



**2008**  
 November 6-8  
 Hyatt Regency  
 Tampa, Florida

## Backyards and Beyond Conference Call for Presentations

We are now accepting proposals for educational presentations at the 2008 National Wildland/Urban Interface Fire Education Conference "Backyards & Beyond." Don't miss this opportunity to share your experience and expertise with community leaders, residents, wildland/urban interface fire department personnel, fire and emergency management personnel, insurance and landscape professionals, planners, and builders as a presenter in Tampa, Florida November 6-8, 2008. The conference features seven distinct tracks of educational sessions in 1-hour, 90 minute, and 2-hour segments. All presentation proposals will be reviewed by the WUI Fire Working Team conference staff. Selections will be made on quality, relevance, focus, practical application, and on the presenter's experience.

**IMPORTANT:** Speakers will receive a complimentary conference registration. The Conference cannot pay for travel expenses. Panel discussions are limited to 3 speakers.

**SPEAKER PRESENTATION SUBMISSION FORM** (Please type or print clearly)

**TITLE OF PRESENTATION** \_\_\_\_\_

**DESCRIPTION OF PRESENTATION** (60 words or less should cover some of the following elements: objectives, outcome(s), findings, lesson(s) learned, research, methodology, and conclusions):

\_\_\_\_\_  
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**SAMPLE DESCRIPTION:** *Community-based social marketing is a technique that focuses on removing barriers to an activity while enhancing the activity's benefits. It uses marketing concepts such as the "four Ps" - product, price, place and promotion. The presentation will explore how social marketing can assist in community-based wildfire mitigation efforts using the national Firewise Communities/USA Recognition Program as an example.*

**LEARNING OBJECTIVES** (required for CEU credits): *Participants will be able to ...*

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**SAMPLE LEARNING OBJECTIVES:** *Participants will be able to... • Explain the concept of community-based social marketing • Understand the application of marketing principles to social issues • Discuss how social marketing techniques can be used to change wildfire safety behaviors*

**PRESENTATION LENGTH**  1 hour  1.5 hours  2 hours  Other (It is recommended that 15 minutes be allowed for questions and answers.)

Will this be a panel discussion?  Yes  No

Have you presented this topic at any other conference?  Yes  No (If yes, please identify conference & date) \_\_\_\_\_



**RETURN THIS FORM TO:** Firewise, Attn: Cheryl Blake, 1 Batterymarch Park, Quincy, MA 02169  
 FAX: 617-984-7056; EMAIL: cblake@nfpa.org



**Deadline for submission is: December 1, 2007**

To be considered, a short biographical sketch of the presenter and co-presenter(s) must be included. (*Panel discussions are limited to 3 presenters.*) A handout of the presentation (electronic slide presentation (print form - 3 slides to a sheet is acceptable), white paper, or other handout) will be required 6 weeks in advance of the conference for us to make copies prior to the conference.

**(1) PRESENTER INFORMATION**

Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

**PRESENTER BIO**

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*If you plan on presenting this topic with someone, please complete the information below.*

**(2) CO-PRESENTER INFORMATION**

Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

**CO-PRESENTER BIO**

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**(3) CO-PRESENTER INFORMATION**

Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
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**CO-PRESENTER BIO**

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**Which track most closely represents your proposed presentation?**

- Firewise Communities/USA®
- Research
- Planning and Mitigation
- Environment/Ecology/Landscaping
- Fire and Emergency Operations
- Communicating the Firewise® Message
- Using Technology

**TRACK DESCRIPTIONS**

**Firewise Communities/USA®** focuses on how communities can become Firewise, real-life experiences of successful recognition sites, how to engage homeowners, and long-term rewards of becoming Firewise.

**Communicating the Firewise® Message** will explore channels for communicating with fellow residents, community leaders, and the media, including how to entice the media to a Firewise event and preparing for media interviews.

**Planning and Mitigation** explores best practices in land use planning and development, risk assessment methodologies landscape techniques, working with community leaders and fire emergency personnel, and reducing risks and realizing benefits of wildland fire.

**Environment/Ecology/Landscaping** explores key issues in ecosystem management, plant and animal habitats, forest

health, landscape aesthetics, and how our knowledge and experience in these areas can contribute to living more compatibly with nature.

**Research** examines recent investigations (completed and in progress) of the physical and social science issues of wildfire and those living in the wildland/urban interface.

**Fire and Emergency Operations** includes firefighter occupational safety and health, structural and wildland fire fighting personnel working together, and innovative methods used for structure protection in the wildland/urban interface.

**Using Technology** focuses various technologies that may be applied to community design, land use planning, assessing hazards and risks in collaborative environments, and wildland fire management.