



Dear Customers,

It is with the utmost consideration that I wish to bring to your attention a matter of significance. Throughout the preceding year, it has come to our collective awareness that Mr. Fred Laurin, our esteemed Ontario Regional Sales Manager for Demers Ambulances, has been preparing to conclude his tenure, marking his retirement at the close of March 2024. In light of this transition, our organization started a recruitment initiative several months ago, aimed at identifying a suitable candidate to succeed Fred's pivotal role.

As we reflect upon Fred's tenure spanning over 19 years at DBCM and over 30 plus years in the EMS industry, his profound contributions and far-reaching influence have not gone unnoticed. Though we undoubtedly anticipate his departure with a sense of loss, recognizing the legacy he leaves behind, it is imperative to acknowledge the well-earned respite that retirement promises him. Additional communications concerning the particulars of Fred's retirement will be shared as the date approaches.

On a note of optimism, it gives me great pleasure to introduce Mr. Andrew Robert, who assumes the role of Regional Sales Manager for the Ontario and Atlantic Canada region for Demers Ambulances. Andrew will work remotely based in Oro-Medonte (next to Barrie), Ontario, with his official commencement on Tuesday, September 5, 2023.

Noteworthy is Andrew's illustrious trajectory in the industry, boasting an impressive 38-year tenure within the EMS sector, with over two decades dedicated to senior leadership roles, including extensive operational, procurement, and capital planning proficiencies. Most recently Andrew retired as the Director and Chief for the County of Simcoe Paramedic Services, where he dedicated more than 17 years of service. His seasoned status as a Public Safety professional not only attests to his dedication to our shared mission of enhancing lives but also heralds a reservoir of knowledge poised to benefit both our enterprise and valued clientele.

In the upcoming months, Andrew will be working closely with Fred and various stakeholders to ensure that our transition is as seamless as possible. This transition is all about making sure that you continue to receive the exceptional service you've come to expect from us. We're focused on effectively transferring knowledge and actively engaging with you, our valued customers. Our primary goal in this phase is to maintain a seamless continuity of customer relationships.

In the weeks ahead, both Andrew and Fred will be dedicated to meeting with each of you personally. We look forward to these discussions and the opportunity to strengthen our partnership with you. Additionally, we're excited for the upcoming Ontario Association of Paramedic Chiefs Fall Symposium at Blue Mountain at the end of September. We hope to see many of you there, as it provides an excellent opportunity to connect and exchange ideas.

We are committed to ensuring that this transition enhances our ability to serve you even better. Thank you for your continued trust in us, and please don't hesitate to reach out if you have any questions or concerns during this period. Your satisfaction remains our top priority. **Please join me in extending a warm welcome to Andrew as he embarks on this pivotal journey with our team.** Andrew Robert, arobert@demers-ambulances.com

Sincerely,

Scott Sawatsky
Vice President Sales & Marketing, Canada
Demers Ambulances & Crestline Coach