

# SHURSALES

A N D M A R K E T I N G

## RELENTLESS PASSION FOR FIREFIGHTER SAFETY



NFL-STYLE ENERGY  
MEETS  
FIREFIGHTER SAFETY

LEARN THE LATEST ON NFPA  
UPDATES, PPE, THERMAL  
IMAGING, AND MORE

DAILY GIVEAWAYS INCLUDING  
BIG SCREEN TVS, THERMAL  
IMAGERS, AND BONUS SURPRISES

HEAR FROM DENVER  
BRONCOS LEGEND  
KARL MECKLENBURG





# STEP INTO THE HUDDLE. LEVEL UP YOUR SKILLS. PROTECT YOUR CREW.

Shur Sales and Marketing is proud to continue our tradition of impactful safety events with the launch of the Firefighter Gridiron Safety Summit Series in 2025. Building on years of successful Safety Summits, this exciting new series brings a fresh, high-energy format inspired by football season—while staying focused on our core mission: Firefighter Safety and Education.

## EVENT SCHEDULE

- 7:30-8:00 AM | REGISTRATION**  
Welcome and Registration  
Attendees can explore the Manufacturer Expo
- 8:00-9:00 AM | KEYNOTE SPEAKER**  
Karl Mecklenburg: 3-time Super Bowl Champion Leadership and Teamwork
- 9:00-9:45 AM | LION**  
Karen Lehtonen/Eddie Seaton/LION Team: NFPA 1970 Updates and PPE Innovations
- 10:15-11:00 AM | 3M SCOTT**  
Brad Watson: NFPA 1970, 1981/1982 Chapters Air-Pak™ XD SCBA / Communications
- 11:00-11:30 AM | FIREFIGHTER HEALTH & SAFETY**  
Chief Don Lombardi - West Metro FPD
- 11:30 AM-12:00 PM | ELKHART BRASS**  
Jerry Herbst: Brass Tacks Hard Facts
- 12:00-1:00 PM | LUNCH**  
Extended lunch to allow attendees to network and explore Manufacturer Expo

- 1:00-1:30 PM | SCI/PBI**  
Billy Black and Catalina Ciobanu: Fibers and Fabric Technology
- 1:30-2:00 PM | GORE**  
Ryan Hemans: NFPA 1970 and the impact of Moisture Barriers
- 2:00-2:30 PM | CIRCUL-AIR**  
Scott Estrada: NFPA 1850 update, In-station extractor technology
- 3:00-3:30 PM | LION SAFETY SOLUTIONS**  
Kevin Shea: LION Training Products - Safe, Clean, Repeatable
- 3:30-4:00 PM | SEEK THERMAL**  
Scott Herbert and Mike Garrett: Future of Thermal Imaging
- 4:00-4:30 PM | VSG**  
Matt Hunt: Next Level Rope Technology and Firefighter Bailout Systems
- Visit the expo to see the newest gear, meet others in the fire service, and stay until the end for a shot at prizes like TVs, thermal imagers, and more!*

## KEYNOTE PRESENTATION BY KARL MECKLENBURG



Karl Mecklenburg rose from a college walk-on and 12th-round draft pick to become one of the most respected and versatile players in Denver Broncos history. Over his 12-year career, he played in six Pro Bowls, three Super Bowls, and was named AFC Linebacker and Defensive Player of the Year in 1987. Known for playing all seven defensive front positions—sometimes in a single game—he’s been inducted into the Colorado Sports Hall of Fame and the Broncos Ring of Fame. Today, Karl brings that same passion and discipline to his work as a motivational speaker.



## SPEAKERS | SPEAKER BIOS AT [WWW.SHUR-SALES.COM/2025GRIDIRON](http://WWW.SHUR-SALES.COM/2025GRIDIRON)



Eddie Seaton  
LION



Brad Watson  
3M Scott



Matt Hunt  
VSG



Jerry Herbst  
Elkhart Brass



Catalina Ciobanu  
PBI Performance



Ryan Hemans  
WL Gore



Scott Estrada  
Shur-Sales & Marketing



Kevin Shea  
Shur-Sales & Marketing



Chief Don Lombardi  
West Metro FPD



Karen Lehtonen  
LION



Scott Herbert  
Shur-Sales & Marketing



Bill Black  
Safety Components

## THANK YOU TO OUR SPONSORS:





**THE SHUR SALES AND MARKETING  
2025 FIREFIGHTER GRIDIRON SAFETY SUMMIT  
DATES AND LOCATIONS:**

**AURORA FIRE DEPARTMENT**

SEPTEMBER 8, 2025

15151 E Alameda Pkwy | Aurora, CO 80012

**BERNALILLO COUNTY FIRE RESCUE**

SEPTEMBER 10, 2025

4401 Broadway Blvd | Albuquerque, NM 87105

**PHOENIX FIRE DEPARTMENT**

SEPTEMBER 12, 2025

2425 W. Lower Buckeye Rd | Phoenix, AZ 85009

**SEATTLE FIRE DEPARTMENT**

SEPTEMBER 15, 2025

9401 Myers Way S | Seattle, WA 98108

**SAN RAMON VALLEY FIRE PROTECTION DISTRICT**

SEPTEMBER 17, 2025

1500 Bollinger Canyon Rd | San Ramon, CA 94583

**CARLSBAD FIRE DEPARTMENT**

SEPTEMBER 19, 2025

5750 Orion St | Carlsbad, CA 92010



**SEATING IS LIMITED | REGISTRATION REQUIRED**

**FOR MORE INFORMATION/REGISTRATION SCAN THE QR CODE  
OR VISIT [WWW.SHUR-SALES.COM/2025GRIDIRON](http://WWW.SHUR-SALES.COM/2025GRIDIRON)**



**ALL★STAR**

**Fire Equipment Inc.**



**ARTESIA FIRE  
EQUIPMENT, INC.**

**MES**



**SEAWESTERN  
FIRE FIGHTING EQUIPMENT**

**SHURSALES**  
AND MARKETING  
RELENTLESS PASSION FOR FIREFIGHTER SAFETY

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