

Event will be held at Pala Resort & Casino – please see <http://www.palacasino.com/> for information and directions

San Diego Ambulance Association 3rd Annual Leadership Conference

Agenda & Speakers

Thursday - November 4, 2010	
7:45 am to 8:30 am	Registration
8:30 am to 11:45 am	Stephen R. Wirth, Esq. <i>Page, Wolfberg & Wirth LLC: The National EMS Industry Law Firm</i> <i>How Abe Lincoln Would Run Your Ambulance Service – EMS Leadership Lessons from Our 16th President</i> <i>Texts, Tweets, Twitters and Blogs: Regulating Staff Conduct in the Age of Social Media</i> <i>This Just In! Horrific EMS Headlines and How to Avoid Them</i>
11:45 am to 12:30 pm	Lunch
12:30 pm to 5:00 pm	Gordon Graham <i>Graham Research Consultants</i> <i>Civil Liability</i> <i>Threshold Incident Tracking</i> <i>Tactical Report Writing</i> <i>Courtroom Testimony</i>

Stephen Wirth, Esq. Bio

Steve has 30 years of experience as an EMT, paramedic, flight paramedic, EMS instructor, fire officer, and EMS administrator. He is currently one of the three members of the Commission on Accreditation of Ambulance Services (CAAS), the national ambulance service accrediting body.

Steve is a frequently sought-after speaker at regional, state and national conferences on a variety of EMS, fire service and public safety subjects. He has authored numerous articles on a variety of EMS management, risk management, corporate compliance and workplace law topics. He is a contributing writer for the *Journal of Emergency Medical Services (JEMS)* and *The EMS Insider*. Steve co-authored the highly acclaimed *Ambulance Service Guide to HIPAA Compliance* (now in its third edition); *The Ambulance Service HIPAA Privacy and Security Video*; *Better Billing: The Ambulance Service Model Compliance Plan*; and *The Ambulance Service Model Personnel Handbook* -- all produced by PWW.

Gordon Graham Bio

ABOUT GORDON GRAHAM... Gordon Graham is a 33 year veteran of California Law Enforcement. During his tenure as a law enforcement professional, he was awarded his Teaching Credential from California State University, Long Beach. He was later graduated from University of Southern California with a Master's Degree in Safety and Systems Management. Subsequent to this he graduated from Western State University with a Juris Doctorate. His education as a Risk Manager and experience as a practicing Attorney, coupled with his extensive background in law enforcement, have allowed him to rapidly become recognized as a leading professional speaker in both private and public sector organizations with multiple areas of expertise.

Mr. Graham has centered his efforts in providing knowledge to both public and private sector organizations in the area of Organizational and Operational Risk Management, Civil Liability, Professionalism, Ethical Decision Making and related topics. Instead of focusing solely in after incident damage control, he focuses his efforts in the prevention of mistakes through his risk management based training program SROVT (Solid Realistic Ongoing Verifiable Training). He teaches employees, supervisors, and managers why things generally go wrong, and how to prevent these unfortunate situations from happening. He follows up his prevention efforts with a dynamic presentation on how to recognize the incidents that have a likelihood of ending up in litigation. He concludes his program with a detailed examination on how to prove proper conduct. Additionally, Mr. Graham has developed the CATSINRO approach to the elimination of Harassment in the workplace. This is the only program that combines legal aspects of this topic with a risk management approach to elimination of such incidents prior to occurrence. Each of his presentations includes the appropriate written "rules" for the topic covered. These risk management rules allow the informed listener to make immediate, progressive changes in operations to better protect themselves and their organization.

Over the last decade, Mr. Graham has made over 3,000 presentations to various groups including law enforcement, corrections personnel, fraud investigators, fire professionals, EMS, other first responders, legal professionals, educators, city, county and district employees, law firms, hospitals, financial institutions, and real estate companies along with many other private sector organizations. Since 1990, he consistently received the highest evaluations on P.O.S.T critiques. In 1995 he received the Governor's Award (sole recipient) for Excellence in Law Enforcement Training from Governor Wilson. His penetrating wit coupled with his vast knowledge in multiple disciplines provides the enlightened listener with an information packed seminar.