



# Invitation to Register

## 16th Annual Fire & Life Safety Educators Conference of the Rockies

Estes Park Convention Center &  
Rocky Mountain Park Inn  
Estes Park, Colorado

**April 21-23, 2010**

Visit the Conference website:  
[www.FireSafetyEducators.org](http://www.FireSafetyEducators.org)

**Registration Fee is Only \$200**

Early Registration Ends: March 21, 2010  
Late Registration Ends: April 23, 2010

Thanks to Our  
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Centura Health  
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## Fire & Life Safety Educators Conference of the Rockies

On behalf of the Fire & Life Safety Educators of Colorado, I invite you to attend our 16th Annual professional development conference April 21-23, 2010. This year we are moving it to Estes Park, Colorado, the beautiful and welcoming gateway to Rocky Mountain National Park. This conference is the premier professional development conference for fire and life safety professionals in the Rocky Mountain Region and among the top conferences in the nation. Our speakers hail from across the nation and will bring us innovative programs, information on new technologies, techniques for reaching our target audiences better and ideas for developing successful programs within our shrinking budgets. The networking opportunities alone make this conference worthwhile.

Speaking of shrinking budgets, we have reduced the registration fee for this 2 1/2-day conference to \$200. All of us are challenged with doing more with fewer resources even though fires and injuries don't take a vacation during economic downturns. Cutting our registration fee to this minimum level is our attempt to help you afford this valuable training. Additionally, an agency that pays for two registrations gets a third FREE. We also will be able to offer scholarships for registrations and lodging thanks to the generous support of our sponsors, some of whom are listed below.

Our Conference Team – Angela Driskell, Kerry Koppes, Pam Kutchen, Sherrie Leeka, Patrick Love, Scott Pribble, Scott Pringle, Tracey Taylor and Micki Trost – has been working hard to produce what promises to be an enjoyable, educational and amazing conference. I thank them for their exceptional efforts.

We hope you'll be able to join us in Estes Park.

Einar Jensen, Conference Chairperson

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### Who should attend?

Fire & Life Safety Professionals  
Firefighters and Fire Officers  
EMTs and Paramedics  
Community Police Officers  
School Resource Officers  
Hospital Injury Prevention &  
Community Outreach Staff  
Emergency Managers  
Private Sector Risk Managers  
Teachers

### Why should you attend?

Innovative Programs  
Technology Tips  
Teaching Techniques  
Best Practices  
Resources  
Networking  
New Ideas for Existing Problems  
Continuing Education Units

# 2010 Keynote Speakers

Although our organization's roots are in the fire service, we — like our colleagues in operations — are challenged to address both fire and non-fire risks in our communities. Injury and illness prevention, as well as emergency preparedness, have joined our traditional efforts of burn prevention, fire prevention and fire safety. We chose Ms. Coffey and Chief Nigro as our keynote speakers because they demonstrate our commitment to this new diversity in our programming. They are excellent additions to our 2010 program.

## Opening Keynote Speaker: Colleen Coffey



Colleen, who lives with depression and anxiety, challenges the stigmas that surround mental health disorders and provides strategies for finding wellness and for educating our audiences, especially teens, to do the same. She is program manager for the National Mental Health Awareness Campaign, which is committed to educating everyone about the importance of mental health.

## Closing Keynote Speaker: Chief Daniel Nigro



On the afternoon of September 11, 2001, Daniel A. Nigro (ret.) became the 29th Chief to lead the Fire Department of New York City. He started with FDNY in 1969 and quickly and steadily rose through the ranks from firefighter to deputy chief. After his promotion to chief, he helped get FDNY back on its feet, ready to protect the citizens of NYC before, during and after emergencies. A proponent of prevention, Chief Nigro will speak about his year as chief and how he learned to overcome exceptional challenges in order to achieve his vision of success.



## 2010 Courses and Instructors

(Subject to Change ~ Schedule To Be Determined)

### Home Safety Surveys: Best Practices in US and UK

We know what causes residential fires and injuries, but we aren't as successful as we could be in getting these messages to our communities. We will look at two programs that are effective: one from the US and one from the UK. You will receive a blueprint to make these programs work in your communities.

Rebecca Booker, Fire & Life Safety Educator  
Spring Lake Park FD, MN

### The Culture of Poverty

Many of the families with whom we work live in generational or situational poverty. To be effective educators we need to examine our assumptions and judgments about "those people" so we can be more effective in reaching and helping them.

Wanda Omdahl, Deputy Fire Marshal II  
Albany Fire Dept., OR

### Reaching the Spanish-Speaking Population

Spanish is an important form of communication in our nation, even among native citizens. We must go beyond providing materials in Spanish, some of which is translated poorly, and understand these cultures to provide better safety programming to these community members.

Brianna Goodwin, Fire & Life Safety Educator  
Colorado Springs Fire Dept., CO

### Distracted Driving & Why It's Such a Problem

We'll examine examples of distractions and explain why multi-tasking while driving increases the potential for a crash. We'll review recent research, including the National and Denver Safe Kids studies and review legislation so that you can begin your own program to prevent distracted driving.

Tracey Holmberg, Injury Prevention Coordinator  
Swedish Medical Center, Denver, CO

### Inhalants: The Silent Epidemic

The intentional misuse of common household products by inhalation is a constant public health concern. Prior to 8th grade more youth use inhalants than other drugs partially because they underestimate or don't understand the risk. We'll address the impact of inhalants on users, tips for parents and teachers, and strategies for prevention.

Harvey Weiss, Director  
Nat'l Inhalant Prevention Coalition, TN

### Fire Education in a Safety Village

We'll consider the costs and benefits of safety villages and the innovative teaching strategies that are possible based on the 15 in Canada and 10 in the US. We'll also understand how to bridge the gap between binders of lesson plans and program delivery in this setting.

Melanie Duke, Fire Safety Educator  
Community Safety Village of York, Ontario



### Station Tours 101

Station tours are a prime opportunity for education on life safety topics as well as what your agency provides to its stakeholders. Even rookie firefighters have an opportunity to reduce risk with this presentation if they have the right tools. Students will receive a "toolbox" of tour topics and consider how to modify tours for the specific needs of certain audiences.

Scott Pringle, Deputy Fire Marshal  
Loveland Fire and Rescue, CO

### Home Fire Sprinklers: Increasing Awareness

With nearly 3,000 civilians dying annually in residential fires, life safety professionals need to know more about how

### Schedule at a Glance

WEDNESDAY, APRIL 21, 2010

8:30 - 10:00	Registration
10:00 - 12:00	Opening Ceremony/ Welcome Keynote
12:00 - 1:30	Buffet Lunch (provided) Panel Discussion
1:30 - 2:45	Breakout #1
2:45 - 3:15	Break - Visit Exhibitors
3:15 - 4:30	Breakout #2
4:30 - 5:00	Visit Exhibitors
5:00 - 6:00	Happy Hour
6:00	Dinner - Visit Estes Park

sprinklers function, how they can improve life safety and how to incorporate them into existing messaging.

Maria Figueroa, Regional Fire Prevention Mgr.  
NFPA, Miami Lakes, FL

**Apartment Fires? Get the Tools to Reduce Them!**

This train-the-trainer program will assist you in developing fire and life safety relationships with apartment managers and landlords based on our research. We'll consider communication barriers, smoke alarm programs and human behavior, too.

Kate Stoller, Asst. Fire Marshal  
Joanne Hatch, Public Educ. Chief Officer  
Tualatin Valley Fire & Rescue, OR

**Educators & Inspectors Unite!**

Life Safety Educators and Fire Inspectors share goals and interests and can assist each other with teachable moments. Educators will increase their understanding of the Fire Code and how to apply it where they are conducting presentations.

Colleen Potton, Life Safety Educator  
South Metro Fire Rescue Authority, CO  
Deanna Harrington, Fire Prevention Tech.  
Cunningham FPD, CO

**Fire Safety for the Disabled Population**

We'll discuss the four major disability groups: mobility, vision, hearing and cognitive. Too often, they are forgotten members of society. We'll analyze existing programs for benefits and deficiencies, and identify strategies for



adapting presentations to meet the needs of these audiences.

Brad Carroll, Fire Prevention Specialist  
Wyoming Fire Marshal's Office

**Residential Sprinklers: Education Outreach**

We'll consider the experience of California in developing communications strategies to educate building officials, water purveyors and other stakeholders regarding fire sprinkler requirements. We'll also consider strategies for adopting the 2009 IRC.

Clifford F. Hunter, Fire Marshal  
Rancho Santa Fe FPD, CA

**Let's not Forget Grandma & Grandpa**

We'll identify ways to work with senior citizens to combat their high fire death rates. We'll consider strategies for building programs with senior centers, nursing homes, churches and neighborhood associations.

Tina Robinette, Deputy State Fire Marshal  
SC State Fire Marshal's Office

**Educational Psychology & Teaching Teens**

The state of teaching today presents many obstacles to both student and teacher. Using psychological learning theories, including cognitive and social development, we'll consider strategies for reaching the teenaged mind. We'll also review examples of lessons designed specifically for the fire service.

Debra Jensen, Teacher  
Clear Creek High School, CO

**Implementing Effective Citizens' Fire Academies**

From selling the idea internally to funding it and coordinating it, we'll consider how to develop a citizens' fire academy. We'll also discuss fun and safe activities for attendees and ways to evaluate it.

Peggy Harrell, Captain  
Plano Fire Dept., TX

**Dynamic Delivery Techniques**

Learn how to spice up your presentation with simple and proven delivery techniques that will lead to better student retention and enthusiasm.

Fidel Garcia, President  
Professional EMS Education, CO

**Schedule at a Glance**

THURSDAY, APRIL 22, 2010

8:00	Continental Breakfast (provided)
9:00 - 10:15	Breakout #3
10:15 - 10:45	Break - Visit Exhibitors
10:45 - 12:00	Breakout #4
12:00 - 1:30	Lunch (Provided) Panel Discussion
1:30 - 2:45	Breakout #5
2:45 - 3:15	Break - Visit Exhibitors
3:15 - 4:30	Breakout #6
4:30 - 5:00	Visit Exhibitors
5:00 - 7:00	Dinner - Visit Estes Park
7:00 - 10:00	Casino Night (free)
7:00 - 12:00	Dancing (free)

### Kohl's/NHRMC Safety Summer Camp

This camp is an innovative way to prepare kindergarteners for school and the "real world." A multi-disciplinary team teaches the kids about topics such as safety around vehicles, drugs and alcohol, poisonous plants, 911, fire safety, pet safety, disasters and strangers. Each child receives safety gear as well as certificates. We'll discuss the planning and implementation process.

Tina D'Amico Poole, Injury Prevention Coordinator  
New Hanover Reg. Med. Ctr., NC

### Social Media & Accessible Collaboration

We'll introduce students to the basics of social networking and media, and track their evolution from bored teenagers to large-scale marketing programs. We'll also examine how these tools are inherently accessible technologies for our special needs populations.

Tina Robinette, Deputy State Fire Marshal  
SC State Fire Marshal's Office  
Neil McDevitt, Program Director  
TDI-CEPIN, Silver Spring, MD

### Resources for Rural Communities

People in small communities have twice the fire death risk of the US population at large. We'll review the NFPA's research into this problem and examine resources you can use in your own communities.

Monica Colby, Education Advisor  
NFPA, Kearns, UT

### DPS Rides: Healthy & Safe Routes to School

This interactive bicycle/pedestrian safety program within Denver Public Schools includes skills training and exercise promotion in addition to injury prevention messages. We'll discuss strategies for integrating teachers and parents into this program and tips for designing your own Walk/Wheel to School campaigns.

Sue Matzick, DPS Rides Coordinator  
Denver Health Medical Center

### Fire Safety Magic: Like a Rabbit out of a Hat

Until parents make the connection about their role, the job of the life safety educator will be incomplete. Our fam-



ily created the *Brecker Bunny* book series as we recovered from my son's burn injuries. We'll discuss the book's generation and how to integrate parents into life safety programming at home.

Hilary Bilbrey, CEO  
Inspired by Family, WI  
Michelle Heim, Mom/Employee  
Inspired by Family, FL

### Talking with Tweens for Dummies

Tweens, the students in upper elementary school and middle school, are prone to juvenile fire-setting and other dangerous behaviors in part because few of our programs are effective in reaching them. We'll examine several programs that are effective and discuss why they work.

Colleen Potton, Fire & Life Safety Educator  
South Metro Fire Rescue Authority, CO

### Safety Preparedness in Corporate America

TIAA-CREF began an ambitious program to provide a life safety program for all of its employees shortly after 9/11. This program is now a cultural icon for the business and a model for other companies. We'll discuss how to engage management support, our integration of volunteers and the tools we used to implement it.

Thomas H. Davis, Mgr. of Corp. Safety & Security  
TIAA-CREF, CO

### The Power of Humor in Education

Adding humor to a presentation can be an effective way to maintain student attention and improve their long-term retention, but it has to be used appropriately. We'll discuss several strategies.

Fidel Garcia, President  
Professional EMS Education, CO

### Escape and Wait Fire Escape Planning

Escape planning is a lesson most kids forget, which is supported by data that most families don't have or remember where their meeting place is. This program features a new method to improve message retention and remind children that after the escape, they need to wait for the rest of their family and the fire department.

Dan Phillips, Firefighter  
Royal Oak Fire Dept., MI

### Schedule at a Glance

FRIDAY, APRIL 23, 2010

8:00	Continental Breakfast (provided)
9:00 - 10:15	Breakout #7
10:15 - 10:45	Visit Exhibitors
10:45 - 12:00	Keynote
12:00 - 12:15	Closing Remarks

### Current Educational Messages

NFPA provides standardized educational messages that are reviewed annually to assist fire & life safety educators

with their programming. We'll review the current messages and best practices for delivering them.

Monica Colby, Education Advisor  
NFPA, Kearns, UT



### Standardized Regional JFS Programs

Curbing juvenile-set fires can be a daunting task for fire agencies. We'll examine a regional effort to pool multi-disciplinary resources to provide interventions to these juveniles.

Paul Reichenbach, Public Educ. Info. Spec.  
State Fire Commissioner's Office, PA

### Drugs in the Community Your Kids Know About

Drug abuse continues to be a problem in our communities. We'll review ways to identify drug abuse, the ways drugs are marketed to children and examine the far-reaching costs of drug abuse.

Lynn Riemer, President  
ACT on Drugs, Inc., CO

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## Estes Park: Your Gateway to the Rockies

Although Native Americans were the first humans to visit the valleys surrounding what would become known as Estes Park, a former California 49er and farmer named Joel Estes was the first settler. Joel and his son Milton were hunting in the mountains west of their Fort Lupton home in 1859 when they stumbled on the valley. The Estes family moved there in 1860 and started ranching, but that pursuit was abandoned for the wealth possible from selling meat and furs from the area's abundant deer and elk herds to the hungry settlers in Denver. *Rocky Mountain News* Editor William Byers named the area Estes Park after meeting the family in the summer of 1864.

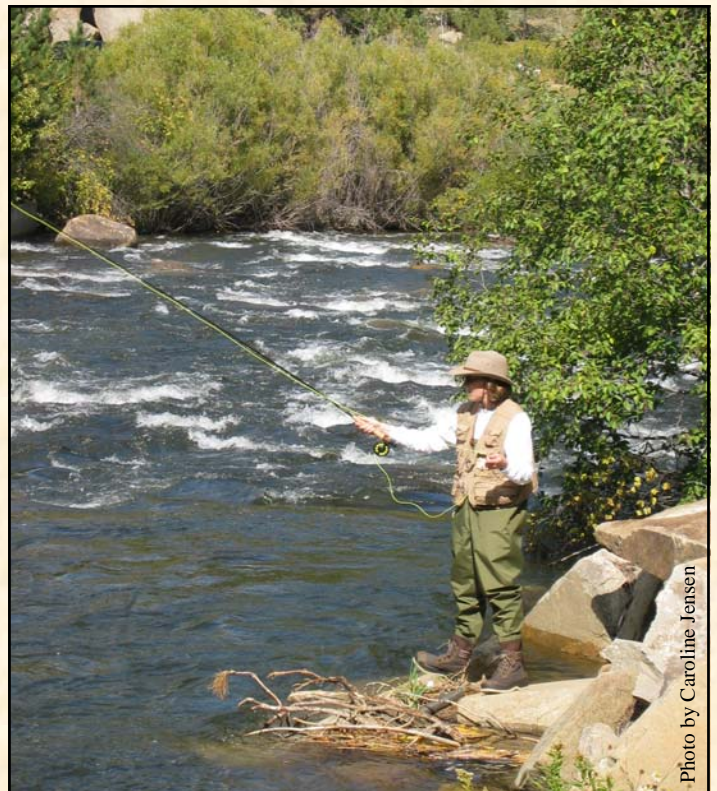
Several decades later, Naturalist Enos Mills proposed making a game refuge in part of the Roosevelt National Forest that initially stretched from Wyoming to Mount Evans. The political process reduced the refuge's area and eventually the idea of a Rocky Mountain National Park won enough support from Congress in late 1914 that President Wilson was able to sign a law creating it in January 1915.

As you enter the Estes Park valley on Highways 34 or 36 from the east, the Peak to Peak Highway from the south or from Trail Ridge Road to the west (improbable during April because of the heavy snowfalls up there), you'll know instantly why Joel Estes settled there and why Mills and others wanted to preserve the area.

Estes Park is a small mountain town with most of the amenities of a larger city nestled at the base of the national park. Bring your camera, but watch out

for wildlife on roads and in parking lots. They seem to enjoy tormenting motorists. Bring warm clothes to dress in layers because the mountains can be chilly in April, but a chilly morning can warm to a balmy afternoon before you know it.

The town is full of restaurants, shops and services catering to modern needs and nostalgic desires. The hospitality is exceptional. We hope you'll join us for our conference in this slice of Rocky Mountain paradise.



## Networking Opportunities:

In addition to the formal professional development program in our 28 break-out sessions and two keynote presentations, we offer several informal networking opportunities where traditionally attendees have shared ideas, developed new friendships and found colleagues facing similar challenges to their own.

**Tuesday Dinner** ~ Although the Conference doesn't begin officially until Wednesday morning, the attendees and speakers who do arrive the night before have an opportunity to dine together. Our Conference Team will work with a restaurant in Estes Park to schedule this dinner and prepare them for a large influx of customers. This meal is not included in the registration fee, but it is an opportunity to network with other attendees.

**Vendor Area** ~ Many of our generous sponsors will have booths throughout the Conference. Please visit them and thank them for participating in this event. You'll find they share our interests in community risk reduction and may have resources that you can utilize in your communities.

**Wednesday Panel Discussion** ~ We have added a pair of 45-minute panel discussions to our program this year. Both will occur during a luncheon that the conference provides to all attendees as part of their registration fee. Mike Davis, Fire Marshal and Division Chief for Windsor-Severance Fire District (CO) will facilitate this 45-minute panel discussion entitled, "Juvenile Fire-setting in Rural Communities."

**Wednesday Dinner** ~ Our Conference Team will work with a restaurant in Estes Park to schedule this dinner and prepare them for a large influx of customers. This meal is not included in the registration fee, but it is an opportunity to network with other attendees in a more informal setting.

**Thursday Panel Discussion** ~ Jane Zook, a Fire & Life Safety Educator with Colorado Springs Fire Department, will facilitate this panel entitled, "Can Agencies and Professionals Do More with Less?" It will occur during Thursday's luncheon, which is provided to all conference attendees as part of their registration fee.

**Thursday Dinner** ~ Our Conference Team will work with a restaurant in Estes Park to schedule this dinner and prepare them for a large influx of customers. This meal is not included in the registration fee, but it is an opportunity to network with other attendees in a more informal setting.

**Silent Auction** ~ Our silent auction, which opens Wednesday and closes after the last break-out session Thursday, is a fundraiser for the Conference. It traditionally raises \$1,000 that helps offset the expenses of producing this event. Bring your checkbook in case you want to bid on the unique items and gift certificates.

**Casino Night** ~ Each attendee is welcome to participate in this complimentary event Thursday night; the "buy-in" is covered by the registration fee. The money is fake, but the competition can be serious... seriously fun, that is. A DJ provides music and a dance floor at the same time. A cash bar will be available. It's the perfect way to unwind from two big days of learning.





Fire & Life Safety Educators Conference of the Rockies

**April 21-23, 2010**  
Estes Park Convention Center  
Rocky Mountain Park Inn

Estes Park, Colorado

## Application for Conference Scholarship

Full Scholarship includes: Registration, all included meals and two nights lodging  
Partial Scholarships also available

Name \_\_\_\_\_ Title \_\_\_\_\_

Agency \_\_\_\_\_ Phone Number \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Email \_\_\_\_\_

Are you or your agency a member of Fire & Life Safety Educators of Colorado?

Have you attended this conference before?   I need a full scholarship  I need a partial scholarship

Please describe why you need the scholarship, how the conference will benefit you in your current job responsibilities and whether you will need a full or partial scholarship. If you are only asking for a partial scholarship, please indicate whether you are applying for the registration fee, lodging or if you need a specific dollar amount. All award decisions will be made by the Conference Committee. (limit 1500 CHARACTERS)

Please print this application and mail it and your registration form before March 1, 2010 to:

Tracey Taylor  
FLSE Conference  
9195 E. Mineral Avenue  
Centennial, CO 80112



“It is a wild and incomparable spot.”

~William A. White  
on Estes Park  
1889





**Fire & Life Safety Educators Conference of the Rockies**

**Register Now!**

- Registration Fee Reduced to \$200
- Pay for 2 Registrations at Full Price and Receive a 3rd FREE

April 21-23, 2010  
Estes Park, Colorado

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

- Registration Fee (if postmarked or faxed by 3/21/10): \$200.00  
 Registration Fee (if postmarked or faxed after 3/21/10): \$250.00  
 Check here if this is the third registration from an organization - your registration fee is waived

On Site Registration Fee: \$250.00  
Daily Registration Fee: \$100.00  
Friday Only Registration Fee: \$50.00

Wednesday, April 21       Thursday, April 22       Friday, April 23

Total Amount Due \_\_\_\_\_ PO Number \_\_\_\_\_

Please make checks payable to: Fire & Life Safety Educators of Colorado

Mail your registration form (one per attendee) and check or PO to: Tracey Taylor  
FLSE Conference  
9195 E. Mineral Avenue  
Centennial, CO 80112

You also may fax your PO and registration form to 720-989-2072.

Contact Rocky Mountain Park Inn for lodging (mention your participation in the conference):  
Reservations: 800-803-7837 ~ [www.rockymountainparkinn.com](http://www.rockymountainparkinn.com)

For Transportation to Estes Park from Denver International Airport:  
Estes Park Shuttle ~ 970-586-5151 or [www.estesparkshuttle.com](http://www.estesparkshuttle.com) Discount Code: FIRE1

The registration fee covers the conference and all related classes, buffet lunches on Wednesday and Thursday (April 21 and 22), continental breakfasts on Thursday and Friday (April 22 and 23), and your "buy-in" to Casino Night on Thursday night. Each dinner, although some options may be pre-arranged, will be on your own.

\* Each attendee must submit their own registration form; please mail them together for the "Buy 2 Get 1 FREE" option. If an agency does pay for two registrations, the third may be given to a different agency or entity from the same community or county.