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# Ambulance Service Manager (ASM) Program

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The Ambulance Service Manager program provides a broad foundational curriculum that matches cutting-edge theory with real-life practical applications. A diverse faculty of experts in the art and science of EMS leadership as well as current leaders of successful systems work with participants to explore their individual skills, gaps and commitments necessary to be an effective leader in today's EMS services.



Along the way, attendees form lifelong friendships and establish professional networks.

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## The Curriculum

The Ambulance Service Manager program is a certification course designed to immerse participants in an engaging learning environment. The course begins with students completing coursework and participating in discussions online in preparation for the in-person sessions. The attendees come together for six days of in-person, experiential learning, followed by several weeks of continued online discussions and group project work before the program culminates in another six-day in-person session.

Case studies are used frequently throughout the course, providing real-world applications of the theories and allowing participants to work together to make decisions faced by EMS managers every day.

Topics covered during the course include:

- The foundations of EMS systems
- How work styles differ and how to take advantage of that diversity
- Appreciative Inquiry and how to apply it to organizational development
- EMS economics, finance and budgeting
- Communications techniques and key considerations for effective writing
- Project management and change leadership
- Government relations
- EMS system design and deployment
- And much, much more.

## The Faculty

Participants in the Ambulance Service Manager program are led by Fitch & Associates team members Jay Fitch, PhD, Anthony Minge, EdD, David E. Nelson, DMin and Jennifer Kirkland. Additional faculty with extensive experience supplement the course and ensure that participants learn the critical issues faced by today's EMS leaders.

**Graduates receive a certificate suitable for framing and are recognized at and receive a tuition discount at the Pinnacle Leadership Conference.**

## Questions?

Contact Sharon Conroy (sconroy@fitchassoc.com) with Fitch & Associates at 816-431-2600.

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Online: Sep. 13, 2021  
Onsite: Oct. 17-22 & Dec. 5-10, 2021  
Jacksonville, FL

**Register Now! (<https://cvent.me/ov7dK9>)**

If you prefer to complete and return a hard copy registration form, download it here ([https://www.fitchassoc.com/wp-content/uploads/2021/03/ASM\\_Fall\\_2021\\_Reg-Form.pdf](https://www.fitchassoc.com/wp-content/uploads/2021/03/ASM_Fall_2021_Reg-Form.pdf)).



### **Robert J. Rautio, Director of Operations**

American Ambulance Service, Inc., Norwich, CT  
ASM Spring 2020 Graduate

*“ASM is an exceptional program for new EMS leaders and seasoned veterans alike. The curriculum provides a unique balance between leadership development and management education that provides actionable information regardless of your title. The crown jewel of the course is the networking opportunities which are well worth the tuition for any EMS leader. I’ve been through a few management trainings in my career, and ASM is definitely one of the most valuable.”*



### **Jeff Boss, Battalion Chief of Operations**

Johnson County Med Act, Johnson County, KS  
ASM Fall 2019 Graduate

*“While I have benefited from other leadership development opportunities, I cannot overstate the value and necessity of the ASM program. It uniquely focuses on EMS-specific topics, allows attendees to learn from amazing peers in the industry, and Dr.*

*David Nelson leads you on a journey of self-reflection while reinforcing and equipping you with essential coaching skills and tools. The ASM program was a true gift and integral to my EMS leadership development.”*



**James Campbell, NRP, Chief of EMS**

Montgomery County Hospital District, Conroe, Texas

ASM Spring 2019 Graduate

*“Whether you are currently in a leadership position or aspire to be a future leader in EMS, this program is beneficial. There are limited options at the national level that provide both leadership development training in conjunction with the educational foundation for EMS system management. The program also offers time for self-reflection that I found to strengthen myself personally and professionally.”*



**Adam Bennett, Operations Superintendent**

Middlesex-London Paramedic Service, London, Ontario, Canada

ASM Fall 2018 Graduate

*“ASM was an incredible experience and has provided me with the skills and tools I need to be a more successful manager and leader. I can’t thank Fitch & Associates enough.”*



**Chad Curry, Training Chief**

University Medical Center EMS, Lubbock, TX

2018 ASM Spring Graduate

*“Engaging, focused, galvanizing... The ASM program offers an unparalleled experience in leadership training. In addition to the knowledge I gained, I built lifelong friendships with classmates throughout the country.”*



**Nicole A. Henricksen,**

Operations Manager

Sonoma County AMR, Santa Rosa, California

ASM Graduate Spring 2017

*“ASM was amazing! It’s rare that you come across an education program where you feel instantly engaged and strive to return as a mentor to share the excitement of all you have learned. That is exactly what I found with the ASM course.”*



(<https://player.vimeo.com/video/257205767?autoplay=1&&title=0&&byline=0&&portrait=0>)

Ambulance Service Manager & Communication Center Manager Programs

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### **ASM Leadership Award Recipients**

- Spring 2020: Robert Ratio
- Fall 2019: Jeff Boss
- Spring 2019: James Campbell
- Fall 2018: Adam Bennett
- Spring 2018: Chad Curry
- Fall 2017: Mikel Kane
- Spring 2017: Robert McDonald
- Fall 2016: Troy Smith
- Spring 2016: Thomas Moore
- Summer 2015: Steve Amato
- Spring 2015: Amy Young
- Summer 2014: Roger Mayo
- Spring 2014: Heath Wright
- Summer 2013: Roger Bonin
- Spring 2013: Ray Shanahan

Summer 2012: Jason Sampson  
Spring 2012: Cindy Welch  
Summer 2011: Justin Lawrence  
Spring 2011: Scott Tucker  
Summer 2010: Craig Faith  
Spring 2010: Dwayne Semple  
Summer 2009: Richard Wood, Jr  
Spring 2009: Mike D'Agostino  
Summer 2008: Janet Waddy  
Spring 2008: JB Guiton  
Summer 2007: Shane Garrison  
Spring 2007: Anthony Martinez

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## REGISTER BY August 2 AND SAVE \$200!

**ASM Course – Early: \$2,645\* | Regular: \$2,845**

*\*Must be paid in full by August 2 to receive early pricing.*

**Location: Embassy Suites, 9300 Baymeadows Road, Jacksonville, Florida 32256 | 904-731-3555**

Both online and onsite sessions required to successfully complete the course. (Laptop with Wi-Fi, PDF reader, and Office Productivity Suite is highly suggested but not required.)

*(For information on the current Spring 2021 program, please contact Sharon Conroy at [sconroy@fitchassoc.com](mailto:sconroy@fitchassoc.com) (mailto:sconroy@fitchassoc.com).)*

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### **Program Information**

Each onsite week begins Sunday at 8:00 am and runs through Friday 3:00 pm (you will need to arrive on Saturday). Each day begins promptly at 8:00 am. View a draft or syllabus ([https://www.fitchassoc.com/wp-content/uploads/2017/05/ASM\\_DRAFT\\_SYLLABUS.pdf](https://www.fitchassoc.com/wp-content/uploads/2017/05/ASM_DRAFT_SYLLABUS.pdf)).

### **Registration Information**

Tuition includes the live and online faculty sessions, materials, a work style profile and 360 survey. Laptop with Wi-Fi, PDF Reader, and Office Productivity Suite is highly recommended (not required) for the course. Each onsite class begins at 8:00 am on Sunday and concludes at 3:00 pm on Friday.

### **Hotel Information**

The ASM Program will be held at the Embassy Suites, 9300 Baymeadows Road, Jacksonville, Florida 32256. The discounted room rate is \$125 per night. Reservations can be made online for Week 1

([https://embassysuites.hilton.com/en/es/groups/personalized/J/JAXJAES-FAA-20211016/index.jhtml?WT.mc\\_id=POG](https://embassysuites.hilton.com/en/es/groups/personalized/J/JAXJAES-FAA-20211016/index.jhtml?WT.mc_id=POG)) and Week 2

([https://embassysuites.hilton.com/en/es/groups/personalized/J/JAXJAES-CCM-20211202/index.jhtml?WT.mc\\_id=POG](https://embassysuites.hilton.com/en/es/groups/personalized/J/JAXJAES-CCM-20211202/index.jhtml?WT.mc_id=POG)). Room blocks expire September 25 for week one and November 13 for week two. Discounted rate cannot be guaranteed after this date. You can also make your reservation by calling the hotel directly at 904-731-3555.

### **Airport Transportation**

The Jacksonville International Airport (JAX) is about 30 minutes from the hotel. Taxis and rental cars are available at the airport. A list of other transportation options can be found on their website (<http://www.flyjax.com/Home.aspx>).

Class is scheduled to end at 3:00 p.m. on each Friday. In order to allow for travel time and recommended early airport arrival, do not schedule return flights earlier than 5:00 pm (5:30 pm if you will have a rental car). Participants will not be excused early or allowed to miss portions of the session due to preventable flight schedule conflicts.

### **Cancellation Policy**

Cancellations subject to a \$250 administrative fee and must be in writing to Fitch & Associates via fax (816/431.2653) or email (sconroy@fitchassoc.com (mailto:sconroy@fitchassoc.com)) by August 2, 2021. Telephone cancellations will not be accepted. No refunds will be processed after this date. Registration fee may be applied one time to the next scheduled ASM program only and a \$250 fee applies, otherwise, full registration fee is forfeited. Attendee substitutions will be allowed and may be made in writing to Fitch & Associates via fax or email.

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