



77TH ANNUAL CONVENTION

**RISING TIDES: ADVANCING TOGETHER
SHAPING THE NEXT WAVE**

MONTEREY CONFERENCE CENTER * AUGUST 20-21, 2025



ONSITE PROGRAM

AMR CALIFORNIA

AT A MOMENT'S NOTICE

American Medical Response
is proud to support the 77th
Annual California Ambulance
Association Convention!



For more information,
visit www.amr.net

AMR[®]
A Global Medical Response Solution

PROUD SPONSOR

COME VISIT US AT

MONTEREY CONFERENCE CENTER

AUGUST 20-21 2025

THE LIFE-ASSIST DIFFERENCE



Free Shipping
on orders over \$100



National Delivery
in 2-3 business days



Grant Assistance
no cost, unlimited

- Friendly, Knowledgeable Staff
- Dedicated Account Managers
- Same Day Shipping - for orders placed by 4pm
- Quality Products at Competitive Prices

EMPLOYEE OWNED COMPANY



Life-Assist

Helping Heroes Save Lives

800.824.6016 | Life-Assist.com



AMERICAN AMBULANCE

Called to Care



"They're always kind & so respectful, I can never say anything bad about them. I'm so thankful for their service." - Sandra A.



"They have gone above and beyond for me in some of the worst experiences in my life." - Alexandra R.



Phone: (559) 443-5900 For all emergencies dial 9-1-1
2911 E. Tulare St. Fresno, CA 93721

www.americanambulance.com

CARING IS OUR CORE

MEDIC

A M B U L A N C E



ACE | ACCREDITED CENTER
OF EXCELLENCE

Dedicated to Excellence. Driven by Purpose.

For over 46 years, Medic Ambulance has been a leader in emergency medical services across Northern California. As a family-owned, community-focused provider, we are proud to deliver expert care with advanced technology, compassionate professionals, and a relentless commitment to improving lives.

Each year, Medic responds to over 140,000 requests for service across Northern California. From 9-1-1 response to interfacility transport and critical care, Medic remains at the forefront of innovation, ensuring patients receive the highest quality care when it matters most.

We're honored to stand alongside our peers at the California Ambulance Association as we celebrate the dedication, resilience, and impact of EMS professionals across the state. Thank you for your service.

LEARN MORE AT [MEDICAMBULANCE.NET](https://www.medicambulance.net)

Welcome!



Jaison Chand
President
California Ambulance
Association

Welcome to the California Ambulance Association's 77TH Annual Convention! This year, we're thrilled to gather in beautiful Monterey under the theme "Advancing Together, Shaping the Next Wave." We've designed this event to be both informative and inspiring – giving you the tools, insights, and connections to navigate the evolving EMS landscape.

Our Conference Committee has curated an outstanding lineup of speakers who will address the most pressing issues facing our industry today. From workforce challenges to innovations in care delivery, you'll leave equipped with knowledge you can take back to strengthen your organization.

In addition to the important business of the convention, we invite you to enjoy the memorable social events that are a hallmark of the CAA experience – from the annual golf tournament, to our opening reception, to the always-anticipated President's Reception. These gatherings provide valuable opportunities to network, reconnect, and collaborate with your peers.

We extend our heartfelt thanks to our sponsors and exhibitors – whose support makes this event possible. Please visit their booths and refer to the vendor directory in your program to learn more about their contributions to our shared mission.

Enjoy your time in Monterey. We're glad you're here. ✨

THANK YOU ELITE SPONSORS!



CAA Board of Directors

PRESIDENT

Jaison Chand

City Ambulance of Eureka

VICE PRESIDENT

Steve Grau

Royal Ambulance, Inc.

SECRETARY / TREASURER

Melissa Harris

AmbuServe, Inc.

IMMEDIATE PAST PRESIDENT

James Pierson

Medic Ambulance Service, Inc.

DIRECTOR

Carly Strong

Riggs Ambulance Service

DIRECTOR

Brian Henricksen

American Medical Response

DIRECTOR

Sean Sullivan

LIFEwest

DIRECTOR

Todd Valeri

American Ambulance

SGT-AT-ARMS

Josette Engman

King-American Ambulance Company

CAA Committee Chairs

CAAPAC

James Pierson

Medic Ambulance Service, Inc.

EDUCATION

Steve Grau

Royal Ambulance, Inc.

Danielle Thomas

Lifeline EMS Ambulance Service

HUMAN RESOURCES

Michael Coan

Medic Ambulance Service, Inc.

LEGISLATIVE &

AGENCY RELATIONS

Carol Meyer

McCormick Ambulance

Todd Valeri

American Ambulance

MEMBERSHIP DEVELOPMENT & SERVICES

Steve Grau

Royal Ambulance, Inc.

NOMINATING

Justin Kelton

San Luis Ambulance

OPERATIONS

Max Laufer

MaxCare Ambulance

Brian Meader

Medic Ambulance Service

PAYER ISSUES

Donna Hankins

American Ambulance

Melissa Harris

AmbuServe, Inc.

STRONGER TOGETHER BECOME A MEMBER TODAY!

WWW.THE-CAA.ORG/JOIN-THE-CAA



**CALIFORNIA AMBULANCE ASSOCIATION
2520 VENTURE OAKS WAY, SUITE 150
SACRAMENTO, CA 95833
P: 916-239-4095
E: INFO@THE-CAA.ORG**

DOWNLOAD THE CAA CONVENTION APP

*Access the convention schedule, resources,
speaker information, and more, all in the palm
of your hand. Stay organized and make the
most out of your convention attendance.*



Apple



Andriod



Schedule

TUESDAY, AUGUST 19, 2025

8:00 am – 5:00 pm – *Marriott Monterey, San Carlos 1*

Ambulance Strike Team Leader Course

Kevin Anderson – CA Emergency Medical Services Authority

(Must be pre-registered to attend)

Offered as a special pre-convention activity, this essential course equips students with the knowledge and leadership skills needed to serve as an Ambulance Strike Team Leader (ASTL), leading an Ambulance Strike Team (AST) or Medical Task Force (MTF) during deployments. Upon completion, participants will be prepared to begin the credentialing process with their Local EMS Agency (LEMSA) and EMSA and may deploy as an ASTL trainee under an accredited ASTL.

8 Hours of CE's available upon completion of course.

SPONSORED BY:



10:00 am – 5:00 pm – *Monterey Conference Center*

Exhibitor Registration & Setup

Check in and setup!

11:00 am – 5:00 pm – *Pacific Grove Golf Links*

Raymond Lim / Jim McNeal Memorial Golf Tournament

(Must be pre-registered to attend)

Check In: 11:00 am | Tee Times: 11:30 am – 1:30 pm

The CAA Memorial Golf Tournament brings members and supporters together for a day of camaraderie, scenic views, and a bit of friendly competition at the beautiful Pacific Grove Golf Links.

5:00 pm – 6:30 pm – *Marriott Monterey, Characters Bar*

Welcome Reception

(Must Register to attend)

\$75 Members | \$80 Non-Members

Welcome! Connect with fellow attendees, industry leaders, and special guests in a relaxed, social setting before the day one of convention begins.

WEDNESDAY, AUGUST 20, 2025

6:30 am – 7:30 am – *Steinbeck 1*

Exhibitor Setup

7:30 am – 5:00 pm – *Stevenson 1 & Steinbeck 1*

Registration & CAA Marketplace Opening

Check-in at registration and receive your name badge and convention information. The CAA Marketplace features a variety of booths where companies and vendors display their products and services. Representatives engage with visitors, share information, and showcase innovations. Attendees can network, explore industry trends, and learn about new industry developments. Don't forget to check in and scan the QR code of each exhibitor you visit, you could win!

Schedule

WEDNESDAY, AUGUST 20, 2025 (cont'd)

7:30 am – 8:30 am – Steinbeck 1

Continental Breakfast

Please enjoy a complementary continental breakfast.
Sponsored by Priority On Demand

SPONSORED BY:



8:30 am – 10:30 am – Steinbeck 3

GENERAL SESSION

Welcome Address & Featured Keynote Speaker

Rob Lawrence – CAA Executive Director

Chris McChesney – Keynote Speaker

Join us as we kick off the convention with an energizing keynote from Chris McChesney, global practice leader at FranklinCovey and co-author of the bestselling book, *The 4 Disciplines of Execution*®. With over two decades of experience helping organizations like Marriott, Coca-Cola, and Lockheed Martin achieve strategic breakthroughs, Chris brings a powerful message on how to focus, align, and execute on what matters most – especially in high-pressure environments like emergency services. His insights and practical tools will inspire leaders at every level to cut through the noise, stay focused, and achieve their “wildly important goals.” Don’t miss this motivating and actionable start to the event.

10:30 am – 10:45 am – Steinbeck 1

Break

10:45 am – 11:45 am – Steinbeck 2

RCM TRACK

Charting the Course: Federal Appeals Strategies for Medicare Advantage & ERISA



Ed Norwood, ERN Enterprises/The National Council of Reimbursement Advocacy

In this transformative session, healthcare strategist and national advocate Ed Norwood dives deep into the foundational appeal concepts that empower organizations to push back against complex denials and win. Participants will gain practical tools to combat medical necessity transport denials, navigate statutory timeframe disputes – including post-stabilization, and post-acute care denials – and apply conceptual frameworks that simplify even the most technical appeals. From tactical guidance on case-specific strategies to jurisdictional trend mapping, root cause analysis, and writing appeals using high-impact conceptual language, this session offers the strategic edge revenue cycle and clinical teams need. Whether you’re a CFO, reimbursement leader, managed care executive, or part of the patient access or health information operations team, this session equips you with the insight and clarity to move beyond compliance and into wins that last. Because in federal appeals, laws don’t win – concepts do.

Schedule

WEDNESDAY, AUGUST 20, 2025 (cont'd)

10:45 am – 11:45 am – Steinbeck 3

LEADERSHIP TRACK

Just One of the Guys: A Leadership Wake-Up Call in the Rising Tide

Carly Strong - SEMSA/RIGGS

Danielle Thomas - LifeLine Ambulance

Danielle Thomas and Carly Strong don't call themselves "female leaders" – they're just leaders. In a field where leadership and industry norms are dominated by men, these two trailblazers have carved their path by focusing on what truly matters: exceptional leadership. While other sessions may focus on the differences between male and female leaders or why females face challenges, this talk shifts the narrative to the mentality and skills one must cultivate to succeed regardless of gender. To thrive in EMS leadership, you need grit, adaptability, and a relentless focus on results. This session rejects the idea of being "pro-women in EMS" and instead champions being pro-good leader.

10:45 am – 11:45 am – Colton

OPERATIONS TRACK

Charting the Course: Navigating Public-Private EMS Solutions

Glenn Leland – Strategic Fit, LLC

Glenn Leland is a nationally known EMS strategist and former CEO/COO with decades of leadership across AMR, Priority Ambulance, Paramedics Plus, and more. From LA paramedic to global EMS consultant, he's helped design systems on five continents. Glenn now teaches EMS business to fire service leaders through the Ambulance Business Academy and brings deep insight into evolving models of EMS delivery and partnership."

11:45 am – 12:45 pm – Serra 2 (Lower Level)

Lunch

12:45 pm – 1:45 pm – Serra 2 (Lower Level)

GENERAL SESSION

The Global Pulse: State of the Nation Insights

Asbel Montes – Solutions Group Services

Jamie Pafford – Gresham - Pafford EMS

Matt Zavadsky – PWW Advisory Group

2025 has been a pivotal year for EMS – from the "Big Beautiful Bill" to ongoing underfunded mandates. In this dynamic 60-minute panel, national thought leaders examine the current and future state of EMS, tackling the impact of new legislation, fragile reimbursement models, and persistent workforce challenges. Moderated by Jimmy Pierson and Rob Lawrence, the discussion will confront key issues like hospital offload delays, burnout, and the path to sustainable funding. With expert insight and action-focused dialogue, this session gets to the heart of what must change – and who must lead the way.

Schedule

WEDNESDAY, AUGUST 20, 2025 (cont'd)

1:45 pm – 2:45 pm – Steinbeck 2

RCM TRACK

To Refund or Not to Refund: Battling The Rising Tide of Overpayments

Donna Hankins - American Ambulance

With audits rising and denials increasing, providers face a familiar dilemma: refund or fight? This session breaks down the decision-making process around overpayments, voluntary refunds, and appeals. Gain practical strategies to assess risk, manage documentation, and respond effectively – whether you're dealing with past issues or preparing for what's next.

1:45 pm – 2:45 pm – Steinbeck 3

LEADERSHIP TRACK

Riding the Leadership Wave: Meta Leadership for the Future of EMS

Brad Newbury MPA, NRP - National Medical Education & Training Center

As EMS faces workforce, regulatory, and technological challenges, leaders must guide beyond internal operations and across healthcare systems. Rooted in Harvard's Meta Leadership framework, this session gives leaders tools like POP-DOC, emotionally intelligent decision-making, and cross-organizational strategies to lead through uncertainty with clarity, influence, and agility.

2:45 pm – 3:00 pm – Steinbeck 1

Break

3:00 pm – 4:00 pm – Steinbeck 2

RCM TRACK

Riding the Revenue Wave to Full EMS Reimbursement

Melissa Harris – AmbuServe, Inc.

Liza Lane – Revenue Lane

Discover practical strategies to tighten your EMS collections and hold payors accountable. Melissa Harris and Liza Lane will share tools to flag stalled accounts, streamline denials, and apply KPIs to boost performance. Walk away with a proactive framework to protect revenue and respond effectively when payors delay.

3:00 pm – 4:00 pm – Steinbeck 3

LEADERSHIP TRACK

When the Tide Turns: Leading Through Tragedy to Build a Resilient Culture

Chief Rob Reardon – Duxbury Fire Department

As EMS faces rising demands, one thing remains constant – the responsibility to care for our own. This session shares the real experience of leading through unimaginable tragedy and how adversity can spark the wave that carries a stronger, more resilient EMS culture forward. Attendees will leave with actionable strategies to shape the next wave of EMS leadership, prioritizing mental health and the well-being of those who answer the call.

4:00 pm – 4:15 pm – Steinbeck 1

Break

Schedule

WEDNESDAY, AUGUST 20, 2025 (cont'd)

4:15 pm – 5:00 pm – Serra 2 (Lower Level)

RCM TRACK

Wine & Whine: Rebounding from Your Reimbursement Hangover

Donna Hankins – American Ambulance

Melissa Harris – AmbuServe, Inc.

Ed Norwood – ERN Enterprises/The National Council of Reimbursement Advocacy

Doug Wolfberg – PWW Advisory Group

Matt Zavadsky – PWW Advisory Group

Let's end Reimbursement Day One on a high note. Join our reimbursement specialists for wine and a discussion of the hot topics in California ambulance reimbursement. Don't miss this opportunity to talk about the billing issues with other billing office staff. We'll bring the wine; you bring the questions for our expert panelists.

SPONSORED BY:



**STRETCHERS
& LADDERS™**

5:00 pm – 5:45 pm – Serra 2 (Lower Level)

OPERATIONS TRACK

Beers & Tears: Hopping Back from What Ales You

Michael Coan – Medic Ambulance Inc.

Corey J. Cabral, Esq. – CDF Labor Law

Amber Healy, Esq. – Buchalter

Sean Sullivan – LIFEwest

What's better than free legal advice? Free legal advice – with beer! Join our top legal beagles for an open session addressing your EMS legal questions about employment law, compliance, reimbursement, operations, liability and more. This is sure to be a rollicking, fun and insightful!

SPONSORED BY:



5:45 pm – 6:45 pm – Steinbeck 1 & Foyer

Presidents Reception

Connect & celebrate at the President's Reception! This special event honors our association's leadership and brings together members, partners, and guests. Enjoy refreshments, meaningful conversations, and the opportunity to toast to our shared accomplishments and bright future.

SPONSORED BY:



**ROYAL
AMBULANCE**



SAN FRANCISCO

SINCE 1901

AMBULANCE COMPANY

**PSS / PROFESSIONAL SALES
AND SERVICE, L.C.**

TRAUMASOFT

6:30 pm – 7:15 pm – Steinbeck 2

Code3 Trailer and Writer Q&A

Schedule

THURSDAY, AUGUST 21, 2025

7:30 am – 3:00 pm – Steinbeck 1

CAA Marketplace Opens

The CAA Marketplace features a variety of booths where companies and vendors display their products and services. Representatives engage with visitors, share information, and showcase innovations. Attendees can network, explore industry trends, and learn about new industry developments. Don't forget to check in and scan the QR code of each exhibitor you visit, you could win!

8:00 am – 4:00 pm – Stevenson 1

Registration Opens

Check-in at registration and receive your name badge and convention information.

7:30 am – 8:30 am – Steinbeck 1

Continental Breakfast

Please enjoy a complementary continental breakfast.
Sponsored by Priority On Demand.

SPONSORED BY:



8:30 am – 9:30 am – Serra 2 (Lower Level)

GENERAL SESSION

Rising Together: From Collision to Collaboration in California EMS

Progress doesn't always start with agreement. In California EMS, conflict and tension between fire and ambulance, hospital and field, county and state have long shaped the landscape. This panel brings together leaders from across the system for a candid conversation that leans into discomfort, surfaces hard truths, and seeks trust through curiosity, listening, and respectful challenge. We rise not by avoiding friction, but by working through it – together.

FEATURED SPEAKERS:



9:30 am – 9:45 am – Stevenson 1
Break

9:45 am – 10:45 am – Steinbeck 2
RCM TRACK

Navigating the Swell: Reimbursement Challenges & Compliance Currents in EMS

Doug Wolfberg – PWW Advisory Group

Join CAA Reimbursement Consultant Doug Wolfberg as he leads a rapid-fire session to cover the latest hot topics on the minds of California's ambulance billing and compliance professionals. Doug will discuss the latest balance billing issues at both the state and federal levels, including AB716, and will help demystify some of the issues under California's new consumer protection law regarding medical debt. This session will also cover some of the pressing concerns arising under Medicare Advantage and other managed care issues.

Schedule

THURSDAY, AUGUST 21, 2025 (cont'd)

9:45 am – 10:45 am – Steinbeck 3

LEADERSHIP TRACK

My Supervisors Suck: When the Tide Turns on Leadership That Fails Us

Danielle Thomas – LifeLine EMS

Have you ever thought to yourself, "My supervisors suck" and blamed them for the problem? You're not alone. But what if that frustration is also an invitation? In this bold and honest session, we'll confront what happens when leadership fails – and what it really takes to change it. From identifying the right people and firing fast when needed, to implementing sustainable development tools and accountability frameworks, this session gives you real-world strategies to build the kind of leadership your organization actually needs. We'll explore the shared ownership between frontline staff, senior leaders, and supervisors themselves – and how to have the crucial conversations that drive culture forward. If you're ready to stop treading water and start leading the next wave, this is your session.

10:45 am – 11:00 am – Steinbeck 1

Break

11:00 am – 12:00 pm – Steinbeck 2

RCM TRACK

Building a Balanced EMS Organization

Ana Gnojek – Apex360, LLC

Donna Hankins – American Ambulance

This session explores the synergy between Operations, Finance/Admin, and Reimbursement, tying it to the critical role of Compliance. Learn how to break down silos, connect departments, and bring compliance into daily decisions. We will share practical strategies to improve communication, reduce risk, and strengthen performance, giving your organization clear ideas to support a stronger EMS organization.

11:00 am – 12:00 pm – Colton

OPERATIONS TRACK

Rising Tides in EMS: Strengthening Your Workplace Through Smart Employment Law Strategies



Amber Healy, Esq. – Buchalter

Explore the unique HR and legal challenges facing EMS organizations, from fatigue and wage issues to mental health and discipline. This session offers practical tools, policy guidance, and frontline leadership tips to ensure compliance while supporting your team. Walk away with checklists, conversation starters, and strategies to build a legally sound and resilient EMS workforce.

Schedule

THURSDAY, AUGUST 21, 2025 (cont'd)

11:00 am – 12:00 pm – *Steinbeck 3*

OPERATIONS TRACK

Shifting Currents, Stable Teams: What You Need to Know on CA Strike Team Deployments

Kevin Anderson – EMT-P, California EMSA

Jimmy Pierson – Medic Ambulance Inc.

Andrew Sulyma – Alameda County EMSA

How have disaster responses changed? We will discuss best practices for real-time no-notice emergencies, pre-planned operations, and deployments, including support for large venues like Super Bowl 60 and upcoming FIFA matches, plus the role of Ambulance Buses for mobile clinics and command units. We'll share real-world insights from actual Strike Team deployments.

12:00 pm – 1:30 pm – *Serra 2 (Lower Level)*

Luncheon & CAA Awards

1:30 pm – 2:30 pm – *Steinbeck 2*

RCM TRACK

Anchored in Insight: Staying Afloat in the AI Era

Asbel Montes – Solutions Group Services

Artificial intelligence has already started to reshape how healthcare leaders approach financial performance, decision-making, and patient care. But with a flood of tools and buzzwords, how do you separate hype from meaningful impact? In this session, Asbel Montes will explore how to stay anchored in data-driven insight while navigating the waves of rapid AI innovation. Drawing on real-world examples from the healthcare finance space, he will unpack how to evaluate emerging technologies, avoid common pitfalls, and position your organization to stay afloat – and ahead – in an AI-driven future.

1:30 pm – 2:30 pm – *Steinbeck 3*

LEADERSHIP TRACK

From Local Waves to Statewide Currents: Growing Your Political Impact

Dorian Almaraz – Prime Strategies, CAA Lobbyist

Steve Grau – Royal Ambulance, CAA President-Elect

Jimmy Pierson – Medic Ambulance Inc., CAA Past President

Real influence starts at home – and grows with purpose. In this timely and energizing session, Steve Grau, Jimmy Pierson, and Dorian Almaraz take the stage to explore how California EMS professionals can amplify their political voice from city hall to the state Capitol. As EMS faces unprecedented challenges in funding, regulation, and workforce sustainability, now is the time to transform local connections into statewide momentum.

Learn how the California Ambulance Association is expanding its political and lobbying footprint, and why consistent engagement with elected officials is no longer optional – it's essential. This session will outline how to build lasting relationships with policymakers, craft compelling advocacy messages, and become part of the legislative solution. Whether you're a field provider, manager, or executive, you'll walk away with practical tools to connect, advocate, and help secure a stronger future for EMS in California. It's time to stop waiting for change – and start shaping it.

Schedule

THURSDAY, AUGUST 21, 2025 (cont'd)

2:30 pm – 3:00 pm – Steinbeck 1
Break

3:00 pm – 5:00 pm – Steinbeck 1
Exhibitor Breakdown

3:00 pm – 4:00 pm – Serra 2 (Lower Level)

GENERAL SESSION

Tidal Shift: Six Experts – One Weird A.I. Showdown

Brenden Cameron – BC-ABC

Christian Carrasquillo – Fast Medical AI

Nidish Dhru – Huly AI

Jonathan Feit – Beyond Lucid Technologies

Dave O'Rielly – Truamasoft

Mike Taigman – FirstWatch

Grab your floaties and hold onto your lanyards – this isn't your average panel. In Monterey, six AI experts take the stage to debate one of the biggest questions in healthcare and EMS today: Will AI revolutionize our systems ... or replace us entirely? From billing and dispatch to real-time PCR writing and CQI that runs while you sleep, AI is already reshaping how we operate. Is it making us better – or just pushing us faster toward the edge?

No demos, no pitches, no pricing slides – just unfiltered insight from six data-driven minds, ready to challenge each other (and maybe you). Moderated by fearless EMS pros, this session promises to shake up your thinking – and if it knocks your socks off, good thing you brought flip flops.

4:00 pm – 5:00 pm – Serra 2 (Lower Level)

GENERAL SESSION

Closing Remarks & CAAPAC Raffle

Rob Lawrence – CAA Executive Director

As we wrap up the convention, thank you for being part of this incredible gathering. Your presence and participation help strengthen the voice of our association and the vital work we do.

Before we officially conclude, don't forget we'll be drawing for the CAAPAC raffle! Your contributions support our continued advocacy efforts, and every ticket makes a difference. Stick around to see if you're a lucky winner and thank you again for supporting CAAPAC and the mission of the California Ambulance Association.

CAAPAC RAFFLE
PURCHASE YOUR TICKETS HERE!

\$200 EACH



Vendor Directory

BOUND TREE MEDICAL, LLC.

5000 Bradenton Avenue
Dublin, OH 43017

Phone: 925-719-0139

Website: www.BoundTree.com

Bound Tree Medical is the Nation's Largest Wholesale Distributor of EMS Medical Supplies, Equipment and Medications to serve all you BLS, ALS and IFT needs.

BRAUN NORTHWEST

150 North Star Drive
Chehalis, WA 98532

Phone: 360-557-3250

Website: www.braunnw.com

Maker of emergency vehicles.

CINDY ELBERT INSURANCE SERVICE

15182 N. 75th Avenue, Suite 100
Peoria, AZ 85381

Phone: 602-942-3900

Website: www.ambulanceinsurance.com

Since 1982, Cindy Elbert Insurance Services has been providing insurance services to an industry of established ambulance companies and new start-up companies nationwide. Our experienced team of professionals are focused on providing ambulance companies the most comprehensive insurance products and risk management services available. At Cindy Elbert Insurance Services we are an independent insurance agency that works for you, not the insurance company.

EMERGENCY VEHICLE GROUP

2883 E. Coronado Street
Anaheim, CA 92806

Phone: 714-238-0110

Website: www.evginc.net

Emergency Vehicle Group (EVG) is a leading supplier of ambulances and emergency vehicles. We proudly represent Wheeled Coach and Road Rescue ambulances, as well as offer ambulance remounts and specialty vehicles, including command and supervisor vehicles.

ESO

203 Manor Road
Austin, TX 78772

Phone: 801-935-1822

Website: www.eso.com

ESO offers an integrated suite of software products for EMS agencies, fire departments, and hospitals that are transforming the way first responders collect, share, report, and analyze critical information to improve community health and safety.

FERNO

70 Weil Way
Wilmington, OH 45177

Phone: 937-283-2933

Website: www.fermo.com

FERNO is the global leader in pre-hospital emergency care solutions, serving emergency services, fire rescue, mortuary, industrial safety, police, and the United States military. FERNO serves more than 100 countries and has partnered with EMS customers, caregivers, safety and regulatory agencies, and customers globally to create a new vision for the delivery of emergency care. FERNO is committed to modernizing EMS systems through the creation of integrated products that maximize the delivery of care while heightening safety for caregivers and patients.

GRANT MERCANTILE AGENCY

49099 Road 426
Oakhurst, CA 93644

Phone: 800-821-7530

Website: www.grantmercantile.com

Third-party debt collection agency specializing in EMS.

Vendor Directory

HAMILTON MEDICAL

201 Edison Way, Unit A
Reno, NV 89502

Phone: 775-470-0229

Website: www.hamilton-medical.com

Hamilton Medical is a world-leading manufacturer of intelligent ventilation solutions, accessories, and consumables for all patient groups, applications, and environments. We are committed to helping medical teams deliver the best respiratory care to anyone, anywhere. Our user-friendly ventilator portfolio covers the complete continuum of care, from ground to sky, transport to ICU, and neonates to adults, streamlining workflow and making the jobs of medical teams easier and more effective.

HEFFERNAN INSURANCE BROKERS

1350 Carlback Avenue, Suite 200
Walnut Creek, CA 94598

Phone: 925-942-4695

Website: www.heffins.com

Heffernan Insurance Brokers has nationwide presence offering comprehensive business insurance, personal insurance, employee benefits and financial services products to a wide range of businesses and individuals.

HULY CORP.

3377 W. Rocky Peak Way
South Jordan, UT 84095

Phone: 510-552-7064

Website: www.huly.ai

Purpose-driven innovation for EMS, automating QA/QI processes.

INCHECK.AI

6605 E. Washington Boulevard
Commerce, CA 90040

Phone: 406-642-0921

Website: www.thinkincheck.ai

InCheck.AI is an AI-driven EMS assistant that delivers instant, protocol-aligned answers to clinical and operational questions. Built by EMS experts, it supports dispatch, field crews, and leadership with real-time guidance, custom SOPs, and QA tools. InCheck reduces errors, boosts compliance, and enhances decision-making, making it a vital tool for high-risk, fast-paced EMS systems.

INTERSURGICAL INC.

2055 Executive Drive
Indianapolis, IN 46241

Phone: 800-828-9633

Website: www.intersurgicalinc.com

Intersurgical is a global designer, manufacturer, and supplier of a wide range of high-quality medical devices for respiratory support. We provide flexible patient solutions for airway management, anesthesia, critical care and oxygen & aerosol therapy, for use within emergency care, hospitals and also in the home

LAERDAL

915 Euclid Avenue
Long Beach, CA 90804

Phone: 845-685-3296

Website: www.laerdal.com

Vendor Directory

LICENSE ALLIANCE

1145 Second Street, Suite A-282
Brentwood, CA 94513

Phone: 925-261-8545

Website: www.licensealliance.com

License Alliance LLC offers professionals a vital, proactive solution for safeguarding their licenses. In a complex regulatory world, we provide peace of mind through subscription-based legal support. Subscribers gain access to trusted, licensed defense attorneys, saving significant time and money compared to traditional legal fees. License Alliance assists with inquiries, investigations, disciplinary actions, appeals, and general legal advice. License Alliance is here to defend your license, protect your career, and get expert legal help without the high cost.

LIFE-ASSIST

11277 Sunrise Park Drive
Rancho Cordova, CA 95742

Phone: 916-94-97509

Website: www.life-assist.com

Life-Assist has been supporting First Responders with EMS supplies and equipment since 1977. We pride ourselves on providing a unique customer experience in this age of automated phone systems and outsourced call centers. At Life-Assist, anyone who calls will always speak with a friendly, knowledgeable Customer Care Specialist.

MARSHALL EMS BILLING

8535 Double R Boulevard
Reno, NV 89511

Phone: 775-335-9932

Website: www.marshallemsbilling.com

Fully onshore, experienced and certified EMS billing, coding, AR management, consulting, and more.

MASTER MEDICAL EQUIPMENT

2345 Dr. F E Wright Drive
Jackson, TN 38305

Phone: 866-468-9558

Website: www.mmemed.com

Master Medical Equipment is a proud distributor of Professional Defibrillators, Monitors, EKG/ECGs, Ventilators, ESUs, Pumps, and Sensors. Having been in the business for over 15 years, MME stands by its promise of excellence at an affordable price. We call it the MME PROMISE. If there is a product that does not pass our MME 5-point Inspection process, it does not receive the MME Seal of Approval because we want only the best for our customers.

MP CLOUD TECHNOLOGIES

172 E. Main Street
Spartanburg, SC 29306

Phone: 803-281-0495

Website: www.mpcloud.com

Our mission is to provide the EMS industry with AI-enabled, cloud-based solutions that streamline processes, maximize reimbursements, and enhance operational efficiency. By combining cutting-edge technology, expert knowledge, and collaborative partnerships, we empower organizations to focus on delivering exceptional patient care.

RAMOS OIL COMPANY

1515 S. River Road
West Sacramento, CA 95691

Phone: 916-371-2570

Website: www.ramosoil.com

Fuel and lube distributors.

Vendor Directory

REDSKY EMERGENCY VEHICLES

1240 E. Locust Street
Ontario, CA 91761

Phone: 866-500-5948

Website: www.redskyemergencyvehicles.com
RedSky Emergency Vehicles proudly provides new sales and service for Demers, Braun, Crestline and FR Conversions ambulances throughout California. Aftermarket support is available in multiple locations, including mobile service.

REPUBLIC EVS

16182 Gothard Street
Huntington Beach, CA 92647

Phone: 562-204-6047

Website: www.RepublicEVS.com
Republic EVS offers superior emergency vehicles at a great value to our customers. With high-end products, quality workmanship, innovation, and integrity, Republic EVS provides exceptional emergency vehicles without compromising what's important. We encourage a culture that promotes innovation and integrity, open and honest dialog, and a deep sense of loyalty and accountability. We know first-hand what is important to EMS professionals. In an industry where safety is critical, we deliver the safest vehicles, with an industry-leading warranty, to provide customer peace of mind.

STRETCHERS AND LADDERS

7460 Fairplay Road
Somerset, CA 95684

Website: www.stretchersandladders.com
At Stretchers and Ladders, we're crafting incredible wines with a purpose. Inspired by the bravery of first responders, every bottle supports those who dedicate their lives to protecting our communities. Discover our exclusive Traditions Petite Sirah, Heroes Red Blend, and Legacy Chardonnay. Raise a glass with us, and together, we honor the heroes who always answer the call.

STRYKER

1941 Stryker Way
Portage, CA 49002

Phone: 269-389-2300

Website: www.stryker.com/us/en/emergency-care.html
Worldwide leader in the development of Emergency Care products for both Treatment and Patient Handling.

VLI TECH INC.

9595 Six Pines Drive
The Woodlands, TX 77380

Phone: 281-763-7280

Website: www.vlitech.com
At VLI Tech, we focus on making your operations smoother, transitions easier, and financial outcomes stronger. Our flexible solutions – from cloud hosting to mobile healthcare apps integrate seamlessly with your existing systems, eliminating the need for platform changes.

ZOLL MEDICAL

269 Mills Road
Chelmsford, MA

Phone: 978-421-9655

Website: www.zoll.com
ZOLL Medical Corporation develops medical devices and software solutions that help advance emergency care and save lives, while increasing clinical and operational efficiencies. With products for defibrillation and cardiac monitoring, circulation enhancement and CPR feedback, supersaturated oxygen therapy, data management, ventilation, therapeutic temperature management, and sleep apnea diagnosis and treatment, ZOLL provides a comprehensive set of technologies that help clinicians, EMS professionals, as well as lay rescuers, improve patient outcomes in critical cardiopulmonary conditions.

Serving San Francisco since 1906

King American Ambulance



Scan for Job Application

Who we are:

King American Ambulance Company responds to calls for emergency medical services in San Francisco. Both privately and throughout the City and County's 911 system.

Why Choose Us:

- > Full Benefits Package (Medical, Dental, Vision)
- > New Employment Retention Bonus
- > Generous Retirement Package
- > Up to \$5,000.00 Towards Paramedic Education with free internship. Nominal Commitment Required
- > Continuing Education Reimbursement
- > Legal Shield
- > Uniforms and Boot Allowance
- > Free Parking

(415) 931-1400

PROUD TO COLLABORATE WITH THE CALIFORNIA AMBULANCE ASSOCIATION

LIFELINE-EMS

AMBULANCE SERVICE

WWW.LIFELINE-EMS.COM



Proud to support
CAA Conference 2025

LIFEwest
Ambulance Service

Crafted with pride, trusted for
generations, built to go the distance.
Celebrating 50 years making YOU a
Leader.

**PSS is the Exclusive Dealer of Leader
Ambulances.**

Congratulations on 50 years!

Proudly Selling and Servicing the Highest Quality Emergency Vehicles Since 1974
Alaska, Arizona, California, Idaho, Montana, Nevada, Oregon, Utah, Washington, and Wyoming

801.977.3967 pro-sales.com

TRAUMA^{SOFT} COMPREHENSIVE. COHESIVE. INTUITIVE.

All-in-one EMS
management software built
to streamline every aspect
of your operation.



TRUSTED BY 250+ AGENCIES NATIONWIDE

(866) 245-2692 | traumasoft.com

The Transport Scheduling Solution to Win More Contracts.

vectorcare.com



Because You're Different

**A TEAM YOU CAN TRUST
WITH PRECIOUS CARGO**

Alex Dantzig
Alexd@heffins.com | 925-942-4695



**CINDY ELBERT
INSURANCE
SERVICES**

www.AmbulanceInsurance.com

Notes

[illegible]

EXCELLENCE + TEAM + CUSTOMER CARE + SAFETY + DIVERSITY

NORCAL Ambulance believes that the patients and families of the communities we serve deserve to be cared for with integrity, dignity, and compassion by a team committed to excellence in customer care.



Celebrating 20 Years of Caring for California

Celebrating Saving Lives for 80 Years



80  **SAN LUIS**
Years of saving lives **AMBULANCE**



**Exceptional
wine with
an honorable
cause.**



Stretchers & Ladders Wines: A Mission in Every Bottle

Crafted by Pierson Family Vineyards—owners of Medic Ambulance—Stretchers & Ladders is more than exceptional wine. It's a heartfelt tribute to the EMS and firefighter heroes who serve our communities every day. Born from a legacy of first responder service, this award-winning collection gives back with every pour.

Visit us at the Wine & Whine panel! Stretchers & Ladders is a Proud Sponsor of the California Ambulance Association Annual Convention.

Learn more at StretchersandLadders.com.

We proudly donate 15% of every bottle to first responder mental health programs, including Code Green Campaign and Firefighter Behavioral Health Alliance.

SAVE THE DATE



WEDNESDAY, MARCH 4, 2026

SHERATON GRAND

SACRAMENTO, CA

SAVE THE DATE



2026 CAA CONVENTION

September 23-24, 2026

The Westin Anaheim Resort