

## Behind the Scenes of Giants Firefighter Appreciation Night: Q&A with Mack Douglas of the SF Giants

SF Fire recently joined the San Francisco Giants in hosting the second annual Firefighter Appreciation Night with a pre-game tailgate open to the public at China Basin Park. Food trucks, live music, ticket giveaways and cash prizes were on hand for all to enjoy and have a chance to win. The Siren recently sat down with Mack Douglas, Parks Program Manager for the SF Giants, to hear what it's like working with community partners like SF Fire and how events like the tailgate help to recognize the firefighter community while cultivating the Giants fanbase. Following are excerpts from the conversation.

**Siren:** Please tell me a little bit about your role with the SF Giants. What part of the business are you in, how long have you been there, what inspires you to come to work every day?

**Mack Douglas:** My role with the Giants is to bring events to life at China Basin Park, which is a new public park across McCovey Cove from the stadium. For the last three seasons, I've worked with community partners like SF Fire to help make their vision a reality; they are a big part of the culture and experience of a Giants game. Helping to make memories for our fans and partners is what inspires me to come to work every day. Whether it's a kid getting to sit in a fire truck, or an attendee having the opportunity to meet the fire chief, that event (and events like it) enhance our fan experience tremendously. I try to keep in mind that a regular workday for me might be something that kids or parents remember for the rest of their lives.



**Siren:** SF Giants recently hosted Firefighter Appreciation Night. Why are firefighters an important audience for the Giants?

**Mack Douglas:** At the Giants, we work very closely with the SF Fire Department to ensure the safety and well-being of our fans. The exceptional service provided to us by our Port and City firefighters is impossible to overstate. Firefighters are an important audience for us because of how essential they are to our success. It was great to be able to focus on their contributions and achievements for a night at the ballpark.

**Siren:** What was your favorite part of Firefighter Appreciation Night this year?

**Mack Douglas:** The fireboat is always a highlight, and it was a pleasure to meet the new fire chief. But for me, the biggest highlight was seeing how many people came together to celebrate firefighters throughout the Bay Area. It was special



for us to see such a massive segment of the firefighter community show up and celebrate one another.

**Siren:** The Giants relocated to San Francisco in 1958, just seven years after SF Fire CU was founded. What does it mean to the Giants to have such deep roots in San Francisco?

**Mack Douglas:** We've taken the representation of San Francisco very seriously since day one. It has been a privilege to evolve with the city over the decades, and even more of a privilege to have the unwavering support of our fanbase through good times and bad. Our roots are in reflecting the values of San Francisco in everything we do.

**Siren:** Any predictions for the season? World Series or bust?

**Mack Douglas:** Giants 2025 World Champs!

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## MESSAGE FROM PRESIDENT & CEO

KATHY DUVALL

Greetings! It's hard to believe we are halfway through 2025. Where does the time go? In a blink of an eye, we've gone from saying Happy New Year to Happy Fourth of July. I wish you all warm regards with the best of summer upon us.

We've been quite busy at SF Fire. Let me share a few highlights:

- Hot off the press, in late June, SFGATE announced that **SF Fire Credit Union won the Best Credit Union category for the SFGATE's 2025 Best of Bay Area awards**. Thousands of passionate locals cast their votes to celebrate the restaurants, businesses, and experiences that make the Bay Area one of the most vibrant places in the world. This is our second consecutive win, and we are thrilled by this recognition that all of you and the local community bestowed us.
- **We are also thrilled to have been recently recognized at the Diamond Awards, given by America's Credit Unions**, to recognize excellence in credit union marketing and business development. These awards celebrate the best marketing campaigns, digital strategies, and innovative approaches

used by credit unions to engage members and build their brands. This year, SF Fire won in the following three categories:

- ◊ One-Time Event: Our Stonestown Lunar New Year Grand Reveal Party
  - ◊ Complete Campaign: Rescuing You from Banks campaign
  - ◊ Social media: Viral Giants Firefighter Appreciation Night Tailgate video
- **Speaking of the SF Giants Tailgate**, back by popular demand, we hosted this in late May and had another incredible turnout – it was great to see so many of you there! Some of the highlights (and a few surprises!) included a bagpipe performance, many affinity groups in attendance featuring Los Bomberos, the United Fire Service Women, Asian Firefighters Association, Black Firefighters Association, NERT, SFFD Local 798, and Guardians of the City, plus even SFFD Chief Dean Crispin dropped by to show his support! We love this event and hope you enjoyed it too.

- **We were also happy to recently host our bi-annual Shred Day**. Many of you have shared how much you appreciate this benefit, and we safely destroyed roughly 19,520 pounds of documents that day. Our next Shred Day will take place on Friday, September 26th.

As we look towards the back half of the year, we remain optimistic about the future and our opportunity to serve you. I hope you'll enjoy other features in this issue of the Siren including an interview with Mack Douglas of the San Francisco Giants plus details about our yearlong intern program, where we partner with the UC Davis MSBA program to help equip students with the skills needed to solve real-world business challenges.

Until next time, best wishes for a happy and safe summer!

Kathy Duvall



President & CEO

### 2025 SFGATE's Best of Bay Area

## SF Fire Credit Union Named "Best of Bay Area" by SFGATE

A big thank you to our members and SFGATE readers for this recognition. The SFGATE Best of Bay Area recognized businesses across 126 categories and we're honored to have been voted Best Credit Union.

Learn more at [sffirecu.org](https://sffirecu.org)





COMMUNITY EVENTS

# Out & About

1906 Earthquake and Fire Anniversary Commemoration | April 17    NERT City Wide Drill | April 19



Shred Day | May 12



SF Fire X SF Giants Tailgate | May 20



Suppression Academy Class 135 Graduation | June 6





## Investing in the Future: UC Davis MSBA Practicum

At SF Fire Credit Union, we're proud to partner with the UC Davis Master of Science in Business Analytics (MSBA) program—one of the country's top-ranked graduate analytics programs. Designed to blend advanced data science, machine learning, and business strategy, the MSBA curriculum prepares students to solve complex, real-world problems through data-driven insights.

As part of their yearlong Practicum Project, MSBA students work directly with companies like ours to address critical business challenges. At SF Fire Credit Union, our interns have tackled initiatives that deepen our understanding of our members, optimize marketing strategies, and support data-informed innovation across the organization.

*"One of the most rewarding aspects of my experience at SF Fire has been learning how to navigate the American work environment while deepening my understanding of financial services and the unique operations of credit unions,"* shared Jeremy Twumasi Ampofo, one of our current MSBA interns. *"I've been fortunate to work alongside an incredible team both of interns and credit union employees, and it's their diverse insights and collaborative spirit that have truly enriched my journey here."*

This collaboration offers students hands-on experience applying analytical models, working with live data, and translating their findings into strategic recommendations—all while contributing to the Credit Union's mission to better serve our members.

*"Our University of California, Davis students greatly benefit from the invaluable opportunities provided by the SF Fire Credit Union,"* noted Director Josue Martinez. *"Through hands-on experience, students apply their newly acquired business analytics skills to real-world challenges, working at the pace of business. They gain exposure to diverse projects, organizational functions, and varying levels of seniority. This experience boosts their confidence and fosters self-realization as they see their contributions directly influencing the decisions at SF Fire Credit Union. We are deeply indebted to SF Fire Credit Union for partnering with UC Davis to help launch the careers of future professionals."*

**We're grateful to be part of shaping the next generation of data leaders, and we look forward to seeing where their skills and curiosity take them next.**

## Document Shred Day

Our next sensitive document destruction day is on:

**Friday, September 26th**

**9am to 1pm**

**565 Buckingham Way, San Francisco**

Based on member feedback, there will be a limit of **4 banker boxes** per household (15"x12"x10"; 1,800 cubic inches; 30 lbs; 2000-5000 sheets depending on paper weight) or a total of 120 lbs of paper.

Documents will be shredded on-site. Be sure to remove any large binder clips, but there's no need to worry about removing small paper clips and staples. Unfortunately, we cannot accept photos, VHS tapes, DVDs, binders, books or cardboard boxes.

This is a **member only, first-come, first-served service**. If the trucks reach full capacity before your turn, we cannot guarantee all attendees will be able to shred their documents.

RSVP at: [sffirecu.org/shred](https://sffirecu.org/shred)



### California Street Branch

3201 California Street, SF, CA 94118

### Stonestown Branch

565 Buckingham Way, SF, CA 94132

### Noe Valley Branch

3908 24th Street, SF, CA 94114

### Branch Hours

Monday – Friday 9:30am-5:30pm  
Saturday 10:00am-2:00pm

### Contact Center & Web Chat Hours

Monday – Friday 7:00am-7:00pm  
Saturday 9:00am-5:00pm

Hours and closures are subject to change, so members are encouraged to check our website frequently for the most current information.

### Credit Union Branch Holidays

Friday, July 4 – Independence Day

Monday, September 1 – Labor Day

The Contact Center will be closed on Independence Day and Labor Day.



NMLS #262686

We do business in accordance with the Federal Fair Housing Law and the Equal Credit Opportunity Act.



**AMERICAN SHARE INSURANCE**  
Your savings insured to \$250,000 per account.  
By members' choice, this institution is not federally insured, or insured by any state government.



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