



LIFEGUARD AMBULANCE SERVICE



Monthly Operational Report: January 2012

Business of the Year

On January 28th, the Santa Rosa County Chamber of Commerce hosted its annual Leadership Awards and Installation Banquet at Sikes Hall on NAS-Whiting Field. The annual event also doubled as a celebration of the Chamber's 75th anniversary. The evening was an opportunity to honor individuals and businesses that had a positive impact on the community in 2011.

The Chamber presented many awards, such as *Volunteer of the Year*, *Industry of the Year*, *Man and Woman of the Year*, among several others. Lifeguard Ambulance Service was honored to be named the *Business of the Year*.

Members of the Chamber submit nominations for each award; then, a selection committee chooses the winners based on those nominations. Below is the Chamber's explanation of the Business of the Year award and their description of Lifeguard as the recipient.

"The *Business of the Year* award recognizes a business which has made a significant impact in our community either through economic impact, expansion, involvement in the Chamber, or their willingness to give back to our community.

Highly involved in our community through the Chamber, Leadership Santa Rosa, Leadership Santa Rosa Alumni, the Chamber's Board of Directors, our schools through lifesaving and rescue exhibitions, and education, the list goes on and on. Lifeguard Ambulance Service is the ultimate example of a successful business giving back to and engaging their community."



Accepting the Award (from left to right):
Bobby Peardon, *VP Business Development*,
Jason Kimbrell, *Regional Director of Operations*,
Presenter- Dave Cobb, *2012 Chamber President*,
Deborah Roche, *Owner of Lifeguard*,
John Roche, *Owner of Lifeguard*

High School Senior Demonstration Day



Lifeguard hosted a demonstration for high school seniors on January 11th. This was an opportunity to show 26 students the equipment, apparatus, and facilities that are utilized by emergency responders on a regular basis. In addition to the Sacred Heart's medical helicopter AirHeart, Baghdad, Avalon, and Midway fire departments attended the demonstration. The students participating in this event represented various high schools throughout Santa Rosa County and it allowed them the opportunity to examine all of the equipment and ask questions about being a first responder.

Many of the students that participated in the demonstration were interested in becoming firefighters, EMTs, or paramedics. This was a great way to showcase the emergency response capabilities within Santa Rosa County and allow them to see some of the equipment they would be utilizing if they choose to go into the public safety field.

Lifeguard Remains 100% Compliant

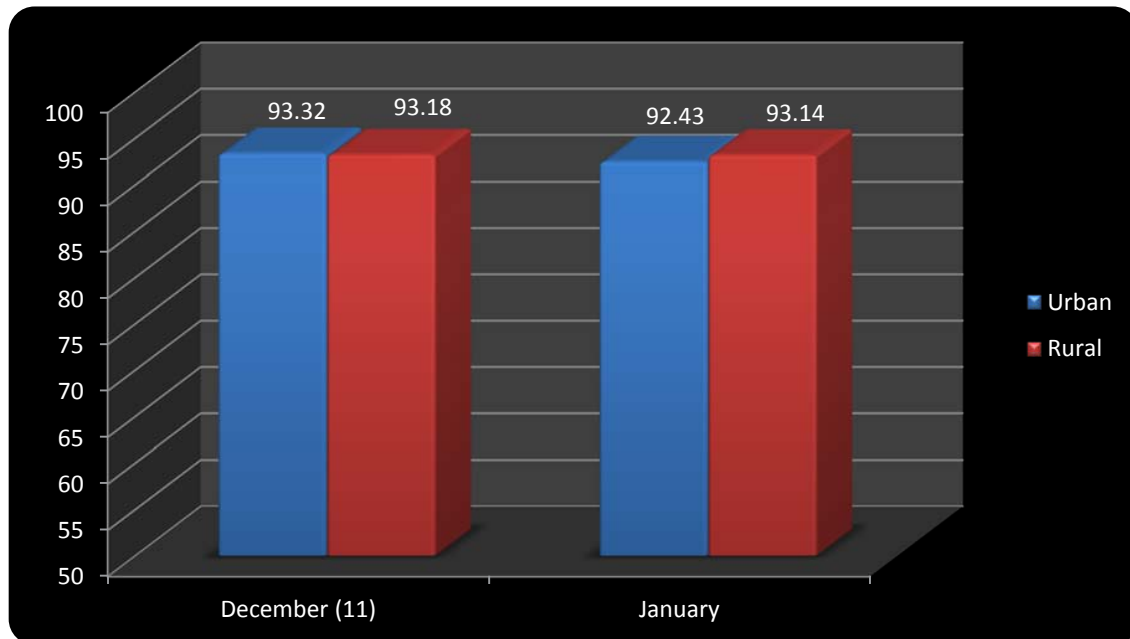
“Record Setting Response Times for 54 Consecutive Months”

January 2012 Volume and Response Time

1894 Total Requests for Service

1079 Emergency Requests, 815 Non-Emergency Requests

Rural Calls: On scene <18 minutes = 93.14% **Urban Calls: On scene <10 minutes = 92.43%**



Community Involvement

- Health Day demonstration for high school seniors
- Two Show-and-Tell demonstrations for Girl Scout troops
- Santa Rosa County Chamber of Commerce Awards Banquet
- 17th Annual Mall Ball

Continuing Education Classes

Lifeguard routinely offers a variety of training and certification opportunities in order to maintain the skills of the highly trained EMTs and paramedics that serve the citizens of Santa Rosa County. Many of these certifications have to be updated on an annual or biannual basis. In order to maintain the frequency of training available to Lifeguard team members, all Lifeguard supervisors and field training officers are required to maintain instructor credentials. In January, these credentials were put to use as Lifeguard offered CPR classes and two Pediatric Advanced Life Support classes (PALS).

New Training Equipment

In 2011, Lifeguard received a Florida matching grant for the purchase of medical training equipment. In January, Lifeguard completed the utilization of this grant as we received two advanced life support pediatric skill training manikins, two advanced life support adult skill training manikins, a central-line training manikin, an IV training arm, and a life-size rescue manikin. Through this grant, Lifeguard was also able to update our training library to include new ITLS, ACLS, PALS, PEPP, and CPR books to meet the new guidelines released by the American Heart Association in 2011. These training aids will increase Lifeguard's ability to bring high-quality medical training to all local emergency responders.