



- Spencer Johnson– Red Tree Group
A mini-workshop presented by the people that gave us “Who Moved My Cheese?”
- - Dr. Mark Brunson
Utah State University– Citizens views on fuels treatments: Do people like what they see? Do they see what we’d like?
- - Obtaining grants for all things wildfire.

- Fire Prevention/ Mitigation Specialists
- Fire Departments
- Wildland Urban Interface Coordinators
- Fuels Planners
- Federal, State, and Local Fire Officials
- All Interested in Wildfire Issues



APRIL 11-12, 2014



Monday, April 12, 2010-

Evening Registration and opening reception

Tuesday, April 13, 2010-

0800-0830 Registration

0830-0900 Opening Introduction and Welcome

0900-1030 **How to Find Where Your Cheese Went**

Spencer Johnson - Red Tree Group

1030-1100 Break - Vendors

1100-1200 **From Us to You, What's New?**

Fire prevention ad. campaign updates

1200-1300 Lunch - Videos and Idea Sharing

1300-1400 **Smokey Who?**

How BYU Ad Lab worked to create an educational

DVD targeted at reintroducing Smokey Bear to K-6 graders

1400-1500 Break out #1

- **Tips for Teens** -Reaching elusive teenage audiences

- **First on Scene** - Fire investigation and cause reporting

- **Where do I Start?** -Building a prevention program

1500-1530 Break

1530-1630 Break out #2

- **Tips for Teens** -Reach teen audiences

- **First on Scene** -Investigation/cause reporting

- **What Can a Fire Prev Team Do For Me?**

Wednesday, April 14, 2010-

0830-0845 Opening and Introduction

0845-0930 **Lessons Learned**- Oregon Trail fire exp.

0930-1000 Break - Vendors

1000-1100 **Up Close and Personal** -

Homeowner's experiences with wildfires

Wednesday Continued...

1100-1200 **Are you Covered? -**

Insurance issues for homeowners

1200-1300 Lunch

1300-1400 **Shaking the Money Tree -**

Obtaining grants for all things wildfire

1400-1430 Break - Vendors

1430-1530 **Is Your Neighborhood Firewise?**

Helping your local communities become "firewise"

1530-1630 Break out #3

- **Cracking the WUI Code** - An update on WUI codes

- **Landscaping Your Home in the Wildlands**

- **Breaking Down the Urban Message Barrier**

Thursday, April 15, 2010-

0830-0845 Welcome - Open

0845-1000 **Public Perceptions** - Dr. Mark Brunson

Citizens views on fuel treatments: Do people like

what they see? Do they see what we'd like?

1000-1030 Break

1030-1200 **Media Blitz** - Getting the media interested in your message

1200-1330 Awards Luncheon for group

Boots and Bunkers - Ideas for teaching fire prevention

to elementary school students

1330-1415 **"Tweet"ing for Success** -Tricks of the trade using new tech.

1415-1430 Break

1430-1600 **When There's No Crisis** - Generating interest in fire preven-

tion when the grass is green

1600-1630 Final Business

Friday, April 16, 2010-

0800-1200 Committee meetings

Registrant Information Form
Registration is due by March 30, 2010

First Name: _____

Last Name: _____

Title: _____

Organization: _____

Address 1: _____

Address 2: _____

City: _____

State: _____

Zip: _____

Office Phone: _____

Cell Phone: _____

Email: _____

Please complete this form and return with registration fee to:

Jane Martinez
Utah Division of Forestry, Fire & State Lands
PO Box 145703
Salt Lake City, UT 84114-5703

The registration fee is \$75.00. **Please include a check or purchase order made payable to "Utah FFSL".**

The conference will be held at the Radisson Hotel in downtown SLC, UT, 215 West South Temple, 84101. A block of rooms has been reserved under the name Great Basin/Northern Rockies Fire Prevention for the government rate of \$106/night. To make reservations please call 1-800-395-7046. The hotel will reserve the rooms until March 30, 2010.

For more information, please contact Jane Martinez at (801) 538-5427.

Radisson Hotel 1-800-395-7046



You may also submit attached form with payment. Cost: \$75-per person