



## **Appointment – Chief of Public Education**

On September 8, I announced the reorganization of the Communications Program to address the changing environment of public education and information. The next step in this reorganization is the addition of a Chief of Public Education position to provide increased programmatic leadership in public education for the Department.

I am pleased to announce the appointment of Dennis Mathisen to Chief of Public Education, effective September 19, 2014.

Dennis began his fire service career as a Fire Inspector in 1985 for the American River Fire Protection District. In 1997, he accepted the Division Chief/Fire Marshal position for the City of Roseville Fire Department, where he spent 14 years managing the Fire Prevention Division. In that position, Dennis oversaw the enforcement of life safety regulations, fire investigations, public education, and acted as the Public Information Officer. During his tenure, Dennis handled public information on numerous major incidents, including the massive Galleria Mall Fire, which received national attention.

While working for the City of Roseville, Dennis joined CAL FIRE's Incident Management Teams as an Information Officer. He was the Team PIO Trainee on Team #4 for many years and more recently, he served as the Lead PIO for Team #6. In 2012, Dennis was hired by CAL FIRE to serve as the Information Officer responsible for rolling out public information regarding the Fire Prevention Fee. In this position, Dennis also worked on several large public education outreach initiatives including the 'One Less Spark, One Less Wildfire' campaign. Dennis also serves as chairman of the California Wildfire Coordination Group Fire Prevention Committee and is active in the Cal Chief's Fire Prevention Officers Association.

Dennis' career in fire prevention and his experience in public education makes him a valuable asset to CAL FIRE.

Please join me in congratulating Dennis on this new and exciting opportunity.

Ken Pimlott  
Director