

# Who we are & What we do

Doug Showalter retired after a distinguished 30-year career with the California Highway Patrol. During his tenure he was selected to supervise the complete restructuring of the CHP Communications Training Academy that all CHP Dispatchers (1350+) are required to attend. This also included extensive revisions to departmental manuals. His career was highlighted with numerous awards and commendations. Over the past 18 years, his passion and high energy presentations have afforded him unparalleled opportunities, including countless speaking, and training engagements for thousands of public safety professionals throughout the United States and Canada. He skillfully blends humor along with his real-life experiences to deliver a mix of education, motivation, and inspiration.

Jill Showalter spent over 10 years in 9-1-1 with the Anne Arundel County Police Department, where she was a Certified Training Officer. After leaving 9-1-1 she took on several leadership positions in private industry and now uses her experience to assist in developing new perspectives in our presentations. She is also solely responsible for all correspondence, scheduling and bookkeeping for Showalter & Company, Inc, and our very popular program "We Speak Dispatch" on every podcast platform, also on YouTube, Facebook, Instagram too. She not only books and schedules all our guests, she also frequently appears on the program herself.

Our presentations have been specially designed to include practical and useful information. We are committed to delivering unmatched and unique training presentations which are perfect for all members and ranks of your organization. Remember, training is not just learning facts; it must also inspire and motivate.

**MISSION:** Our company motto is "**Leave A Legacy**" and has been specifically designed to remind everyone that your legacy is being built every day, through every interaction, one person, one day at a time. We've all been given the chance to "make a difference" and every day offers us numerous opportunities to build our own lasting legacy.

**AVAILABILITY:** 9-1-1 professionals don't work Monday-Friday, 9am-5pm, so why should we? We offer afternoon, evening, weekend classes, or even on a holiday, we want to help you to maximize training for all personnel.

*Legacy is not leaving something for people.  
It's leaving something in people.*

# SHOWALTER & COMPANY, INC.

MOTIVATION. EDUCATION. REAL EXPERIENCE.  
*Public Safety Professionals | Experience Based Training*

Are you looking for an unmatched **PUBLIC SAFETY TRAINING EXPERIENCE**, look no further. We are the only choice that offers training from a unique business perspective. Our customizable presentations are specifically designed to educate, engage, and motivate public safety professionals.

## SPECIAL PRESENTATIONS & KEYNOTES:

### (1, 2 or 4-Hour Presentations)

- Multi-Generational Workforce – Myths & Misunderstandings
- Leadership Lessons from the Past, Present and Future
- Surviving The Dispatch Center & Coworkers
- The Power Of Gratitude & Appreciation
- Dispatching During Social Unrest
- The Secret Of Successful Training

**ALL OF OUR UNIQUE PRESENTATIONS ARE  
CUSTOMIZABLE TO MEET YOUR SPECIFIC NEEDS.**



*"Good training is like a 4-leaf clover,  
hard to find but lucky to have"*



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## THE SECRETS TO SUCCESSFUL TRAINING

Training is not just about pouring information into a trainee's mind; it's about equipping them with the skills to apply that knowledge in the real world. Our innovative "CTO" course goes beyond the basics—merging a business approach with modern training techniques that resonate with today's workforce. From the moment a new trainee steps through the door, their integration into the workplace is pivotal. By fostering relationships and ensuring they feel welcome, we set the stage for a productive learning experience. This course reimagines traditional training methods, introducing fresh ideas and time-tested strategies aimed at boosting engagement and enhancing retention. The reality is, what worked in training a decade ago may not hold the same value today. Whether you're a rookie trainer or a seasoned expert, this course promises valuable insights for all. In an era where hiring and training costs soar, it's essential for organizations to refine their approach, enhancing efficiency and maximizing outcomes. Consider this: do all CTOs adhere to uniform guidelines across shifts? Is your documentation inspiring progress, or does it foster discouragement? Join us as we help you focus on what truly matters in creating a thriving training environment.

## LEADERSHIP LESSONS FROM THE PAST, PRESENT AND FUTURE

Do you remember a former coach, teacher, supervisor, or someone that demonstrated the kind of leadership style you wanted to emulate? What were those skills that made you feel better, encouraged you, knew they had your back even when you started to lose confidence in yourself? We may not remember everything they did or said, but we will always remember how it made us feel. This course will explore successful leadership styles of the past, present and future to see what we can learn from each of them. Many think that leadership is all about rank, title, and position within an organization, but we believe leadership should be considered a verb based on someone's actions. True Leadership is more about your interactions, it's about doing what is right, not what's popular. Our specially designed leadership course provides proven techniques and methods to become a successful leader no matter your position, tenure or title. With over 4 decades of real public safety experience in numerous leadership roles we can offer proven techniques to become the leader you've always wanted to be. This exclusive course provides each participant with a renewed sense of identity, purpose, and skill. Using our specialized methods of discovering your motivation, the importance of maintaining a positive attitude, and developing a willingness to accept challenges you'll become a more successful and effective leader. Finally, we will inspire you to leave a lasting legacy of positive leadership that others will remember and emulate.

## DOING TIME IN DISPATCH

Too many in our profession tend to act and behave like they are in a metaphorical prison and just "doing time" till they are released on probation. But what if this didn't have to be our reality? After struggling and fighting to get this job, shouldn't we want this to be an enjoyable experience? That's where our specially crafted course comes in! After extensive research, we've pinpointed effective strategies to rekindle pride and motivation in our careers. This isn't just another course; it's designed to inspire and revitalize. We'll unpack the powerful effects of gratitude and recognition, demonstrating how these tools can boost team spirit and elevate morale. Moreover, we recognize the unique challenges that come with managing a multi-generational workforce. Rather than trying to bend over backwards to please everyone, our course will provide you with insights on how these diverse age groups can harmoniously collaborate and create an enriching work environment. With our fresh approach, you'll learn to view and tackle important workplace issues from a new angle. Let's turn the tables on negativity and foster a culture of engagement and positivity together!

## EXPECTING THE UNEXPECTED

In the realm of public safety, being prepared for the unexpected is crucial. While traditional dispatch training typically covers standard scenarios, it often falls short when it comes to the unpredictable events that can arise in the field. This specialized training course bridges that gap, drawing on decades of real-world experience from seasoned professionals in the field. Participants will be immersed in practical techniques for handling a diverse range of emergency situations, from vehicle sinkings and hybrid vehicle hazards to more serious emergencies like kidnappings, active shootings, and officer-involved incidents. Additionally, the curriculum delves into increasingly relevant challenges, including cybersecurity threats like ransomware attacks and the implications of social unrest that might impact public safety facilities. By exploring these extraordinary incidents, we aim to enhance not just the technical skills of dispatchers, but also their personal and emotional resilience. The course emphasizes the importance of situational awareness and personal security measures that should be prioritized even before heading to work. With an array of valuable resources and reference materials, this training is designed to empower dispatchers to respond effectively and confidently, no matter what surprises come their way.



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