



Charles E. Gordon, Jr.  
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## City of Birmingham

FIRE & RESCUE SERVICE DEPARTMENT

William A. Bell, Sr., Mayor

July 10, 2015

Mr. Mitchell Baldwin  
President  
Smart Talk  
P.O. Box 11404  
Birmingham, AL 35202

Dear Mr. Baldwin:

I am writing to express my sincere appreciation to you for the time, attention and effort you expended on behalf of the Birmingham Fire and Rescue Service Department. BFRS is a diverse and dynamic organization, and we are charged with serving and protecting an ever-changing community. The two day training seminar, *Embracing Change*, which you conducted with a cross section of staff representing each division and bureau of the Department received overwhelmingly positive reviews.

It is critical that all members of BFRS work together as a cohesive unit in order to accomplish the mission of providing *Excellence through Service* to the citizens and visitors to the City of Birmingham. The session conducted during your training sessions were insightful, thought provoking and productive. On several occasions, I have heard staff refer to concepts presented during your training sessions. I firmly believe that not only are the concepts being put into practice by the individual participants, but some of those concepts have been relayed and put into practice by staff who did not attend your sessions resulting in a departmental-wide impact.

Again, I thank you for your efforts.

Sincerely,

Charles E. Gordon  
Fire Chief

*"Excellence Through Service"*