



## ***Ignite Your Love for the Job***

*Pride and Ownership* holds no punches. Chief Rick Lasky takes a hard look at the fire service and finds it short on the only element that makes it effective: passion. Chief Lasky gives an upfront and honest criticism about the need to reignite the love of the job on every level, from chiefs on down.

Do you have what it takes? Not everyone is cut out for the fire service. It takes only the best to serve the public when people need help most. *Pride and Ownership* calls for men and women with honor and integrity to measure up to the task.

There's nothing else in the world like being a firefighter. Every day Chief Lasky remembers why his job is the best in the world and he brings that passion to *Pride and Ownership*. Chief Lasky revisits the proud history and tradition of the fire service and reflects on the family values and brotherhood that have made firefighting a truly family-oriented vocation.

**DATE:** Saturday, April 26, 2008

**TIME:** 0830 - 1630

**PLACE:** Snohomish Fire & Rescue  
1525 Avenue D  
Snohomish, WA 98290

**COST:** \$100.00

To register go to [www.snohomishfire.org](http://www.snohomishfire.org)

If you have any questions, call or e-mail

Greg Osborne at 360-568-2141 or  
[grego@snohomishfire.org](mailto:grego@snohomishfire.org)

### ***Program Features:***

- Our Mission
- The Firefighter
- The Company Officer
- The Chief
- Our Two Families
- Sweating the Small Stuff
- Changing Shirts-The Promotion
- What September 11<sup>th</sup> Did To Us *and* For Us
- Ceremonies That Stoke the Flames of Tradition
- Marketing Your Fire Department
- Making It All Happen and Taking Care of Number 1
- Have You Forgotten?

### ***About the Presenter:***

**Rick Lasky**, a 27-year veteran of the fire service, is chief of the Lewisville (TX) Fire Department. Rick began his career as a firefighter in the suburbs on the southwest side of Chicago and while in Illinois received the 1996 International Society of Fire Service Instructors "Innovator of the Year" award for his part in developing the "Saving Our Own" program. He served as the co-lead instructor for the H.O.T. Firefighter Survival program at FDIC for over 10 years and is an editorial advisory board member of *Fire Engineering Magazine* and also serves on the FDIC advisory board. Rick contributes monthly to *Fire Engineering's* Roundtable column, is the author of both the "Pride and Ownership-A Firefighter's Love of the Job" leadership series featured in *Fire Engineering Magazine* and the book published by PennWell Books.

