



ONTARIO ASSOCIATION OF FIRE CHIEFS

Leading innovation and excellence in public and life safety

The Ontario Association of Fire Chiefs recognizes that for many, installing home fire sprinklers is completely unthinkable. Unnecessary. Unwanted. Unmanageable. We acknowledge that the building industry, municipalities and government have legitimate questions regarding the installation of home fire sprinklers, and that many people are unfamiliar with these simple life safety devices. **BUT** before you dismiss them, make sure you have all the facts, and that your opinion of sprinklers is not based on the endless misconceptions surrounding their costs, installation and operation.

Jurisdictions where residential sprinklers have been implemented in new home construction have safer, more resilient communities and have reduced planning/land use concerns of builders and developers.

As such, we cordially invite you to a day of sprinkler myth-busting and information sharing. Please join us at the...

Ontario Association of Fire Chiefs Home Fire Sprinkler Summit

Brought to you in part by the Fire Marshal's Public Fire Safety Council

Thursday, June 23, 2016

**Sheraton Toronto Airport Hotel and Conference Centre,
801 Dixon Road, Toronto**

8:30am to 4:30pm

Registration opens at 7am, breakfast is served at 7:30am



Title Sponsor

This summit is about answering questions, dispelling myths, and opening a dialogue about how sprinklers can benefit the home building industry and communities. The O AFC Home Fire Sprinkler Summit brings together representatives from a wide range of influential sectors including construction, development, planning, architecture, design, insurance and elected officials to discuss the costs, installation and maintenance of home fire sprinklers. You will have the opportunity to meet with leaders who have spearheaded change within their jurisdictions. You will learn innovative approaches on how home fire sprinklers can benefit your bottom line, your community and ultimately, help save peoples lives.

If your organization wishes to participate in the Home Fire Sprinkler Summit, we invite you to send a representative **AT NO COST**. Simply complete your **RSVP by June 6, 2016** at www.oafc.on.ca/hfs-summit-rsvp or by calling 905-426-9865. You will find information on our keynote speakers on the reverse side of this letter and additional details can be found on our website at www.oafc.on.ca/home-fire-sprinkler-summit

The Ontario Association of Fire Chiefs' mission is to lead innovation and excellence in public and life safety. We are committed to working with champions across the province on these important life safety devices.

I hope that you will join us to learn more about the benefits of home fire sprinklers.

Yours truly,

Thank you to our sponsors

Chief Stephen Hernen
President





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Agenda Highlights:

Don Jolley & David Bruce, Pitt Meadows: In January 1990 the City Council of Pitt Meadows approved an amendment to the City’s Building Bylaw that mandated the installation of fire sprinklers into local buildings not otherwise required by the Provincial Building Code. Pitt Meadows became one of the first two communities in Canada to undertake such a bold move.



Pitt Meadows fire sprinkler program has been researched, reported on, criticized and applauded many times since 1990. In 2015 the NFPA reported that the city had the lowest installation costs in North America. The builders and developers here never question them; in fact they support them. There have been numerous occasions where lives were directly saved by them.

To date, there has not been a single fire related death, nor serious injury, in any structure in Pitt Meadows where a fire sprinkler was installed.

Jay Acunzo: Are you ready to do the unthinkable?

Former Google media strategist and startup marketing leader Jay Acunzo will show us how entrepreneurs inspire movements bigger than themselves. He’ll take you outside the echo chamber and show you how understaffed, under-resourced teams bridge that gap between knowing the facts and convincing others to heed them. His approach is simple: Whether you sell a product or pursue a cause, want to affect your bottom line or move the community around you, we all seem to start in the same place: with the facts and the figures. We have the data to prove our point, and we wield it to push our message.



The only problem is, the audience we're trying to reach doesn't seem to listen. They're not buying. They're not budging. They're holding their ground. What gives? Why aren't people changing their behavior? Here's the deal: reasonable arguments don't spark change. There is no such thing as an overnight revolution. In fact, messages that trigger widespread action don't convert everyone all at once. Sparking reform isn't about the data -- it's about emotion. You don't need more facts. You need better stories. Stories create traction. You need to do the unthinkable. In this fast-paced talk, you'll learn how widespread change starts with creative, atypical attempts to attract the first few. You'll walk away ready to stop playing **IN** your community and start **SHAPING it** -- not through dry research or parent-like warnings, but through truly creative marketing that resonates deeply with others. **So ask yourself: Are you ready to do the unthinkable?**



Peter Simpson, From Hardhat to Fire Helmet: The Sprinkler Connection

Once an influential homebuilding industry association CEO in Toronto and Vancouver, and now a volunteer firefighter in Nova Scotia, Peter

Simpson will share how his position on automatic fire-suppression sprinkler systems in new detached homes has been influenced greatly by his hands-on involvement with the fire service.

Paul Beeston, Former President & CEO, Toronto Blue Jays and Rogers Centre

Paul Beeston started with the Blue Jays as their first employee in 1976 and served in several leadership positions. From '97 to '02, Beeston was president and CEO of Major League Baseball and returned in '09 to lead the Blue Jays and Rogers Centre. Now retired, Paul will join us share his insights into leadership and how to make a win!

