



OFFICIAL NOTICE

2021-22 BOARD OF DIRECTORS

PRESIDENT

James Pierson
Medic Ambulance Service, Inc.

VICE PRESIDENT

Jaison Chand
City Ambulance of Eureka

SECRETARY/TREASURER

Melissa Harris
AmbuServe, Inc.

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Todd Valeri
American Ambulance

DIRECTOR

Eb Muncy
Desert Ambulance Service

DIRECTOR

Steve Grau
Royal Ambulance, Inc.

DIRECTOR

Carly Alley
Riggs Ambulance Service

SGT-AT-ARMS

Joseette Engman
King American Ambulance Company

2021-22 COMMITTEE CHAIRS

CAAPAC

Brian Meader, Interim Chair
Medic Ambulance Service, Inc.

EDUCATION

James Pierson, Chair
Medic Ambulance Service, Inc.

HUMAN RESOURCES

Eve Grau, Co-Chair
Royal Ambulance, Inc.

Jim Karras, Co-Chair
AmbuServe, Inc.

INTERFACILITY TRANSPORTS

Max Laufer, Co-Chair
MaxCare Ambulance

Michael Jones, Co-Chair
AlphaOne Ambulance

LEGISLATIVE & AGENCY RELATIONS

Myron Smith, Co-Chair
Hall Ambulance Service

Carol Meyer, Co-Chair
McCormick Ambulance

MEDIA & PUBLIC RELATIONS

Sonya Severo, Chair
Riggs Ambulance Service

MEMBERSHIP DEVELOPMENT & SERVICES

Steve Grau, Chair
Royal Ambulance, Inc.

PAYER ISSUES

Donna Hankins, Co-Chair
American Ambulance

Melissa Harris, Co-Chair
AmbuServe, Inc.

DATE: AUGUST 25, 2022
TO: CAA ACTIVE MEMBERS
FROM: JUSTIN KELTON, CHAIR NOMINATING COMMITTEE
RE: 2022 ELECTIONS

Enclosed is the official ballot for the 2022 – 2023 California Ambulance Association elections. Active members are eligible to vote for candidates seeking election as Officers of the Association and Directors of the Board. Candidate statements have linked from the home page of the CAA website (www.the-caa.org).

In accordance with the by-laws, elections are conducted by **mail only NO LATER THAN 30 DAYS PRIOR TO THE GENERAL MEMBERSHIP MEETING** with any ties being broken by the Active membership in attendance at the Annual Membership Meeting that will be held on **SEPTEMBER 13, 2022** at the Westin Anaheim in Anaheim, CA. This gives every Active member the opportunity to exercise their right to vote whether or not they are present at the Annual Membership Meeting.

Please check ✓ your choice on the enclosed ballot and return by mail to the CAA office **NO LATER THAN SEPTEMBER 9, 2022**. Your ballot must be returned in the enclosed return envelope, a company envelope or an envelope with your company name clearly written on the outside of the envelope. Please mark the enveloped “ballot enclosed” on the outside of the envelope.

Please remember the following: Only the designated CAA contact from your company may vote. The ballot must be fully completed in order to be valid. Ballots in which the name of the company is not clearly indicated on the envelope will not count.

Enclosed are your ballot and candidate statements. We encourage you to review the enclosed statements prior to making your decision.

Thank you for your time and participation in the CAA!

Ballots must be returned to the CAA Office no later than SEPTEMBER 9, 2022.

Return to:

California Ambulance Association
2520 Venture Oaks Way, Suite 150 - Sacramento, CA 95833

**Use the enclosed envelope or a company envelope with
“BALLOT ENCLOSED” on the outside.**

CALIFORNIA AMBULANCE ASSOCIATION

2022-2023 ELECTIONS

SLATE OF CANDIDATES

Following are nominees for election to serve the CAA during its 2022-2023 operating year. Candidates were formally ratified by the Board of Directors on August 26, 2022. Results will be announced during the Annual Meeting of the Membership which will be held on September 13, 2022 at The Westin Anaheim in Anaheim, California.

Nominees for the Board of Directors (three positions, two-year terms):

Carly Alley	RIGGS Ambulance	Merced, CA
Melissa Harris*	Ambuserve, Inc.	Gardena, CA
Sean Sullivan	LIFEwest Ambulance	Petaluma, CA

Nominees for Officer Positions (one-year term for each position):

PRESIDENT:

James Pierson	Medic Ambulance Service, Inc.	Sacramento/Solano, CA
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VICE PRESIDENT:

Jaison Chand	City Ambulance of Eureka	Eureka, CA
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SECRETARY/TREASURER:

Melissa Harris*	AmbuServe, Inc.	Gardena, CA
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**** Must be elected to the Board of Directors to be qualified to hold the position of officer of the Board of Directors.***



James Pierson*
Medic Ambulance Service, Inc.
Solano, CA

Candidate for President
(One-Year Term)

The California Ambulance Association has significant meaning to me professionally and personally. My mother, Helen Pierson, was a Board of Director for many years and is a Past Board Chair. I have grown up in this industry, literally, and I can honestly say I love what I do. I have had the privilege to grow up in a family business and be guided by amazing family members. As a child, I always wanted to be in the EMS field and thankfully I have been able to live out a lifelong dream. Our industry is facing a dynamic and new era with many new opportunities and challenges. As ambulance operators we face many of the same challenges on a daily basis. We must constantly balance operational efficiency with the delivery of superior medical services at a competitive price. We are confronted with public vs private issues and are subject to ever increasing operational costs, all while reimbursements are decreasing. But these challenges make us all continuously learn, improve, and innovate best practice solutions for our service issues. It has been a dream of mine to lead this amazing organization and I believe we have many opportunities to continue our positive developments.

I truly believe in the power of strategic planning. Collaboratively developing a vision and progressive milestones for achieving each strategic goal has always served me well. I am confident this leadership approach will also serve the best interest of the CAA and help our Association be the best it can be. My personal aspiration is to realize an Association that communicates a spirit of service through sharing and fellowship; providing real value for each member. I also understand we must show our value to not only our members but to the public, elected officials, employees, and customers; helping them to understand how important we are to the healthcare system as a whole.

It has been an honor to serve this last seven years as a Director, Convention Chair and this last year as President. This last year we made great strides in our legislative agenda and have continue to solidify CAA as the voice of our profession in California. This next year, we will continue a strategic approach to a Medi-Cal increase, and other legislative bills that will move our profession forward. Collaboration with all our like associations and expanding our membership is key to our success. It has been one of the greatest honors of my EMS career to serve as CAA President and would be honored to serve this last year. We have many challenges, opportunities and successes ahead for us.

I would be humbled and honored to be re-elected as a California Ambulance Association President. Thank you for your support.



Jaison Chand*
City Ambulance of Eureka, Inc.
Eureka, CA

**Candidate for Vice President
(One-Year Term)**

I have been active in the California Ambulance Association for over 20 years, serving in multiple roles; currently, as your Vice-President, and including eight years as your representative to the State Commission on EMS. I'm currently serving as a Regional Director for Global Medical Response, overseeing City Ambulance of Eureka, Inc., which I've managed for over 25 years, and three REACH and CalStar Airbases. I came through the ranks with City Ambulance, starting as a part-time EMT in 1994, and subsequently became a Paramedic, Flight Paramedic, Commercial Pilot, and Registered Nurse.

Earlier this year, we faced critical threats, both in the courts and through legislation; threats that would have destabilized EMS systems and private ambulance providers throughout the State. Through our collective work, along with other important stakeholders, we were able to stave off those efforts, but we fully expect them to continue.

It also remains a critical priority to increase both emergency and non-emergency Medi-Cal funding, and that needs to remain at the forefront of our agenda. We need to collaborate with other stakeholders and our labor force to build a clear organized message; taking the lessons learned from this year, revamping our methods, and turning them to successes.

I look forward to continuing in the role of Vice-President, if selected.

I'd be honored to serve the CAA and the industry in the challenge ahead.



Melissa Harris
Ambuserv, Inc.
Gardena, CA

Candidate for Secretary/Treasurer
(One-Year Term)

Candidate for the Board of Directors
(Two-Year Term)

Melissa Harris is a hands-on businesswoman who leads her mobile healthcare and ambulance transport services company, AmbuServe, Inc. Founded in 2000, under Melissa's direction, AmbuServe has evolved from a three-ambulance operation to the thriving company it is today.

With its fleet ambulance vehicles and more than 250 employees, AmbuServe serves numerous healthcare facilities and insurance networks with exceptional on-time urgent and non-emergency ALS, BLS, and neonatal team ambulance transport services throughout the counties of Los Angeles and Orange.

In 2015, AmbuServe acquired Shoreline Ambulance in Orange County, which allowed the company to expand its service area into this adjoining county. In 2017, AmbuServe purchased Irwindale-based Medic-1 Ambulance/RSI Ambulance, which primarily serves the eastern San Gabriel Valley area of Los Angeles County.

She Demonstrates leadership by example, Melissa participates in multiple industry trade associations including the California Ambulance Association (CAA), Los Angeles County Ambulance Association (LACAA) and Ambulance Association of Orange County (AAOC).

Melissa has become very active in the CAA and is currently the Secretary/Treasurer on the Board of Directors and co-chair of the CAA's Inter-facility Transport Committee. Melissa is also a significant contributor to the CAA's reimbursement compliance efforts through her participation of the statewide trade association's Payor Committee.

She continues to acquire specific industry knowledge and skills, which she generously draws upon when other industry leaders seek her assistance on a routine basis. Melissa has honed her technical expertise in payroll software, Crystal Reports, SQL, Microsoft products, and the leading industry-specific software suite of products offered by Zoll Data Systems that power the company's accounts receivable and computer-aided dispatch ("CAD") system.

Using her hands-on approach, Melissa regularly works directly with the company's vendors and manages the company's marketing and finance areas. She also works closely with each of the company's executive management team members to motivate and inspire a culture dedicated to excellence in service delivery.

A graduate of Pepperdine University in Malibu, Melissa received her Bachelor's Degree in Science from the renowned program in 1999. Melissa is also a proud member of the Women-Owned Business Association.



Carly Alley
RIGGS Ambulance
Merced, CA

Candidate for the Board of Directors
(Two-Year Term)

EMS is an ever-changing landscape. As the new Chief Operating Officer at Sierra Medical Services Alliance, I am in the position to make decisions to adapt to this ever-changing industry and collaborate with other leaders in EMS to ensure sustainability and success in the communities we serve. I have been extremely fortunate to serve patients in two different types rural EMS models. I have learned a lot over the longevity of my career which began as a firefighter EMT with the U.S. Forest Service in Tuolumne County.

Over 15 years ago, I was graced with an opportunity to serve in Merced County with RIGGS Ambulance Service. During my time at RIGGS, I have held multiple roles including EMT, Paramedic, Field Supervisor, Operations Supervisor, Operations Manager, Executive Director, and my current role as Chief Operating Officer. It is important to be part of an organization like the California Ambulance Association (CAA); it allows for the collaboration of industry leaders working together with similar goals and a mission of providing the highest quality of service to the residents of California.

With the goal of funding EMS at the forefront of almost every emergency service, I am excited about being in a position to tackle this challenge and move towards financial support for our front line, essential crews. I know from experience in Merced County, we have had to get creative in surviving in a 911 system that has one of the highest percentages of Medi-Cal patients in the state of California.

My first term as part of the Board of Directors for the CAA was an exceptional experience fighting to bring to light the threat to our very infrastructure that is meant to protect and take care of everyone who experiences a medical emergency. I am seeking a second term, to continue on this great work, to strengthen the CAA's strategic plan, to enhance industry processes, and to fund our First Responders appropriately for sustainability for EMS in the future.

I am excited about our mission of bridging the gap among our EMS professionals and the principal law making powers of California.



Sean Sullivan
LIFWest Ambulance
Petaluma, CA

Candidate for the Board of Directors
(Two-Year Term)

Dear CAA Members,

Over the past twenty years, I have developed a passion for human connection, excellent customer service, and quality patient care. As the Chief Executive Officer of LIFWest Ambulance, I focus daily on providing exceptional service for all customers, and timely and consistent fulfillment of healthcare engagements, all while creating an environment that ensures the support and success of our team. I believe success comes through hard work and treating people well.

I am an effective communicator – I thrive when I am connecting with people and connecting people together. These skill sets are why I am submitting my nomination to the Board of Directors of the California Ambulance Association (CAA). I am passionate about the ambulance profession, and I want to continue to become more engaged in supporting the CAA, and the entire profession as a whole in all areas including legislative activities, improving reimbursements, and ensuring sustainability.

From the perspective of my representation and participation as a Board member, I am always willing and happy to challenge paradigms to bring different ideas and perspectives into the CAA, in hopes of constantly growing and improving the ambulance service as a whole. I am approachable and will work to represent you, your organization, and our profession well at the CAA Board of Directors level. I will use my experiences, approach, and hard work to ensure we are moving the CAA and our profession in a direction that benefits all.

Thank you for the opportunity to place my nomination for the Board of Directors of the CAA.