



SERVPRO of Northwest Genesee County Draws 100-Plus Professionals to Live Burn & Learn

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SERVPRO of Northwest Genesee County reports that its Live Burn & Learn event assembled more than 100 industry professionals for direct observation of controlled fire demonstrations and focused discussion of fire behavior in the context of property recovery. Organized jointly by SERVPRO of Northwest Genesee County and EFI Global, the completed gathering drew restoration professionals, insurance partners, investigative specialists, and sponsors for an exchange centered on how fire develops, spreads, and leaves residual effects that restoration teams later address.

The event's educational design placed participants in proximity to live-fire demonstrations rather than relying solely on classroom descriptions of combustion. Attendees could examine how flames interact with building materials, how smoke and soot migrate through openings and systems, and how suppression activities alter the post-fire environment. For restoration practitioners, such observation supplies a concrete reference for the patterns of damage they later document and clean. Understanding the physical progression of a fire helps technicians distinguish between primary burn effects and secondary residues that require different treatment methods once the property is released for recovery work.

Insurance and investigative professionals who participated gained parallel insight into the same processes. Claims documentation and origin-and-cause examinations both depend on accurate recognition of burn patterns, heat effects, and the interaction between fire and water applied during suppression. When restoration teams, adjusters, and forensic specialists share a common visual reference for those phenomena, subsequent communication about scope, causation, and sequencing of work tends to rest on clearer mutual understanding. The Live Burn & Learn format therefore served as a practical forum in which those groups could align their observations without the time pressure of an active loss.

A hands-on fire restoration training event of this type also underscores the operational link between fire dynamics and the sequence of restoration tasks that follow. Once the fire service has extinguished the flames and investigators have completed their examination, restoration crews confront soot deposition, odor absorption, water from suppression, and structural changes caused by heat. Seeing the fire progress under controlled conditions allows technicians to anticipate where residues will concentrate and which materials are more likely to retain them. That foresight informs decisions about containment, cleaning methods, and the order in which different areas of a property can be addressed, reducing the chance that one phase of work recontaminates another.

Networking opportunities formed a complementary part of the program. Restoration firms, insurance carriers, and investigative organizations routinely interact on the same properties yet often operate on separate timelines and with separate documentation standards. The event created an occasion for those professionals to discuss how information generated during the fire itself travels into the claim file and the restoration plan. Such exchanges do not replace formal protocols, but they can surface practical questions about evidence handling, the timing of contents removal, and the coordination of drying or cleaning once investigative needs are satisfied.

Joshua A. Ingersoll, Owner of SERVPRO of Northwest Genesee County, noted the value of direct observation for the professionals who respond after the fire is out. "Watching controlled fire behavior clarifies why certain residues appear in locations that may seem distant from the point of origin," Ingersoll said. "That clarity helps restoration teams plan the sequence of cleaning and documentation so that the work supports both the property's recovery and the information needs of the other parties involved."

Dean M. Dingman, Owner, emphasized the collaborative aspect. "Property recovery involves multiple disciplines that each contribute specialized knowledge," Dingman said. "When those groups can examine the same demonstration and discuss its implications for claims, investigation, and cleaning, the subsequent coordination on actual losses benefits from a shared frame of reference."

The educational emphasis remained on observable processes rather than on any single service outcome. Participants could relate the demonstrations to the practical realities of soot and smoke migration, the effects

of water used in suppression, and the importance of preserving or documenting conditions before cleaning begins. These considerations affect how restoration teams prioritize areas, protect contents, and communicate progress to carriers and investigators. The gathering therefore functioned as continuing professional education grounded in the physical phenomena that all of the represented disciplines encounter.

By assembling more than 100 professionals from restoration, insurance, investigative, and related fields, the Live Burn & Learn event illustrated the practical benefit of joint observation. Fire behavior determines the distribution of damage; shared understanding of that behavior supports more coherent communication once recovery work begins. The completed program offered a structured setting in which those connections could be examined directly.

SERVPRO of Northwest Genesee County specializes in the cleanup and restoration of residential and commercial properties after fire, smoke, or water damage and also provides mold mitigation. The locally owned franchise, led by owners Joshua A. Ingersoll, Dean M. Dingman, and Eric D. Chesser, maintains 24-hour emergency response capability and employs technicians who receive ongoing industry training, including IICRC certifications, to address the range of conditions that follow fire and water events.

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SERVPRO of Northwest Genesee County specializes in the cleanup and restoration of residential and commercial property after a fire, smoke or water damage. SERVPRO of Northwest Genesee County can also mitigate mold and mildew from your home or business.

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