



Town of Little Elm
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News Release

FOR IMMEDIATE RELEASE

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Little Elm names Brian Roach as incoming Fire Chief

LITTLE ELM (November 5, 2015) Little Elm Town Manager Matt Mueller has announced the appointment of Brian Roach as the new Little Elm Fire Chief, effective Wednesday, Nov. 11.

“I believe that Brian will be a fantastic leader for the Fire Department,” he said. “I believe he embodies our culture of servant leadership and will fully represent our value of Integrity, Customer Service, Efficiency, and Innovation.”

Roach has been in the fire service for 23 years, either as a volunteer, contractor or fulltime firefighter. He joined the Little Elm Fire Department in 2008 as Fire Marshal, rising to the rank of Division Chief of Fire Prevention and Assistant Fire Chief. He replaces Joe Florentino who, as of Oct. 1, assumed the duties of Assistant Town Manager.

Prior to arriving in Little Elm, Roach served as firefighter and emergency medical technician in the Allen Fire Department for two years, then as Fire Marshal for eight years; held a firefighter position with the Sherman Fire Department for a year; was a contract Fire Marshal and volunteer firefighter for the Farmersville Fire Department for two years; and was a volunteer firefighter for the Wylie Fire Department for two years.

He holds an Associates in Applied Science in Fire Science Technology; a Bachelor of Science in Public Administration from Upper Iowa University; a Graduate Certificate in Conflict Management and a Master of Science in Human Environmental Science from the University of Alabama; and is working toward a Doctorate in Education with a concentration in Interdisciplinary Leadership from Creighton University.

Roach has attained certification as an Executive Fire Officer, Fire Service Chief Executive Officer, Certified Public Manager and Certified Fire Executive. He is also qualified as an Arson Investigator, Peace Officer, Instructor and Marine Safety Officer among other qualifications.

He has two sons, one a peace officer with the Town of Duncanville and the other a student at Texas A&M University. He is a native of Alabama but grew up in the Plano area.

Active in the Boy Scouts of America, he is serving as a member of the Fire Marshal Group for the upcoming 2017 national jamboree and served as crew leader in the Fire Rescue Group for the 2013 national jamboree.

Roach is a member of Texas Fire Chief’s Association; International Association of Fire Chiefs; International Association of Arson Investigators; National Fire Protection Agency; International Code Council; and the National Eagle Scout Association.

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Note: Photo of Chief Roach accompanies this release.

ABOUT LITTLE ELM – Little Elm is one of the state’s fastest growing communities. Nestled on the shores of Lake Lewisville, the Town was incorporated in 1966, adopting the Council/Manager form of government. The population increased dramatically over the last several years, growing from under 4,000 in 2000 to over 30,000 today. Little Elm’s population exceeds the state average in education and income, and is increasingly trending younger and technologically proficient. The Town’s footprint is just over 21 square miles and boasts some 66 linear miles of shoreline within its boundaries.