

ON SCENE



FOR AND ABOUT THE EMPLOYEES OF THE JACKSONVILLE FIRE AND RESCUE DEPARTMENT

September 2011



343
9/11

Numbers to Remember

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DEAR FELLOW FIREFIGHTERS



9/11 and 343

These once ordinary numbers got pulled from the lineup a decade ago and lost their anonymity. On Sept. 11, 2001, they became linked to a heinous cause and a chilling effect. These six digits have since found their way onto bumper stickers, buttons, even tattoos. Most importantly, their significance has found its way into the minds and hearts of first responders and Americans. These numbers are a simple way to never forget all that is 9/11 and those who died that day, particularly the 343 New York firefighters. Ten years later, what do these numbers mean?

343 is a tragic number, and at the same time, a strong symbol of commitment. It is a reminder that first responders sometimes fall on the wrong side of the risk/reward equation. 9/11 and 343 are also a testimony to what firefighters are called to do and willing to do. We know how dangerous the job can be, and from time to time, reality sends us strong reminders.

We can better understand the value of supporting one another when we consider how fragile life is and that each day might be the last one for you, a loved one, your best friend on the job or the co-worker you find most irritating. The 9/11 victims who boarded the planes, went to work at the World Trade Center and the Pentagon, and who reported to the firehouse and police station that morning did not know they had seen their friends and families for the last time.

I would never want any firefighter, police officer or civilian to face a scenario like 9/11. However, I believe it's important to never forget those who did *and* to consider the magnitude of their bravery. That is not easily accomplished. Media coverage offered some of the most poignant images ever published or broadcast. They, too, are hard to forget, and so are the stories, like the plight of the passengers aboard Flight 93 who challenged the terrorists before crashing in rural western Pennsylvania. But unless you were there, you can't really grasp how violently that peaceful Manhattan morning was interrupted, what the ground felt like as the World Trade Center collapsed, or comprehend the widespread panic.

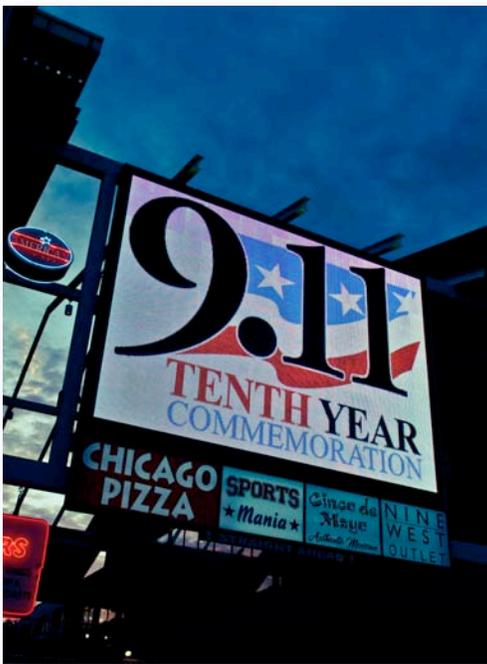
In our lifetime, 9/11 and 343 will never again be ordinary numbers because we will never forget them and their significance. Our profession will never be ordinary either because it requires extraordinary individuals. I would encourage you to never forget that as well.

Sincerely,

A handwritten signature in black ink, appearing to read 'C. Moreland'.

Dr. Charles E. Moreland
Director/Fire Chief

About the Cover: *New Jersey photojournalist Thomas Franklin had been at Ground Zero for hours on Sept. 11, 2001. In the late afternoon, he spotted three Brooklyn firefighters raising a flag atop the devastation and captured this famous image known as "Ground Zero Spirit." The next day, it appeared in "The Record," a New Jersey newspaper. The photo was soon published in numerous other news periodicals and repeatedly appeared on national television. Some have compared it to the photo of the Marines raising the flag on Iwo Jima during World War II. City of Jacksonville Graphic Designer Richard Weaver combined "Ground Zero Spirit" with images of New York's skyline before the terrorist attack to create this cover. ON SCENE is using "Ground Zero Spirit" with the permission of the "The Record."*



In the week leading up to the 10th anniversary of 9/11, JFRD members, JFRD Honor Guard members, HazMat and the Special Operations teams were involved in numerous community events and activities. There was a candlelight vigil at The Jacksonville Landing. A group of Cub Scouts presented Station 29 with a special flag honoring the victims of 9/11. And Florida State College at Jacksonville held a convocation with Lt. Gov. Jennifer Carroll, Mayor Alvin Brown, Director/Fire Chief Dr. Charles E. Moreland, Sheriff John Rutherford and FSCJ President Steven Wallace.



Exercise and Type 2 Diabetes

The incidence of type 2 diabetes is on the rise, which experts largely attribute to the rise in obesity. Type 2 diabetes, which is responsible for 90 to 95 percent of all diabetes cases, is more common in adults, but as rates of childhood obesity increase, more young children are being diagnosed with the disease. The good news is that simple lifestyle changes can prevent and, in some cases, counter the course of this disease.

Type 2 Diabetes Explained

Following digestion, a hormone called insulin is released into the blood from the pancreas. One of insulin's primary roles is allowing carbohydrates (absorbed in the form of glucose) and proteins to enter muscle cells, where they are stored or used for energy. With type 2 diabetes, some insulin is produced, but the body does not effectively use it. This condition is known as "insulin resistance" and prohibits glucose from entering the cells. In turn, blood glucose rises to abnormal levels in the blood. If unchecked for extended periods, elevated glucose levels lead to heart disease, kidney failure, blindness and nerve dysfunction.

Type 2 diabetes is strongly linked to lifestyle factors, especially diet and exercise. People with the highest risk of developing type 2 diabetes have a family history, as well as other cardiovascular risk factors, such as high blood pressure, high cholesterol, obesity and a sedentary lifestyle.

However, the same techniques that are used for prevention of this disease – a healthy diet and regular exercise – can be used to control and possibly reverse its progression.

Exercise Can Help

The latest research has put exercise at the forefront in the prevention, control and treatment of diabetes because it decreases insulin resistance. Following regular exercise training, cells can better respond to insulin and effectively absorb glucose from the blood. Exercise also helps to reduce the risk of cardiovascular disease by decreasing blood pressure, cholesterol levels and body fat.

Exercise Recommendations

If you have type 2 diabetes, you should adhere to the following exercise guidelines, and always consult with your physician before starting any exercise program to determine the potential risks associated with exercise.

Cardiovascular exercise – Strive to burn at least 1,000 calories through physical activity each week. Given your cur-



PERSONNEL FITNESS

rent conditioning level, this may require three to seven days per week of low-to-moderate intensity exercise for 20 to 60 minutes (walking and other non-weight bearing activities such as water aerobics and cycling are good choices). Daily exercise is highly recommended.

Resistance training – Perform resistance-training activities at least two days per week, targeting the major muscle groups. Complete a minimum of one set of 10 to 15 repetitions of each exercise at a low-to-moderate intensity.

Flexibility – Perform stretching exercises at least two to three days per week, stretching major muscle groups to the point of tension (not pain) for 15 to 30 seconds. Complete two to four repetitions of each stretch.

The ultimate goal is to expend a minimum of 1,000 calories per week via physical activity for health benefits, or 2,000 calories per week for weight loss. Keep in mind that these are goals that you should work up to gradually over time.

What are the precautions?

If you have type 2 diabetes, you must monitor your glucose before and after exercise to understand how you respond to certain types of activities. Also, exercising with a partner and wearing an ID bracelet indicating your diabetic condition are very important.

Finally, don't forget to check with your physician prior to beginning a physical-activity program and return regularly to assess the diabetic complications. If complications of the eyes, kidney or heart are present, your physician should provide you with clear boundaries regarding the intensity of any physical activity.

Additional Resources

American Diabetes Association – www.diabetes.org

Centers for Disease Control – www.cdc.gov/diabetes



A house near Wills Branch Creek on the Westside is demolished as part of a flood mitigation program which reduces repeat insurance claims for flood damages. The Emergency Preparedness Division administers the FEMA program locally.

Here Today, Gone Tomorrow

Maximum Mitigation

Homes are disappearing along Bakersfield Drive on the Westside, and the Emergency Preparedness Division is responsible. So is the federal government.

Bakersfield, in Station 22's territory, extends off of Lane Avenue. But the crux of this story is Wills Branch Creek. It runs parallel to Bakersfield Drive and has a notorious history of flooding, despite some engineering and dredging over the last decade.

In the late 1990s, following a severe storm with extremely heavy rain, Wills Branch flooded so much that JFRD members entered

the water in aluminum boats and rescued numerous families living along the creek. More than 50 homes were evacuated. When Tropical Storm Fay visited Jacksonville in 2008, Wills Branch overflowed and drove water as high as first floor windowsills.

Fast forward to July 2011, and we find Emergency Preparedness' **Laura Black** on Bakersfield Drive, supervising and documenting the demolition process of the third house in a week. More homes are scheduled for demolition, all with a specific cause.

"I love mitigation," says Black, who along with colleague **Laura D'Alisera**, administers the city's portion of FEMA's flood mitigation assistance program to sites that qualify.

In place since 2001, the program reduces or eliminates the long-term risk of flood damage and reduces insurance claims, especially repeat claims. Forget sandbags and quick-fixes, this program is about long-term solutions where potential savings must exceed the cost of mitigation.

"The city is proactive in helping property owners determine what solution might work with their specific flood hazard," said D'Alisera, EPD's mitigation and recovery planner.

More than 30,000 Jacksonville homes are at risk for flooding. Not all of them will qualify for the assistance program, but Emergency Preparedness is reaching out to owners who have filed several large claims to inform them about the program and offer a consultation.

Mitigation ranges from razing property and demolishing or relocating houses to elevating structures to improving drainage systems. Funding is a mix of federal grants and matching money from property owners who hold flood insurance.

One Bakersfield Drive home, valued at \$200,000 in 2008 when the owners applied after Tropical Storm Fay, was razed last month. The \$309,244 grant covered acquisition of property and the city's demolition costs. The homeowner paid \$30,900, or 10 percent, and received nearly \$243,000 for the sale of property to the city, an amount based on flood insurance actuarial values furnished by the National Flood Insurance Program (NFIP) to FEMA.

The insurance claims paid due to flood damage at that home over the years totaled approximately \$288,000 (in 2008 dollars). FEMA determined that if the house were left in place with no mitigation, in another decade it would sustain another \$288,000 in damages, so it qualified because the benefits outweighed the cost of mitigation. Another home west of downtown near Commonwealth Avenue and Superior Street

was elevated above its floodplain at a cost of \$18,000 to the homeowner and with \$179,000 in grant money. All properties that are cleared may not be rebuilt since the city has to file deed restrictions that reserve the land for open space and conservation (like a nature park). Some commercial and not-for profit organizations' properties also qualify.

In the last five years, more than \$5 million in federal grants have been generated for flood mitigation countywide. Other flood-prone areas in Jacksonville that have been assisted and mitigated through the grant program are near Pottsburg Creek and Julington Creek. More properties could qualify because of the numerous rivers and streams that meander through the county. Grants have also been secured for properties in non-flood zones because of excessive water run-off from summertime storms. How much money is awarded to each situation depends on the amount of damages filed with NFIP, but grants have ranged from \$40,000 to \$900,000-plus. FEMA makes the final decision on all project awards.

"FEMA recognizes Jacksonville as a leader nationwide when it comes to working with the grant programs," said Emergency Preparedness Division Chief **Marty Senterfitt**. "Whether it's flood mitigation or homeland security, I have to give credit to my staff for that recognition."



Laura D'Alisera, a mitigation and recovery planner with Emergency Preparedness, often interacts with contractors and homeowners about FEMA's flood mitigation program.

Holsenbecks Have Always Aimed High

Only time can tell if young **Dale Holsenbeck** will reach the heights his father and grandfather have on the job.

And not to pressure the 15-year-old, but he needs to grow to 6 feet, 5 inches like his father, **Darrell**. Dale must also achieve the ranks of district and battalion chief, like his father and grandfather, **Emory**. If the 10th grader who rides often at Station 1 accomplishes these lofty milestones, he would build upon family and department history, making the Holsenbecks the first grandfather-father-son trio to wear three bugles.

But that's in the future. For now, the elder Holsenbecks lay claim to being the department's first-ever father-son district chief and battalion chief duo. Not long after Emory (Fire 5) retired from JFRD in 2004, Darrell got promoted to Fire 7. And last summer, when Darrell made battalion chief at Fire 1, the Holsenbecks claimed another first. So, between them, these guys have got the city covered.

Emory joined the department in 1965, a time when fire hose had to be dried after each use and when firefighters rode on a tailboard. He said he "wanted to get the most out of what I could while I was here." So he diligently studied for promotional exams, reading material into a tape recorder and listening until it stuck. He made lieutenant in seven years.

"It was very competitive back then," Emory said. "I noticed that I was competing with the same people most of the time."

Years later, Darrell would also see familiar faces during test time. He believes his competitive nature was as much a motivator to advance his career as was his environment.

"When I came on, I was surrounded by busy, driven people and that instilled good habits in me," Darrell said.

Those habits translated into effective studying, high test scores and promotions. When Darrell retires in about 10 years, the family legacy will have extended more than 60 years. But it might have never started were it not for plenty of water and bananas. That's what a younger Emory consumed to meet the department's old weight requirement of 150 pounds. Soon after, Emory left his job at a paint store in Springfield to launch his JFRD career. He was first assigned to Engine 3, which rode out of Station 1. Darrell began following his father's footsteps in 1988, coming on at Station 2.

Who knows where Dale's first assignment might be? He certainly will have a keen sense of what the job is like. In addition to experiencing the excitement of first response, he's seeing the officer side of the fire service. And as his father

and grandfather will tell him, it's one challenge to get on the job and test well and earn the promotions. It's quite another to carry out the responsibility of bugles and bars and effectively lead firefighters through all the situations they face, whether it's a second alarm, an MCI or a personality conflict between members. Darrell says he would give the same advice to his son as he would any officer on the job.

"I make decisions based on what's right and wrong, not what's popular," Darrell said. "You have to be fair and consistent. And on the fireground, an officer has to be assertive. There really isn't time for anyone to wonder about who's in charge."



Dale Holsenbeck (*center*) is hoping to reach the career heights and perhaps the physical ones, too, that his grandfather Retired Battalion Chief Emory Holsenbeck and his father Fire 1's Battalion Chief Darrell Holsenbeck have.

PROMOTIONS



**Provisional
Captain
Gary Daniels
R-7-A**



**Lt. Brad Crenshaw
F-1-B**

**Lt. Karl Hidalgo
F-5-B**



**Lt. William Hood
F-1-C**



**Lt. Scott Jacobs
F-5-C**

**Lt. Jason Maddox
R-103-B**



**Lt. Sergio Ortiz
F-5-B**



**Lt. Chris Rhoden
F-1-C**

**Lt. Andrew Sneed
F-5-C**



**Lt. Mark Stewart
F-1-A**



Dinner with the Chief

Station 1's eating club was featured in a 1957 article entitled "The Firemen Come Running When They Hear 'Soup's On!'" Back then, the cook prepared lunch and dinner for about 20 firefighters each shift, spending approximately \$25 each day for groceries – roughly \$200 in today's economy. Fire Chief **Frank Kelly** is the man wearing the tie.

To see more of JFRD's history, visit the **Jacksonville Fire Museum**, 1406 Gator Bowl Blvd., or www.jacksonvillefiremuseum.com



CALL VOLUMES August 2011

ENGINES

E28	391
E31	368
E1	346
E18	333
E51	333
E19	329
E22	329
E30	312
E9	312
E10	308
E152	291
E24	283
E21	278
E25	278
E32	271
E44	264
E36	262
E20	252
E27	246
E4	238
E17	234
E34	233
E7	222
E2	219
E42	216
E150	214
E13	211
E135	211
E154	202

E58	182
E37	179
E5	173
E59	173
E12	163
E55	158
E14	139
E29	139
E26	114
E57	114
E11	113
E49	108
E41	106
E33	98
E23	92
E16	82
E53	79
HAZ7	77
E143	64
HAZ21	62
E48	46
E56	44
AIR5	28
HR4	26
E40	20
E45	13

RESCUES

R31	363
R22	360

R28	356
R36	355
R1	352
R4	349
R21	346
R17	333
R2	329
R30	313
R7	309
R34	308
R15	306
R24	303
R20	302
R19	301
R13	294
R5	290
R25	287
R32	269
R51	265
R35	259
R52	251
R54	243
R71	241
R27	233
R42	224
R58	214
R50	212
R55	208
R23	189

R57	182
R59	182
R49	159

LADDERS

L28	214
L30	161
TL21	153
L44	127
L31	126
L10	105
L18	104
L4	102
L1	94
L32	94
L34	79
TL9	77

TANKERS (Top 5)

T28	80
T42	61
T52	58
T29	44
T31	40

BRUSH TRUCKS (Top 5)

BR42	83
BR50	80
BR31	73
BR32	71
BR53	59

MARINE UNITS

M1	11
M3	11

FIRE PREVENTION

Investigations	31
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FIELD CHIEFS

F3	151
F4	93
R104	82
R103	81
F7	73
F6	71
R105	70
F9	68
F2	60
F1	59
F8	50
F5	48

MONTHLY TOTALS

EMS	8,314
FIRE	1,516
NON EMR	341

Total:10,171