



The SCFSC

Fireplug

January 2013



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Mobilizing the people of Santa Clara County to protect their homes, communities and environment from wildfires.

Celebrating Success in 2012 It was a great year for the FireSafe Council!

2012 was a very good year for the FireSafe Council! We did a lot of fuel reduction projects and participated in many community events. We have two 2012 federal grants that will continue into 2013 and we received a new 2013 grant for south Santa Clara County.

Many homeowners, residents, volunteers, donors and partner organizations helped us this year and we appreciate your support and contributions.

With your assistance and support, we helped protect about 3,600 homes, 11,000 people and \$3.6 Billion in

property values. And we participated in over 40 events, meetings and Smokey Bear Story Times and reached over 70,000 children and 100,000 adults.

In 2012, our revenues were higher than our expenses and we ended the year with a good surplus. And our cash at the end of 2012 was higher than it was at the beginning of the year. Both of these will help us in 2013.

Unfortunately, there are fewer federal grants available now so we couldn't do as much as we did in 2011. Federal grants are continuing to decline and this trend will continue into 2013.

We need to continue our transition to more local funding and your assistance and support will be even more important as we do this.

More information and numbers will be in our 2012 Annual Report. Watch for it on our Web Site in March or April.



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Community Outreach and Events
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Dirk Mattern Retires from County Fire and SCFSC

Thank you to our friend and dedicated leader

Deputy Chief Dirk Mattern is retiring from Santa Clara County Fire Department after a 33-year career, including 14 years as a dedicated supporter and founding director of the FireSafe Council.

THE FIRESAFE COUNCIL

Dirk started with the FireSafe Council at its inception in 1998 when County Fire came together with other area fire agencies and residents concerned about the fire dangers in the Wildland Urban Interface zones around the county. He describes his role as helping to bring a local fire agency's perspective to the fledgling Council and to guide mitigation efforts. He remembers a time when County Fire had the responsibility of coordinating a brush chipping program in the Lexington Hills area which the Council has now taken over.

GROWING UP IN SAN JOSE

Having grown up in San Jose, Chief Mattern has a decidedly

local perspective. Just as he was finishing high school at Willow Glen High, he was encouraged to join the fire service by two firefighter friends. The timing was great because a new Fire Science degree program was just beginning to be offered at San Jose City College. He earned an AS in Fire Service and a BS in Fire Prevention Technology. His entire fire service career has been with County Fire and the only other job he ever held was a two-year stint as a draftsman for General Electric.

PAST, PRESENT AND FUTURE

Over the past 33 years, Chief Mattern served County Fire in the capacities of Associate Fire Protection Engineer, Assistant County Fire Marshal and Deputy Chief. His program responsibilities have included annual fire inspections of all occupancies, plan reviews and inspections of building construction projects, hazardous materials regulatory compliance and the Santa Clara County Fire Marshal's Office. His immediate post-retirement plans are to

contract back with County Fire to continue work on the Apple Campus II project. He says he also has a few home remodeling projects needing his attention.

Dirk and his family still live in San Jose. Growing up in the thrall of Silicon Valley, both of his sons have entered careers in high-tech following college. His boys "were encouraged to make their own career decisions based on their interests," according to Dirk, a very thoughtful dad.

A DEDICATED LEADER

Dirk has been a FireSafe Council Director for ten years. We'll remember him for his focus on our mission and how he led and encouraged us to take some risks as part of good decision-making. His dedication to the Council and his personable demeanor will be missed by all.

Story written by Contributing Writer, Judy Thompson. Judy can be reached at Info@SCCFireSafe.org

The FireSafe Council Does Christmas in the Park

Every winter, the FireSafe Council has a vivid presence at Christmas in the Park, downtown San Jose's sweet traditional salute to the holiday.

The event is held at Plaza Cesar Chavez, a wide island in the middle of Market Street, which was an early site of San Jose City Hall. Scores of local organizations show off their personalities via dozens and dozens of decorated Christmas trees.

The trees complement old-fashioned holiday displays which feature charming animated figures so old that they delighted today's parents when *they* were kids!

The FireSafe Council has an advantage over many organizations – our tree is topped with a Smokey figure. *Everyone* recognizes and loves Smokey!

At Christmas in the Park he delights the children and reinforces the importance of preventing wildfires.



Smokey receives fresh fish, organic berries and nuts during his annual Spa Vacation in Southern California



Smokey Goes Hollywood

Smokey has taken off for warmer climes and will be gone for an entire month. Once a year, he finds it necessary to have some quality time where he is massaged and pampered. It could be said that he's getting some well-deserved R & R - as in Restoration & ReFURbishing.

That he's sent to North Hollywood at FireSafe Council expense demonstrates his importance to our education and outreach programs. Smokey never verbally articulates his feelings, but we were told he gave a big-thumbs up and furry high five when he was escorted to the plane for the trip south. Other Celebrity Spokesanimals who frequent this L.A. hotspot include Woody Owl and Sparky the Fire Dog.

Smokey, we miss you, Dude!

Wildfire Education for Kids

Introducing children to outdoor fire safety and wildfire awareness prepares them to be safe and smart outdoors and helps them understand their impact on our forest environment.

You can find free youth educational information, tools and games on our website under **EDUCATION**.

Connect with us for more Information:

www.SCCFireSafe.org
Education@SCCFireSafe.org

Facebook
 SCCFireSafeCouncil
 Twitter
 @SCCSmokeyBear

Recent Supporters

Thank you to the following companies and organizations for support of programs and projects.

Caltrans	\$34,306 (In-Kind Services)
City of San Jose	\$25,434 (In-Kind Services)
CAL FIRE	\$25,183 (In-Kind Services)
Santa Clara County	\$25,000
Santa Clara County Fire Dept	\$10,000
Santa Clara Valley Water District	\$10,000
Pacific Gas and Electric Company	\$2,500
Holiday Lake Estates	\$500
Bear Creek Stables	\$100

Matching Gifts

Your donation to the FireSafe Council may be matched up to 100% or more by your company! Maybe you give because you've benefited from a chipping project, you love Smokey Bear, or simply believe in our good work. Ask your employer if they match charitable contributions to help make more out of your financial support.

You + Your Company = Double Impact on Wildfire Prevention!



Executive Director Bob Livengood talks with folks about wildfire prevention and FireSafe programs



Smokey finds a nice spot to rest while volunteering at the Annual Youth Science Institute Wildlife Festival

EVENT PHOTOS

Area Coordinator Brian Turner and Smokey Bear enjoying a good time at the Steven's Creek Volunteer Fire Department Annual BBQ

