SAVE THE DATE

11th Annual Texas Fire Marshals' Conference

Sponsored By: SFMO and TXFMA

Don't Gamble with Fire Prevention

When: October 19-23, 2009

Where: Crowne Plaza, Austin, TX

Total Conference Cost: $165

Conference Fee Includes:

- **32 TCLEOSE Hours/CEU Hours**
- **Hospitality Room with Beverages and Snacks**
- **Complimentary Full Breakfast Buffet**
- **TXFMA Membership**
- **Casino Night**
- **Networking/Vendor Visits**
- **Free Parking**
- **Free High Speed Internet**
- **Lunch Banquet on Thursday**

For more information: http://www.tdi.state.tx.us/fire/index.html

Contact Information:

Rachel Neutzler (512) 305-7503 or Rachel.Neutzler@tdi.state.tx.us (SFMO)

Jody Henry (940) 668-5737 or jhenry@gvps.org (TXFMA)

11th Annual Texas Fire Marshals' Conference
"Don't Gamble with Fire Prevention"

Confirmed Speakers To Date:

Jeff Shapiro
Kevin Baum
Scott Stookey
Kelly Ransdell
Randy Safer
Lorraine Carli
Dan Powers
Ed Salazar
Virginia Garza

Kevin Baum is Founder and Principal of inCentergy, and Austin-based organizational and leadership development consulting group with clients around the world. Kevin is a 22-year veteran of public service, and is the former Assistant Fire Chief and Fire Marshal with the Austin, Texas Fire Department. Kevin is a recognized leader in government, and his innovative ideas on both leadership and organizational performance have been published in journals in the United States, the United Kingdom, Australia, Canada and South Africa. Baum is convinced that we live in extraordinary times, and that extraordinary times require extraordinary leaders. Baum explores these ideas and more in his very popular book, *Lessons From The Line – Why Every Leader Should Be A Firefighter For A Day*. Kevin is an adjunct faculty member with the Texas State University Master of Public Administration Program, a guest faculty member for the U.S. Certified Public Manager's Program, a Senior Fellow with the Performance Institute, and a senior faculty member with the Governing Live workshop series.

Scott Stookey is a Senior Technical Staff member with the International Code Council. Scott previously was the Fire Protection Engineer for the Phoenix (AZ) Fire Department's Special Hazard Unit and was an Engineering Associate with the Austin (TX) Fire Department Hazardous Materials Engineering section. He is a graduate of the Fire Protection and Safety Engineering Technology program at Oklahoma State University and has over 20 years of experience in the areas of regulatory compliance and emergency response. Mr. Stookey was formerly the Chairman of the NFPA 30A technical committee for motor vehicle fueling and repair garages and was also a member of the NFPA 58 technical committee for liquefied petroleum gases. He has published over 14 articles on various subjects including ESFR sprinklers, warehouse fire protection, hazardous materials packaging, silane, compressed and liquefied natural gas and pressure relief systems. Scott has developed over 30 nationally recognized seminars on the various fire protection and hazardous material requirements in the *International Fire Code*© and NFPA standards.

Kelly Ransdell is the Deputy Director of the North Carolina Department of Insurance- Office of State Fire Marshal and Director of Safe Kids North Carolina. She joined the Injury Prevention Staff in June 2000. She serves on the NFPA 1035 committee that provides technical assistance for National Fire Prevention standards. She is the Public Education Advisor for the National Fire Protection Association Public Education Division and works in 11 states in the Southern region of the US. Kelly was born in Fuquay-Varina, NC, and is married to Mike, a deputy with the Harnett County Sheriff's Office. She has a 3 year old daughter, Claire Marie. She enjoys cooking and spending time with her family when she is not traveling for her jobs.

Randy Safer has 30 years experience in the fire service. Prior to being hired by NFPA in August of 2008, Randy spent the previous six years as the Director of Codes Enforcement with the Tennessee State Fire Marshal's Office where he was responsible for three field offices across the state handling the functions of fire and building code enforcement and plan review. Prior to this position, Randy was the fire chief in Hendersonville, Tennessee and he started his fire service career with the Beaumont, Texas Fire Department in 1977. He is married, has five children, and one granddaughter.

Lorraine Carli, NFPA's vice president of communications, oversees all media and public affairs activities including NFPA's key publication, *NFPA Journal,* and the NFPA website. Ms. Carli works with staff throughout NFPA on a variety of media and advocacy issues in all areas of fire and life safety and is responsible for ensuring timely, consistent messages are disseminated throughout the media. Carli establishes media policy and practice for NFPA for both traditional and new media. Carli holds a Bachelor's Degree in Journalism and a Master's of Education. She has also served as an adjunct professor at Emerson College and Suffolk University in Boston, teaching graduate public relations courses.

Ed Salazar, Assistant Texas State Fire Marshal, received his undergraduate and law degrees from the University of Texas at Austin. He served for 14 years as Assistant Attorney General, and 13 years as legal counsel to the State Fire Marshal's Office, before moving to the SFMO on January 1, 2008.

Virginia Garza, TEXFIRS Program Administrator, is a native Texan and a graduate of the University of Texas at Austin with a BBA in Business Management. She began her work with the State Fire Marshal's Office in 1991. During her years with the SFMO she has worked with the Fire Safety Inspections, Fire/Arson Investigations and the Fire Prevention and Outreach divisions. In 1997, she became the state program manager for the Texas Fire Incident Reporting System, TEXFIRS. The TEXFIRS system allows for the review of statewide trends and the analysis of fire incident elements thru the collection of causal fire factors and associated life and property losses. TEXFIRS fire information is presented in the annual report "Fires in Texas" and is

forwarded to the national NFIRS database. The USFA's report "Fire in the United States" is primarily based on NFIRS data.

As the state program administrator for TEXFIRS, Virginia is responsible for the support and promotion of the only complete incident data collection system in the state. She works with fire departments to address program coding issues, improve data collection efforts and provide training on system reporting. Virginia also works with the USFA's National Fire Data Center and the National Fire Information Council to address system issues and the uniformity and promotion of data collection and serves as the President and state representative to the National Fire Information Council.

Virginia's work with local fire departments, program managers throughout the nation, and the US Fire Administration, has allowed her the opportunity to focus the promotion of fire prevention through communication and information dissemination.

A complete list of speakers and their biographies will follow.

2009 Vendor and Sponsor Information

Texas Fire Marshals' Conference

October 19-23, 2009 • Crowne Plaza Hotel • Austin, Texas

Exhibit Fees:	• Standard Booth:	$250	**Optional Fees:**	• Stuffer:	$200
	• Non-Profit: Booth:	No Charge		• Handout:	$100

Sponsorships: Complimentary booth included with Sponsorship	• Platinum Sponsor (1)	$5,000
	• Gold Sponsor (4)	$2,500
	• Silver Sponsor	$1,250
	• Badge Holder/Lanyard Sponsor (1)	$1,000
	• Afternoon Break Sponsor	$1,000
	• Afternoon Break Co-Sponsor	$500
	• Keg Sponsor (2)	$350

Who do I call for questions?	Rachel Neutzler Phone: (512) 305-7503 Email: Rachel.Neutzler@tdi.state.tx.us Fax: (512) 305-7910 Mail: P.O. Box 149221, Mail Code 112-FM Austin, TX 78714-9221
Cancellation Policy: (No full refunds will be available)	Booth cancellation must be requested in writing prior to October 14, 2009. Any cancellation requests received prior to October 14, 2009 will be eligible for a refund of 50 percent of whatever fee was paid.

Exhibit Hall Time Line

Set Up Hours:	Monday, October 19, 2009	8:00 a.m. — 1:00 p.m.
	Tuesday, October 20, 2009	8:00 a.m. — 1:00 p.m.
	Wednesday, October 21, 2009	8:00 a.m. — 12:00 p.m.

All exhibits must be in place prior to NOON on Wednesday, October 21, 2009

Vendor Visit Times:	Monday, October 19, 2009	2:45 p.m. — 3:15 p.m.
	Tuesday, October 20, 2009	2:45 p.m. — 3:15 p.m.
	Wednesday, October 21, 2009	2:00 p.m. — 3:15 p.m.
Tear Down:	Wednesday, October 21, 2009	3:20 p.m. — 5:00 p.m.

Hotel Information

Crowne Plaza
6121 North IH-35
Austin, TX 78752
(512) 323-5466

Hotel reservations can be made at the Crowne Plaza Hotel for $85 a night. You must mention you are with the Texas Fire Marshals' Conference to obtain the discounted rate. Parking is free. To guarantee our discounted rate, make your reservation by **October 5, 2009**. Once the room block is full, the rate for rooms will increase.

2009 Vendor and Sponsor Information

Texas Fire Marshals' Conference

October 19-23, 2009 • Crowne Plaza Hotel • Austin, Texas

Exhibit Fees:	• Standard Booth:	$250	**Optional Fees:**	• Stuffer:	$200
	• Non-Profit: Booth:	No Charge		• Handout:	$100

Sponsorships: Complimentary booth included with Sponsorship	• Platinum Sponsor (1)	$5,000
	• Gold Sponsor (4)	$2,500
	• Silver Sponsor	$1,250
	• Badge Holder/Lanyard Sponsor (1)	$1,000
	• Afternoon Break Sponsor	$1,000
	• Afternoon Break Co-Sponsor	$500
	• Keg Sponsor (2)	$350

Who do I call for questions?	Rachel Neutzler Phone: (512) 305-7503 Email: Rachel.Neutzler@tdi.state.tx.us Fax: (512) 305-7910 Mail: P.O. Box 149221, Mail Code 112-FM Austin, TX 78714-9221
Cancellation Policy: (No full refunds will be available)	Booth cancellation must be requested in writing prior to October 14, 2009. Any cancellation requests received prior to October 14, 2009 will be eligible for a refund of 50 percent of whatever fee was paid.

Exhibit Hall Time Line

Set Up Hours:	Monday, October 19, 2009	8:00 a.m. — 1:00 p.m.
	Tuesday, October 20, 2009	8:00 a.m. — 1:00 p.m.
	Wednesday, October 21, 2009	8:00 a.m. — 12:00 p.m.

All exhibits must be in place prior to NOON on Wednesday, October 21, 2009

Vendor Visit Times:	Monday, October 19, 2009	2:45 p.m. — 3:15 p.m.
	Tuesday, October 20, 2009	2:45 p.m. — 3:15 p.m.
	Wednesday, October 21, 2009	2:00 p.m. — 3:15 p.m.
Tear Down:	Wednesday, October 21, 2009	3:20 p.m. — 5:00 p.m.

Hotel Information

Crowne Plaza
6121 North IH-35
Austin, TX 78752
(512) 323-5466

Hotel reservations can be made at the Crowne Plaza Hotel for $85 a night. You must mention you are with the Texas Fire Marshals' Conference to obtain the discounted rate. Parking is free. To guarantee our discounted rate, make your reservation by **October 5, 2009**. Once the room block is full, the rate for rooms will increase.

2009 Texas Fire Marshals' Conference Vendor/Sponsorship Prospectus

October 19-23, 2009 • Crowne Plaza Hotel • Austin, Texas

The 11th Annual Texas Fire Marshals' Conference has an annual attendence of approximatly 200 fire marshals from across the state of Texas. Attendees learn the latest about fire prevention, code enforcement, and public education. Please consider the power of becoming a sponsor or vendor at the Texas Fire Marshals' Conference. For additional information, to secure your sponsorship, or if your organization is interested in a sponsorship not listed contact Rachel Neutzler at (512) 305-7503 or via email, Rachel.Neutzler@tdi.state.tx.us.

All Sponsors Receive

- Organization will be provided a six foot draped table, two chairs, and electricity.
- Organization logo will be included on all Conference signage.
- Organization logo with description will be included in each attendee binder.
- Organization logo with description will be included in the conference pocket agenda.
- Organization will receive an electronic list of attendees.
- Organization will receive verbal recognition at the beginning and conclusion of the conference for being a sponsor.

Sponsorship Opportunities

Platinum Sponsor — $5,000 (1)
Sponsorship includes the opportunity to exclusively address the group during lunch with organization logo placement at every table and on the serving line.

Gold Sponsor — $2,500 (4)
Sponsorship includes the opportunity to co-sponsor lunch, with 20 minutes to address the attendees. Logo placement at each table and the serving line is included.

Silver Sponsor — $1,250
Sponsorship of the hospitality room/casino night. Take the opportunity to meet and mingle with attendees in the hospitality room or at casino night.

Badge Holder/Lanyard Sponsor —$1,000 (1)
Organization can provide 225 badge holders/lanyards **or** pay for the sponsorship.

Afternoon Break Sponsor — $1,000
Take a break with attendees as they enjoy refreshments in the exhibit area with your organization. Your organization will be the exclusive sponsor of the break.

Afternoon Break Co-Sponsor — $500
Take a break with attendees as they enjoy refreshments in the exhibit area.

Keg Sponsor — $350 each (2)
Sponsor a keg for the hospitality room or casino night. Organization name appears on the keg.

Other Opportunities (non sponsorship)

- **Stuffer ($200)** — Send us 200 items and we'll put them in each registrant packet. The material can be as simple as a brochure or as creative as a customized candy bar, note pad or promotional gift. Complimentary for sponsorship at or over $1,000.
- **Handout ($100)** — Send us 500 brochures and we will place them on a resource table for attendees to pick up as they pass. Complimentary for sponsorship at or above $1,000.
- **Door Prize** — Provide us with a door prize and add excitement to the conference. TXFMA will promote your company.