



2010 OFFICERS SCHOOL
Green River Firefighters Association
February 19, 20 & 21, 2010
Lexington Convention Center – Lexington KY



28. Marketing Fire Prevention in Your Community

Marketing Fire Prevention in Your Community is the third in a series of prevention and mitigation courses geared toward the needs of small communities and rural departments. In this course students begin developing a marketing plan for fire prevention using resources from the first two courses and those already in place in their communities. Upon completion of this course, students will be able to continue developing, refining, and applying a marketing plan that will outline target risks, identify significant opponents, and present allies who may be available within their community.

This is a **TWO DAY CLASS**

INSTRUCTOR: CAROLYN CLARK

Carolyn Clark has 36 years fire service experience, currently serving in the training division of a combination department. Carolyn is a clinical psychologist and holds Masters and Bachelors Degrees. Carolyn teaches extensively for the National Fire Academy in the Executive Fire Officer, Prevention and Management Programs.