



LEADERSHIP SEMINAR

THURSDAY OCTOBER 8, 2026 | 8:30 AM – 5:00 PM

Hosted by:

Southern California Ambulance Association
Ambulance Association of San Diego County
Ambulance Association of Riverside County

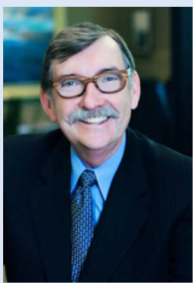
Session One – GORDON GRAHAM

What is “Real” Risk Management All About and Creating the “Wow” Factor in Customer Service

Don't miss Gordon Graham where he will be diving in to two very important topics: What is “Real” Risk Management All About and Creating the “Wow” Factor in Customer Service.

The phrase “risk management” gets thrown around quite a bit, but what is “real” risk management? It is more than the safety stuff. It is more than the insurance stuff. And it is more than the ergonomics stuff. Everything you do in your organization involves a level of risk. In this brief program, Gordon will explain how to “recognize” the real risks (including your operational risks) you face in your specific organization. He will then give you some thoughts on how to “prioritize” these risks; including explaining how to identify why things go right and why things go wrong in any given organization (if you can identify the “causational factors” most often responsible for consequences with proven strategies and tactics to address these problems you can mitigate your risk). He will then show you how to “mobilize” (act) to do something about the real risks you face in your organization.

Gordon will also explore the importance of customer service. The public sector is being analyzed like never before. Customer service has always been important, but now the survival of any public sector organization is dependent on maximizing this concept on each and every contact. Who, What, Why, When, Where, How and How Often is a systemic approach to this important topic, but not the complete answer. You will not be sorry you spent some time with Gordon Graham!



Mr. Gordon Graham is a 33-year veteran (now retired) of California law enforcement. In this capacity, he served as a street cop, supervisor, manager, and executive. Mr. Graham was awarded a B.A. in Business from San Francisco State College, a teaching credential from California State University, Long Beach, a master's degree in Safety and Systems Management from the University of Southern

California, and a juris doctorate from Western State University. He has taken his background as a cop, risk manager and attorney and is the co-founder of Lexipol, a company designed to standardize public safety practices around America. He has presented to public safety personnel from around the world and is a professor at the University of Virginia.

Session Two – SCOTT MOORE, ESQ.

The Trust We Carry: Hope, Responsibility, and the Privilege of Caring for Others

EMS professionals are entrusted with access to people during their most vulnerable moments. This inspiring session explores how professionalism, compassion, integrity, and everyday interactions shape public trust and confidence in EMS. Attendees will be reminded that beyond clinical care, EMS providers bring calm to chaos, compassion to suffering, and hope to uncertainty.

Resilience in EMS: Leading, Engaging, and Retaining Your Workforce in a Changing Market

Workforce shortages, burnout, and operational pressures continue to challenge EMS organizations. This session examines how leadership behaviors, communication, coaching, and trust influence employee engagement, resilience, and retention. Learn practical strategies to build stronger teams and more resilient organizations.

Financial Stability, Mental Health, and Retention in EMS

Financial stress can significantly impact employee well-being, job performance, and retention. This session explores the relationship between financial wellness, mental health, and workforce stability while providing practical ideas for supporting employees and strengthening organizational resilience.

Work-Life Balance in the All-Encompassing Profession of EMS

Work-life balance remains one of the greatest challenges facing EMS professionals and leaders. This session explores how workplace culture, leadership practices, communication expectations, and personal habits influence well-being, engagement, and retention. Participants will leave with practical strategies for creating healthier and more sustainable work environments.



Scott Moore, Esq. is a founding partner of Werfel, Moore, & Kelly Law Group, LLP, a national firm that advises mobile healthcare agencies on a wide range of human resources and labor law issues. He has been an active EMT for over 34 years. Scott is a licensed attorney and a certified consultant, specializing in human resources, employment law, reimbursement, and compliance issues. He is the Human Resources & Operational Consultant to the American Ambulance Association (AAA).

Scott is a Massachusetts, Illinois, and Texas state licensed attorney, and is the legal commissioner for the Commission on Accreditation of Ambulance Services (CAAS), the national ambulance accrediting body. He holds certifications as both a Professional in Human Resources (PHR) and Society for Human Resources Management Certified Professional (SHRM-CP). He serves on the board of directors for The Savvik Foundation, The Code Green Campaign, and the Employers Against Domestic Violence.

Scott earned his bachelor's degree in psychology from Salem State College and his Juris Doctor from Suffolk University Law School. Scott maintains his EMT and is still affiliated with the fire department in his hometown in Massachusetts.



Hosted by the Southern California Ambulance Association (SCAA), the Ambulance Association of San Diego County (AASDC), & the Ambulance Association of Riverside County (AARC)

REGISTRATION FORM

THURSDAY OCTOBER 8, 2026 | 8:30 AM – 5:00 PM

Agency/Company: Contact:
Address: City: State: Zip:
Telephone: E-mail:

Registration includes admission to the seminar and lunch.

For overnight reservations, please call Pala Resort & Casino at (877) 725-2766 and mention GROUP CODE: **G26EMS**
for an arrival date of Wednesday, October 7, 2026, departing on Thursday, October 8, 2026.

Discounted room rates of \$112.00 +tax per night have been secured.

For more information about Pala's location and services, please visit www.palacasino.com.

SEMINAR ATTENDEE FEES (LUNCH INCLUDED)

QTY: x \$75 = Total

*** Continuing Education Units Provided ***

SPEAKERS

GORDON GRAHAM

- What is "Real" Risk Management All About
- Creating the "Wow" Factor in Customer Service

SCOTT MOORE, ESQ.

- The Trust We Carry
- Resilience in EMS
- Financial Stability, Mental Health, and Retention in EMS
- Work-Life Balance in the All-Encompassing Profession of EMS

Please print or type all attendee names as they should appear on each name badge. Please attach a separate sheet if necessary.

Attendee Name	Title	Attendee Name	Title

Send completed form to:

Southern California Ambulance Association (SCAA),
11278 Los Alamitos Blvd., Unit #925, Los Alamitos, CA 90720-3958
Online Registration and Payment at www.emsleadershipseminar.org | Email:
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