



**Upper Mount Bethel Township**

387 Ye Olde Highway

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[www.umbt.org](http://www.umbt.org)

UPPER MOUNT BETHEL TOWNSHIP  
BOARD OF SUPERVISORS SPECIAL MEETING MINUTES  
HELD AT THE MT. BETHEL FIRE HOUSE  
2341 N. DELAWARE DR. MT. BETHEL, PA 18343  
THURSDAY, JUNE 27, 2024 – 6:30 PM

\*This meeting was held in person, at the Mt. Bethel Fire House and live streamed through the Upper Mount Bethel Township Facebook page.

Supervisor Bermingham called the special meeting to order at 6:35 pm.

The Pledge of Allegiance was recited.

In attendance were Supervisor Bermingham, Supervisor Friedman, Supervisor Eckman, Supervisor Albert, and Chief Jim Potter, Portland Hook & Ladder.

Supervisor Bermingham welcomed everyone to the second Community Wide Ambulance Meeting.

Attending this evening are representatives from the following Municipalities:

Jennifer Reese, East Bangor,

Pen Argyl Borough

Portland Borough

Lower Mt. Bethel Township

Wind Gap Borough

**Community Discussion on Emergency Services**

Bob Mateff-CEO of Cetronia Ambulance gave a presentation on their service. See attached presentation.

**Public Comment:**

Annemarie Robertone asked about staging, staffing, and ALS/BLS.

Chief Chris Finan asked about response times, what are your current response times, Bob stated typically 12-15 minutes. Supervisor Bermingham stated that this has been the main concern of most residents.

Lower Mt. Bethel Representative asked how many municipalities in the Slate Belt area will need to join for them to come here.

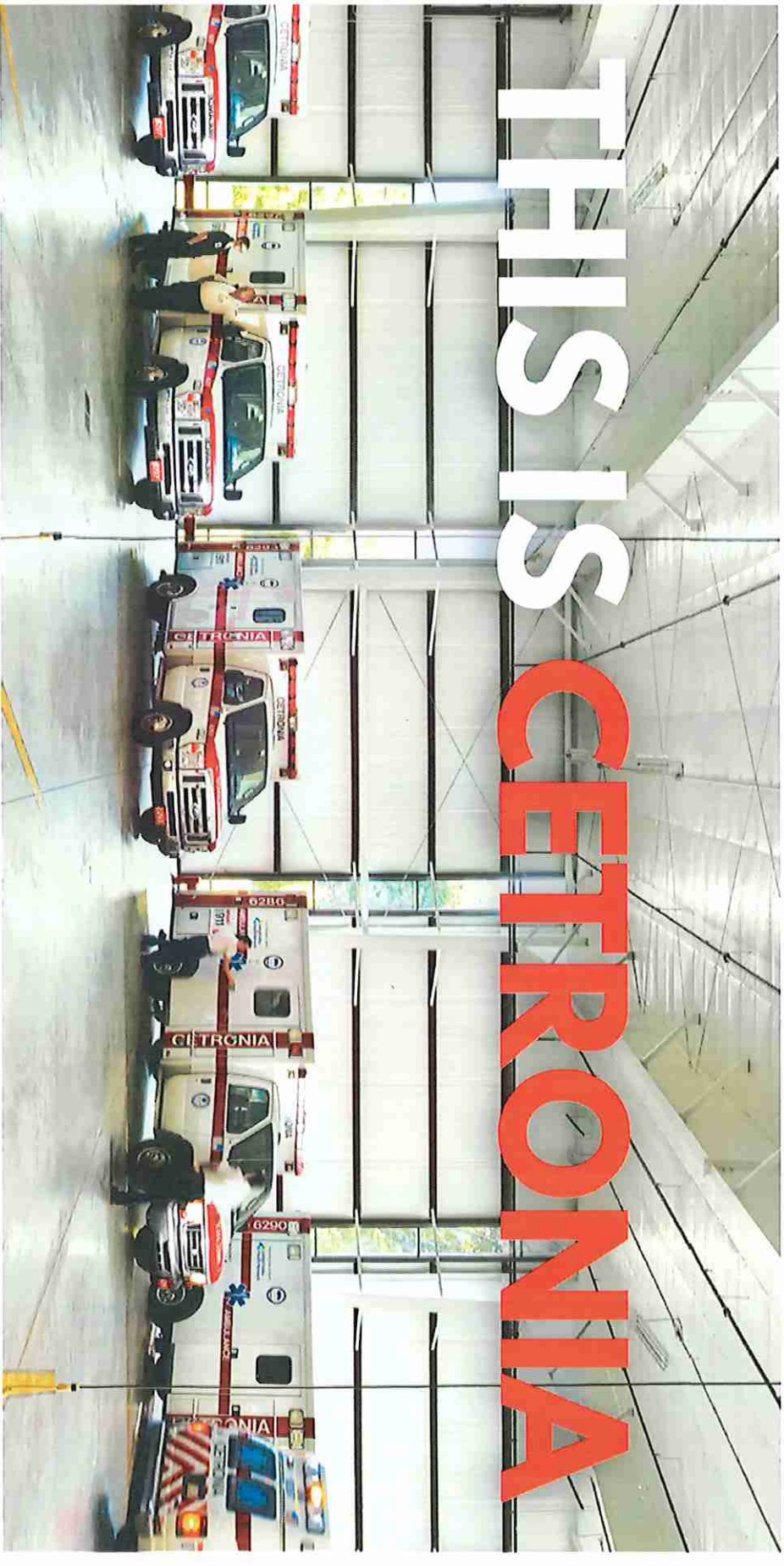
Jim Potter stated that he has received the numbers/data back from most of the Municipalities, he is still waiting for Washington Twp.

Bob stated that he needs to see the numbers/analysis. And we need to work with our local Fire Depts.

Supervisor Bermingham adjourned the Special Meeting at 7:30 pm.

Respectfully Submitted by Cindy Beck, Recording Secretary

# THIS IS CETRONIA





# Chief Executive Officer

**Robert Mateff, Sr.**

## Chief Executive Officer, Cetronia Ambulance Corps

Mateff had previously served as the **Chief Operating Officer** since June 2017 until he was promoted to **Chief Executive Officer** in January 2021.

Prior to Cetronia Ambulance Corps, Mateff, had roles in government and communications. He was instrumental in the development of the **Northampton County 911 Center** and was former chair of the **Northeast Regional Counter Terrorism Task Force**. He served and was appointed by Gov. Tom Wolf to be the **Deputy of the Pennsylvania Emergency Management Agency**, where he worked on the strategic direction and development of the statewide 911 system.

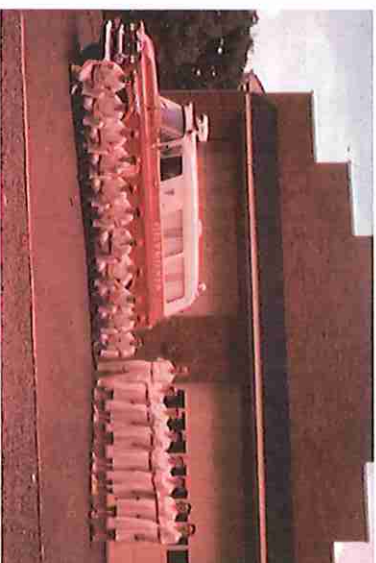
Mateff worked as **Director of Emergency Communications and Operations** at the **University of Pennsylvania**, where he was responsible for strategic leadership with emergency communications throughout the university system. Mateff is a former **Deputy Sheriff** and **Emergency Medical Technician**. He holds a certificate in Preparedness Leadership from the **University Of Pittsburgh Graduate School Of Public Health** and is a graduate of **DeSales University**, with a criminal justice degree.



# About Us

EST. 1955

Cetronia Ambulance Corps was founded by **eight volunteers** from the tiny village of Cetronia, a suburb of Allentown, Pa.



At that time in the 1950s and 60s, **S&H green stamps** were offered by many retailers as a sales incentive for customers. Save enough of them and they could be redeemed for a wide variety of rewards—household appliances, sporting goods or, in the case of the fledgling volunteer group from Cetronia, a **new ambulance**.

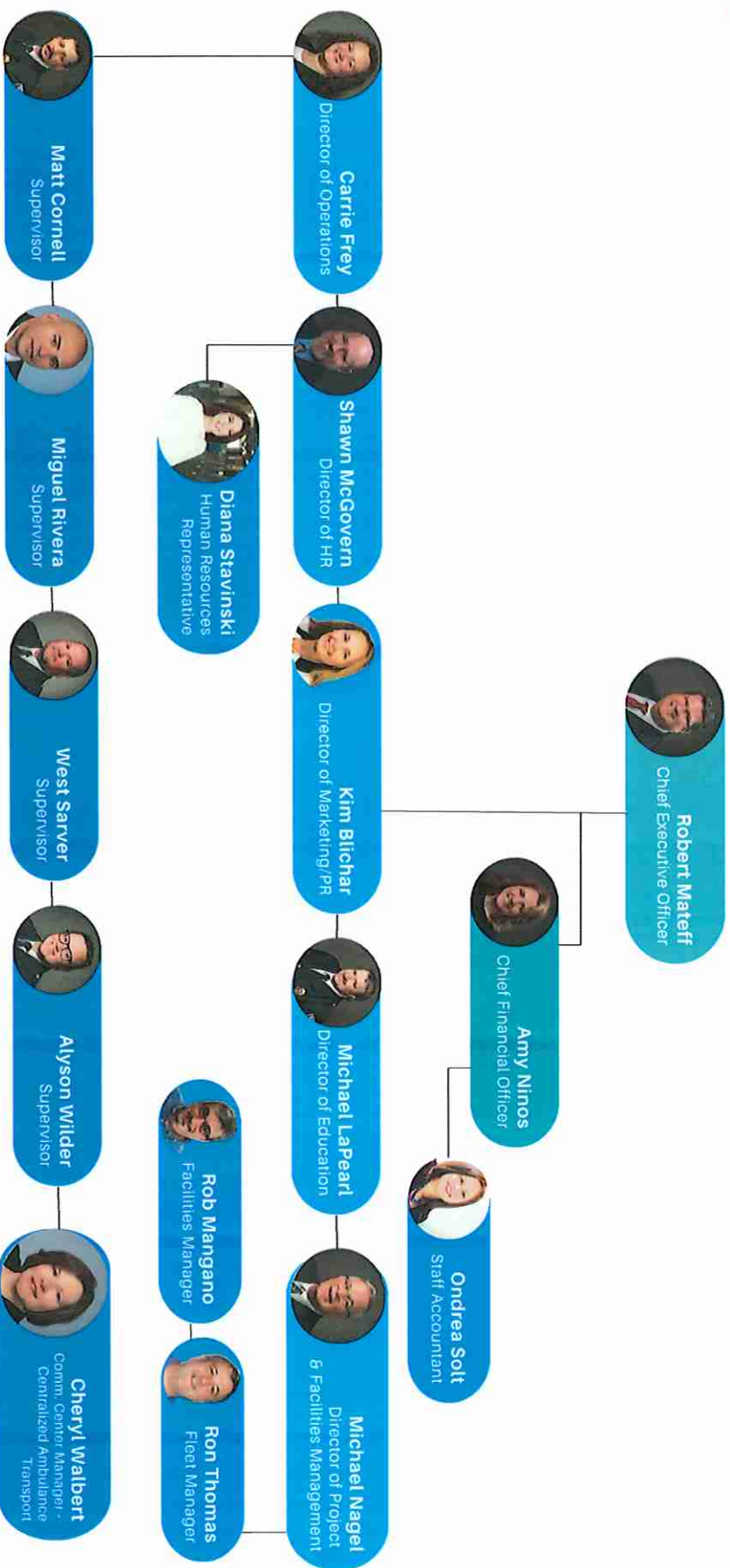


501(c)3 organization since 1967





# Cetronia's Leadership Team



# Associates

CETRONIA  
AMBULANCE CORPS  
STATION 62

138

FULL-TIME  
EMPLOYEES

69

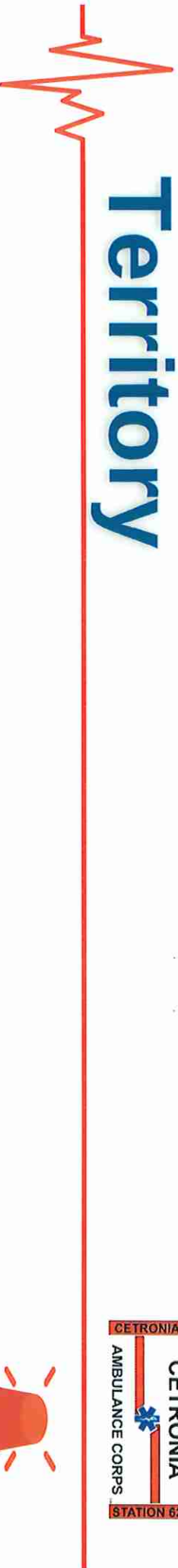
PART-TIME  
EMPLOYEES

24

VOLUNTEERS



# Territory



## EMERGENCY SERVICE AREA



Spans across 130 square miles, touching more than 226,000 people in **Bushkill** (Northampton County), **South Whitehall**, **Upper Macungie**, **Whitehall**, **Lynn**, and **Weisenberg Townships**; Also portions of **Lowhill**, **Salisbury**, **Greenwich** and **Albany Townships**; and the **Borough of Coplay**.

## NON-EMERGENCY COVERAGE AREA

Encompasses **five** counties





# Station Locations

**South Whitehall Township**  
*Joint Operations Center*



**Lynn Township**  
*New Tripoli Community Fire Company*

**Upper Macungie Township**  
*Station 56 Fire Company*

- 68,000 sq. ft.
- Lehigh County Emergency Management
- Lehigh County Medico-Legal Forensic Center
- South Whitehall Township Emergency Management Disaster Headquarters
- Lehigh Valley Health Network Education Center
- Rapid response Communications Center

**Weisenberg Township**  
*Weisenberg Volunteer Fire Department*

**Whitehall Township**  
*Whitehall / Coplay Station*

**Bushkill Township (Northampton County)**  
*Volunteer Fire Company*



# Fleet



21

Ambulances



24

Paratransit



1

Supervisor  
Vehicle



1

Special  
Services Unit



5

Safe Cars



# Communications Center

- 24/7 operation
- Calls directly from Lehigh & Northampton County via CAD feed
- Calls by phone from Berks County
- At least 2 associates on at all times

John E. Walson Jr.  
EMS Communications  
Center







# Marketing and PR

Cetronia Ambulance Corps is extremely involved in outreach, education, and EMS awareness initiatives in the communities we serve.



## 2023 Events

Night on Broadway: April  
EMS For Children Day: May  
Health on Wheels Cetronia Open Golf Tournament: September  
Family Fest & Pickleball Paddle Battle: October  
Health & Wellness Expo: November

**FOLLOW US**

**11,396 followers**



**Cetronia Chronicle  
E-newsletter**

**4,699 subscribers**



**news articles**

**Cetronia.org**

**25,061 users**



# Standby & Special Events

In 2023, we participated in **278** special events, standbys, and educational programs in our communities. In addition, we assisted with **358** fire rehab calls and supported multiple fire departments during live burn trainings.







# Education

- State accredited EMT institution
- Officially recognized by the **U.S. Department of Veterans Affairs (VA)** as a school for EMTs with VA Education Benefits offered through the GI Bill®
- Partner with George E. Moerkirk Emergency Medicine Institute and Reading Hospital School of Health Sciences for Paramedics
- Scholarships offered for EMTs and Paratransit associates for advancement
- Programs offered through the American Heart Association and Emergency Care & Safety Institute
- Wide array of continuing education and courses



**HEALTH ON  
WHEELS™**



 **CETRONIA**  
AMBULANCE CORPS

**OPERATION:  
PATHWAY TO SUCCESS**

Cetronia Ambulance Corps is reaching out to high schools to inform students about full/part-time employment opportunities within our nonprofit organization. An excellent pathway has been created to gradually advance associates to become successful in the healthcare industry.

For more information, contact Director of Human Resources Shawn McGovern at 610-530-5510 or [mcgovern@cetronia.org](mailto:mcgovern@cetronia.org).





# Quality Assurance Program

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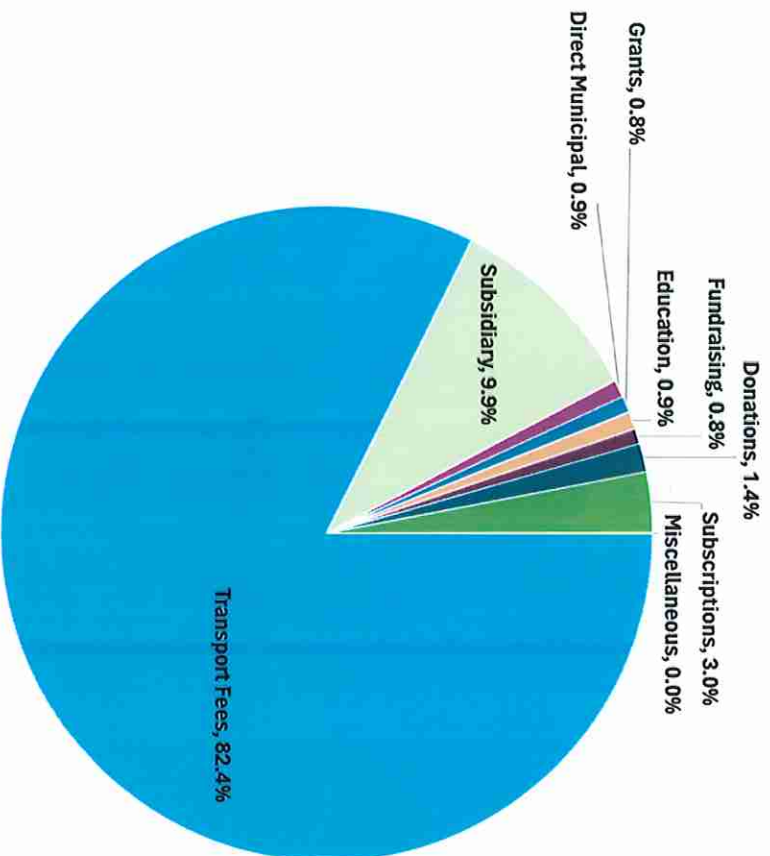
Reviewing data through proprietary programs and our medical director helps us to be as efficient as possible.

We regularly review:

- Call response times
- Patient care reports
- Low volume / high acuity calls



# Funding Sources





# Subscription Program

Subscriptions		Cetronia Ambulance Corps	
INDIVIDUAL		\$60 yearly	
FAMILY HOUSEHOLD		\$85 yearly	







# 2023 Stats



**16,516**

**EMERGENCY VEHICLES DISPATCHED**


**6,252**

**NON-EMERGENCY VEHICLES DISPATCHED**

**21,238**

**PARATRANSIT VEHICLES DISPATCHED**

# Business Status

- Healthy 
- Staffing changes from high performance to highly reliable
- Recruit, retain, and grow.





# What Makes Us Different?

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- Proprietary algorithms to analyze call volume multiple ways on a recurring basis
- Patient surveys through a 3rd party for independent analysis and review
- Capital plan for yearly reinvestment into our operations
- Licensed to operate as: Quick Response Service, Basic Life Support Ambulance, Basic Life Support Squad, Intermediate Advanced Life Support, Intermediate Advanced Life Support Squad, Advanced Life Support Ambulance, and Advanced Life Support Squad

2023 Overall Patient  
Satisfaction Score

**92.50%**



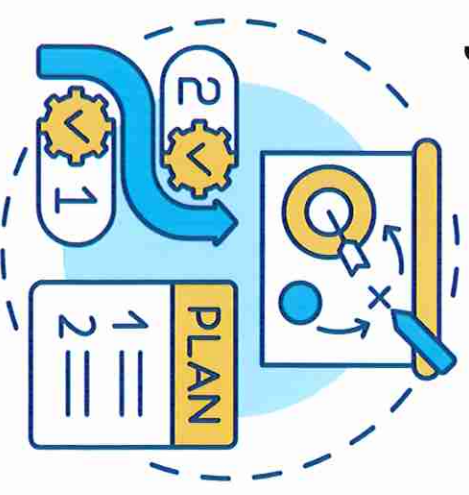
# Why Cetronia?

- Deliver high level of service even with growth and expansion
- Decades of experience in high level care in emergency responses
- Experience providing service in rural areas in small towns
- Partnering with the community
  - Community outreach
- Programs to grow our own
- Scale
- Technology



# Next Steps

- Data collection system plan
- Community feedback
- Expectations ... we want to hear from you!



# Questions

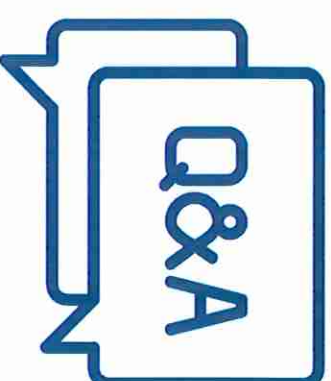
Contact:

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