



Media Contact

Lara N. Popyack

Outreach and Communications Coordinator

lpopyack@cafiresafecouncil.org

415.713.5272

CALIFORNIA FIRE SAFE COUNCIL PAYS TRIBUTE TO FOUNDER BRUCE TURBEVILLE

April 13, 2021, Sacramento, CA - It is with heavy hearts and deep sorrow that the Board of Directors and staff of the California Fire Safe Council announce the death of our visionary Founder, Bruce Turbeville. Our sincere condolences go out to Bruce's loving wife Rosalie, his son Greg who recently retired from Cal Fire after 30 years of service, and the Turbeville family.



Bruce Turbeville, early days with Cal-Fire

Bruce started his career with the California Department of Forestry and Fire Protection in June 1964, in Cal Fire's Orange County Ranger Unit. He worked in fire suppression and fire prevention positions as Firefighter, Forest Fire Truck Driver, Fire Apparatus Engineer, Fire Captain, State Forest Ranger I/Battalion Chief, Fire Prevention Officer II/Division Chief, and State Forest Ranger III/Deputy Chief.

In 1982, Bruce was assigned to Cal Fire's Sacramento headquarters and served as the Information Officer.

In 1986, while working as the Assistant Education Officer and the Volunteer-in-Prevention Program Coordinator, Bruce spearheaded the award-winning and nationally recognized "Fire Safe Inside and Out" fire prevention public awareness campaign. He also assisted in the development of CAL FIRE's first mass media public education contract with the public relations firm of Manning, Selvage and Lee (MS&L).

In 1993 the concept of the California Fire Safe Council started in a meeting between Bruce and MS&L. Bruce's steadfast belief was that the seemingly intractable challenge of decreasing the threat and consequences of catastrophic wildfires required a collective effort from a variety of interest groups who often were at odds. Collaboration is an easy word to toss around, but Bruce's leadership truly made it more than a concept and turned a phrase into an action plan.

In 1995, Bruce was promoted to Deputy Chief/State Forest Ranger III and became the Department's Public Information Officer. It was then in Sacramento that Bruce put his vision of community fire protection to work and formed a California Fire Safe Council Board of men and women from diverse disciplines to work with him on community Fire Safe programs.

In 2002, the California Fire Safe Council was spun-off from Cal Fire into a stand-alone non-profit organization. At that time Bruce became the Fire Safe Council's Chief Executive Officer, and he hired Erica Bisch from MSL to be our first Executive Director.

Bruce's straightforward manner and earnestness made him the respected voice of the wildfire prevention movement as it evolved into a comprehensive state-wide force. His encouragement has resulted in more than

200 local, community-based Fire Safe Councils in all California counties and regions that translate his mantra of cooperation and collaboration into on-the-ground programs to mitigate wildfires.

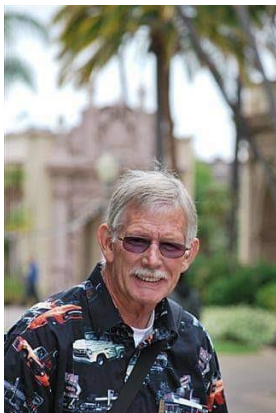
The word and record of the Fire Safe Council concept reached beyond California. Bruce was invited to present the fire safe council program to other states. He did not hesitate to present the Fire Safe Council concept to Nevada, Wyoming, and many other states.

Bruce's considerable credibility with Federal and State Fire Agencies have resulted in more than \$140,000,000 being distributed to local California Fire Safe Councils, Fire Departments, and communities for their grass-roots efforts to protect their families, homes, businesses, and the environment. None of this happened by chance, but as a direct result of what Bruce described as an idea written on the back of a napkin of getting people together to first talk and learn to "hear" each other and then work towards prevention activities that made sense to everyone.

In those years, all the federal wildland fire protection agencies were awarding grants to local government and non-profit agencies for fire prevention and hazard mitigation work, but there was no coordinated process for applying for and awarding these grants.

In 2004, the California Fire Alliance asked the California Fire Safe Council to create a "grants clearinghouse" to facilitate the flow of federal fire prevention grant funds to state, local, and non-profit agencies.

Bruce Turbeville will be missed by his family and friends and all of us at the California Fire Safe Council, but we pledge to add to his legacy as California continues the uphill battle to become more fire safe. A special Bruce Turbeville Fire Safe Council Award will be established and the first will be presented at the CFSC awards program in October.



Bruce Turbeville



Bruce Turbeville & wife Rosalie

About California Fire Safe Council: California Fire Safe Council's mission is to be "**California's leader in community wildfire risk reduction and resiliency!**" Since 2004, California Fire Safe Council has provided grants totaling more than \$100 million to organizations and agencies located throughout California. For more information, please visit cafiresafecouncil.org.

Join us in creating a fire-resilient California!

###