

Topic	Firewise Landscaping		Speaker	Time
	August 13, 2014 9:00 to 4:00 Lady Bird Johnson Wildflower Center 4801 La Crosse Ave. Austin, Texas 78739			
Doors Open	Sign in and explore the exhibits.			8:30- 9:00
Opening Remarks	Workshop kickoff and introductions.		Denise Delaney* Watershed Protection	9:00-9:10
Know Your Role	Everyone has a role in the fight against Wildfire, knowing where you fit can add value to your business model and ultimately help you contribute to the safety of your clientele		Will Boettner Texas A&M Forest Service	9:10-9:20
From at Risk to Empowered	An overview of common denominators of Wildland fire losses directly related to landscaping practice and lessons learned we can use to prepare your clientele.		Justice Jones*, Austin Fire Department	9:20-9:50
Networking	Break		Networking	9:50-10:00
Assessing Structure Risk in Relation to Wildfire	Your ability to market Firewise Landscaping is directly related to the relative risk of structures on the property. This hands-on session will give you the skills to effectively communicate the value of Firewise Landscaping to your Clientele.		Assessment Team Leaders	10:00-11:15
Environmentally Minded Mitigation	An overview of environmental considerations that should be taken into account when mitigating wildfire risk and designing future landscapes.		Ryan Hebrink*, Watershed Protection	11:15-12:00
LUNCH	Bring your own or enjoy the onsite café. An optional Firewise Landscaping video will be shown from 12:30 – 1:00 in the main auditorium			12:00-1:00
Mitigating to Preserve High Value Trees	Trees add value to any landscape and are worth protecting from wildfire, learn strategies you can use to protect your clients most important landscape feature.		Michael Embesi* City of Austin Arborist	1:00-1:30
Wildland Fire Behaving Badly	Determining what type of fire behavior you can expect during a wildfire will help you tailor your landscaping practices to fit with the fire protection needs of your clientele.		Glen Gillman* Austin Fire Department	1:30-2:00
Fire Effects on Native Landscaping	Fire is not hypothetical, it is real and here to stay, understanding how individual plants and ecosystems respond to fire is critical when marketing the need for Firewise landscaping. This field tour will highlight LBJWC efforts to quantify how plants burn.		Michelle Bertelsen Lady Bird Johnson Wildflower Center	2:00-3:00
Added Value Landscaping	A blended approach to Firewise Landscaping can meet multiple objectives, such as water conservation, improved wildlife habitat, increase safety and property values.		Daphne Richards Texas Agrilife Extension	3:00-3:50
Closing Remarks	Bringing it all together in a call to arms – “Wildfire is everyone’s fight!”		Justice Jones*, Austin Fire Department	3:50-4:00 *City of Austin