



**CPSE Workshop Announcement**  
**Exceeding Customer Expectations**  
**Hosted by:**  
**Superstition Fire/Medical District**

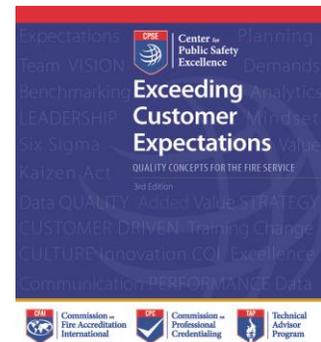


Don't miss an opportunity to participate in the newly released Exceeding Customer Expectations workshop.

The Exceeding Customer Expectations (ECE) workshop is an 8-hour class designed for fire service professionals looking to gain a better knowledge of the processes, tools and techniques required by progressive fire service agencies today. It will assist those seeking to improve upon the quality of the services they provide to their customers.

Topics include:

- Our Future by Choice, Not by Chance
- Creating a Culture of Excellence
- Using Quality to Lead in a Changing Environment
- Making Sound Decisions & Project Management
- Data Collection and Analytics
- Benchmarking for Top Performance
- Measuring Customer Expectations & Satisfaction



Each student receives a workshop participant manual and a copy of the newly published *Exceeding Customer Expectations*, 3<sup>rd</sup> edition.

*“The most successful fire agencies are the ones that are good at two key things: (1) providing good service using the latest research and technology available and (2) is the ability to market their value to the customer. The Exceeding Customer Expectations Workshop is one of the best ways to steer your agency toward both goals.”* Micheal Despain, Fire Chief – City of Clovis (CA)

**To register, please visit:**

[https://netforum.avectra.com/eWeb/DynamicPage.aspx?Site=CPSE&WebCode=EventDetail&vt\\_key=bef03001-1b96-4e03-aa4f-4821aeabdfdf](https://netforum.avectra.com/eWeb/DynamicPage.aspx?Site=CPSE&WebCode=EventDetail&vt_key=bef03001-1b96-4e03-aa4f-4821aeabdfdf)

**Workshop Location**

**Superstition Fire & Medical District Regional Training Center**  
**3700 E. 16<sup>th</sup> Avenue**  
**Apache Junction, AZ 85119**

**Cost - \$200**

**Questions – Contact [info@publicsafetyexcellence.org](mailto:info@publicsafetyexcellence.org) or 703-691-4620**