



Town of Little Elm  
100 West Eldorado Parkway  
Little Elm, TX 75068  
(214) 975-0406  
[www.littleelm.org](http://www.littleelm.org)

# News Release

FOR IMMEDIATE RELEASE

Media Contact: Celso Martinez 972-623-8836

February 1, 2016

## Formal swearing in of new Fire Chief set for Feb. 4

LITTLE ELM (February 1, 2016) Formal swearing-in ceremonies for Little Elm's recently-named Fire Chief are scheduled for Thursday, Feb. 4, says Town Manager Matt Mueller.

Chief Brian Roach will take the solemn oath of service at the Little Elm Public Safety Building, 88 West Eldorado Parkway, at 6 p.m. in a public ceremony. Light refreshments will be served.

Roach took over the duties as the Town's primary firefighter on Nov. 11 of last year, following the promotion of his predecessor Joe Florentino to Assistant Town Manager. The new Chief 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 prior to his appointment as Chief.

Previously, he served in the fire departments of Allen, Sherman, Farmersville and Wylie in virtually every capacity. This is his first appointment as Fire Chief.

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.

The Chief 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.

In addition, he 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.

###

**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.