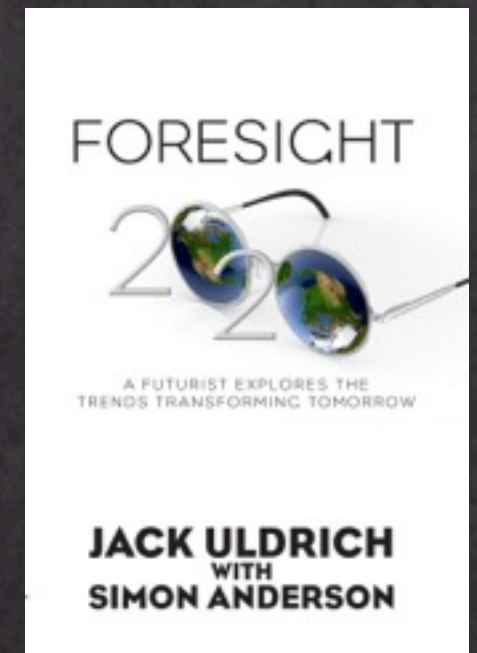


# Why the Future of the Fire & Emergency Industry Demands Unnlearning



Jack Uldrich  
FEMSA/FAMA Annual Meeting  
Tampa, FL  
September 27, 2013



SCHOOL **UN**LEARNING





**Let's rewind and  
watch it again**





50 ESSENTIAL STRATEGIES TO  
HELP YOUR COMPANY  
STAY AHEAD OF  
**EMERGING  
TECHNOLOGIES**

# ***JUMP***<sub>THE</sub> **CURVE**

**JACK ULDRICH**

*author of The Next Big Thing Is Really Small, and Investing in Nanotechnology*



**SCHOOL of UNLEARNING**



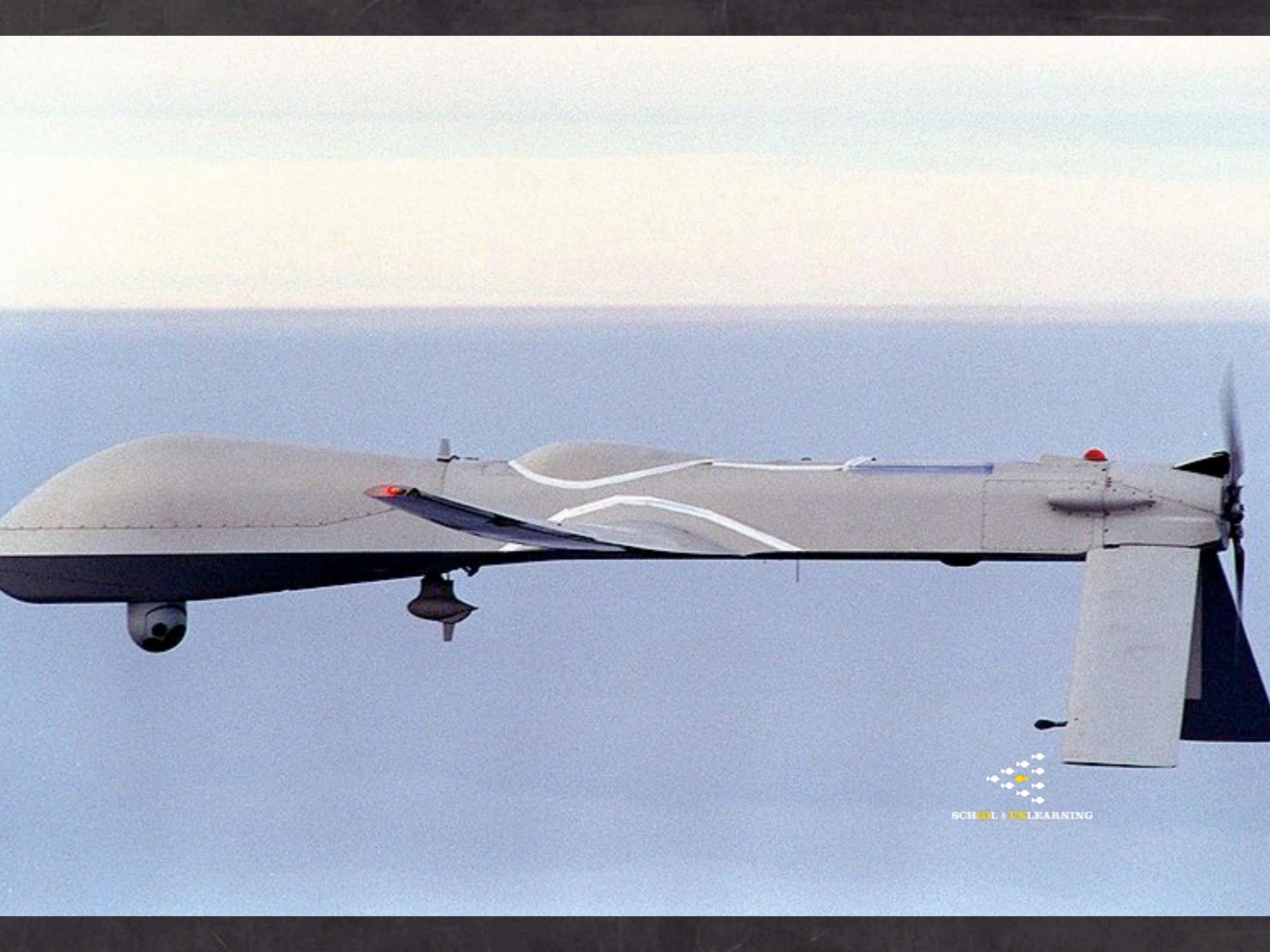


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# Yosemite Fire Rim







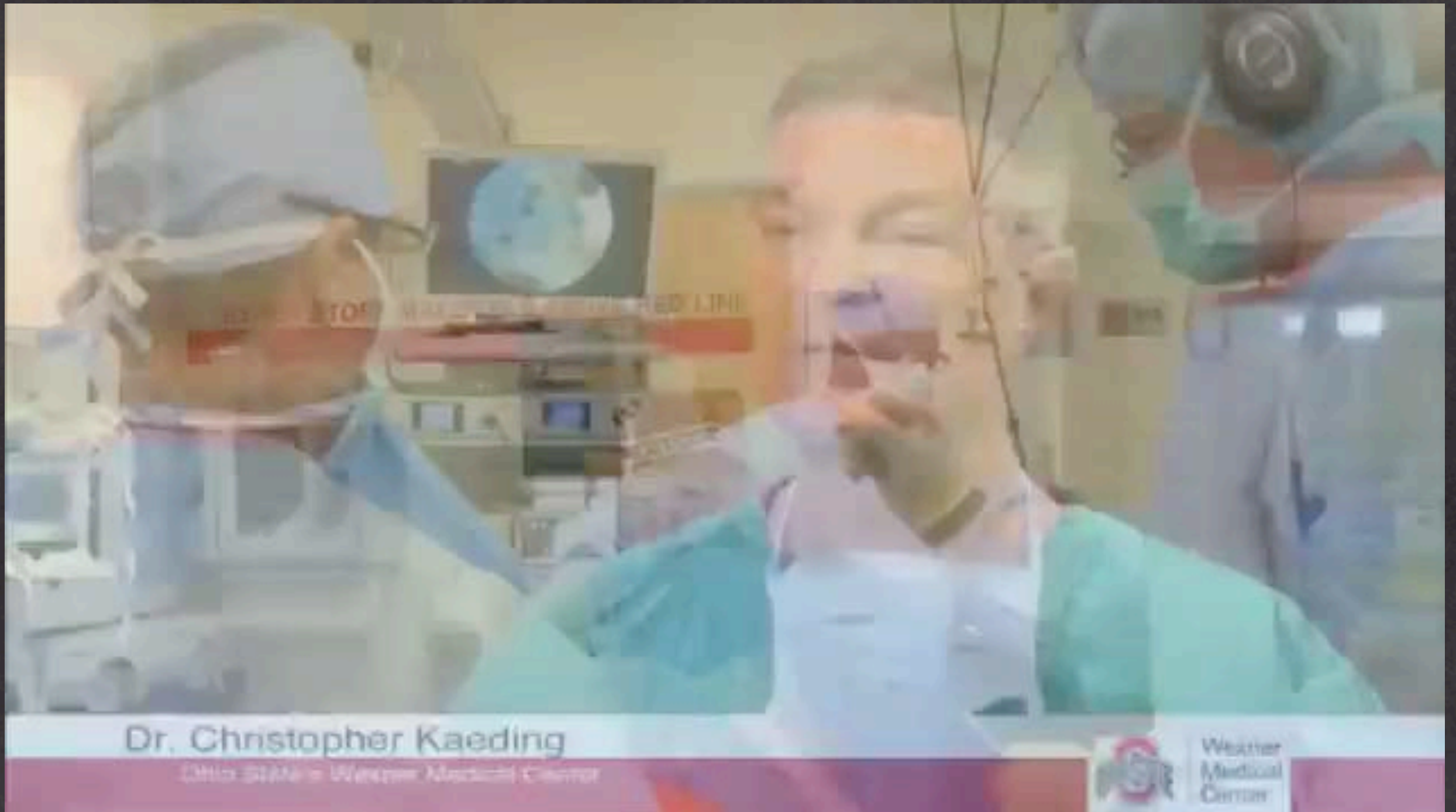












Dr. Christopher Kaeding

Chief of Staff - Weather Medical Center



Weather  
Medical  
Center



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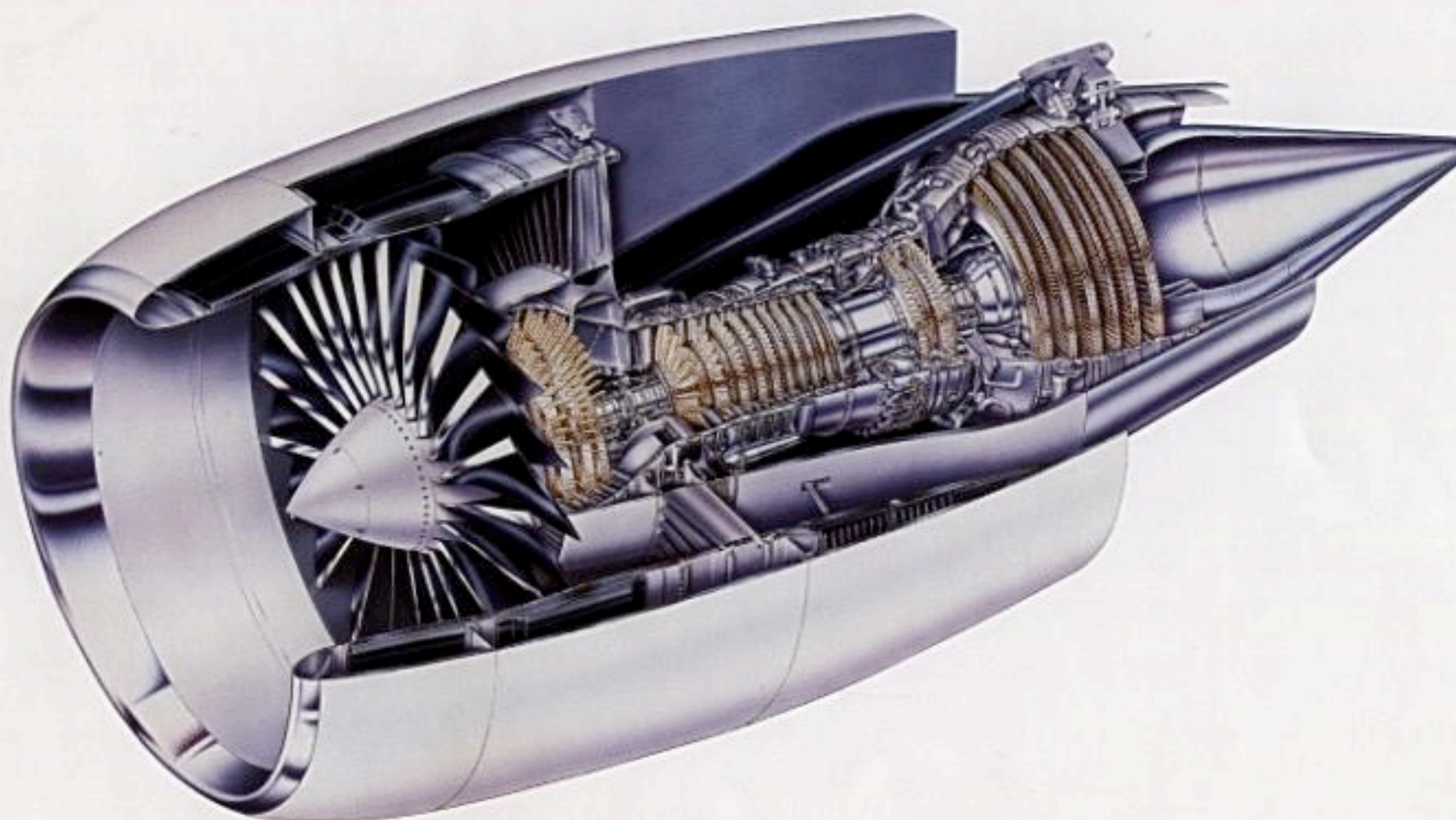








## *GE90 Propulsion System*







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- A. One
- B. One thousand
- C. 1 million
- D. 1 billion
- E. 1 trillion





AT&T 6:14 PM 24%

Home **Foam** Info

Spill Area  
300 sqf

Spill Depth  
<1"

Type  
Hydrocarbon

Concentration  
3%

FLOW RATES		AMOUNT NEEDED
30 gpm	Foam Solution	450 gal
0.9 gpm	Concentrate	13.5 gal
Water		436 gal













# Nanotech





















# Robotics: 1000's to Millions















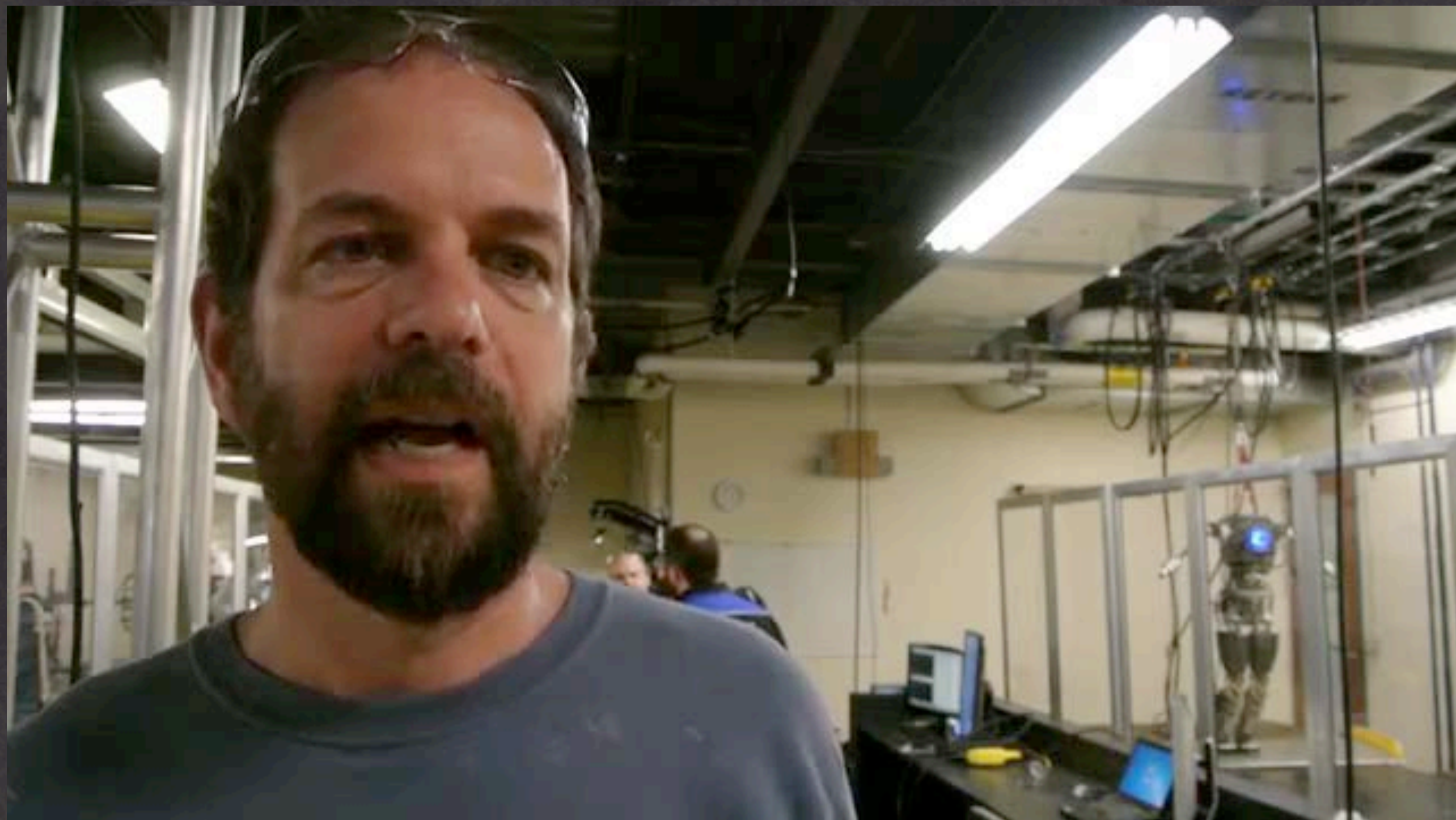














# Sensors: Millions to Billions





# *The* **INTERNET** *of* **THINGS**





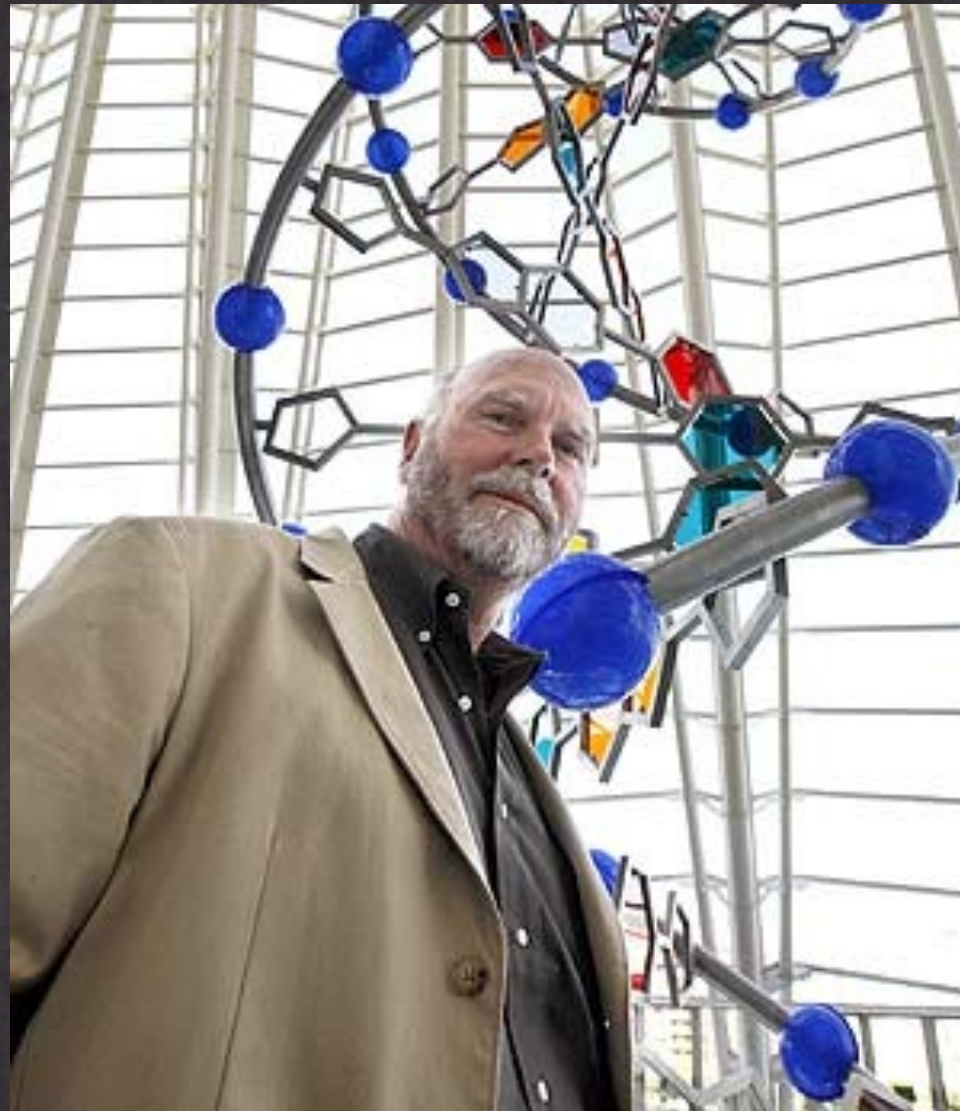








# Genomics: Billions to Trillions

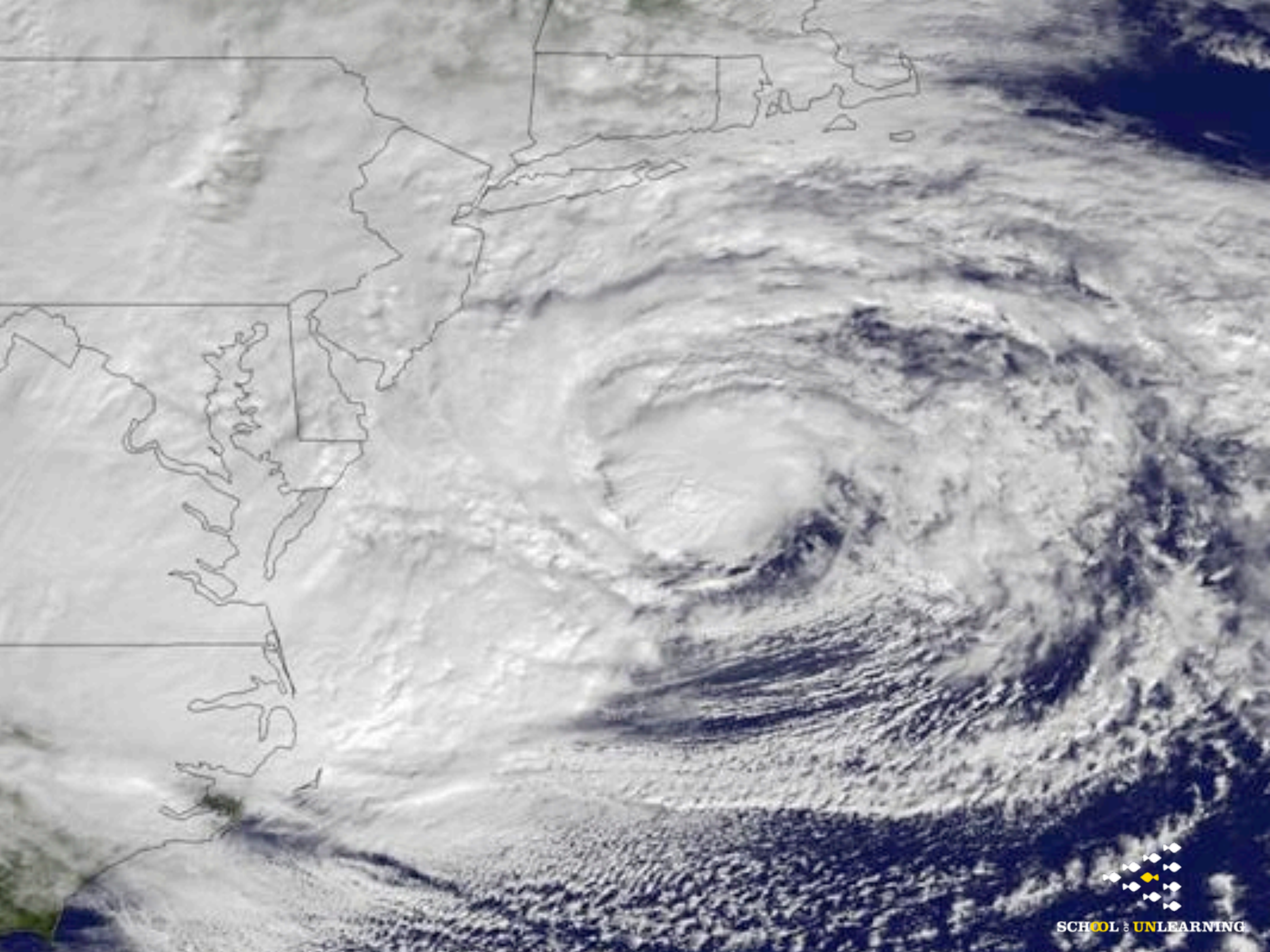




# Trillions to Quadrillions









# Wildfire Modeling



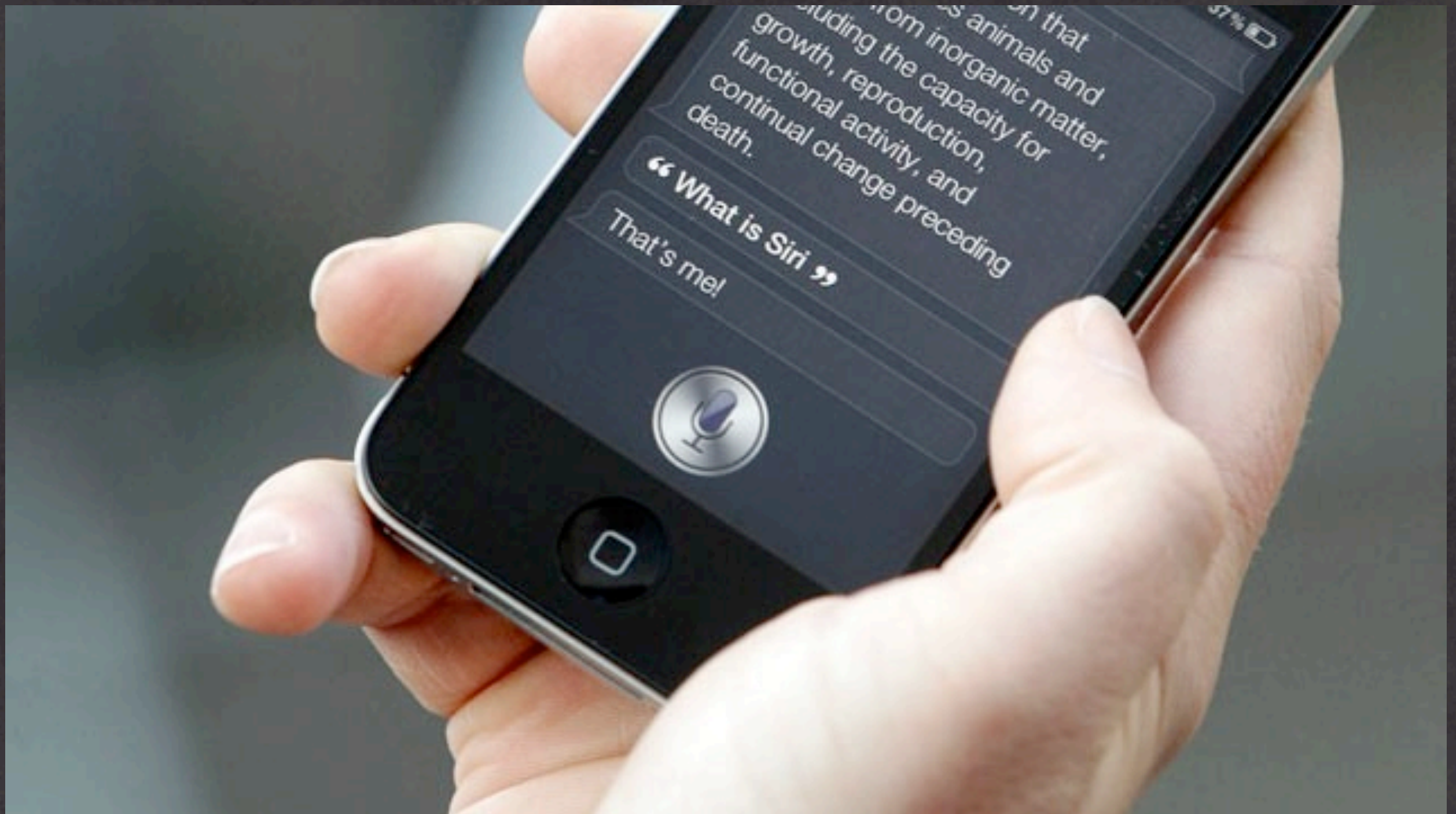








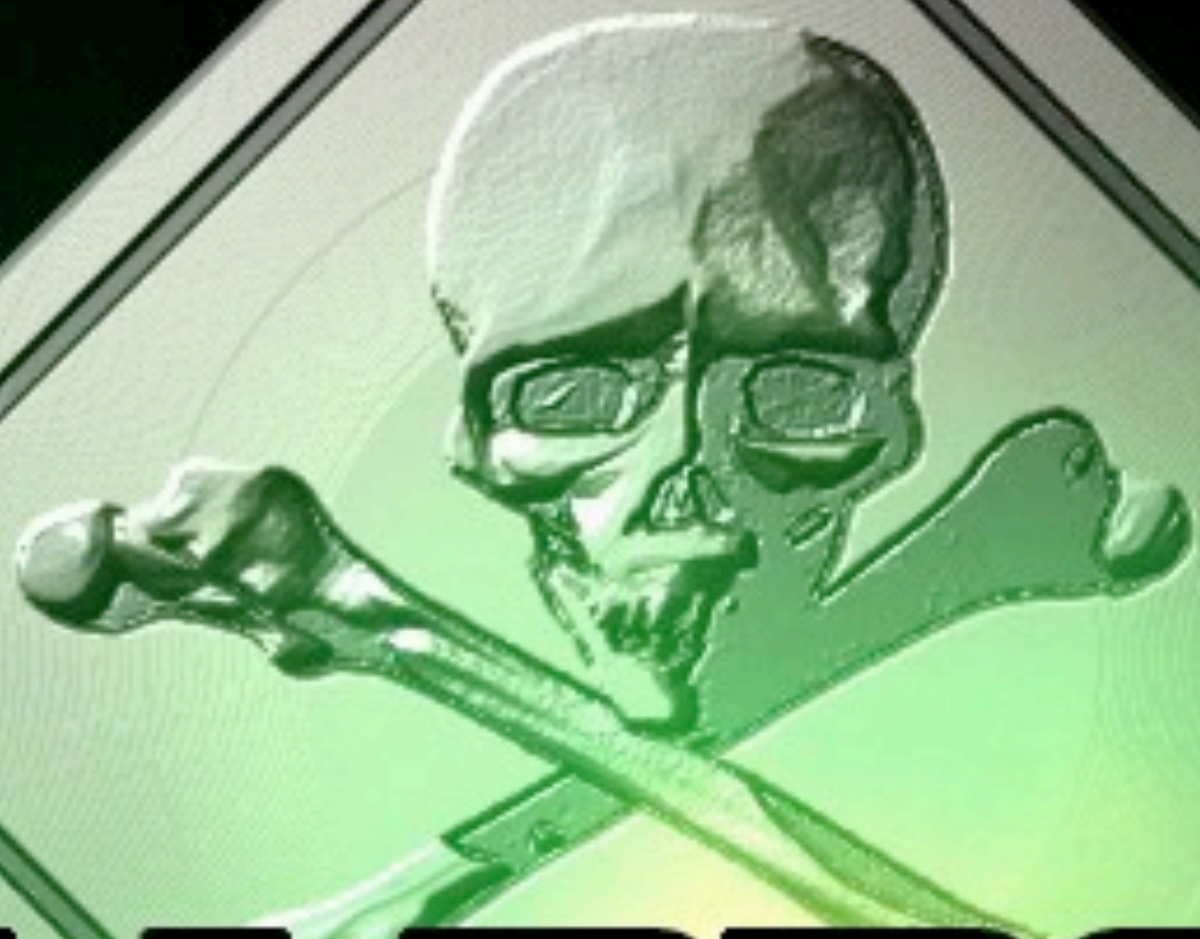












# ***CARBON MONOXIDE***





















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Question (Yield):



















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"to educate,"

from

of





# DAIMLER







← Rotherbaum/INI 1,2  
Winterthode 5,8

ALSTERHAUS

Alle

sich

VM

HH-GO

HH-GO



**21ST CENTURY**  
**HYPER-CONSUMPTION**

**21ST CENTURY**  
**COLLABORATIVE CONSUMPTION**





# Question:

FINISHED FILES ARE THE RESULT OF YEARS OF SCIENTIFIC STUDY COMBINED WITH THE EXPERIENCE OF YEARS.





# Did You Count Three?

**F**INISHED **F**ILES ARE THE RE-  
SULT **O**F YEARS **O**F SCIENTI**F**-  
IC STUDY COMBINED WITH  
THE EXPERIENCE **O**F YEARS.



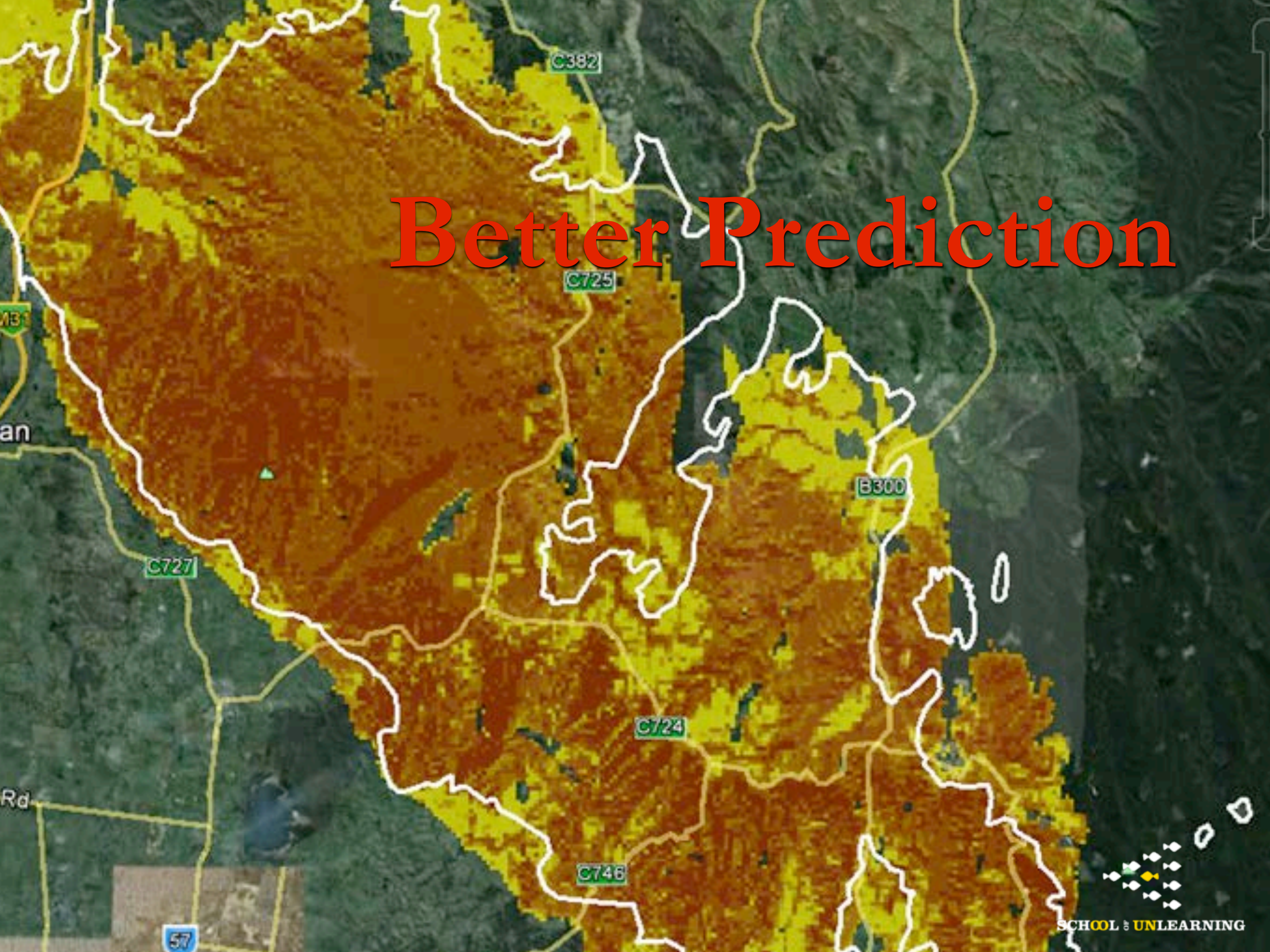


# Business Analytics





# Better Prediction





# Question:



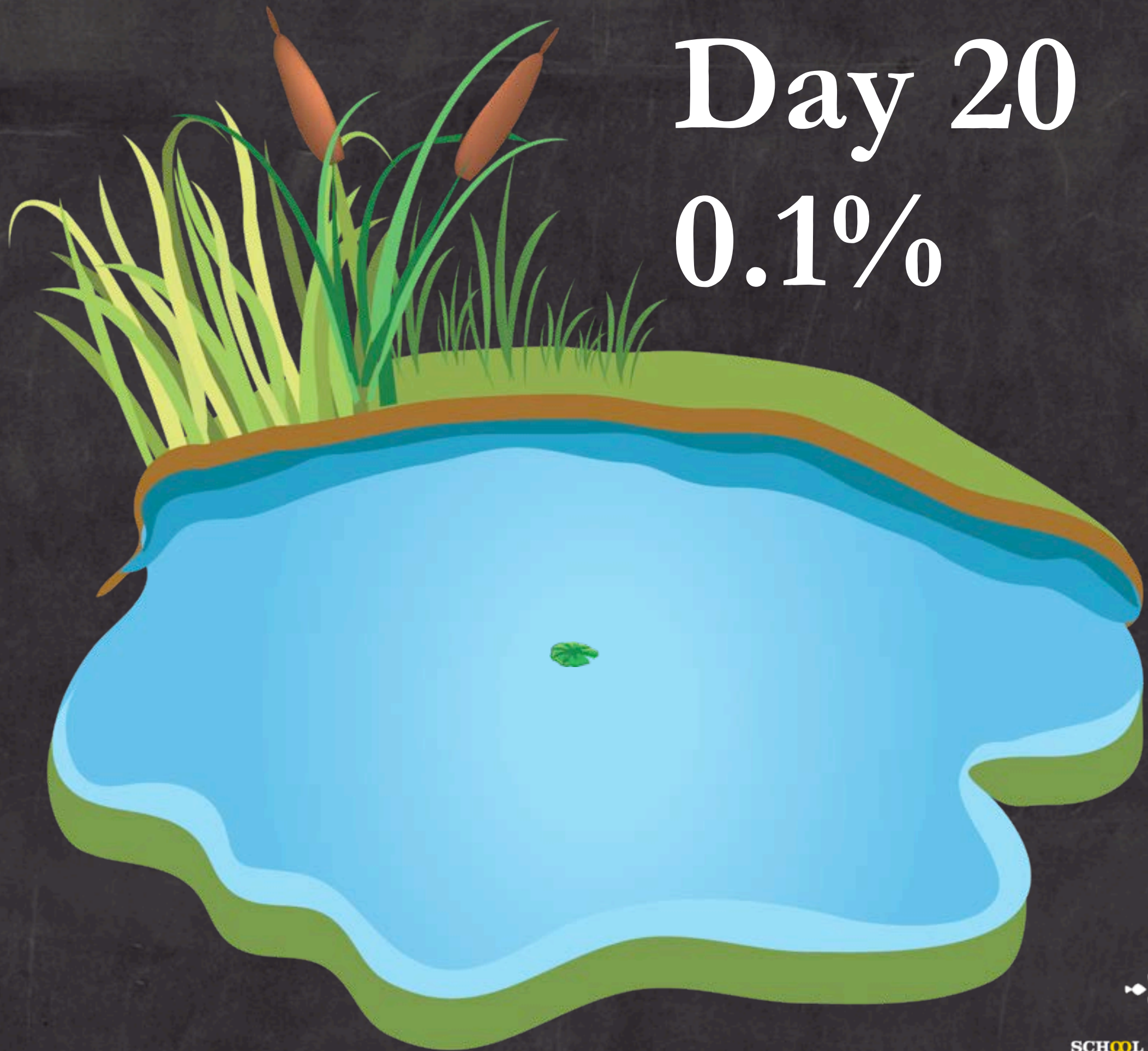






# Day 20

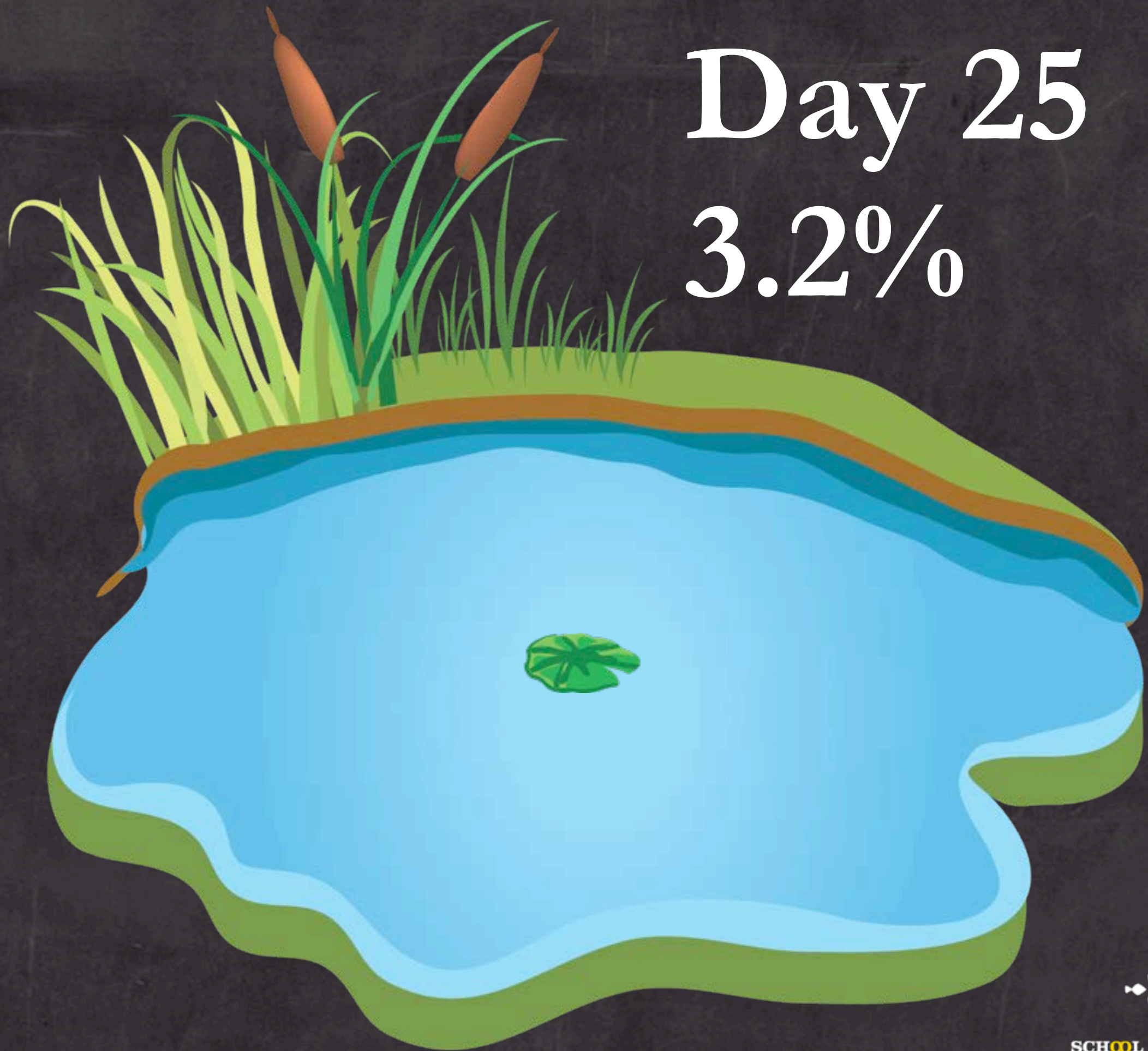
## 0.1%





# Day 25

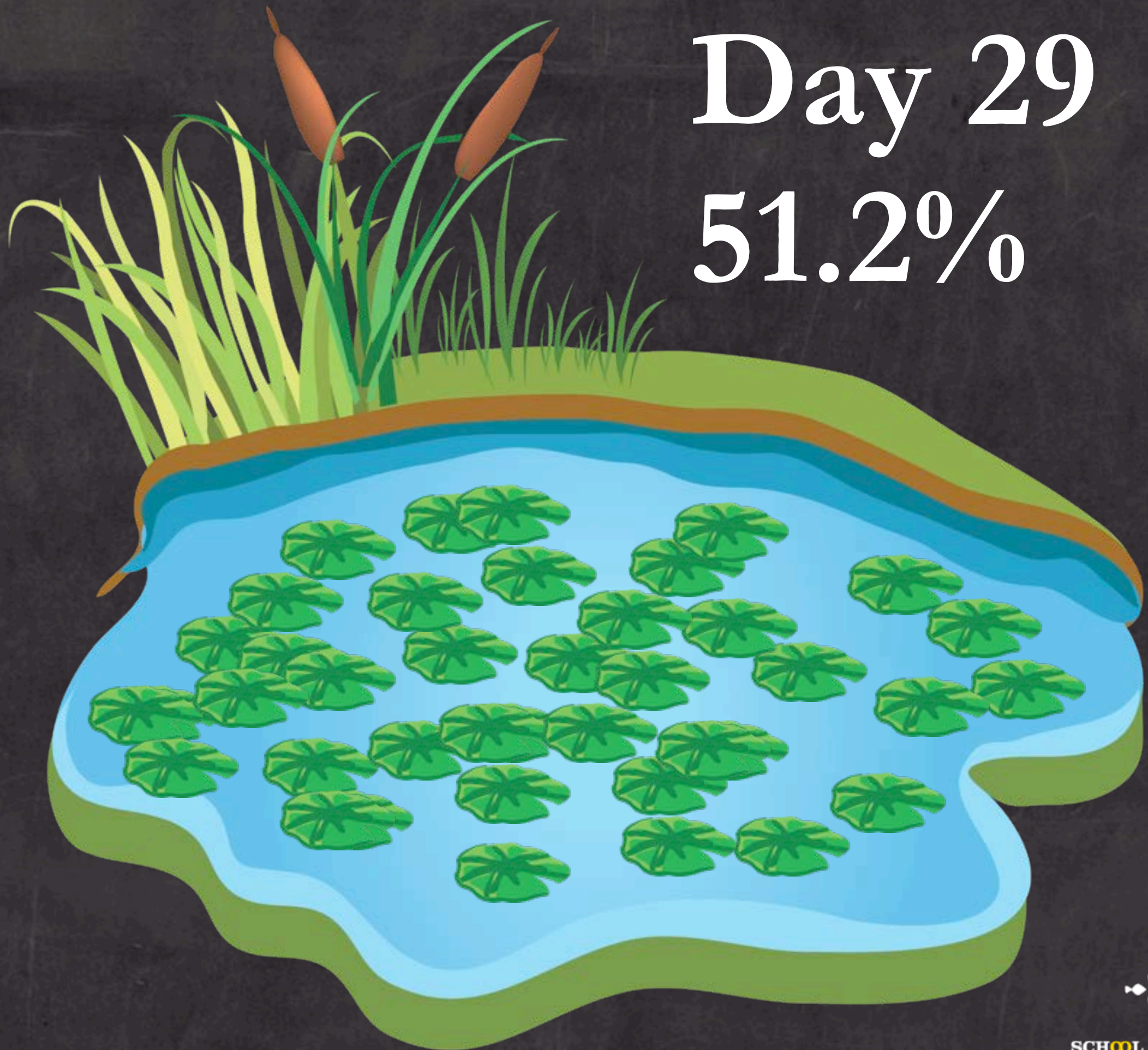
## 3.2%





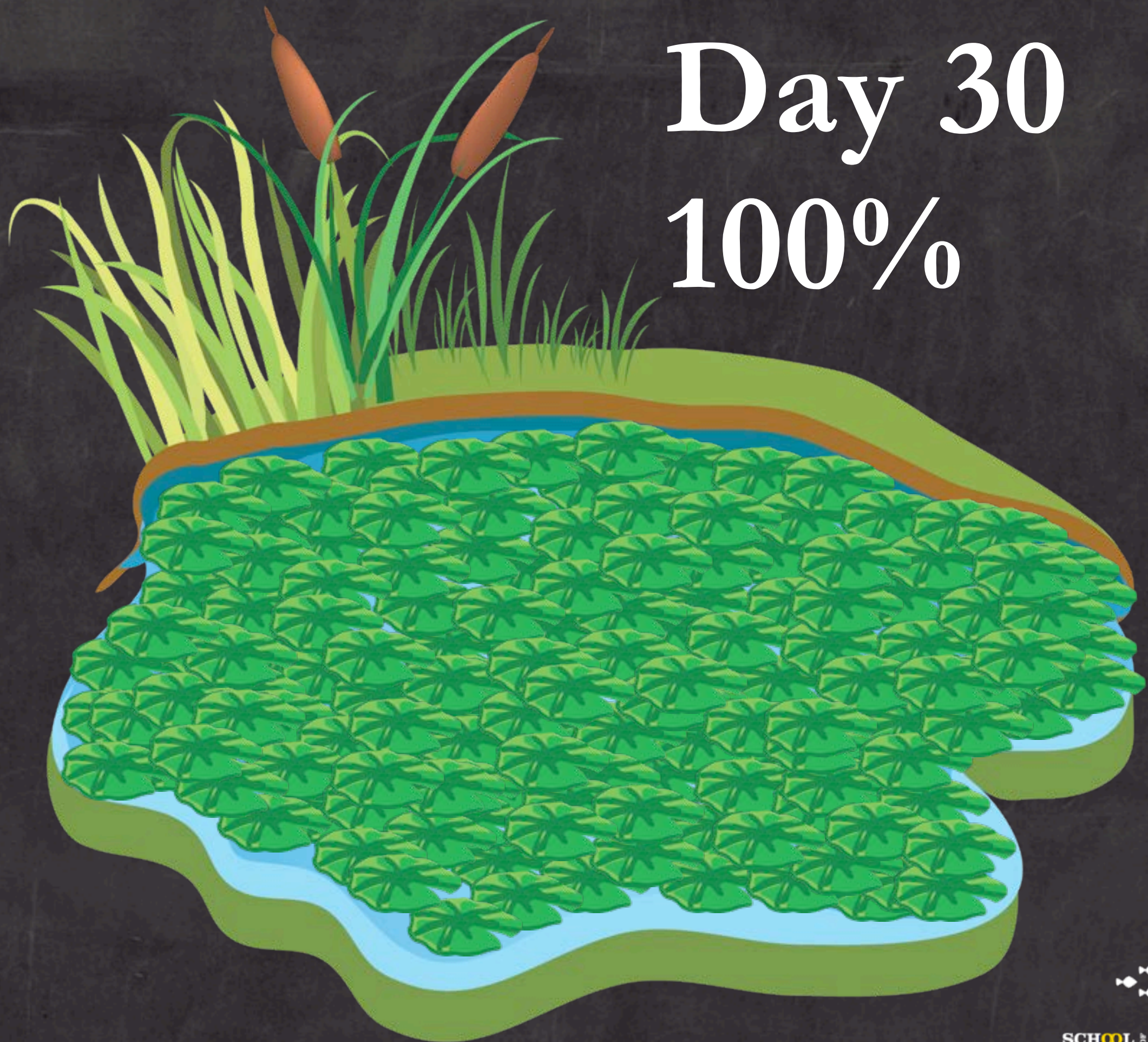
# Day 29

## 51.2%





Day 30  
100%













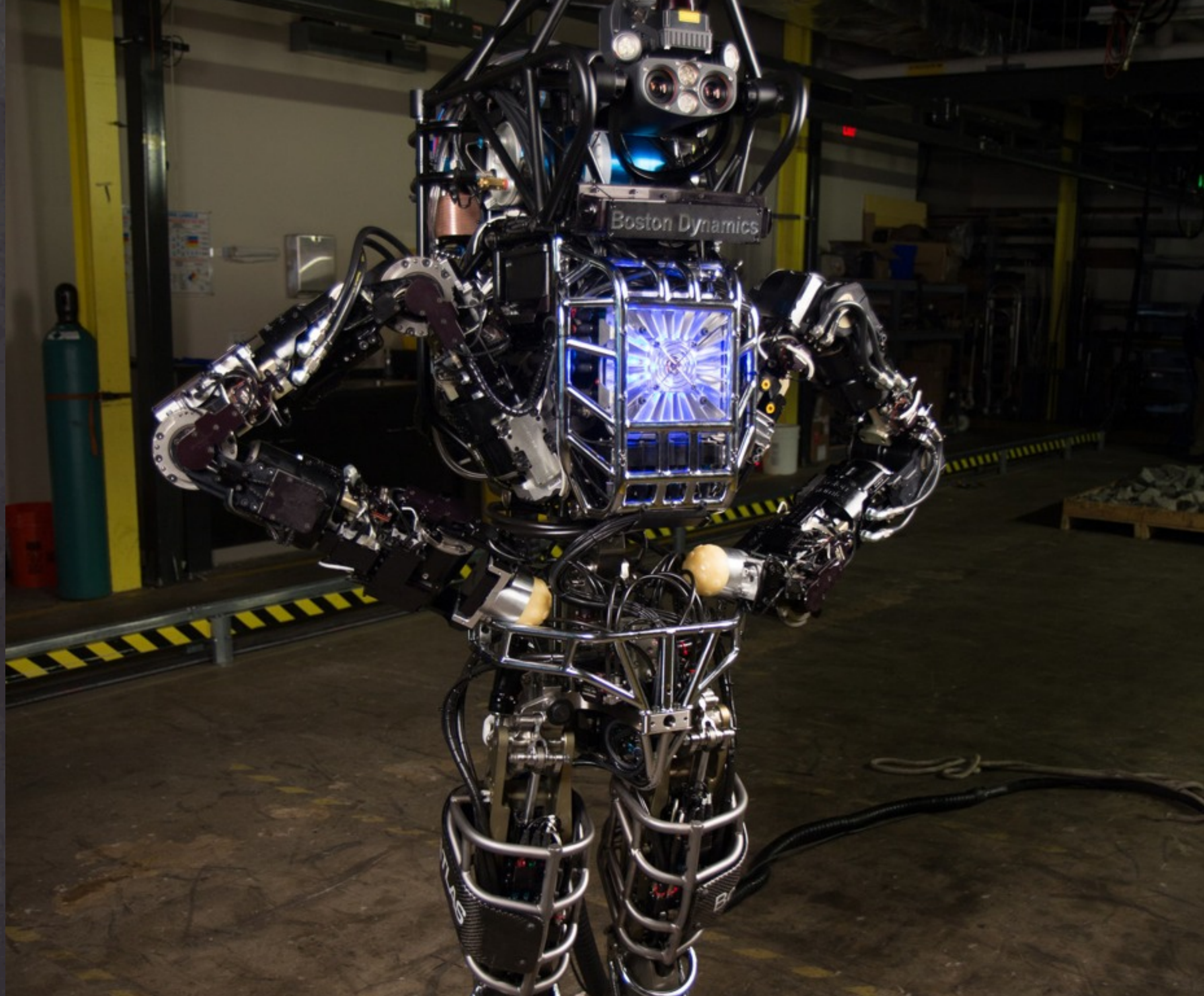


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IRAQ: THE NEW NORMAL CHINA'S MODEL PROVINCE

# Newsweek

## Books Aren't Dead.

(They're Just Going Digital.)

FIVE CENTURIES AFTER  
GUTENBERG, AMAZON'S  
JEFF BEZOS IS BETTING THAT  
THE FUTURE OF READING  
IS JUST A CLICK AWAY.  
By Steven Levy

amazonkindle



PHOTOGRAPH BY ANDREW HARRIS

NOV. 24, 2007

Amazon CEO Jeff Bezos



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# The Future is Here



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FedEx

FedEx







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## MANN GULCH FIRE

*National Register of Historic Places*

On August 5th, 1949, a lightning caused wildfire entrapped a smokejumper crew in this steep canyon. Before it was controlled it took the lives of 13 men and burned nearly 5,000 acres.

The lessons learned from this tragic event continue to influence wildland fire fighting.



*Holmes National Forest*



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The best way to predict the future is to create it



*Peter Drucker*



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# IN MEMORY OF:

## GRANITE MOUNTAIN HOTSHOTS CREW

Ashcraft, Andrew - Age: 29  
Caldwell, Robert - Age: 23  
Carter, Travis - Age: 31  
Deford, Dustin - Age: 24  
MacKenzie, Christopher - Age: 30  
Marsh, Eric - Age: 43  
McKee, Grant - Age: 21  
Misner, Sean - Age: 26  
Norris, Scott - Age: 28  
Parker, Wade - Age: 22  
Percin, John - Age: 24  
Rose, Anthony - Age: 23  
Steed, Jesse - Age: 36  
Thurston, Joe - Age: 32  
Turbyfill, Travis - Age: 27

Warneke, William - Age: 25  
Whitted, Clayton - Age: 28  
Woyjeck, Kevin - Age: 21  
Zuppiger, Garret - Age: 27





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612.267.1212

