



## WEMSA and the Midwest Emergency Services Alliance Story

The Wisconsin EMS Association (WEMSA) founded in 1973 is a trade association which represents over 7,000 EMTs throughout the state of Wisconsin. Over its almost 50-year history, WEMSA has been the leader among EMS Associations in the country on education, legislative initiatives, and membership services.

In 2016, WEMSA Executive Director Marc Cohen saw an opportunity to leverage the experience and skills of the staff to provide resources and assistance to other EMS and Fire associations throughout Wisconsin and the US. Many calls come into the Association asking for best practices and input on how to improve membership growth, create more engagement, creating additional revenue generation, and other operational, administrative and leadership processes that could improve associations.

Most recently we have been consulting with Wisconsin Counties about EMS and Fire Consolidation.

With the commitment to “the rising tide raises all boats”, the leadership and staff of the WEMSA saw an opportunity to formalize its casual consulting resources and in 2019 created the Midwest Emergency Services Alliance (MESA).

The creation of this separate business line under its own name and identity would allow MESA to formally provide consulting resources. It also provides association management for Fire and EMS Associations who are looking to maximize their human capital by outsourcing some or all of their operations while still maintaining complete control.

“Because many Fire and EMS Services are run by volunteer boards the benefit of engaging association consulting and management is consistency and continuity between the changing board leadership from year-to-year,” said Marc Cohen, President of MESA. “Over my 35 years of nonprofit and association management experience, one of the most critical elements to success is the ability to serve as the communication hub between the membership and the board, and to provide a reliable, consistent, and continuous services to the membership regardless of the change of leadership over time.”

The Midwest Emergency Services Alliance provides consulting services from a menu of options including EMS consolidation, operational plans, strategic planning, increased revenue generation, advertising and sponsorship growth, membership services and website and social media design among other services.

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