



# Invitation to Register

## 18th Annual Fire & Life Safety Educators Conference of the Rockies

Photo by Caroline Jensen

Thanks to Our Generous Sponsors:



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

April 18-20, 2012

[www.FireSafetyEducators.org](http://www.FireSafetyEducators.org)

**Registration Fee is Only \$225**



## Fire & Life Safety Educators Conference of the Rockies

On behalf of the Fire & Life Safety Educators of Colorado, I invite you to attend our 18th Annual professional development conference April 18-20, 2012. We are returning 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 it is among the top conferences of its kind in the nation. Our speakers, who hail from across the nation, 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, the registration fee for this 2 1/2-day conference is only \$225. 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 for only \$100. We also will be able to offer scholarships for registrations thanks to the generous support of our sponsors, some of whom are listed on the cover.

Our Conference Team – Sherrie Leeka, Patrick Love, Scott Pringle, Micki Trost, Jane Zook, Scott Pribble, Steve Lipsher, Janet Werst and Deanna Harrington – 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  
Child Car Seat Technicians  
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

## Opening Keynote Speaker: Don Johnson

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. It is a privilege for us to have Don Johnson join us this year because he bridges those topics in a personal story about the dangers of carbon monoxide and the impact of grassroots compassion.

What do you do when one of the most amazing people in your life, who also happens to be your daughter, dies? The temptation to quit is great: dig a deep hole, jump in, and pull the lid shut. But such action would hardly honor the passionate life of the one you loved. For the friends and family of Lauren Moilien Johnson, they decided on another choice; they created The Lauren Project, an organization that honors her passion and battles the cause of her death: carbon monoxide. As the current president, Johnson has helped the organization grow its impact on CO awareness and protection. Working closely with fire departments in Northern Colorado, over 1,300 CO detectors have been installed in the last 18 months with additional major projects planned for 2012. Johnson has been a financial advisor for the past 11 years and a Lutheran pastor for 18 years prior to his current occupation. He and other members of Lauren's family testified before the state legislature in 2009 and were successful in getting the Lofgren Johnson Families Carbon Monoxide Safety Act passed and signed into law in March of 2009. Johnson's keynote address will be: A Life to Live, A Life to Give.



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### More of Our Sponsors:

NFPA

ICMA-RC

Police Impersonation  
Prevention Initiative

Kohl's

Inclusive Preparedness  
Center



Photo by Einar Jensen

Photo by Einar Jensen

## 2012 Program

(Subject to Change)

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**April 18 ~ 8:30-10:10 a.m.**

**Opening Ceremony**  
**Opening Keynote: Don Johnson**

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**April 18 ~ 10:30 a.m.-12:00 p.m.**

### **Exploring Safety through the Senses: Delivery Options**

Maria Montessori's educational philosophy can help us capture and keep the attention of preschool-aged children using all of their senses. We'll discuss their stages of development and we'll examine a 9-month outline and a 4-month outline for preschools and discuss the pros and cons of each. Attendees will receive specific lesson information including props, interactive pieces such as songs and handout ideas.

Maria Bostian, Fire & Life Safety Educator  
Kannapolis FD, NC

### **The Hottest Summer Camp in Town**

The annual Children's Summer Fire Safety and Prevention Camp at the Fire Museum of Texas includes firefighter demonstrations, fire related arts and crafts, storytelling and fire safety snacks based on the "Learn Not to Burn" curricula. We'll discuss how to develop such a camp in your community and how to generate positive publicity, fund-raising and community support along the way.

Carol Gary, Executive Director  
Fire Museum of Texas

### **Hospital Car Seat Fit Station**

If you work at a hospital with a maternity department, this program will help you offer an enhanced service to new families by educating them how to properly install their car seat and infant in the seat before they are discharged. We'll identify steps involved in developing a hospital fit station and key stakeholders in program development. We'll also create a case statement for program implementation.

Laura Richardson, Health Educator  
Janet Werst, Early Childhood Supervisor  
Poudre Valley Health System, CO



### **Do the Drill: School Fire Safety Resources**

The Oregon Office of State Fire Marshal developed a Resource Guide to Evacuation Planning to assist principals in reviewing their school's safety and evacuation plans. All schools should receive consistent messages about fire drills and evacuation planning for fires, hazardous materials releases and lockdowns. School arson prevention materials also will be included in this presentation.

Judith S. Okulitch, Program Coordinator  
Chris Lyman, Deputy State Fire Marshal  
Office of State Fire Marshal, OR

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**April 18 ~ 1:00-2:30 p.m.**

### **Active Engagement Planning for Residential Fire Safety**

The Residential Fire Safety for Hard to Reach Residents project has been positively evaluated by life safety educators in 30 states. In 2011-2012, the project plans to expand trainings and materials to all 50 states, especially to people who are deaf, to American Indians/Alaska Natives, and to Hispanic communities. The planning materials are high visual and low language, and can be used to train staff of partner organizations.

Bill Swenson, Vice President  
Inclusive Preparedness Center, DC

### **Program Evaluation for Beginners**

Do you want to know more than how many people attended your program? Learn basic evaluation methods to demonstrate an impact on your community. We'll talk about questions to ask and how to build a program to answer them, demonstrate use of a Logic Model for program evaluation planning and discuss different levels of evaluation.

Janet Werst, Early Childhood Supervisor  
Poudre Valley Health System, CO

### **SafetyFactor: An Innovative Way to Prevent Injuries**

SafetyPower+ and SafetyPower for Kids are injury prevention programs focused on high-risk audiences – the very young and the elderly – with the goal of empowering participants with a skill set to prevent the top three injuries in our community. With focuses on advocating for children, thinking outside of the box and taking personal responsibility, information and skills are taught emphasizing commu-

nity risk reduction through active partnerships, front-line education and follow-up. Participants will learn how we developed this program, our activities and evaluation tools and the role of program piloting.

Jane Zook, Fire and Life Safety Educator  
Colorado Springs Fire Dept., CO

### Using Social Media in Your Programs

For some of us, even the mention of Twitter, Facebook, and YouTube cause us to squirm. We will alleviate the fears that have developed around these marketing tools based on how Arvada Fire has utilized social media to drive attendance to its safety events and to spread our life safety messaging. We'll also open the floor for a discussion by the class attendees on things that they have tried, what worked and what they would never try again.

Scott Pribble and Deanna Harrington  
Life Safety Educators  
Arvada Fire Protection Dist., CO

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**April 18 ~ 2:50-4:20 p.m.**

### Teaching High School Students the Chemistry of Fire

The Society of Fire Protection Engineers (SFPE) partnered with Discovery Education to produce an in-school educational multi-media program entitled The Chemistry of Fire. The curriculum kit seeks to teach the science behind fire as a way for students to understand better the dangers of fire. It champions the importance of fire prevention and creates interest in the field of fire protection engineering and other fire safety professions.

Chris Jelenewicz, Engineering Program Manager  
SFPE, Bethesda, MD

### BrainWise: A Proven Method for Smart Choices

This interactive presentation will give attendees practical, take-home ideas to influence decision-making and attitudes in children. Attendees will leave with the ability to stop, think, and make the right decision, even in the worst possible situations. Developed by Dr. Patricia Gorman Barry, the "How to be BrainWise" curriculum is evidence based and has proven effectiveness.

Kristin Glenn, Community Health Educator  
Nicole Teel, DUI Prevention Coordinator  
Poudre Valley Health System, CO

### Child Safety Train the Trainer

This presentation will enlighten adults/parents/guardians of children about teaching their children to be safe and to open lines of communication with their children. So often parents will expect someone else (police, fire, school) to "handle" this task, and the result is that the child may not learn basic safety skills, receive mixed messages or become terrified of their own environment.

Susan Vance, Crime Prevention Specialist  
Fort Collins Police Services, CO

### Community Fire Safety for Immigrants & Refugees

Seattle Fire Department's Community Fire Safety Advocate (CFSA) program was developed in response to a 2010 house fire in which four children and a young woman died. All of the victims were 1<sup>st</sup>- and 2<sup>nd</sup>-generation Ethio-



pian and Eritrean refugees. This program trained East African community members to help us overcome cultural obstacles and reach Seattle's East African communities with fire safety presentations.

William Mace, Education Coordinator  
Seattle FD, WA

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**April 19 ~ 8:30-10:00 a.m.**

### FireFactor: Teaching Teens about Juvenile Firesetting

FireFactor is an innovative program that is curbing juvenile firesetting in Colorado Springs. This technology- and media-based program is designed for 6th and 7th grade health/physical education classes. Rolled out in October 2010, FireFactor has reached nearly 5,000 middle school students. This alternative look at juvenile firesetting is based on research that supports the idea that children today are of a media based generation and the tools we use to teach them must be media-based as well.

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

### Community Needs Assessments

A community needs assessment is the first step in delivering a meaningful program in your community. We will identify data resources, populations and ethnic groups, and injury and mortality rates. We will describe the community as it is today as well as highlight what has been done in the past to address the problem. This document will be your guiding force as you attempt to tackle issues in your community, ensuring you are on the right track. This research is extremely useful in writing grants.

Janet Werst, Early Childhood Supervisor  
Poudre Valley Health System, CO

### Strap & Snap Bicycle Helmet Program

This bicycle helmet and safety program is designed for 3<sup>rd</sup>-grade students. The program brings an element of fun (Jell-O brain!) into a serious topic. Learn all the parts and pieces of this program that you can take back and imple-



for all age groups, and more. We will consider how to evaluate for knowledge gain, attitude change and behavior change and discuss qualitative versus quantitative evaluations. We will show how to prove that you have made a difference in your community.

Katie Moore, Life Safety Educator  
Littleton Fire Rescue, CO  
Colleen Potton, Life Safety Educator  
South Metro Fire Rescue, CO

### **Vulnerable Families and Juvenile Firesetting Behavior**

We will address some of the unique needs of highly vulnerable families in juvenile firesetting interventions. Most of the families we encounter have other stressors or vulnerabilities that place them at higher risk. We'll review the risk placed on families who have children with learning issues, mental health concerns, trauma history, poverty, or medical issues. We'll also discuss modifications in assessment and intervention for juvenile firesetting and safety for those children and families. There will be an opportunity for questions and discussion related to the special populations you are seeing and serving.

Brad Jackson, Diane Recihmuth  
Lisa Billings, Stefanie Curry  
Children's Hospital Colorado, CO

### **Car Seat Education & Distribution Program**

Giving away car seats alone won't decrease injury and death rates. Education is essential. Learn how to set up your own education and distribution program to ensure caregivers have all the tools necessary to transport their child safely. We'll also talk about program sustainability and the role of community partnerships.

Laura Richardson, Health Educator  
Poudre Valley Health System, CO  
Scott Pringle, Deputy Fire Marshal  
Loveland Fire and Rescue, CO

ment in your community, including lesson plans, pledges, coupon templates and recipes for a Jell-O brain!

Dr. Peyton Taliaferro  
Medical Center of the Rockies, CO  
Scott Pringle, Deputy Fire Marshal  
Loveland Fire and Rescue, CO

### **Social Media 201: Actions & Strategies**

Twitter and Facebook should be used as a first line of communication between emergency services and the community. You have started your accounts, but are you using them effectively and achieving your goals? This presentation takes your use of social networks to the next level of strategies, goals and policies. I will give you a better understanding of how to be successful at community engagement through social networks.

Misty Montano, Digital Content Manager  
9News ~ KUSA, CO

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## **April 19 ~ 1:00-2:30 p.m.**

### **April 19 ~ 10:20-11:50 a.m.**

#### **When Words are not Enough**

Fire personnel and other community helpers may need help in understanding why individuals with disabilities engage in a particular behavior or why they prefer certain environments and experiences. This program will provide current information vital to understanding individuals with varying degrees of developmental, psychosocial, and physical disabilities. Participants will be better prepared to plan and implement programs and services that impact individuals with disabilities.

Glenda Fuge, Occupational Therapist  
Developmental Pathways for Kids, CA  
Selena Brown, Public Education Officer  
Woodside Fire Protection Dist., CA

#### **Real Life Evaluations: Not just the Numbers**

We will discuss multiple fire and injury prevention programs and introduce strategies for evaluating them such as on-line options, i-clickers, pre/post-tests, evaluations

#### **Mind the Gap: Strategies to Reach Youth**

Each generation differs from the next, but this generation is unique in the way in which they access and learn information. Learn how to use images and technology to access the right side of the brain, which is the most accessible to this generation. We will discuss how to deliver safety information in a way that helps this generation upload the material, instead of us downloading it to them.

Hilary Bilbrey, CEO  
Trademark U, WI  
Michelle Heim, Co-Founder and Director  
Inspired By Family, FL

#### **Wildfire Risk in the Built Environment**

Colorado Springs has developed a comprehensive approach to mitigating wildfire risk in the wildland urban interface. In addition to a strong emphasis on fuels management and neighborhood chipping, we have effectively addressed construction features and the relationship between buildings and their natural surroundings. We'll review how policies, ordinances and covenants work to-

gether in residential areas as well as with a historic building in our city.

Christina Randall and Andrew Notbohm  
Wildfire Mitigation Program  
Colorado Springs Fire Dept., CO

### **FLSE: How do I Begin?**

Suddenly thrust into the role, new Fire & Life Safety Educators often ask, "Where Do I Begin?" It can be overwhelming and frustrating, but it doesn't have to be with a basic plan of attack that can be tailored for each department's needs. This presentation will take attendees from the first step of determining the needs of each community, basic target audience characteristics, appropriate messages and resource, successful program delivery, through to effective evaluation awareness.

Marsha Giesler, Fire & Life Safety Education Officer  
Downers Grove FD, IL

### **Get your Fire Department into their Homes**

Home is where the heart is, but it is also where the hazards are. Learn how to get into the home to make the biggest impact of your valued prevention time and effort. Fire deaths are at a plateau in the U.S., but where people believe they are the safest – at home – they continue to rise. You will receive all the tools necessary to create a model survey, market, find staffing, learn the importance of documentation to validate your program and develop partnerships.

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

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**April 19 ~ 2:50-4:20 p.m.**

### **Logic Models for Program Planning**

Do you have a program you would like to start in your community? Using a logic model will help you identify the resources you have, the resources you need, what activi-



ties/interventions you will do and how often and what you hope to accomplish (goal/outcomes). You will learn how to write goals and objectives and incorporate evaluation into the process. Using this method can also help you clarify and highlight the importance of your program for potential grantors.

Janet Werst, Early Childhood Supervisor  
Poudre Valley Health System, CO

### **Fire Blitz: Blitz your Schools with Fire Safety**

Want to get into your elementary schools but don't have the time to do numerous presentations? Fire Blitz is a quick and concise fire safety program for elementary classrooms that brings the "Big Red Trucks" right to the school's front door. We'll discuss how to get buy-in from agency leaders, firefighters, school leadership and community partners. Attendees will take home four different lesson plan ideas and discuss how to expand this program into injury prevention and for other target audiences.

Maria Bostian, Fire & Life Safety Educator  
Kannapolis FD, NC

### **Fall Prevention for the Older Adult**

We will discuss the development of a multidisciplinary team to deliver education to older adults about fall prevention. Fall prevention among the elderly is a national priority in injury prevention as it is the top reason for older adult trauma. We will discuss best practice recommendations and strategies to prevent falls as well as provide resources and materials that can help to develop fall prevention programming. We will share our current program including methods of evaluation and resources available for little or no cost.

Vicky Cassabaum, Injury Prevention Coordinator  
St. Anthony Hospital, CO

Tracey Holmberg, Injury Prevention Coordinator  
Swedish Medical Center, CO

### **21st Century Life Safety Classroom Training**

Classrooms have their limits: keeping students engaged, reaching different types of learners, assessing learner's attitude change, overcoming Death by PowerPoint, etc. In



this dynamic and interactive session, we'll provide a hands-on demonstration of how two new technologies (Student Response Systems and Mobile Interactive Whiteboards) are changing the face of life safety training with new instructional techniques and tools that are being used in several content areas such as Child Passenger Safety, Firefighting and First Responder training.

Steve Huff, President  
Interactive Learning, CO

### Schedule at a Glance

TUESDAY, APRIL 17, 2012

2:00 - 5:00 pm	Registration Opens (Conference Set-Up)
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WEDNESDAY, APRIL 18, 2012

7:30 - 8:30	Registration Continental Breakfast
8:30 - 10:10	Opening Ceremony/ Keynote Address
10:10 - 10:30	Break - Visit Exhibitors
10:30 - 12:00	Breakout #1
12:00 - 1:00	Box Lunch (provided) Networking
1:00 - 2:30	Breakout #2
2:30 - 2:50	Break - Visit Exhibitors
2:50 - 4:20	Breakout #3
4:20 - 5:00	Possible Reception Visit Exhibitors
5:00 - 7:00	Dinner - Visit Estes Park
7:00 - 11:00	Casino Night (free)
7:00 - 12:00	Dancing (free)

### Schedule at a Glance

THURSDAY, APRIL 19, 2012

7:30 - 8:30 am	Full Breakfast (provided)
8:30 - 10:00 am	Breakout #4
10:00 - 10:20 am	Break - Visit Exhibitors
10:20 - 11:50 am	Breakout #5
11:50 am - 1:00 pm	Lunch (Provided) Networking
1:00 - 2:30 pm	Breakout #6
2:30 - 2:50 pm	Break - Visit Exhibitors
2:50 - 4:20 pm	Breakout #7
4:20 - 5:00 pm	Visit Exhibitors
5:00 pm	Silent Auction Closes
5:00 - 8:00 pm	Dinner/Entertainment on
8:00 - 11:00 pm	No Host Social at Longz Tavern

### Schedule at a Glance

FRIDAY, APRIL 20, 2012

7:30 - 8:30	Cont. Breakfast (provided)
8:30 - 11:30	Rocky Mountain Workshops
11:00	Exhibitor Area Closes
11:30 - 12:30	Closing Remarks/Drawing

**April 20 ~ 8:30-11:30 a.m.**  
**New for 2012**  
**Rocky Mountain Workshops**

**Bringing the Pub Discussions into the Classroom**

No matter who we are, at one time or another we have been afraid to ask a question. What formed from a group of fire service leaders meeting for lunch and other non-formal meetings came to be known as The Baggers. They would sit around the table with their "brown bag" lunches discussing strategies, suggesting possibilities and sharing "outside-the-box" thinking about how to do a better job of leading the fire service. Participants will hear "Best Practices" from others who have "been there, done that," learn new ways to solve your fire service challenges you never thought possible and learn to solve fire service challenges you never knew you had.

Capt. Patrick Love, Public Affairs & Education  
Poudre Fire Authority, CO



**Reaching Older Adults – Delivering Messages that Stick**

Older adults, a growing segment of our population, learn differently than younger and middle-aged adults. We'll consider physical, physiological and psychological influences on these high-risk audience members in order to overcome common barriers to life safety professionals. Participants will actively design a short lesson for older adults by comparing it to a style for another age group.

Julie Tipton, "A Matter of Balance" Project Coordinator  
Tri-County Health Dept., CO

impact children's behaviors. We will discuss how media inaccurately portrays fire and how those images lead to misconceptions about fire in the public generally and youth specifically. Finally, media's increasing influence on firesetting behavior, including the rise in social media as a means of sharing, learning about and mimicking fire play will be examined along with suggestions for combating this rising problem.

Megan Kelly, Coordinator  
Great Kids make Great Community, IN

**Juvenile Firesetting and Media Consumption**

This presentation will expose the brain-based ways media influences development, parenting and behavior, drawing on the latest research. We will address brain de-sensitization to violent and anti-social stimuli through continued exposure, tricks media use to capture audience attention and how de-sensitized "new normal" responses



**Child Passenger Safety Update**

What's new in child passenger safety? Come and find out during this interactive 3-CEU hour session. We'll enlist all five of your senses (yes, even smell!) as we examine new child restraints, new occupant protection features in vehicles, new research on keeping kids rear-facing longer, new guidelines for proper seat belt fit and we'll also discuss new ways people are doing it wrong (misuse!).

Susan Yates, Child Passenger Safety Guru  
Erie, CO

Amy Teddy, Injury Prevention Program Manager  
Mott Children's Hospital, MI



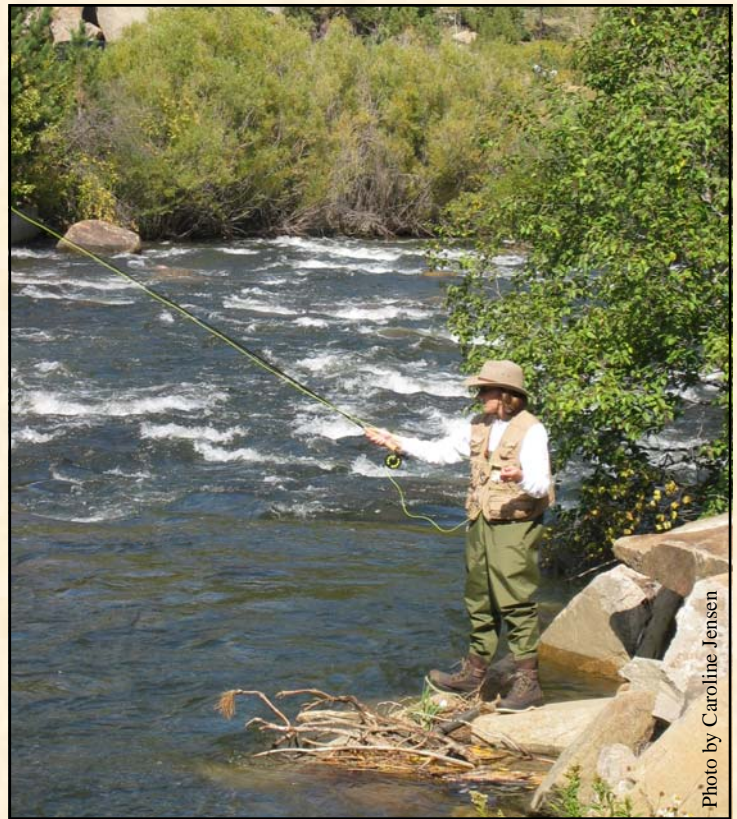
# Estes Park: Your Gateway to the Rockies

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 Woodrow Wilson was able to sign a law creating it in January 1915.

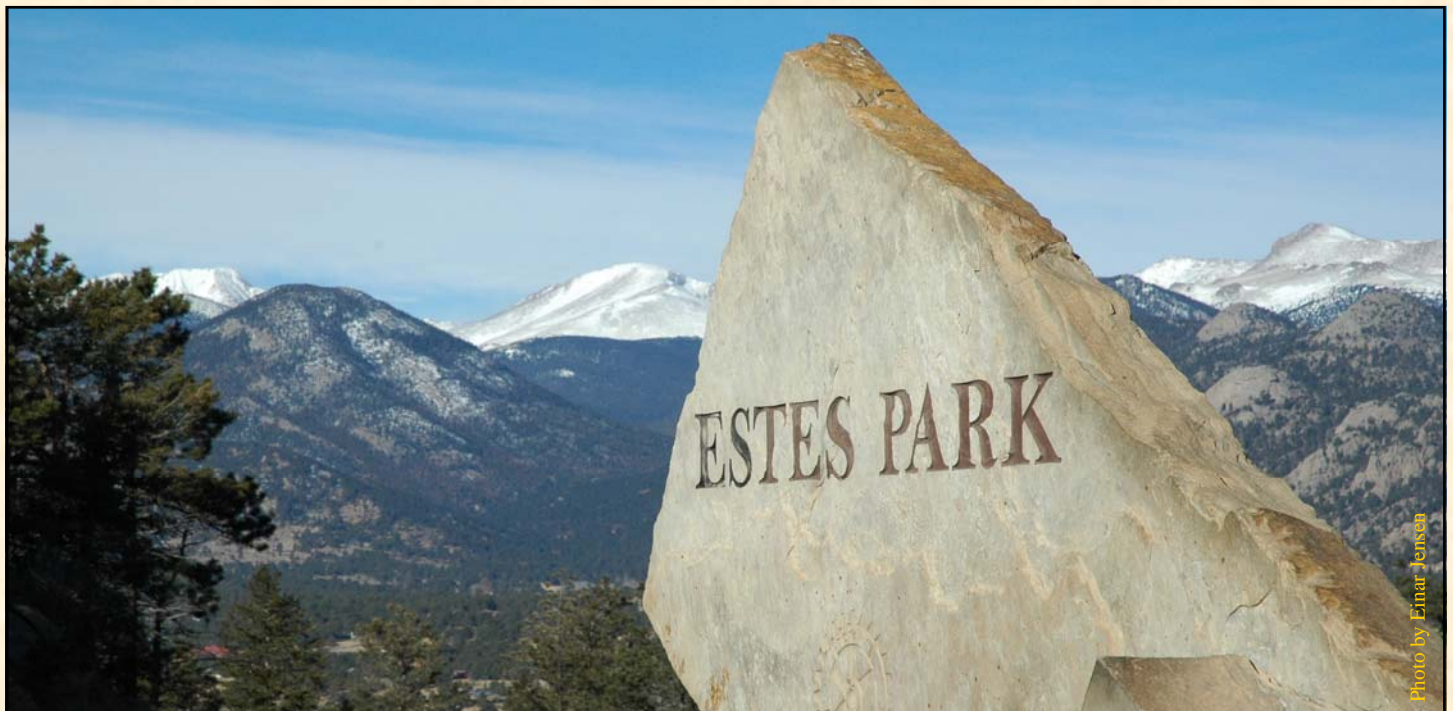
As you enter the Estes Park valley on Highways 34 or 36 from the east, the Peak to Peak Highway from the south or from Trail Ridge Road to the west (improbable during April because of the heavy snowfalls up there), you'll know instantly why Joel Estes settled there and why Mills and others wanted to 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 historic town is full of restaurants, shops and services catering to modern needs and nostalgic desires. You'll find the hospitality is exceptional. We hope you'll join us for our conference in this slice of Rocky Mountain paradise.



# Rocky Mountain Park Inn: Your Gateway to Estes Park



We're returning to Estes Park for the 2012 Fire & Life Safety Educators Conference of the Rockies for many reasons, and the facility is chief among them. The Rocky Mountain Park Inn, which is attached to the Estes Park Conference Center, is a wonderful host site for our professional development conference because it is centrally located near the intersection of all roads leading into Estes Park and the east entrances of Rocky Mountain National Park. More importantly, the staff — from the housekeepers to the management crew — are exceptionally friendly and professional.

We believe you'll find the Rocky Mountain Park Inn has all the amenities you need to make your stay in Estes Park comfortable and memorable. All rooms are non-smoking. Each is slated to have flat screen televisions and updated décor in time for our conference. High-speed wireless is available at no charge. The hotel has a heated indoor pool, hot tub and fitness center. Longz-A Mountain Grill, the onsite restaurant,

has a full menu of tasty Colorado dishes including bison and elk burgers.

The hotel and conference center are a short half mile walk to Estes Park's historic downtown shopping district and only a couple blocks away from the town's museum.

We certainly hope you have time to spend in Estes Park, but we also fill the daytime schedule with classes and activities at the hotel and conference center to maximize group networking opportunities. We're hosting breakfast on each day and lunch Wednesday and Thursday in the Grand Ballrooms. Those ballrooms also are the site of Wednesday evening's Casino Night and Dancing.

When it's time to reserve your room, call 1-800-803-7837 to make the reservation. Be sure to note that you are attending our conference because you'll receive the recession-busting rate of \$75 per night (which is five dollars less than last year's rate). You also can book online through the corporate website — [ForeverResorts.com](http://ForeverResorts.com) — or the hotel website — [www.RockyMountainParkInn.com](http://www.RockyMountainParkInn.com).

For convenient shuttle service between Denver International Airport and the Rocky Mountain Park Inn, contact our friends at Estes Park Shuttle at 970-586-5151 or visit [www.estesparkshuttle.com](http://www.estesparkshuttle.com). Please mention that you're attending our conference and refer to the code **FIRE 1** to receive a discount on your round-trip shuttle fare.

Otherwise, we wish you safe travels and look forward either to meeting you or reconnecting with you at the 2012 Fire & Life Safety Educators Conference of the Rockies.

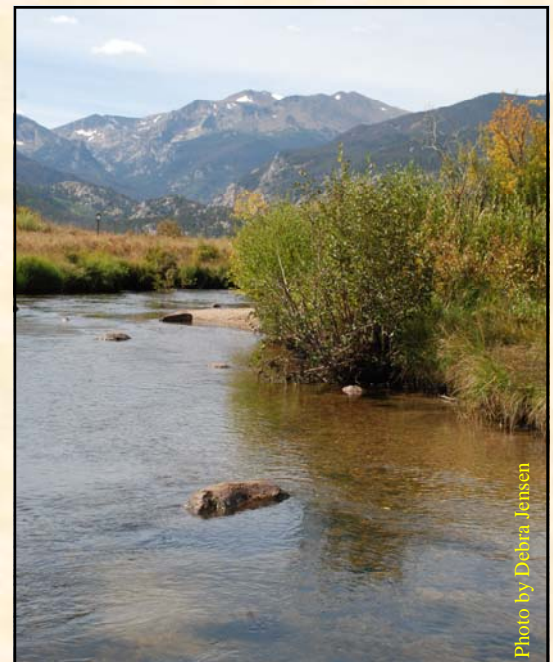


Photo by Debra Jensen

## Networking Opportunities:

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

**Tuesday Dinner** ~ Since registration opens Tuesday afternoon, attendees and speakers who 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.

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

**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.

**Wednesday Dinner** ~ Our Conference Team will work with restaurants in Estes Park to 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.

**Casino Night** ~ Each attendee is welcome to participate in this complimentary event Wednesday night; the "buy-in" is covered by the registration fee. The money is fake, but the competition can be serious... seriously fun, that is. Prizes will be given to the top winners. A DJ provides music and a dance floor at the same time. It's the perfect way to unwind from the first day of learning and to follow-up with new colleagues.

**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.

**Thursday No-Host Social Time** ~ Longz, the tavern at the Estes Park Conference Center, is an ideal place to unwind following another vibrant educational day and to continue building relationships with colleagues.





Fire & Life Safety Educators Conference of the Rockies

**April 18-20, 2012**  
Estes Park Convention Center  
Rocky Mountain Park Inn

Estes Park, Colorado

## Application for Conference Scholarship

Full Scholarship includes: Registration and all included meals (\$250 value)  
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 and how the conference will benefit you, your agency and your community. If you are asking for a partial scholarship, please indicate the amount you are requesting. All award decisions will be made by the Conference Committee. (Use additional space as necessary but within reason)

Please print this application and mail it and your registration form before February 20, 2012 to:

Einar Jensen  
FLSE Conference  
9195 E. Mineral Avenue  
Centennial, CO 80112

**“Long’s Peak with its eternal snow appears in distinct view to the westward, and imparts to the sunset scenery a beauty and grandeur rarely witnessed in any country.”**

~Rufus Sage, 1843



Fire & Life Safety Educators Conference of the Rockies

## Register Now!

- Early Bird Registration Fee reduced to \$225
- Pay for 2 Registrations at Full Price and Receive a 3rd for \$100

April 18-20, 2012  
Estes Park, Colorado

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

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

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

EMAIL \_\_\_\_\_

- Registration Fee (if postmarked or faxed by 3/30/12): \$225.00  
 Registration Fee (if postmarked or faxed after 3/30/12): \$250.00  
 Check here if this is the third registration from an organization - your registration fee is \$100

On Site Registration Fee: \$300.00  
Daily Registration Fee: \$100.00

Wednesday, April 18       Thursday, April 19       Friday, April 20

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: Einar Jensen  
FLSE Conference  
9195 E. Mineral Avenue  
Centennial, CO 80112

You also may fax your PO and registration form to 720-989-2073.

Contact Rocky Mountain Park Inn for lodging (mention your participation in the conference): **\$75 / Night**  
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: **FIRE 1**

The registration fee covers the conference and all related classes, breakfasts on Wednesday, Thursday and Friday (April 18-20), lunches on Wednesday and Thursday (April 18 and 19), and your "buy-in" to Casino Night on Wednesday night. Each dinner, although some options may be pre-arranged, will be on your own.

\* Each attendee must submit his or her own registration form; please mail them together for the "Buy 2 Get 1 for \$100" option. If an agency does pay for two registrations, the third may be given to a different agency or entity from the same community, coalition or county.