 to September 2**

**[Register for MVD Conference >](#)**

**[Make a Hotel Reservation >](#)**

**[Terry Bison Ranch Resort Activities \(PDF, 203KB\) >](#)**

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