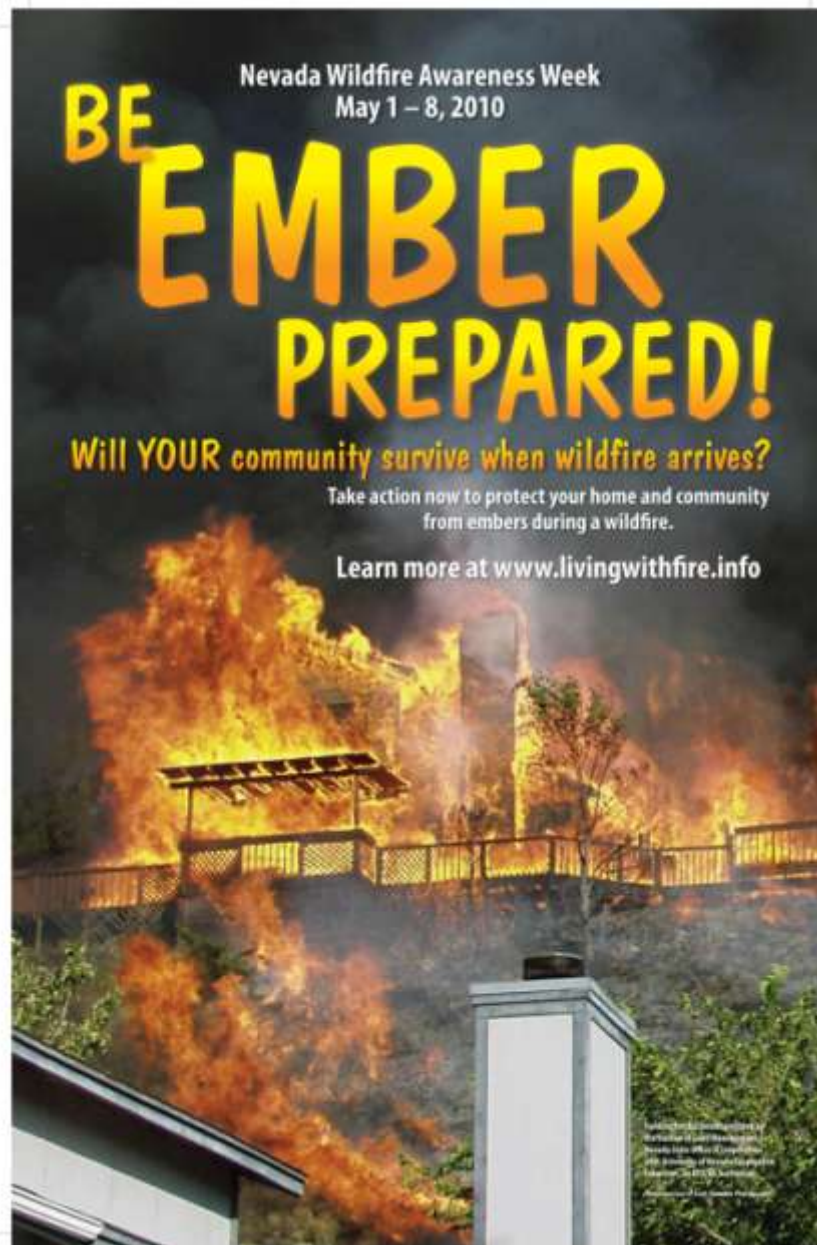


Nevada Wildfire Awareness Week 2010 Summary Report



Submitted by:

Ed Smith, Natural Resource Specialist
Sonya Sistare, Wildfire Project Coordinator



University of Nevada
Cooperative Extension

Event Summary Report

The fifth annual Nevada Wildfire Awareness Week (NVAW) was held May 1 - 8, 2010. Using grant funds from the Bureau of Land Management and Nevada Division of Forestry, University of Nevada Cooperative Extension coordinated this multi-agency effort. Through those collaborative efforts, additional funding sources, public service contributions by corporate sponsors, and in-kind contributions (see page 8), we had an extremely successful awareness week. The 75 collaborators in this endeavor include:

Americom Broadcasting	Nevada Department of Public Safety -
Bristlecone Convention Center	State Fire Marshal Division
Bureau of Land Management	Nevada Department of Transportation
Cal Trans	Nevada Division of Forestry
Care Flight	NDF Conservation Camp
Carson City Fire Department	Nevada Division of Forestry Nursery
Casino Fandango	Nevada Fire Chiefs Association
Clark County	Nevada Fire Safe Council
Clark County Fire Department	Nevada Insurance Council
Cold Creek Women's Club	Nevada Magazine
Crescent Valley VFD	North Tahoe Fire Protection District
Defensible Space Solutions	NV Energy
Douglas County	Nye County
Diamond Valley FFA	Peggy Rew Pet CPR
Eagle Ridge Fire Mgmt/Thermo Gel	Pershing County
East Fork Fire & Paramedic District	Pioche Fire Department
Elko County	Pioneer Crossing Casino
Eureka County	Red Lion Hotel & Casino, Elko
Eureka County Natural Resource Dept.	Reno Fire Department
Eureka Volunteer Fire Department	RGJ Custom Publishing Group
Evergreen Recycling	Resource Concepts
Farmers Insurance	Scott Chandler Photography
Fist General Fire & Flood	Sierra Fire Protection District
Governor Gibbons	Sierra Front Wildfire Cooperators
Grand Sierra Resort	Sparks Fire Department
J & W Forestry	StopLoss Systems
John Ascuaga's Nugget	Storey County Fire Department
Keep Truckee Meadows Beautiful	Tahoe-Douglas Fire Protection District
KNPB – Public Access Television	USDA Forest Service
Lincoln County Dept. of Emerg. Mgmt.	University of NV Cooperative Extension
Lincoln County Fire Protection District	University of Nevada Reno
Lions Club of Eureka	Volunteer FF Assoc. of Northern NV
Lyon County	Washoe County
Moana Nursery	Washoe County Animal Services
NOAA's Nat'l Weather Service	Waste Management
Nevada Association of Counties	White Pine County Fire Protection Dist.
Nevada Cattlemen's Association	White Pine High School
Nevada Dept. of Conservation and	Wildfire Community Resources
Natural Resources	

This year, the planning committee chose “*Be Ember Prepared – Will your community survive when wildfire arrives?*” as the theme and focus of promotional efforts. This served as the next step in the ember awareness campaign launched last year which continues teaching Nevada residents how to protect their homes from the threat of burning embers during a wildfire. It also stressed the need for community involvement, not just individual homeowners. Efforts included 136 events and activities with over 2,200 direct participants and approximately 79,300 others receiving educational materials via direct mail or direct distribution.

This report summarizes the events and activities that occurred as part of NAWA.

NWAW Planning Committee

<i>Bureau of Land Management</i>	Ruta Glinski Ty Mizer Carmen Thomason
<i>Carson City Fire Department</i>	Tim Rochelle
<i>Dept. of Conservation and Natural Resources</i>	Bob Conrad
<i>Eureka County Natural Resources Dept.</i>	Kathy Porter
<i>Keep Truckee Meadows Beautiful</i>	Maia Dickerson
<i>Lincoln County Emergency Management</i>	Rick Stever
<i>Nevada Association of Counties</i>	Wes Henderson
<i>Nevada Division of Forestry</i>	Mike Dondero Chris Faehling Kacey KC Mike Klug Slade Sanborn
<i>Nevada Fire Safe Council</i>	Jason Arnold Ann Grant Candace Lowery Pat Murphy Kim Otero Terry Sumner Rodd Rummel Mitch Geissinger
<i>North Lake Tahoe FPD</i>	Tia Rancourt
<i>NV Energy</i>	Jim Regan
<i>Reno Fire Department</i>	Steve Frady Joan Presley
<i>Sierra Fire Protection District</i>	Mark Regan Jason Sease
<i>Sparks Fire Department</i>	Robert King
<i>Storey County Fire Department</i>	Tracy Curtis
<i>University of Nevada Cooperative Extension</i>	Marilyn Ming Grant Nejedlo Dan Nelson Sonya Sistare Jim Sloan Ed Smith
<i>USDA Forest Service</i>	Mike Crawley Patty Eder

Washoe County

*Washoe County Emergency Svc.
White Pine County FPD*

Heather Munn
Kurt Latipow
Maureen O'Brien
Christina Conti
Dave Hendrix

Key Results

- All of Nevada's 17 counties actively participated
- Nine counties and one city issued a proclamation or resolution in support of NAWW
- 136 events or activities were held as part of NAWW, which included promotional efforts and Proclamations/Resolutions. (See list of event/activities by county - Attachment 1)
- 2,258 people attended community events and 79,330 others received information via direct mail or distribution
- 12,307 pieces of educational/promotional materials were distributed
- 75 partners collaborated on these efforts
- A multi-state proclamation was issued for California, Nevada and Oregon

Key Events

- A community kick-off event was held on Saturday, May 1 at UNR's Redfield Campus. This collaborative family-friendly event featured several educational activities for children including a Fire Prevention House and the "Ember House". Children had an opportunity to toss simulated embers into the spots on a home that are vulnerable to ignition during a wildfire, such as rain gutters filled with leaves and debris, open attic vents, and junipers planted right next to the house. There was also a display of engines and crews from local, state and federal firefighting agencies, and displays of products and services to help homeowners reduce the wildfire risk to their home. Presentations by local dignitaries and firefighter representatives rounded out the day's activities. Approximately 300 people participated.

Promotional efforts included the distribution of a flyer announcement to 65,000 Washoe County school children, 200 in Carson City, and 130 in Storey County (see sample – Attachment 2); a radio station promotional package including a live remote during the event; the distribution of 3000 flyers to near-by businesses (see sample – Attachment 3), and others.

In-kind contributions included raffle prizes donated by local sponsors, valued at \$1,558; radio advertising package funded by State Farm Insurance in cooperation with the Nevada Fire Safe Council, valued at \$1,000; Ember House prizes supplied by the USDA Forest Service, valued at \$670; trash service supplied by Waste Management, valued at \$200.00; and others

provided by the cooperating partners in planning and facilitating this event. (See photos - Attachment 4)

- The Fourth Annual “Junk the Junipers” event was also held during the kick-off event. An area was provided for homeowners to discard their ornamental junipers which had been removed from their property, and they were chipped by representatives of the US Forest Service into dumpsters provided by the Nevada Division of Forestry. Moana Nursery provided participants with a free plant from a selection of good plant choices for high fire-hazard areas in exchange for their discarded juniper. Twenty-five households participated in this event, each bringing a large truck-bed or trailer load full of hazardous junipers. In-kind contributions included the supply of plants from Moana Nursery, valued at \$625, and the use of the dumpster and chipper, value unknown. (See photographs – Attachment 5)
- The East Fork Fire Protection District and the Sierra Front Chapters of the Nevada Fire Safe Council held a large community mixer at the Genoa Volunteer Fire Station. Over 60 residents from various communities in Douglas County participated. There was a “Be Ember Prepared” presentation and discussions with firefighting professionals on how to reduce the wildfire threat.
- Three chapters of the Nevada Fire Safe Council in Douglas County worked together to host a community BBQ and education event. Vendors were invited to participate and provided demonstrations of products designed to help homeowners reduce the wildfire threat to their home and property. (See photographs – Attachment 6)
- In Clark County, 45 residents from the Cold Creek community held a Community Clean-Up Day. Assisted by the Nevada Fire Safe Council, participants followed the *Living With Fire* recommendations to make their home and community safer from wildfire. (See photograph, Attachment 7)
- Eureka County held two Firewise/Fire Safe Day events. These joint efforts by the Eureka Department of Natural Resources, BLM, NDF, and local volunteer fire departments, attracted over 220 participants. Future Farmers of America students from the local high school were instructed on defensible space practices in advance of the event. They mingled with participants, handing out *Living With Fire* materials. They also assisted in clearing defensible space for an elderly homeowner, who was very grateful.
- The Nevada Fire Safe Council and many of its chapters planned and/or participated in 38 of the listed events and activities.

Proclamations & Resolutions

- Once again this year, California, Nevada, and Oregon worked together to secure a joint proclamation by their respective governors. Stressing the concerns all Western states face each year from wildfires, this joint proclamation received some media attention. Other states are now interested in participating next year. (See Proclamation – Attachment 8)
- Governor Gibbons issued a Proclamation on April 15, and it was read during the presentations at the community event on May 1. (See photos of presentations – Attachment 9)

- County Proclamations were issued by nine of Nevada's 17 counties: Carson City, Douglas, Elko, Eureka, Lincoln, Lyon, Pershing, Storey, and Washoe. (See collection – Attachment 10)
- The City of Reno also issued a proclamation.

Promotional Efforts – Statewide

- This year's poster was designed and printed using grant funding from BLM, Nevada State Office. Featuring the "Be Ember Prepared!" message, 600 copies of the 11" by 17" poster were distributed throughout Nevada. The poster design is included on the cover of this report.
- Chief James Wright, Nevada State Fire Marshal, issued a letter of support for NAWW. This letter was posted on the Division of Emergency Management website and the NAWW page on www.livingwithfire.info. (See letter – Attachment 11)
- A half-page ad was placed in both the April and May editions of Sage Signals, sponsored by the Nevada Cattlemen's Association. With their distribution to over 600 farmers and ranchers, we were able to reach many rural Nevada homeowners. In-kind contribution \$180. (See May ad – Attachment 12)
- Nevada Magazine continues to support our efforts by placing a half-page color ad in their May-June edition. Their statewide distribution is 152,000. In-kind contribution \$2750. (See ad – Attachment 13)
- The BLM, Nevada State Office supported community events by providing 4,000 promotional magnet clips imprinted with the "Be Ember Prepared!" message and LWF website address. More than 1,500 were distributed during awareness week events. In-kind contribution \$2499.00. (See design sample – Attachment 14)
- The BLM, Battle Mountain and Winnemucca Field Offices supported regional events by providing 1,000 promotional defensible space measuring tapes. These were a very popular item, with all copies distributed during the week. In-kind contribution \$1400. (See sample – Attachment 14)
- The USDA Forest Service, Humboldt-Toiyabe National Forest supported community events by providing a supply of carabineer key chains, which included the LWF website address. More than 500 were distributed during the week. In-kind contribution \$775. (See sample – Attachment 14)
- A Facebook page was created for NAWW, courtesy of the Nevada Department of Conservation and Natural Resources. Since launching the page in mid-April, it has gained 35 fans and had 158 visits.

Promotional Efforts – Localized

- A Public Service Announcement campaign was coordinated with KNPB Public Broadcasting Channel. Using grant funding from the BLM – Carson City Field Office, a 30-second "Be Ember Prepared!" message was broadcast 14 times during the period of April 26 – April 30 in

advance of NAWW. It continued to play 54 times during the period of April 30 – May 2. A shorter 15-second message will be broadcast regularly throughout May, June, July, and August. As an in-kind contribution, KNPB created Spanish-language messages and aired them 24 times during the period of April 27 – April 30 on their Spanish-language channel. Their in-kind contribution was valued at \$840.

- Five hotel/casino properties participated as a community service by placing our “Be Ember Prepared!” message on their electronic marquee. They were located in Carson City, Elko, Fernley, Reno, and Sparks. Additionally, the White Pine High School and Bristlecone Convention Center in Ely placed the message on their digital signs. (See photos – Attachment 15)
- Display ads were placed in 16 Nevada newspapers achieving coverage in all counties, a total circulation of 161,150. Featuring graphics similar to this year’s poster, some ads were customized to promote local events. Funding for this campaign was provided in part by a WUI/Community Assistance grant from the BLM, Carson City Field Office and also in part by a grant from the Nevada Division of Forestry via the USDA Forest Service, both in cooperation with University of Nevada Cooperative Extension. (See collection – Attachment 16) Additional newspaper ads were provided by BLM, Southern District with a full-page insert in the Moapa Valley Progress, in-kind value \$812, and by BLM, Winnemucca with a full page ad in the Humboldt Sun, in-kind value \$1,340.
- The Nevada Department of Transportation – Division II in Northern Nevada once again participated by featuring a wildfire awareness message on their 18 Dynamic Message Signs during the week. These are located in highly visible spots along major interstates and highways in Carson City, Douglas County, and Washoe County. (See photograph – Attachment 17) Additionally, NDOT – Division II participated by distributing our “Be Ember Prepared!” message to its 300 employees via email.
- A 40-foot long banner was displayed over Main Street in Carson City in advance of NAWW, April 26 – May 1. A collaborative effort by BLM, Carson City Fire Department, and UNCE, the banner provided advance promotion of the week and our “Be Ember Prepared!” message. (See photograph – Attachment 18)
- Through the collaborative efforts of all the partners in NAWW, there were numerous television and radio interviews that aired during the week, along with many newspaper articles. Among these was a radio interview with Ed Smith, which aired on seven Reno-area stations on May 9; television interviews on KTVN-Channel 2 and KOLO-Channel 8 with Sonya Sistare and Andrew List that aired on May 1, an interview with Kurt Latipow airing on May 5, and an interview with Pat Murphy airing on May 6. Sonya Sistare also taped an episode of UNCE’s Extension Connection, a public service production for Southern Nevada. This 15-minute segment ran multiple times throughout May. The Reno Gazette-Journal included a large article written by Ed Smith concerning the wildland-urban interface and being prepared. (See article – Attachment 19)

In-Kind Contributions

In-Kind Contributions	Non-Federal
Reno Fire Department - printing of 3000 flyers promoting kick-off event	250
Farmers Insurance & Nevada Fire Safe Council - donation of funds for radio advertising campaign to promote the kick-off event	1000
7.5 hours of volunteer time to prepared 65,000 flyers for distribution to Washoe County schools promoting the kick-off event	156
Nevada Fire Safe Council - printing and distribution of school flyers to Carson City schools	25
Storey County Fire - printing and distribution of school flyers to a Storey County school	25
Moana Nursery - donation of 25, #15 shrubs for exchange of junipers at "Junk The Junipers" event	625
Waste Management - donation of 10 trash containers for use during the kick-off event	200
Multiple vendors - donation of raffle prizes, distributed during the kick-off event	1558
Evergreen Recycling - partial donation of dumpsters for Spring Mountain event	500
KNPB - creation of a Spanish-language PSA and airtime on Spanish language stations	840
Nevada Cattlemen's Association – donation of a half-page ad in both their April and May edition of Sage Signals	180
Nevada Magazine – donation of a half-page color ad in their May/June edition	2750
Humboldt Sun – donation of a full-page ad promoting local events in cooperation with BLM, Winnemucca Field Office	1340
TOTAL NON-FEDERAL CONTRIBUTIONS	\$9,449
In-Kind Contributions	Federal
BLM Nevada State Office – provided a supply of large magnet clips with imprinted message for distribution at statewide events	2499
BLM Battle Mountain/Winnemucca Field Office – provided a supply of "Defensible Space" measuring tapes	1400
BLM Southern District – funded a regional newspaper insert for Clark County & Nye County	812
USDA Forest Service, H-T National Forest – provided a supply of carabineer key chains for distribution at statewide events	775
USDA Forest Service, H-T National Forest – provided Smokey Bear trinkets for prizes at the Ember House educational youth display	670
TOTAL FEDERAL CONTRIBUTIONS	\$6,156
TOTAL CONTRIBUTIONS	\$15,605

Activity by County

Attachment 1

Date(s)	Event or Activity	Partner(s)	Direct Mail/Dist	# Participants DirectIndirect	
Carson City					
April 19 - 23	Flyers to Carson City schools	NFSC	200		
April 26 - May 1	Carson City Main Street Banner	BLM, Carson City Fire Dept., UNCE			
April 26 - July	PSA campaign - KNPB Public Access TV	BLM, UNCE			200,000
April - May	Posters displayed various locations	BLM, Carson City Fire Dept., DCNR, NFSC, NDF, USDA Forest Service, UNCE			
May	Banners displayed in communities	BLM, Carson City Fire Dept., NFSC, UNCE			
May	Message on community bulletin board	Carson City, UNCE			
May 1 - 8	Message on Casino Fandango marquee	Casino Fandango, NFSC - Skyland Chapter, UNCE			
May 1 - 8	NDOT DMS Message	NDOT- District II, UNCE			
May 2	Ad in Nevada Appeal	BLM, UNCE			16,000
May 2	Clear Creek Evacuation Drill	Carson City Fire Dept., CERT, NFSC		75	
May 6	County Proclamation Issued	Carson City Fire Dept., Carson City		10	
May 8	Lakeview Community clean-up & BBQ	Carson City Fire Dept., NFSC- Lakeview Chapter		65	
Churchill					
April - July	PSA campaign - KNPB Public Access TV	BLM, KNPB, UNCE			
May 5	Ad in Mailbox News	BLM, UNCE			8,500
Clark					
April - May	Posters displayed various locations	BLM, NFSC, UNCE			
April 28	Ad in Moapa Valley Progress	NDF, UNCE			5,900
May	Extension Connection story on NWA	UNCE			
May	Banners displayed in communities	BLM, NDF, NFSC, UNCE			
May 1 - 8	PSA message on Mesquite Radio Stations	BLM Southern District			
May 1	Mountain Springs Clean-up Day	Evergreen Recycling, NFSC - Mountain Springs Chapter		35	
May 5	Insert in Moapa Valley Progress	BLM Southern District			
May 5	Ad in Moapa Valley Progress	NDF, UNCE			
May 7	Logandale VFD Open House	Logandale VFD, NFSC		125	
May 8	Cold Creek Community Clean up	Cold Creek Women's Club, NFSC - Cold Creek Chapter		45	
Douglas					
April - May	Posters displayed various locations	NFSC, UNCE			
April 26 - July	PSA campaign - KNPB Public Access TV	BLM, KNPB, UNCE			

May	Banner displayed on Glenbrook Golf Course	NFSC - Glenbrook Chapter			
May 1 - 8	Be Ember Prepared! display in community	NFSC - Skyland Chapter, UNCE			
May 1 - 8	NDOT DMS Message	NDOT-District II, UNCE			
May 2	Topaz Ranch Estates Fire Station BBQ	East Fork FPD, NFSC - Topaz Ranch Estates & Holbrook Chapters		40	
May 2	Wildfire Evacuation Drill	NFSC - Chimney Rock & Round Hill Chapters		28	
May 2	Ad in Record Courier	BLM, UNCE			5,500
May 4	County Proclamation Issued	Douglas County, East Fork FPD		15	
May 5	EFFPD BBQ at Genoa VFD Station	East Fork FPD, NFSC-Douglas County Chapters, UNCE		60	
Elko					
April - May	Posters displayed various locations	NFSC			
April 21	County Resolution Issued	Elko County		5	
April 26 - July	PSA campaign - KNPB Public Access TV	BLM, KNPB, UNCE			
May	Banners displayed in communities	BLM, NFSC, UNCE			
May	NDOT Internal email message	NDOT-District III, NFSC, UNCE			300
May 1 - 9	Message on Red Lion marquee	Red Lion Hotel & Casino, UNCE			
May 1 - 9	Ad in Elko Daily Free Press	BLM, UNCE			11,450
May 5	Ad in Elko Independent	NDF, UNCE			15,500
Esmeralda					
April 26 - July	PSA campaign - KNPB Public Access TV	BLM, UNCE			
April 29	Ad in Tonopah Times	BLM, UNCE			2,100
Eureka					
April - May	Posters displayed various locations	BLM Battle Mtn Field Office, Eureka County DNR			
April 6	County Resolution Issued	Eureka County, Eureka County DNR		5	
April 26 - July	PSA campaign - KNPB Public Access TV	BLM, KNPB, UNCE			
May	Banners displayed in communities	BLM Battle Mtn Field Office, Eureka County DNR			
May 1 - 8	Message on Eureka Fairgrounds Marquee	Eureka County DNR			
May 6	Ad in Eureka Sentinel	NDF, UNCE			500
May 6	Crescent Valley School Assembly	BLM Battle Mtn Field Office, Crescent Valley VFD		26	
May 7	Eureka Firewise/Fire Safe Day	BLM Battle Mtn Field Office, Eureka DNR, Eureka VFD, Diamond Vly FFA, Firewise, Lions Club, NDF		150	
May 8	Crescent Valley Firewise/Fire Safe Day	BLM Battle Mtn Field Office, Crescent Valley VFD, Eureka DNR, Firewise, NDF		70	
Humboldt					
April - May	Posters displayed various locations	BLM Winnemucca Field Office			
April 26 - July	PSA campaign - KNPB Public Access TV	BLM, KNPB, UNCE			

May	Banners displayed in communities	BLM Winnemucca Field Office			
May 1 - 8	Message on City of Winnemucca marquee	BLM Winnemucca Field Office, City of Winnemucca			
May 1 - 8	Message on Winners Casino marquee	BLM Winnemucca Field Office, Winner's Casino			
May 1 - 8	PSA & interview -KWN Radio	BLM Winnemucca Field Office, KWN Radio			
May 4	Ad in Humboldt Sun	NDF, UNCE			4,500
May 4	Winnemucca School Program	BLM Winnemucca Field Office		165	
May 4	Full-page ad in Humboldt Sun	BLM Winnemucca Field Office, Humboldt Sun			
May 5	Winnemucca Wildfire Awareness Meeting	BLM Winnemucca Field Office		15	
Lander					
April - May	Posters displayed various locations	BLM Battle Mountain Field Office			
April 26 - July	PSA campaign - KNPB Public Access TV	BLM, UNCE			
April 28	Ad in Battle Mountain Bugle	NDF, UNCE			2,000
May	Banners displayed in communities	BLM Battle Mountain Field Office			
May 1	Austin Community Clean-up Day	Austin VFD, BLM Battle Mountain Field Office, NDF Tonopah Camp, NFSC, Lander County		50	
May 3	Battle Mountain School Assembly	BLM Battle Mountain Field Office		48	
Lincoln					
April 19	County Resolution Issued	Lincoln County, Lincoln County Emergency Mgmt.		5	
April 29	Ad in Lincoln County Record	NDF, UNCE			2,000
April -May	Distribution of flyers, posters	NFSC, Lincoln County Emergency Mgmt.			
May	Banners displayed in communities	NFSC, Lincoln County Emergency Mgmt.			
May 8 - 12	Curbside chipping and removal of fuels	NFSC, Lincoln County Emergency Mgmt., NDF Conservation Camp		20	
Lyon					
April 15	County Resolution Issued	Lyon County, NACO		5	
April 26 - July	PSA campaign - KNPB Public Access TV	BLM, KNPB, UNCE			
May 1 - 8	Message on Pioneer Crossing marquee	Pioneer Crossing Casino			
May 5	Ad in Mailbox News	NDF, UNCE			
Mineral					
April 26 - July	PSA campaign - KNPB Public Access TV	BLM, KNPB, UNCE			
May 7	Ad in Mineral County Independent	BLM, UNCE			2,500
Nye					
April 26 - July	PSA campaign - KNPB Public Access TV	BLM, KNPB, UNCE			
May	Banner displayed in Manhattan Community	NFSC - Manhattan Chapter			
May 1 - 8	PSA on Pahrump-area radio stations	BLM Southern District			

May 5	Insert in Pahrump Valley Times	BLM Southern District			6,000
May 6	Insert in Pahrump Mirror	BLM Southern District			6,500
Pershing					
April 7	County Resolution Issued	NACO, Pershing County		4	
April 26 - July	PSA campaign - KNPB Public Access TV	BLM, KNPB, UNCE			
April 29	Ad in Lovelock Review-Miner	NDF, UNCE			2,000
Storey					
May	Display on Community Bulletin Board	Storey County, UNCE			
May	Banner displayed in V.C. Highlands Community	NFSC - Virginia City Highlands Chapter			
May 4	County Resolution Issued	Storey County Fire, Storey County		5	
April 26-29	Message on KNPB-Public Access TV	BLM, KNPB, UNCE			
April 26-30	Flyers to Storey County school	Storey County Fire	130		
April 30	Ad in the Comstock Chronicle	BLM, UNCE			1,000
Washoe					
April 13	County Resolution Issued	Washoe County		45	
April 16	NWAW article in RGJ	Multiple agencies			
April 19 - 23	Flyers to Washoe County schools	BLM, NFSC, RSVP Volunteers, UNCE	65,000		
April 19 - 30	Flyers to Redfield Campus-area businesses	NFSC, Reno Fire Department, UNCE			3,000
April 25	Junk the Junipers Ad in RGJ	NDF, UNCE			
April 26 - July	PSA campaign - KNPB Public Access TV	BLM, KNPB, UNCE			
April 28	City of Reno Proclamation	City of Reno, Reno Fire Deptment		15	
April 28	Kick-off Event Ad in RGJ	BLM, UNCE			
May	Banner displayed in Saddlehorn community	NFSC - Saddlehorn chapter			
May 1 - 8	Nugget Casino Marquee Message	Ascuagas Nugget, Sparks Fire, UNCE			
May 1 - 8	Grand Sierra Marquee Message	Grand Sierra Resort			
May 1 - 8	NDOT DMS Message	NDOT - District II, UNCE			
May 1	Kick-off Event Ad in RGJ	BLM, UNCE			
May 1	Community Kick-off Event	BLM, NDF, NFSC, Reno Fire Department, Sierra Fire Protection District, USDA Forest Service, UNCE, Washoe County & others		275	
May 1	Junk the Junipers	NDF, Moana Nursery, Reno Fire Department, USDA Forest Service, UNCE		25	
May 1	PRIDE Evacuation Training Drill	Sierra Fire Protection District, Washoe County Emergency Services		25	
May 1	Door-to-door visits by Reno Fire Department	NFSC, Reno Fire Department, UNCE			250
May 1	Door-to-door visits by Sierra Fire Protection	NFSC, Sierra FPD, UNCE			250
May 2	WAW Ad in RGJ	BLM, UNCE			66,500
May 5	Door-to-door visits by Sierra Fire Protection	NFSC, Sierra FPD, UNCE			250
May 5	Coffee with Friends Ember Prepared	UNCE		3	

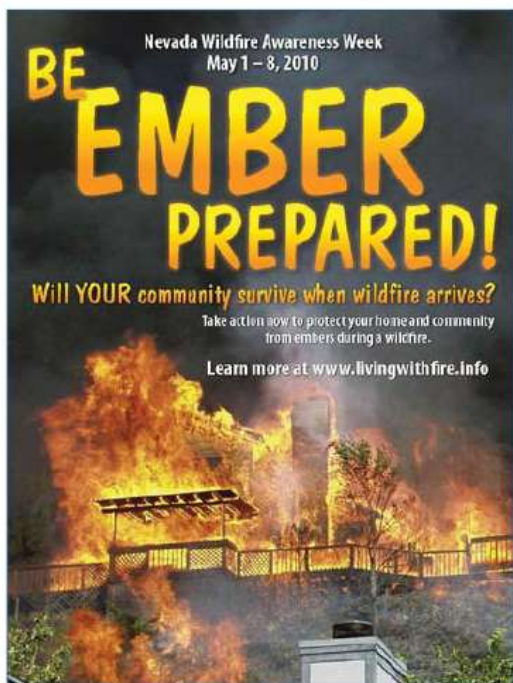
		Presentation			
May 6	Soroptimist Luncheon Presentation	Soroptimist International of Truckee Meadows, UNCE		38	
May 6	Virginia Foothills Community BBQ	NFSC - Virginia Foothills chapter		25	
May 8	Door-to-door visits by Reno Fire Department	NFSC, Reno Fire Department, UNCE			250
May 8	PRIDE Haz-Mat Evacuation Drill	Sierra Fire Protection District, Washoe County Emergency Services		616	
May 8	Great TM Clean Up Day	Keep Truckee Meadows Beautiful			500
White Pine					
April - May	Posters displayed various locations	White Pine County FPD			
April - May	Banners displayed in communities	White Pine County FPD			
April 26 - July	PSA campaign - KNPB Public Access TV	BLM, KNPB, UNCE			
May 1 - 8	Message on Bristlecone Conv. Center sign	Bristlecone Conv. Center, UNCE			
May 1 - 8	Message on White Pine High School sign	White Pine High School, UNCE			
May 5	Ad in the Ely Times	NDF, UNCE			2,700
Statewide Efforts					
Feb	Chief Wright letter of support	Nevada State Fire Marshal Division			
April	Governor's State Proclamation	Governor Gibbons, NDF, UNCE			
April	Sage Signals 1/2-page ad	NV Cattlemen's Association, UNCE			600
April	KNPB Program Guide ad	BLM, KNPB, UNCE	7,000		
April 16	Presentation at the NFSC Annual Meeting	NFSC, UNCE		120	
May	KNPB Program Guide ad	BLM, KNPB, UNCE	7,000		
May	Sage Signals 1/2-page ad	NV Cattlemen's Association, UNCE			600
May - June	Nevada Magazine 1/2-page ad	Nevada Magazine, NFSC - Holbrook chapter, UNCE			55,000
Good Neighbor					
May	CA-NV-OR Multistate Proclamation	Governors of CA, NV & OR, Keep Oregon Green, NDF, UNCE			
May 1 - 10	Cal Trans messages on I-395	Cal Trans, USDA Forest Service - Plumas National Forest			
Date(s)	Event or Activity	Partner(s)	Direct	# Participants	
			Mail/Dist	Direct	Indirect

Note – Color block indicates a public event

FREEWILDFIRE AWARENESS WEEK

Community Event

10 a.m. to 2 p.m. ■ Saturday May 1, 2010 ■ Redfield Campus



Activities for kids

- ▶ **Visit the Fire Safety House** and practice how to safely exit your home during a fire, learn to stop, drop and roll
- ▶ **Smokey Bear and Sparky the Fire Dog** will be there!
- ▶ **Explore helicopters** & fire engines
- ▶ **See water-drop exercises**
- ▶ **Play games** to teach you how burning embers can attack your house
- ▶ **Have fun & win prizes too!**
- ▶ **Free raffle** – must be present to win.

For the adults:

- ▶ **Talk to your local firefighters**
- ▶ **Visit with vendors** displaying products to help you prepare for a wildfire ember attack
- ▶ **Junk your Junipers!** Bring in a juniper removed from your yard for free chipping and disposal, and get a coupon for a free plant from Moana Nursery. One per household, limited to the first 150 people.
- ▶ **Attend a wildfire evacuation class,** 9:30 a.m. to 11:30 a.m.
- ▶ **Presentations from 12-1 p.m.** by local dignitaries and firefighting representatives.



This event is sponsored by your local, state, and federal firefighting agencies, the Department of Conservation and Natural Resources, the Nevada Fire Safe Council, University of Nevada Cooperative Extension and other organizations. Funding for this flyer provided by a WUI/Community Assistance Grant from the Bureau of Land Management in cooperation with University of Nevada Cooperative Extension, an EEO/AA institution.

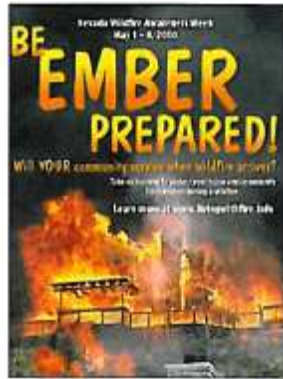
Wildfire Awareness Week: Be Ember Prepared!

Community Event

Saturday May 1 ■ Redfield Campus ■ 10 a.m.—2 p.m.

Activities include:

- Family fun
- Ember house game
- Helicopters
- Fire engines
- Live demonstrations
- Junk the junipers collection site
- Wildfire threat reduction information
- Food



Wildfire Awareness Week builds cognizance of the threat of embers during a wildfire. It's often the embers that ignite homes by entering through vents or landing on wood roofs or other flammable materials. These embers destroy homes in urban settings as well as in the wildland urban interface, rural areas and ranching communities. No one is immune. For a complete list of events and projects, visit www.livingwithfire.info



Five things you can do today to

BE EMBER PREPARED

1. Roof & Rain Gutters: Remove pine needles, leaves, branches and bark from the roof and rain gutters. Keep them clean during fire season. Consider using rain gutter covers to reduce maintenance.

2. Vents: Cover attic, eave and foundation vents with 1/8-inch wire mesh or install new vent types designed to prevent ember entry. Consider preparing plywood covers for each vent to have ready for use if a wildfire approaches.

3. Decks: Replace deck boards that are less than one inch thick or that are in poor condition with thicker, good condition boards. Use metal flashing between the deck and the house. Remove plant debris from the gaps between deck boards, the gap between the deck and house, lying on top of the deck and from under the deck. Consider enclosing the open sides of the deck with siding materials that are properly vented or 1/8-inch wire mesh to reduce maintenance and deter ember entry. Do not use wooden lattice to enclose decks.

4. Flowerbeds: Replace wood mulches with noncombustible types and remove plant debris, including dried grass and flowers, dead leaves and dead branches from flowerbeds next to the house, other buildings and next to wooden fences. Replace ornamental junipers with low-growing deciduous shrubs or flowers under irrigation.

5. Woodpiles: Move firewood stacks and scrap lumber piles at least 30 feet from the house or other buildings.

For more information, visit www.livingwithfire.info

Living With Fire









IN WITNESS WHEREOF, I hereunto set my hand and cause the Great Seal of the State of California to be affixed. Done at the Capitol in the City of Sacramento in the State of California on this day, April 29, 2010.



Arnold Schwarzenegger
Arnold A. Schwarzenegger, Governor

Debra Bowen
Debra Bowen, Secretary of State

IN WITNESS WHEREOF, I hereunto set my hand and cause the Great Seal of the State of Nevada to be affixed. Done at the Capitol in the City of Carson City in the State of Nevada on this day, April 30, 2010.



Jim Gibbons
Jim Gibbons, Governor

Ross Miller
Ross Miller, Secretary of State

IN WITNESS WHEREOF, I hereunto set my hand and cause the Great Seal of the State of Oregon to be affixed. Done at the Capitol in the City of Salem in the State of Oregon on this day, April 15, 2010.



Theodore R. Kulongoski
Theodore R. Kulongoski, Governor

Kate Brown
Kate Brown, Secretary of State

STATE OF CALIFORNIA - STATE OF NEVADA - STATE OF OREGON

PROCLAMATION

OFFICES OF THE GOVERNORS

WHEREAS: Wildfires increasingly pose a threat to homes and communities throughout the West, as more people move into the wildland areas of our states. Most of these fires are human caused.

WHEREAS: This unprecedented growth of the wildland-urban interface has elevated the need for wildfire prevention at both the community and individual homeowner levels.

WHEREAS: A long-term climate trend and the build-up of forest fuels have further increased the wildfire risk. These factors, coupled with the expansion of the interface, are challenging efforts to protect citizens, property and our natural resources.

WHEREAS: The educational tools for preventing wildfires and protecting against them when they occur already exist. It is essential that we reach out to our communities and individual homeowners with this information. Armed with knowledge, our citizens can learn to live safely in a wildfire environment.

WHEREAS: The local, state and federal wildfire agencies of California, Nevada, and Oregon, in partnership with fire prevention organizations in those states, are working together to prevent wildfires.

NOW, THEREFORE: We, Arnold Schwarzenegger, Governor of the State of California; Jim Gibbons, Governor of the State of Nevada; and Theodore R. Kulongoski, Governor of the State of Oregon, proclaim the week of **May 1-8, 2010**, as

WILDFIRE AWARENESS WEEK

in our respective states and encourage all citizens to use this observance to take steps to better protect their homes and communities from wildfires.



RESOLUTION NO. 08-002

**RESOLUTION FOR PROMOTION OF
NEVADA WILDFIRE AWARENESS WEEK MAY 1 - 8, 2010**

Whereas, the trend in Nevada acres burned each year by wildfire has increased dramatically in recent decades; and

Whereas, wildfire has had significant impacts to Nevada's environmental, economic, and social well-being; and

Whereas, most homes destroyed during wildfire are due to embers landing on their homes and communities if they were proactive and prepared in advance;

Whereas, ember-gravid fires can then spread from home to home, destroying entire communities; and

Whereas, Nevada homeowners could substantially reduce the wildfire threat to their homes and communities if they were proactive and prepared in advance;

We therefore adopt this resolution as a means for education and a call to action to prepare for the ember threat; and

NOW THEREFORE BE IT RESOLVED by the Board of Lyon County Commissioners that Lyon County supports the week of May 1 - 8, 2010, as Nevada Wildfire Awareness Week.

Passed, approved and adopted the 19th day of April, 2010, by The Board of Commissioners of Lyon County, Nevada.

Commissioner: <u>[Signature]</u>	April <u>20</u>	May <u> </u>	Absent <u> </u>
Commissioner: <u>[Signature]</u>	April <u>21</u>	May <u> </u>	Absent <u> </u>
Commissioner: <u>[Signature]</u>	April <u>22</u>	May <u> </u>	Absent <u> </u>
Commissioner: <u>[Signature]</u>	April <u>23</u>	May <u> </u>	Absent <u> </u>
Commissioner: <u>[Signature]</u>	April <u>24</u>	May <u> </u>	Absent <u> </u>
Commissioner: <u>[Signature]</u>	April <u>25</u>	May <u> </u>	Absent <u> </u>

Absent:

[Signature]
Lyon County Clerk/Treasurer



 Lincoln County Fire Protection District
Lincoln County, Nevada
P.O. Box 90 - Pioche, Nevada 89043
Telephone (775) 962-2376
Fax (775)

BOARD OF TRUSTEES
Paul Mathews, Chair
Bill Livels, Vice Chair
Ronda Hornbeck
George T. Rowe
Ed Hughes

FIRE CHIEF
Rick Steiner

CLERK:
Lisa C. Lloyd

RESOLUTION FOR PROMOTION OF
NEVADA WILDFIRE AWARENESS WEEK
MAY 1 – 5, 2010

Whereas, the trend in Nevada across burned each year by wildfire has increased dramatically in recent decades; and

Whereas, wildfire has had significant impacts to Nevada's environmental, economic, and social well-being; and

Whereas, most homes destroyed during wildfire are due to embers landing on something easily ignited on or near the home; and

Whereas, ember-ignited fires can then spread from home to home, destroying entire communities; and

Whereas, Nevada homeowners could substantially reduce the wildfire threat to their homes and communities if they were proactive and prepared in advance;

We therefore adopt this resolution as a means for education and a call to action to prepare for the ember threat; and

We further resolve that Lincoln County Fire District supports the week of May 1 – 5, 2010, as Nevada Wildfire Awareness Week.


Passed, Approved and Adopted this 10th day of April, 2010, by the Board of Trustees for the Lincoln County Fire District.

PASSED AND ADOPTED this 10th day of April, 2010 by the Governing Body consisting of _____ members:

Absent: _____
Absent: _____

ATTEST

Clerk


Paul Mathews, Chairman

RESOLUTION

WHEREAS, The trend in Washoe County and throughout Nevada indicates that acres burned each year by wildfire has increased dramatically in recent decades; and

WHEREAS, Wildfire has had significant impacts to Washoe County's environmental, economic and social well-being; and

WHEREAS, It is evident that most homes destroyed during a wildfire are due to embers landing on or near an area of the home that can be easily ignited; and

WHEREAS, Ember-ignited fires can spread from home to home, destroying entire communities; and

WHEREAS, Homeowners throughout Washoe County could substantially reduce the wildfire threat to their homes and communities if they are proactive and prepare in advance; now, therefore, be it

RESOLVED, That the Washoe County Board of Commissioners supports the week of May 1-8, 2010 as Nevada Wildfire Awareness Week as a means for education and a call to action for residents throughout Washoe County to reduce the ember threat to their homes and communities.

ADOPTED this 13th day of April 2010.

David E. Humbe, Chairman



Jim Gibbons
Governor



Jearld L. Hafen
Director

James M. Wright
State Fire Marshal

State Fire Marshal Division

Stewart Facility
107 Jacobsen Way
Carson City, NV 89711
(775) 684-7500 • Fax (775) 684-7518

Wildfire Awareness Week – May 1 - 8, 2010

Here in Nevada, we have seen the devastation to homes, property, and natural resources as a result of the increasing numbers of wildland fires during the past few years. Again this year, the Nevada State Fire Marshal Division is joining the efforts of other organizations across the western states to promote understanding and action concerning the risk associated with wildland fires.

"Be Ember Prepared!" is the slogan of the 2010 Nevada Wildfire Awareness Week that will be observed May 1-8, 2010. The goal of this year's campaign is to inform and encourage the public to take action now to protect their homes and communities from embers during a wildfire.

Nevada Wildfire Awareness Week is a special time to focus community attention on the wildfire threat. I encourage you to join the efforts of local homeowners, businesses, fire safe council chapters and fire service professionals in creating strong community coalitions. These community groups can help foster a better understanding of the wildfire threats facing your community and support mitigation activities or projects that can lead to a higher level of protection.

For more information regarding the 2010 Nevada Wildfire Awareness Week go to the Living with Fire website at www.livingwithfire.info

Remember, **"Be Ember Prepared!"** and make changes now to reduce the risk of your house being ignited by burning embers.

Yours truly in fire safety,


James M. Wright, Chief
Nevada State Fire Marshal Division

4

Sage Signals

MAY 2010

NEVADA NEWS

New Nevada State Engineer appointed

CARSON CITY, Nev. – Allen Biaggi, director of the Nevada Department of Conservation and Natural Resources, announced today that Acting State Engineer Jason King will be appointed to the position of State Engineer.

King has been Acting State Engineer in place of Tracy Taylor who has recently had health concerns. King's appointment was made in consultation with Governor Jim Gibbons and Leo Drozdoff, who will be taking over as acting director of the department May 3, after Biaggi's retirement.

"Because of ongoing health issues, Taylor will become a deputy state engineer as of today April 19, 2010," Biaggi said. "I want to thank Tracy for his nearly four years of service as the State Engineer. He has guided the agency through some challenging times."

Biaggi added: "Jason (King) has done an excellent job as acting State Engineer, and we appreciate the service of both Tracy and Jason during this time of transition."

King is a registered professional engineer and has been with the Division of Water Resources for more than 19 years.

Governor Recommends Division of Water Resources Work with 2011 Legislature on Water Law Change

CARSON CITY, Nev. – The Nevada Division of Water Resources has submitted recommendations to Governor Jim Gibbons in response to the Supreme Court's recent decision on the Spring Valley water right ruling.

The division gave to Gibbons suggested language for changes to Nevada Revised Statute to address the Supreme Court's decision and the more than 14,500 water rights potentially in jeopardy as a result of that decision.

The suggested language change to NRS 533.370 addresses the due process issue raised by the Supreme Court decision. It protects those rights that have been acted upon but are no longer under any appeal, and it provides for the reopening of a protest period for those applications that take longer than seven years for any action to be taken.

The proposed language is a hybrid of language submitted during

the workshop process and is intended to serve as a starting point for a bill draft. The change is recommended based on a workshop held last month by the division at the request of the 2010 special session of the Nevada Legislature.

"In response, Governor Jim Gibbons has provided guidance back directing the agency to await a response from the court on the agency's request for clarification and/or reconsideration and to work with the legislature in the 2011 session on the law change," said Allen Biaggi, director of the Nevada Department of Conservation and Natural Resources, which oversees the Division of Water Resources. "The Governor further encouraged the agency to work with legislators on changing the language and seeking their support and concurrence."

The complete document is available here: <http://water.nv.gov/home/PDFs/Legislative%20Report.pdf>

Nevada Wildfire Awareness Week
May 1 - 8, 2010

BE
EMBER
PREPARED!

Will YOUR community survive when wildfire arrives?

The Nevada Cattlemen's Association and your local, state, and federal firefighting agencies encourage you to take action now to protect your home and community from embers during a wildfire.

Learn more at www.livingwithfire.info

Thank you to the Nevada Cattlemen's Association, in cooperation with University of Nevada Cooperative Extension, for sponsoring this ad.

**BE
EMBER
PREPARED!**

Nevada Wildfire Awareness Week
May 1 – 8, 2010

Will YOUR community survive when wildfire arrives?



Take action now to protect your home and community from embers during a wildfire.

Learn more at www.livingwithfire.info

Thank you to Nevada Magazine, the Nevada Fire Safe Council, and the Holbrook Fire Safe Chapter for sponsoring this ad.

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Nevada Wildfire Awareness Week
May 1 - 8, 2010

BE EMBER PREPARED!

Learn more at www.livingwithfire.info

Will your community survive when wildfire arrives? Take action now to prepare your home. To arrange for FREE CHIPPING of your cleared brush May 10 - 14 in Caliente, Castleton, Eagle Valley, Panaca, Pioche & Mt. Wilson, contact your local fire chief or Rick Stever at 775-962-2376.

Funding for this ad provided by the Nevada Division of Forestry through the National Fire Plan, in cooperation with University of Nevada Cooperative Extension, an EEO/AA institution.



Nevada Wildfire Awareness Week
May 1 - 8, 2010

BE EMBER PREPARED!

Will your community survive when wildfire arrives? Take action now to protect your home and community from embers during a wildfire. Go to livingwithfire.info

Funding for this ad provided by a WUI/Community Assistance Grant from the Bureau of Land Management in cooperation with University of Nevada Cooperative Extension, an EEO/AA institution.





FOCUS ON: HOME & GARDEN

LIVING WITH FIRE



More than 200 acres were scorched in July 2003 near Virginia City in Six Mile Canyon.

RG/FILE PHOTOS

As fire season approaches, how safe is your home?

By Ed Smith
UNIVERSITY OF NEVADA
COOPERATIVE EXTENSION

wui • ee \ wui - \ n: Slang for wildland-urban interface, the area where houses and residential landscapes meet wildland vegetation. Typically, these areas are at great risk from wildfire. In order to live safely in these areas, residents and agencies need to create wildfire-resistant communities.

My friend's wui-ee is sick. Without treatment, his wui-ee not only threatens his life, but the lives of his family members and neighbors. The prognosis is not good.

Experts say that it is just a matter of time before his wui-ee delivers a life-threatening blow. While an

ailing wui-ee is curable, it requires people to help themselves, be proactive and to take action to reduce the threat.

Unhealthy wui-ees abound in Northern Nevada. People have them in Red Rock, Virginia City Highlands, Mount Rose Corridor, Incline Village, southwest Reno and many other areas. But Nevadans are fortunate; we have one of the best wui-ee support groups in the West. Unlike some other places, Nevada's local, state and federal agencies, the University of Nevada and nonprofit groups work closely to help improve wui-ee condition. But it still takes willing individuals to want help and to do their part on the home front.

The condition of our wui-ees — the wildland-urban interfaces,

for instance — is a significant concern to Nevada's firefighting agencies. So what makes a good wui-ee?

First, the houses should be resistant to ignition. Houses with fire-resistant roofs, dual-paneled and tempered glass windows, noncombustible siding and vents that resist ember penetration are key.

Second is creation of an effective defensible space. Defensible space is that area between a house and an oncoming wildfire where the vegetation has been managed to reduce the fire threat and allow firefighters a place to safely work. Next, emergency responders must be able to locate and arrive at a

SEE FIRE, 3E •



A home burns out of control in the Pleasant Valley area south of Reno during the 2004 Andrew Fire.



Reno firefighters spray water on a home that was destroyed in a wildfire in southwest Reno in 2007.

more than one road in or out also are desirable features.

So, how do you know what condition your wui-ee is in? Thanks to the U. S. Bureau of Land Management and the Nevada Division of Forestry, we have an appraisal of wui-ee condition for many Nevada communities. To find out, go to www.nvpsc.org.

BE EMBER PREPARED

The theme for this year's Nevada Wildfire Awareness Week is "Be Ember Prepared."

A major reason homes are destroyed during wildfire is because wind-blown embers from burning vegetation and construction materials land on something easily ignited on or near a home. Wildfire Awareness Week partners urge Nevadans living in high fire-hazard areas to take action and prepare their houses for embers. Some steps to take include:

- » Replace wood shake and shingle roofs with fire resistant types.
- » Remove plant materials, such as pine needles and leaves, from roof and rain gutters before fire season.
- » Cover unscreened attic, eave and foundation vents with 1/2-inch wire mesh. Make sure this still allows adequate air circulation. Ideally, install new ember-resistant vents.

- » Move firewood piles at least 30 feet from the house.

- » Remove plant debris from the gaps between deck boards on wood and plastic composite decks, from the gap between the deck and the house and lying on top of the deck. Remove all easily ignited materials from under the deck, including pine needles, weeds, woodpiles and gasoline cans. Consider enclosing the open sides of the deck with skirting that is adequately vented or use 1/8-inch wire mesh to reduce the accumulation of plant debris under the deck and to help deter ember entry.

- » Use garbage cans covered with tight-fitting lids near the house.

- » Remove all dead vegetation, including dried grass and weeds, pine needles and leaves, dead shrubs and trees and dead branches, near your home.

For a more complete list of ember preparations, contact your local fire officials or Cooperative Extension office and ask for the publication "Be Ember Aware," or visit www.livingwithfire.info and click on Be Ember Aware.

— Ed Smith

Wildfire Awareness Week

PR JUNIPER BUSHES TODAY

Bring in highly combustible juniper bushes removed from the areas within 30 yards of your home and drop them off at disposal today at Nevada, Reno 8600 Wedge.

Bring a coupon for shrub from the event is a Nursery, or contact the U.S. Forest Service, Nevada Division of Forestry, Cooperative Extension office and ask for the publication "Be Ember Aware."



RG/FILE

Get rid of your flammable junipers today.

as a chance to climb aboard firefighting helicopters and fire engines, practice safety in a Fire Safety House and watch water-drop exercises on nearby hillside. Smokey Bear and Sparky the Fire Dog also will be on hand.

Presentations from local officials and firefighting representatives will be from noon to 1 p.m.

— Staff report

org, click on "CWPPs" and find your county and community. These reports

rate your community, tell you the hazards and suggest mitigation

measures.

The Living With Fire program is an interagency program coordinated by the University of Nevada Cooperative Extension that helps Nevadans reduce the wildfire threat to their communities. To find out how to create a healthy wui-ee, visit www.livingwithfire.info. For possible funding and support for good wui-ees, contact Andrew at the Nevada Fire Safe Council at 775-884-4455.

Finally, your local fire protection agencies are ready to help with your wui-ee problems. Ask them for advice.

The week of May 1 to 8 is Nevada Wildfire Awareness Week. This is a great time to discover the health of your wui-ee and take action. There is more wildfire in Nevada's future. We need to create a healthy, safe wui-ee for ourselves, our families and our communities.

Ed Smith is Natural Resource Specialist for the University of Nevada Cooperative Extension.