



CENTRAL FLORIDA FIRE CHIEFS' ASSOCIATION

ORANGE SEMINOLE OSCEOLA LAKE

FIREFIGHTER *wife*.com
Because Your  Belongs to a Hero

Heather Isaacs, Trusted Advisor/Flame Fest 2014 Chair/Membership Chair
January 9, 2014

What is FirefighterWife.com?

An Online Community for girlfriends, fiancés and wives of Firefighters providing resources & encouragement

The screenshot shows the homepage of FirefighterWife.com. At the top, the logo reads "FIREFIGHTERWife.com" with the tagline "Because Your Heart Belongs to a Hero!". Below the logo is a navigation menu with links for Home, Who We Are, Connect, Events, Store, Resources, and Contact. A "Resources" link is circled in blue. A sidebar on the right contains social media icons for Facebook, Twitter, Pinterest, and RSS, along with a "see your ad here become a sponsor" button. The main content area features several articles, including "The Love Dare for the Firefighter Wife" and "Everything you ever wanted to know about life in a fire family". A "SIGN UP NOW!" button is prominently displayed. A blue arrow points from the "Resources" link to the "SIGN UP NOW!" button. Another blue arrow points from the "SIGN UP NOW!" button to a "Connect Now!" button in a sidebar.

This block contains two screenshots of the FirefighterWife Facebook page. The top screenshot shows the "Welcome to our private members only" group page, which includes a list of rules and a "SIGN UP NOW!" button. A blue arrow points from this button to the "Connect Now!" button on the website screenshot. The bottom screenshot shows the public Facebook page for "Firefighter Wife", which has 8,575 likes and 5,260 people talking about it. A red box highlights the "26,000+ Dec. 2013" statistic. A blue arrow points from the "Like" button on the Facebook page to the "Connect Now!" button on the website screenshot.



How It All Started

Lori Mercer shared her heart in a revealing blog post about her marriage...

- **Crying at the front door each morning**
- **Yelling at him for not calling me enough.**
- **He left on Mother's Day for a week of training so mad at me he didn't call home once.**

The REAL TRUTH

She wasn't the only one. So many fire wives can relate to this. *But as she sought out fellow fire wives in person she was met with bitterness and resistance. There had to be a better way.* And so began our connection online and the Fire Wife Sisterhood.

The screenshot shows the homepage of FirefighterWife.com. The main header features the site's logo in a mix of black and red fonts, with the tagline "Because Your ❤️ Belongs to a Hero!". Below the header is a navigation menu with links for Home, Who We Are, Connect, Events, Store, Resources, and Contact. On the right side, there are social media icons for Facebook, Twitter, Pinterest, and RSS, along with a "See your ad here become a sponsor" button.

The featured blog post is titled "A True Love Story" and is posted by Lori Mercer. It includes social sharing buttons for Like, Retweet, Share, Print, and Tweet. The post text begins with "This is for every newlywed fire wife. May it bring you encouragement and hope." and continues with a personal narrative about the author's wedding anniversary and her husband's military service. The post is accompanied by a photo of a young child sitting on a rock.

On the right sidebar, there is a search bar, a section titled "As Featured on WSYX ABC 6" with a video player, and a section titled "Listen to Us on Fire Engineering Blog Talk Radio" with a "Fire Engineering Talk Radio" logo. At the bottom, there are links for "TEAM Fire Wife Member Access" and "Our Sponsors".

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Wife

Operation and Funding

FirefighterWife.com is owned and operated by Lori and a team of 6 Trusted Advisors.

Funding is primarily through memberships, although the group is always looking for sponsors and additional funding opportunities.



CURRENT PARTNERS

1ST Responder Treatment

Safe Call Now

Firefighter Behavioral Health Alliance

Scream Free Institute

Dave Ramsey's Financial Peace University

MAKE A SAFE CALL NOW!

- Having thoughts of Suicide?
- Suffering from dependency or a substance abuse addiction?
- Need help but don't know where to go?

Make a Safe Call today for help:
206-459-3020



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What's Wrong with Marriage in the Fire Service?

Divorce Rates are high in the fire service. Some estimate 75%.

Actual Posts from our Facebook Page

From a Firefighter to the Wives:

- **"Tell him to leave it at the fire house. No need to talk about tough runs with his family!"**
- **"You can't help. He needs to work it out with his brother and sister firefighters"**

From Wives:

- **"He brings all his stress home to us and spends all day sleeping!"**
- **"He's angry all the time with us but I know he's not like that at the firehouse!"**
- **"Most of his crew is single or divorced and put their career as a priority over their relationships. He feels pressure to do this too!"**
- **"He lives with another family for 24-48 hours at a time. We feel so disconnected!"**
- **"So many affairs happen within the firehouse and EMS crews. I have trouble trusting him."**

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Our Mission

Strengthen, ignite and rescue firefighter marriages

Nurture our Fire Wife community with encouragement, support and friendship

To Build Up our Fire Wives in mind, body and spirit to be wise, strong and enduring

To bring an even deeper sense of community to the entire Fire Family



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How?

Community Website

- **Fit Fire Wives**
- **Fire Up Your Love Life**
- **Working Fire Wife**
- **New Fire Wife**
- **Blended Families**
- **Fire Wife's Kitchen**
- **Rescue My Marriage**
- **Fire Family of 2**



Home School Fire Families

active 1 day, 20 hours ago

A private group for members of the Fire Wife Sisterhood who are home schooling their children to exchange information and support.

[Request Membership](#)

Private Group / 11 members



Working Fire Wives

active 1 day, 23 hours ago

A private group in our Fire Wife Sisterhood for those wives who also work outside the home to share and support each other with these unique challenges....as in passing each other on the drive in to work each [...]

No Email ([Get email updates](#))

[Leave Group](#)

Private Group / 62 members



The Love Dare

active 2 weeks, 2 days ago

A group for any members of the free or paid Fire Wife community who are or have done The Love Dare. You can sign up for a daily email of The Love Dare – Firefighter Wife style here: <a [...]

No Email ([Get email updates](#))

[Leave Group](#)

Public Group / 218 members



Fire Wife's Kitchen

active 2 weeks, 4 days ago

Recipes for the firehouse, from the firehouse and especially for those nights when you're playing single fire mom and need something simple!

No Email ([Get email updates](#))

[Leave Group](#)

Private Group / 148 members

Also for specialty diets – gluten free, paleo, etc.



Blended Families

active 2 weeks, 4 days ago

If this title describes your family, you totally know why we are here. One of the most challenging life topics of all time. Let's work together and get it done in the best way possible.

[All Email \(change\)](#)

[Leave Group](#)

Private Group / 26 members

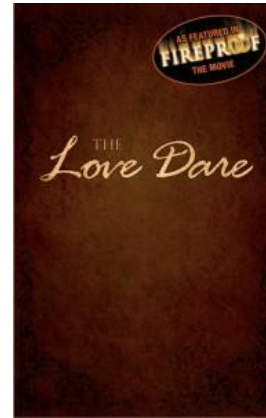
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How?

- **Group Programs in the Fire Wife Sisterhood**
- **The Fire Wife Academy – eBooks with hands on activities and practical tips and advice for the Fire Wife Life**
- **Local and National Events to connect the community face to face**



screamfree
Marriage



FIRE STRONG THINKING
The End of Worry, Fear and Restless Nights
An Online Guided Program Created by
Fire Wife ACADEMY 

The
Fire Life
Training
Academy
for Wives

[Click Here to Access](#)





The Strength of the Sisterhood

I'm so proud to be a part of this group. You ladies are all so amazing, this place is such a blessing in so many ways.

Like · Comment · Follow Post · Thursday at 9:31am near Doles, GA

and 24 others like this.

I completely agree!!! Sharing with everyone here has really helped reduced my stress level in so many ways. Now I just need to get my motivation going and I will be all good, lol!!

Thursday at 9:33am · Like · 5

Well said... ya all! Truly a positive impact for this crazy, blessed, stressful lifestyle we all live!

Thursday at 9:37am via mobile · Like · 7

Little does my husband know this group has made his life so much easier too.

Thursday at 9:39am · Like · 9

I don't know what I would do without this group! I can't wait to finally meet some of y'all!

Thursday at 9:40am via mobile · Like · 8

I agree!! This group is such a blessing!!

Thursday at 10:09am via mobile · Like · 2

Oh, ABSOLUTELY! I've been spending the majority of my time in here with you wonderful ladies and I must say it is VERY nice to have women that get it to talk to!! My hubs was actually a little jealous last night! LOL

Thursday at 12:05pm · Like · 5

My hubby teased that I love the Fire Wives more than him, lol!!

Thursday at 12:21pm via mobile · Like · 5

you girls are a blessing, even on the other side of the world. I love u all xo

Thursday at 7:10pm via mobile · Like · 4

may have the same stress but because of you all I manage it better. Here comes the mush...I feel like you all are already family.

Thursday at 7:17pm · Like · 5

Well, we are sisters! xoxo So much love and so little drama in here, we're all blessings to each other.

Thursday at 7:44pm · Like · 4

For the first time in my life, I have found women who completely understand my life. I never understood why it was so hard to connect with ladies whose husbands work a M-F 9-5 job. Now its clear.

There are messages like this everyday in our private fire wife group. I am honored to use this site to meet this need in our fire family. And I am beyond blessed with this new sisterhood in my life.

Thanks be to God for what he is doing in this community.

~ Lori Mercer, Owner

Join here: FirefighterWife.com/connect

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Because Your  Belongs to a Hero

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The Strength of the Sisterhood

"I still remember when I found your website and what a sense of relief it was to know I wasn't alone. Other marriages had these problems other people were dealing with what I was dealing with. And after my FF's depression diagnosis I could not have hoped for the avalanche of support I received from the ladies on that group! You may have saved my marriage and that means a lot to me but a whole lot more to my little girlie!"

FIREFIGHTER *Wife*.com
Because Your ❤️ Belongs to a Hero

Rescue Your Marriage or Just Reignite the
Flames by joining at
FirefighterWife.com/connect

YES!!!!
We are
winning!
Even Fire
wives are
Rescue Heroes
rescuing
marriages and
Fire Wives all
over the
world.
Go Sisters!
TEAM FIRE
WIFE!!

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Fire Wife Wisdom 2013

This year I learned that I am not always the reason for his mood. However I do have the power to changet hem in a positive way. This group has given me the strength, patience, and compassion to be a better wife and to fight not only for our marriage but for myself. – Erin, Nebraska

This year I have learned that I am not alone, this group has provided me with an insight I never could have imagined. My patience, appreciation, love and respect has grown for my husband in leaps and bounds. – Robyn, Vermont

This year I have learned the deeper meaning of the fire service. I have learned that my husband is not choosing something over me and the kids, he is choosing a life's calling to help and protect. I have learned to overcome my fears of what can happen and instead send him out the door with the confidence that God and his Brother's will return him home to me. Lastly, I've learned that there is an entire group of women who understand me, my fears and help me work through them so it's not put at his feet when that is the last thing he needs to be focusing on. – Lisa, New York





Wife

Why should you care?

- **Think of this as an extension of your Employee Assistance Programs, but geared toward the fire wife**
 - **How can *you* help?**
 - ***What is unknown is feared.***
 - **Help her to "know" her FF's "other home"**
 - **Invite her to events**
 - **Engage conversation and get to know her**
 - **Make her feel welcome at the fire house**
 - **Encourage a sisterhood in the fire wife community**
 - ***What hurts her, she resents.***
 - **If she resents the fire house, will her FF want to be there?**
 - **The Fire Wife Academy Programs help set expectations**
 - **Communication in a fire marriage is a must. Find ways to enable it amidst the interruptive firehouse life**
 - ***Women help women.....when a group is nurtured and guided***
- Get to know them. You do not want the only time you talk them, to be telling them their husband has died.**



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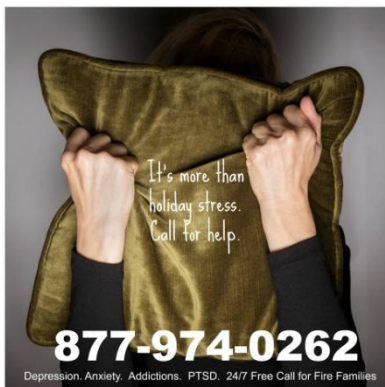


Wife

Utilizing FirefighterWife.com as a Resource

Free Resources

- **Daily inspiring posts at [FB.com/thefirefighterwife](https://www.facebook.com/thefirefighterwife)**
- **Bi-weekly blog posts**
- **Daily Fire Strong Challenges**
- **LODD, Marriage and Mental Health crisis resource lists targeted especially at Fire Wives needs**



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Utilizing FirefighterWife.com as a Resource

Encourage them to join the Fire Wife Sisterhood

- **Private Wives Group offering**
 - **Marriage studies (ex. The Love Dare)**
 - **Fit Fire Wife Accountability programs**
 - **Fire Wife Care Team**
 - **On-line mentors with physical support as membership grows**
 - **Safe, private community discussion**
 - **Fire Wife Rescue Pack Exchange**
 - **Informal local social meet ups and service activities**
- **\$8 / month, \$60 / year**
- **Supporting Member - \$30 / month**
- **Sponsoring Member - \$100 / month**
- **Department Memberships available**
 - **Includes a webinar to kick off the program in your department**



Rescue My Marriage



A program for Fire Wife Sisterhood Members. Join at FirefighterWife.com/Join

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Fire Wife Academy

The instruction manual created by real life fire wives for the Fire Wife Life

- Includes
 - eBooks
 - Instructional email series
 - Printable hand outs and tools
 - Journaling topics
 - Video and Audio clips



Fire Wife Academy: Online Training for the Fire Wife Life

Available at
FirefighterWife.com



FIRE STRONG™ THINKING

The End of Worry, Fear and Restless Nights

An Online Guided Program Created by



The
Fire Life
Training
Academy
for Wives

Click Here to
Access

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Flame Fest

CHICAGO  2014

BY **FIREFIGHTER** *Wife*

2nd Annual National Gathering

- **Being held at the Hyatt Lodge in Oakbrook, IL**
- **Geared toward Firefighter Wives and Strengthening Marriage**
- **Speakers include:**
 - **Crystal Paine, MoneySavingMom.com**
 - **Tony & Alisa DiLorenzo, OneExtraordinaryMarriage.com**
 - **Jeff Dill, Firefighter Behavioral Health**
 - **Chief John Salka (ret. FDNY), Fire Command Training**
 - **Dan & Lori Mercer, Founders of FirefighterWife.com**
- **Sessions for everyone and fun events including a Downtown Chicago scavenger hunt, dinners, poolside chats and endless opportunities to connect in person**



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Contact Information

- **Lori Mercer**

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