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Mort Crim
Former NFL news anchor & current host of "Mort Crim's Thoughts"

Join me for seven terrific days in the Eastern Caribbean on one of the world's most incredible ships, the Grand Princess. I'll share my thoughts on optimism, perseverance and the impact a positive attitude can have in your life.

I look forward to seeing you at either of the events below, but space is limited. For more information or cruise reservations, call or visit your nearest AAA Travel Agency.

Mort Crim Cruise Nights

December 9, 6:30 pm
Allen House
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December 10, 6:30 pm
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Mark Your Calendars for Franklin's traditional celebration of the Holiday Season

Holly Day
Saturday, December 5, 9 am-9 pm
Fun for the entire family.

9 am-5 pm
Ice Sculpting
• Children's activities all day long

11 am-1 pm
Hanukkah Dreidel Game and Lunch at the North Pole with a visit from Santa
• Children's craft programs and games

12-4 pm
Fire House Open House.
• Children will be able to see a fire truck up close

4-8 pm
5-9 pm
6:45-7 pm
Historic District Home Tour
Horse Drawn Carriage Rides
Tree and Menorah Lighting
• Ceremony accompanied by the Salvation Army Band

Be sure to visit these Franklin Merchants for great holiday shopping during your visit.

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gifts for all seasons
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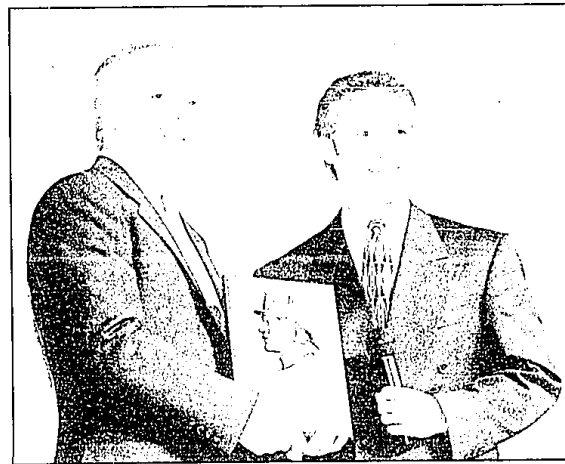
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Firefighter from page A1



Congratulations: Farmington Hills Fire Chief Richard Marinucci presents Kevin Bersche with the Firefighter of the Year Award.

the best care people can receive until they arrive at the hospital.

On nearly half of the medical runs, trained paramedics give advanced life support care to patients. Through radio contact with emergency room doctors, the paramedics start IVs, defibrillation or other critical care needed.

"We're extending the care you'd receive in the emergency department to your home or shopping mall where we respond on medical runs," Bersche said.

The department set July 1997 as the target date; Bersche had ALS up and running three months earlier.

In the time preceding the switchover, his

work week ranged 50 to 75 hours. His wife, Terri, and two children Benjamin, 12, and Jill, 10, didn't see much of him.

He reworked schedules so trained paramedics would be available on every run.

To fill the gap, he also started a second paramedic training class. The department now has 41 trained paramedics, who handle an average of 37 Advanced Life Support emergencies a week.

He established a relationship with Botsford Hospital's Emergency Department, which receives 67 percent of the medical runs. Other patients are taken to Providence, William Beaumont, St. Mary and

'No one earns an award like this by themselves. You're always working in association with someone else. They made my job in implementing this program very easy and the staff was extremely supportive.'

Kevin Bersche
—Firefighter of the Year

Huron Valley hospitals.

Not surprisingly, Botsford ER Director Dr. Ron Lagerfeld and his wife joined the Bersches at the awards dinner.

Bersche started out as a waterhose welding firefighter. The medical side just sort of evolved.

The 1978 Farmington High graduate began as a paid-on-call firefighter at Station No. 2, in 1980. He became full time two years later.

In 1985, after completing his paramedic training at Oakland Community College, he was named the department EMS coordinator. He was also a member of the Western Wayne Hazardous Materials Response Team when a Flint-based company offered him a similar full-time position.

Bersche worked for Young's Environmental for two years — handling everything from chemical spills to explosive materials — before Marinucci summoned him back.

The chief said his department has the best EMS coordinator in the state. Bersche's constant concern for providing ALS made an impact.

"Little did we know he'd come back and leave even a bigger mark," Marinucci said.

At the awards dinner, the firefighter remained humbled amid the gush of accolades.

"No one earns an award like this by themselves," he said. "You're always working in association with someone else."

That someone else is these colleagues he's worked with for 15 years.

"They made my job in implementing this program very easy and the staff was extremely supportive," Bersche said.

Dress for the Holidays

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