

## **Resolution No. 57**

### **COMMITTEE ASSIGNMENT: Resolutions**

**Re: Strengthening the Brand of the IAFF State & Provincial Associations**

1 WHEREAS, the International Association of Fire  
2 Fighters (IAFF) is the voice of professional fire  
3 fighters and emergency medical and rescue workers  
4 throughout the United States and Canada; and

5 WHEREAS, State and Provincial Associations  
6 play a critical role in advancing legislation and  
7 advocating for fire fighter safety and benefits before  
8 state and provincial governments; and

9 WHEREAS, the growing number of fire service  
10 organizations – including volunteer associations,  
11 chiefs' groups/associations, private corporations,  
12 wildland groups, HazMat groups, EOD groups,  
13 Technical Rescue groups, National Fallen  
14 Firefighters, Non-Profit firefighter groups, and others  
15 - has created confusion and diluted the recognition of  
16 the IAFF as the voice of professional fire fighters  
17 among elected officials, policymakers, congressional  
18 staffers, media, the public, and prospective members;  
19 and

20 WHEREAS, a May 2026 survey of nearly 3,000  
21 IAFF members found that 92.3% reported  
22 organizations within the fire service are often or  
23 sometimes confused as to their mission; and

24 WHEREAS, the same survey found that 89% of  
25 the membership agreed elected officials and

26 policymakers should immediately recognize when an  
27 organization represents IAFF members, reinforcing  
28 the importance of clear and consistent identification;  
29 and

30 WHEREAS, the use of varied names across State  
31 and Provincial Associations limits the IAFF's ability  
32 to be consistently recognized as one union  
33 representing professional fire fighters across all  
34 jurisdictions and weakens the collective strength and  
35 solidarity of the IAFF; and

36 WHEREAS, this lack of clear identification can  
37 lead elected officials and policymakers to rely on  
38 organizations that do not represent IAFF members  
39 when shaping policy affecting professional fire  
40 fighters and emergency medical workers, and can  
41 influence how the fire service is understood by the  
42 public; and

43 WHEREAS, other major trade unions have  
44 successfully implemented consistent naming of their  
45 State and Provincial bodies, which has strengthened  
46 their overall identity, visibility, and political  
47 effectiveness; and

48 WHEREAS, the rebranding of all State and  
49 Provincial Association names to the format "IAFF  
50 [State/Province Name]" will strengthen recognition,  
51 improve visibility, reduce confusion, and reinforce  
52 the IAFF's role as the voice of the professional fire  
53 service; and

54 WHEREAS, this resolution will help current and  
55 prospective members more clearly understand how  
56 the IAFF operates through Local, State and

57 Provincial Associations, and the International,  
58 reinforcing the role each plays and helping members  
59 recognize that victories and progress achieved at any  
60 level strengthen the entire union; and

61 WHEREAS, the long-term benefits of a unified  
62 and clearly recognized IAFF will far outweigh any  
63 short-term difficulties of this transition and will  
64 strengthen the IAFF now and for generations to  
65 come; therefore be it

66 RESOLVED, That all chartered State and  
67 Provincial Associations shall transition to the naming  
68 format “IAFF [State/Province Name]”; and be it  
69 further

70 RESOLVED, That the IAFF Communications  
71 Division will provide support to State and Provincial  
72 Associations to implement the naming format,  
73 including branding and related communications and  
74 marketing materials; and be it further

75 RESOLVED, That the IAFF will provide  
76 reasonable financial, legal, administrative, and  
77 technical support to assist affiliates with rebranding  
78 efforts, as determined by the General President; and  
79 be it further

80 RESOLVED, That this resolution shall not  
81 diminish the autonomy, governance rights, or  
82 authority of any State or Provincial Association.

Submitted by: IAFF General President Edward A. Kelly, IAFF  
General Secretary-Treasurer Frank V. Lima,  
IAFF 1st District Vice President James Slevin,  
IAFF 3rd District Vice President Jay Colbert,

IAFF 6th District Vice President Michael Carter,  
IAFF 9th District Vice President Michael  
Frainier, IAFF 15th District Vice President Chris  
Ross

Cost Estimate: **None**

Annual or Perpetual Designation: **N/A**

**COMMITTEE RECOMMENDATION:**

**CONVENTION ACTION:**