

**Specializing in the Health and Safety Sector, Rescue 7 Inc. Offers Full Service Corporate First-Aid Training Systems that Make Compliance and Program Management a Seamless and Pain Free Experience**

**Business Services  
Health and Safety Training**

**Rescue 7 Inc.  
10 East Ontario Street  
Suite 4706  
Chicago, IL 60611  
905-474-0770  
www.rescue7.net**



**John Collie  
CEO**

**BIO:** John was a Toronto Firefighter from 1988 to 2006 and served in various capacities with TFS. He served on a heavy rescue vehicle for fifteen years responding to high angle rescues, hazardous material spills, confined space search and rescues and auto extrication. Since becoming President of Rescue 7 in 2006, John has traveled extensively implementing emergency procedure programs to various organizations including South Gobi Sands LLC mining company in Mongolia.

John serves as the CEO for Rescue 7 International with headquarters in Chicago, IL.

**About Dynamic Company**

Rescue 7 is the only national health and safety training company in Canada that offers full service corporate training systems that make compliance and program management a seamless and pain free experience. For over 14 years, we have delivered end-to-end programs to over 8,000 corporations across North America and 250,000 participants. In 2012, Rescue 7 International LLC. was created to service our American clientele.

**Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFO Magazine**

**CEOCFO:** Mr. Collie, what is Rescue 7?

**Mr. Collie:** We are a Canadian company specializing in the health and safety sector. We focus on first-aid training as well as the health and safety side for courses. We have niche products such as a defibrillator that we have exclusives rights for in Canada. We also have an office in Chicago and we have rights to the defibrillator for the Midwest states.

**CEOCFO:** Who is using your services and who should be?

**Mr. Collie:** We started off as a company out of Toronto that has risen to national prominence and we service clients of ours with the federal government as well as provincial and municipal governments. We do a ton of large corporations such as Rogers, Bell, Walmart and Boston Pizza. We

do regional organizations such as the Ontario Provincial Police which is like the state police for the province of Ontario. We have quite a vertical market but not only do we focus in on corporations and the government but we also work with the public sector, so we do have training centers in most urban centers around Canada and we offer public courses so the public can come in and get training. The reason they need these courses is because they are mandated by the government. We have in most provinces in Canada similar laws and they have workers compensation boards in each province. If you have so many people in your organization, you must be up to a certain amount of training in first-aid in each work area.

**CEOCFO:** What is an example of some of the most common things that you train for and maybe something people would not realize you need to be trained to understand?

**Mr. Collie:** On the first-aid, Ontario WSIB regulations 1101 states that if you are a company in Ontario and if you have one to five employees, you must have a one-day emergency first-aid course for at least one of those employees and they must be carrying a current card at all times in the workplace when the workplace is open. If it is a retail Dairy Queen store and they have two employees and you walk in at nine o'clock at night as an Ontario labor inspector one of those people must be carrying an emergency first-aid card. If they have six plus employees in the workplace, they must have a person that carries a standard first-aid current card in the work area at all times so a standard first-aid is a two-day course as opposed to that

emergency first-aid which was a one-day course. In the two-day course, we focus in on workplace incidences that would occur. If we go into a mining company we are going to focus on mine rescues and how to triage and package the patient and get them out of the mine. If we go into a Michael's art store, we are going to focus on burn incidences because they use glue guns and what not and we will focus in on cuts because they are cutting for framing and all that. Depending on the environment there is compulsory components of the program and then there is elective and we would customize the course to gear to that market or that segment that they are in so they will feel comfortable enough to know what to do in an emergency until 911 arrives. I went down to see a property management company in downtown Toronto one day, which was around Christmas and we were talking about first-aid and there was one of their employees up on a ladder putting up Christmas decorations and at that time I said that person is over ten feet on a ladder so do they have "fall arrest" training and they asked what I meant. In Ontario anybody that goes above ten feet off the ground for a work related responsibility they must carry a Fall Arrest card and be trained in Fall Arrest.

**CEOCFO:** Is Canada way ahead of the game?

**Mr. Collie:** If I am going to compare Canada to the US then yes. In United States you go state to state and some states have specific laws geared toward the safety of the employees and other states you can do an online first-aid course that takes an hour or two hours and they say that you are good to go. We disagree with that. In Canada we have online programs and we are the only company in Canada right now to carry the only online approved first-aid training program but it is online blended as we call it because they allow us to do the theory online but they still have to come into the classroom for a half a day to a day and do their practical work so that we can see the hands-on and make sure that they are doing it correctly. Cana-

da is striving to have a zero number for any work-related injuries and deaths. We are not even close to that right now. If you look at the statistics right now, we are at about one death a day in Canada for work-related incidence. That is over three hundred to fifty to four hundred plus incidences a year where we are finding people killed in the workplace.

**CEOCFO:** How do you keep up with the latest trends?

**Mr. Collie:** We have different avenues that we work with. All of our instructors in Canada we call them frontline instructors and we have instructors in all urban centers around Canada and we only work with fire fighters and paramedics. I personally for twenty years was with Toronto Fire Services; I am a fire fighter. I was a shift training instructor. Our director of education here at Rescue 7 has been

**"We stay on the cutting edge. We are the first ones to bring to fruition an online blended program here in Canada and the only ones approved so we are always on the cutting edge, staying ahead of the game. We get wonderful testimonials by a lot of our clients big and small and about five to ten times a week they are calling in and saying it is wonderful doing business with us and they passed our name on to so and so." - John Collie**

with us twelve years but he took early retirement and was 26 years as a critical care level 3 advanced care paramedic with the City of Toronto. We look at the experience of our instructors and they are out in the field always keeping up with the latest and greatest things, so that is a good thing. We have a medical director here at Rescue 7, Doctor Jay McDonald who works out of the emergency department at Hotel Dieu in Windsor Ontario. Jay was down to the last sixteen to be the next Canadian Astronaut and unfortunately he got cut then. Jay is on many boards and writes a ton of publications. We consult with JAMA and the Heart and Stroke Foundation, the American Heart Association as well as many other reputable organizations. We are always keeping up and talking to people and making sure our programs

always have the latest information. Anytime that we have changes in our program, then we have to do a webinar or do workshops with all of our instructors so that they are up to date and they know that we are teaching the latest.

**CEOCFO:** Would you tell us about your special defibrillator?

**Mr. Collie:** Here in Canada there are seven manufacturers that are approved to sell defibrillators in Canada through Health Canada. Our defibrillators are made in Belfast Ireland. They were the product of Dr. John Anderson who was the dean of bio engineering at University of Ustler. Unfortunately John passed away about a year ago. I knew John from my previous life at the Fire Services when I was a shift training instructor and I was writing curriculum for defibrillators and I got to know John then. I

was working with another manufacturer and selling their product up unto 2005 and I ran into John in Florida at a conference. He showed me the defibrillator he brought to fruition and was selling and approved in Europe and approved by the FDA in the US since 2001. He asked if I would bring it into Canada and I said the only way I would like to bring it into Canada is if he would allow me exclusive

rights to it, which he did. Since then we brought it into Canada in 2005 and we are in 2013 and the number-two distributor for Heartsine out of Belfast in the world for them. In Canada we made great progress where we are now pushing out over 2000 units a year here in Canada alone.

**CEOCFO:** What is different about that unit?

**Mr. Collie:** Our unit is the lightest one on the market 2.4 lbs. The closest one to us is 4 lbs. so for airlines that means a lot because of the weight. Ours is the most durable one on the market with an IP 56 rating and the closest one next to it is an IP 55 and then an IP 54. What that means is that we have the highest rating for dust and water resistance on the market, so it is very durable and great for using on pool decks in pool settings

with life guards and great for using in helicopters with the police. It is great for the mines because they go underground and the humidity in that you will experience. We have the only one on the market with a ten-year warranty. The closest is an eight-year with another product. We have a full indemnification clause so if it is used correctly our manufacturer will stand behind the user 100%. We have an easy tracking system because all other their defibrillators, their pads expire at the two-year mark and their battery expires either at the four or five-year mark. What we ran into with the competition and the problem with their defibrillator is somebody will use their defibrillator in year 3 ½ and see that the pads are going to expire. They get new pads and they have shelf life for two years so they just put it on the wall and walk away when that battery is going to be due in another six months and they forget about that. With our unit, our pads are pre connected to the battery and they both expire at the same time so it is one expiration date every four years which makes for very easy tracking. We have a star system here at Rescue 7 so when it is used or it is not used we will notify them three months before they are due via email and if they do not do it in two months we notify them again. With one month left it will flag our sales reps to call them. The other great feature we have is if you use our pack in an emergency we will replace it at no cost. Everybody else charges for that. We have a very low maintenance fee program and over the ten-year use of that defibrillator,

ours is the lowest maintenance fee to keep it in service.

**CEO CFO:** How is your distributorship fairing in the Midwest?

**Mr. Collie:** We just started last October and in that year we have made a great deal of traction where the company previously before that had many distributors in the area and were selling different units and doing different things. When we took it over they had sold about four to five hundred units only in that area and to date already and it has not been a year we are already at a thousand units sold and moving along. We do have a couple of big airlines that we are in negotiations with and about to close and that will raise those numbers substantially.

**CEO CFO:** How do you reach potential customers with the training both in Canada and the US?

**Mr. Collie:** We have a sales team and we do cold calling. We have about three fourths of the sales staff here internally and we have distributorships. We have distributors around Canada. We do the tradeshow. I am writing for a magazine up here in Canada. We get many magazines contacting us and publicizing us. We are about to launch in the southern Ontario area which is the prime market in Canada; we are about to launch a big radio campaign in the next month this fall and let them know about our online program and defibrillators. Much of it too is on the government side we have to do a lot of tendering process and we get our clients that way and then we find that

when we are in one government agency through word of mouth it spreads to other government agencies.

**CEO CFO:** How is business these days?

**Mr. Collie:** It has been wonderful. The last three to four years we have been on a very good upswing to the point that our revenues have increased over half a million dollars each year.

**CEO CFO:** Why should the business and investment community pay attention to Rescue 7?

**Mr. Collie:** When you call into our office right away you get live voices. You get people here that know the product and are very educated. We have a loyal and dedicated team that has been with us for a long time. I think the distribution channel that we use throughout and our quality assurance. Our director of education travels the country and sits in on courses with each of our instructors making sure that we are teaching the way it should be taught. We stay on the cutting edge. We are the first ones to bring to fruition an online blended program here in Canada and the only ones approved so we are always on the cutting edge, staying ahead of the game. We get wonderful testimonials by a lot of our clients big and small and about five to ten times a week they are calling in and saying it is wonderful doing business with us and they passed our name on to so and so.



# **Rescue 7 Inc.**

**10 East Ontario Street**

**Suite 4706**

**Chicago, IL 60611**

**905-474-0770**

**[www.rescue7.net](http://www.rescue7.net)**