

Keynote #1: Mark Finney (USDA Forest Service):

Title: Good News and Bad News for Wildfire Operations Research

Abstract: Despite the global interest in wildfire management and disaster avoidance, and the unprecedented access to computing and information, operations research for improving both performance and decision making is grossly underutilized. The good news is that there is an abundance of opportunity for OR to improve wildfire management and decision making. Some of these will be presented. The bad news comes from two main sources: 1) human cultural factors that reinforce and reward existing systems of emergency response rather than proactive and objective-driven management of the wildfire problem, and 2) the poor quality and precision of data needed to drive kinds of analytics. Some of these will also be discussed.