

# *With Ever Increasing Budget Conscious Political Environments, What Possibilities Are Available To Best Equip For Mission Readiness?*

- *Do the impossible...explain how you can do more with less?*
- *Discussions of the 4 “R’s”*
- *Evaluations of the Current Climate*
- *Various Solutions available to the End Users*

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# *REALITY – Statistics Mean Nothing*

- We can talk about Statistics all day long, but why?  
(Statistics for Fire growth, Statistics for Budgets, Fire Maps)*
- This is an enemy we will never beat*
- Key to of it all is the Eyeballs, which leads to pressure, which leads to change*
- Offer some feedback I have seen in the market, and why MAFFS has had international success*

# REALITY – Comparisons of Markets

- The Big Three vs Rest of the World
- “Heavy dependency on aerial firefighting assets is a luxury and not a given in some parts of the world. The cost of an ‘airshow’ on a single California fire may exceed the total annual fire suppression budget for an entire country elsewhere.”

- L. Pronto, *Wildfiremagazine.org* Nov. 8, 2016

- Options: Dedicated Aircraft vs Flexible Fleets vs Military Management
- Who Has Been Successful?

Case Studies: Australia, USA, Tunisia, Colombia, Brazil, Thailand





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