

PROGRAM

Pinnacle engages attendees with a no-holds-barred exploration of the most relevant topics in the changing world of EMS.

Pinnacle brings you the latest information, leadership practices and ideas you can't get anywhere else. Check out the incredible lineup of sessions and speakers below.



Monday - August 09

7:00 am - 8:00 am

Meal

Breakfast

[▶ PROGRAM DESCRIPTION](#)

8:00 am - 11:45 am

Power Seminars

Leading from the Middle: Lessons for Leaders at any Level

[Kelly Cope](#) [Jamie Pospisil](#) [Anthony Minge, EdD](#) [Jason Payne](#)

[▶ PROGRAM DESCRIPTION](#)

8:00 am - 11:45 am

Power Seminars

Fire Service Identity Crisis: What are We Really Selling?

[Steve Knight, PhD](#) [Ian Womack](#)

[▶ PROGRAM DESCRIPTION](#)

8:00 am - 11:45 am

Power Seminars

Rethinking Sustainability Strategies: New Ways to Approach Service Funding

[Reid Kiser, MS](#) [Guillermo Fuentes, MBA](#) [Joshua Brandt](#) [Scott Cravens](#) [Robin Johnson, MD, MPH](#) [Jared Oscarson](#)

[▶ PROGRAM DESCRIPTION](#)

8:00 am - 11:45 am

Power Seminars

Clinical Best Practices 2021: The Latest Research and Its Impact on Patient Care

[David Page, MS](#) [Ed Racht, MD](#) [Freddy Lippert, MD](#) [David Wampler, PhD](#) [Remle Crowe, PhD](#)

[▶ PROGRAM DESCRIPTION](#)

1:00 pm - 4:45 pm

EMS's Big Moment: Taking Your Seat at the Healthcare Table

Power Seminars

[Pat Songer](#) [Louis Mendiola, MHA](#) [Dan Swayze, DrPH](#) [Jonathan Washko, MBA](#) [Bruce Evans](#)

[▶ PROGRAM DESCRIPTION](#)

1:00 pm - 4:45 pm

Power Seminars

Technology Advancements Leaders Need to Understand Today

[Thomas Moore](#) [Ernesto Rodriguez, MA](#) [Eduardo Gonzalez Loumiet](#) [John Yeast](#)

[▶ PROGRAM DESCRIPTION](#)

1:00 pm - 4:45 pm

Power Seminars

Dive into the Shark Tank: Turning Your Organization into an Innovation Incubator

[Roxanne Peek, MBA](#) [Mike Taigman, MA](#) [Ed Racht, MD](#) [Rob Lawrence](#) [Tom Judge](#)

[▶ PROGRAM DESCRIPTION](#)

1:00 pm - 4:45 pm

Power Seminars

Future Proofing the Workplace: HR Strategies for Today's EMS

[Jennifer Kirkland](#) [Kristi Pastore, MS](#) [Brian LaCroix](#)

[▶ PROGRAM DESCRIPTION](#)

7:00 pm - 8:00 pm

Bonus Sessions

What's Your Special Interest? Facilitated Roundtable Discussions

[▶ PROGRAM DESCRIPTION](#)

7:00 pm - 8:00 pm

Bonus Sessions

It Starts with You: Modeling Healthy Behavior with Science-Based Strategies for Improving Wellness

[Mike Taigman, MA](#)

[▶ PROGRAM DESCRIPTION](#)

Tuesday - August 10

7:00 am - 8:00 am

Meal

Breakfast

[▶ PROGRAM DESCRIPTION](#)

8:00 am - 11:45 am

Power Seminars

Community Driven Strategic Planning & Marketing

[Steve Knight, PhD](#) [Mike Despain, MA](#) [Scott Dorsey, MS](#) [Melanie Bevan, EdD](#)

[▶ PROGRAM DESCRIPTION](#)

8:00 am - 11:45 am

Power Seminars

Proven Programs to Build Resilience and Improve Mental Wellness

[Jim Marshall, MA](#) [Anthony Minge, EdD](#) [Brenda Tillman, PhD](#) [Erika Sallee, DPT](#) [Lauren Christie](#) [Scott Somers, PhD](#)

[▶ PROGRAM DESCRIPTION](#)

8:00 am - 11:45 am

Power Seminars

Pinnacle Insights: Eye on 2021 and Beyond

[Sean Caffrey](#) [Brooke Burton, NRP, FACPE](#) [Hezedeian Smith](#) [Charles Blankenship](#)

[▶ PROGRAM DESCRIPTION](#)

8:00 am - 11:45 am

Power Seminars

How Do You Compare? Quality Metrics in the Age of ET3

[Matt Zavadsky, MS-HSA](#) [Jimmy Pierson](#) [Jonathan Washko, MBA](#) [Rob Lawrence](#)

[▶ PROGRAM DESCRIPTION](#)

1:00 pm - 4:00 pm

Special Meetings

FirstWatch EMS User Meeting

[Todd Stout](#) [Mike Taigman, MA](#)

[▶ PROGRAM DESCRIPTION](#)

2:00 pm - 3:15 pm

Bonus Sessions

Medical Director and EMS Executive Forum

[Thomas Moore](#) [Dr. Ryan Jacobsen](#) [J. Paul Davis](#)

► PROGRAM DESCRIPTION

3:00 pm - 4:30 pm

Special Meetings

NEMSMA Membership Meeting

► PROGRAM DESCRIPTION

5:00 pm - 6:15 pm

Main Conference

Opening Keynote - Attitude is Everything: Achieving the Impossible

[Jessica Cox](#)

► PROGRAM DESCRIPTION

6:30 pm - 8:30 pm

Special Meetings

Opening Reception

► PROGRAM DESCRIPTION

Wednesday - August 11

7:30 am - 8:45 am

Meal

Breakfast

► PROGRAM DESCRIPTION

8:00 am - 8:45 am

Bonus Sessions

Policy Matters: A Washington Update

[Dia Gainor, MPA](#) [Gregg Margolis, PhD](#) [Jon Krohmer, MD](#)

► PROGRAM DESCRIPTION

8:00 am - 8:45 am

Bonus Sessions

What EMS Pioneers of the Past Can Teach Us About Leading in the Future

[J Lee Jenkins, MD](#)

► PROGRAM DESCRIPTION

9:00 am - 10:15 am

Main Conference

Ditch the Dogma and Get Real

[Bryan Bledsoe, DO](#)

► PROGRAM DESCRIPTION

10:45 am - 11:45 am

Main Conference

Do You Speak Public Health?

[Ray Barishansky, MPH](#)

► PROGRAM DESCRIPTION

10:45 am - 11:45 am

Main Conference

How Artificial Intelligence is Transforming EMS

[Freddy Lippert, MD](#)

► PROGRAM DESCRIPTION

11:45 am - 1:15 pm

Meal

Lunch

► PROGRAM DESCRIPTION

1:15 pm - 2:15 pm

Main Conference

Cost Reporting Chaos & Consternations for Fire & EMS

[Andrew Mulcahy, PhD](#)

► PROGRAM DESCRIPTION

2:45 pm - 3:45 pm

Main Conference

Jaw Dropping Legal Cases in EMS

[Winnie Maggiore, JD](#) [Kevin Fairlie, JD, MHA](#) [Jason Abel, JD, MHA](#)

► PROGRAM DESCRIPTION

2:45 pm - 3:45 pm

Main Conference

Three Leaders, Three Approaches: Case Studies in Quality & Innovation

[Ernesto Rodriguez, MA](#) [Michelle Kobayashi, MBA, MSN](#) [Ray Barishansky, MPH](#) [Brooke Burton, NRP, FACPE](#)

► PROGRAM DESCRIPTION

4:00 pm - 5:00 pm

Main Conference

COVID-19: From Crisis to Opportunity

[Gregg Margolis, PhD](#)

► PROGRAM DESCRIPTION

5:00 pm - 6:30 pm

Special Meetings

Networking Reception

► PROGRAM DESCRIPTION

Thursday - August 12

7:30 am - 8:45 am

Meal

Breakfast

► PROGRAM DESCRIPTION

8:00 am - 8:45 am

Bonus Sessions

Taking the Nation's Pulse: The 2021 Fitch/EMS1 EMS Trend Report

[Roxanne Peek, MBA](#) [Greg Friese, MS](#)

► PROGRAM DESCRIPTION

9:00 am - 10:15 am

Main Conference

Pinnacle Leadership Series - Moments Like These

[Jay Fitch, PhD](#)

► PROGRAM DESCRIPTION

10:45 am - 11:45 am

Main Conference

2020 & Beyond: From COVID-19 to Riots – The Lasting Impact on Public Safety

[Guillermo Fuentes, MBA](#) [Melanie Bevan, EdD](#) [Kevin Preston](#)

► PROGRAM DESCRIPTION

10:45 am - 11:45 am

Main Conference

Treating the Patient Not the Clock: How One System Transformed

[Kevin Smith](#)

► PROGRAM DESCRIPTION

11:45 am - 1:15 pm

Meal

Lunch

► PROGRAM DESCRIPTION

1:15 pm - 2:15 pm

Main Conference

Closing Keynote - Chasing What Matters

[Greg J. Matthews](#)

► PROGRAM DESCRIPTION

2:45 pm - 3:45 pm

Main Conference

Addressing the Hidden Components of Fire & EMS Response

[Steve Knight, PhD](#) [Ian Womack](#)

► PROGRAM DESCRIPTION

2:45 pm - 3:45 pm

Main Conference

The Military Model for Risk Assessment and Management

[Greg J. Matthews](#)

► PROGRAM DESCRIPTION

Friday - August 13

8:00 am - 9:00 am

Bonus Sessions

Cases From the Fitch Files

► PROGRAM DESCRIPTION

9:15 am - 10:15 am

Uncomfortable Truths for EMS Leaders

Bonus Sessions

[Michael Donner](#)

[▶ PROGRAM DESCRIPTION](#)

9:15 am - 10:15 am

Bonus Sessions

Passing the Torch: Case Studies in Succession Planning

[Vince Robbins](#) [Brian LaCroix](#)

[▶ PROGRAM DESCRIPTION](#)

9:15 am - 10:15 am

Bonus Sessions

Critical Threats to EMS Clinician Health and Wellness

[▶ PROGRAM DESCRIPTION](#)

10:30 am - 11:30 am

Bonus Sessions

Turning Learning into Action: Key Take-Aways from this Year's Pinnacle

[Roxanne Peek, MBA](#) [Rob Lawrence](#)

[▶ PROGRAM DESCRIPTION](#)

Follow Us



PINNACLE
INSPIRING EMS LEADERSHIP



816-431-2600
pinnacle@fitchassoc.com

Stay Connected

Receive Pinnacle program updates
and important date reminders.

[Get Updates](#)

Presented by:



Produced in cooperation with
the RedFlash Group

[PROGRAM](#) [LOCATION](#) [SPONSORS](#) [REGISTER](#) [FAQ](#) [WEBINARS](#)

© 2021 Fitch & Associates. All Rights Reserved. | [Privacy](#)