WELCOME TO ARLINGTON!

Each year, the Public Lands Alliance Convention and Trade Show brings together nonprofit organizations, land management agencies and companies to learn, network and engage on public lands issues. America’s public lands have always had champions, and there is great value in those champions coming together to connect and act together.

We are grateful for your participation in this annual event and all the work you do throughout the year to support public lands.

CONVENTION & HOTEL INFORMATION

All events for the Convention and Trade Show will be held at the Crystal Gateway Marriott, except for optional field trips.

Headquarters Hotel
Crystal Gateway Marriott
1700 Richmond Highway
Arlington, VA 22202
Phone: 703-920-3230

Overflow Hotels
The Westin Crystal City
1800 Richmond Highway
Arlington, VA 22202
Phone: 703-486-1111

DoubleTree by Hilton
Washington D.C. Crystal City
300 Army Navy Drive
Arlington, VA 22202
Phone: 703-416-4100

REGISTRATION DESK HOURS

Check-in at the Public Lands Alliance convention registration desk to receive your name badge and convention materials. Name badges are required for admission to all convention and trade show activities. Check the desk for messages, lost-and-found items and other assistance.

Crystal Gateway Marriott
First Floor - Opposite of the FedEx/Business Center
Sunday, March 1 .......................... 9:00 am - 7:00 pm
Monday, March 2 .......................... 7:30 am - 6:00 pm
Tuesday, March 3 .......................... 7:30 am - 6:00 pm
Wednesday, March 4 .......................... 7:30 am - 6:00 pm

INFORMATION

Accessibility
Notify staff at the registration desk at any time if you need assistance with accessibility.

Consent to use of Photographic Images
Registration and attendance at the 2020 Public Lands Alliance Convention and Trade Show constitutes an agreement by the registrant to Public Lands Alliance’s use and distribution (both now and in the future) of the registrant’s image or voice in photographs, videos and electronic reproductions of such events and activities.

Follow Us
Facebook: Public Lands Alliance
Instagram: @publiclandsalliance
Twitter: @publiclands4all

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**SCHEDULE AT-A-GLANCE**

This program is accurate as of press time. Check the schedule posters displayed by the Convention Registration Desk for updates.

**Convention and Trade Show Online Community**
Engage with fellow convention and trade show participants before, during and after our event at [www.publiclandsalliance.org/convention/community](http://www.publiclandsalliance.org/convention/community). Login instructions have been emailed to you.

**Session Materials**
Presenters are asked to provide session materials prior to the convention. Materials are posted online as they are received so you can download and print them at your discretion. Check the website periodically for updated session materials during and after the convention: [www.publiclandsalliance.org/convention/session-handouts](http://www.publiclandsalliance.org/convention/session-handouts).

**Evaluation Forms**
An overall convention and trade show evaluation survey will be emailed to you after the convention. Evaluation forms for individual breakout sessions will be distributed and collected during each session. Thank you in advance for your feedback that helps us continue to provide quality educational programming.

* = Ticketed Events (Onsite registration may be available, inquire at the Convention Registration Desk)

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**SUNDAY, MARCH 1, 2020**

<table>
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<tr>
<th>Time</th>
<th>Event Details</th>
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<tbody>
<tr>
<td>8:30 am - 12:30 pm</td>
<td>A Field Trip Salute to Women in America* (Meet in Crystal Gateway Marriott Lobby at 8:15 am)</td>
</tr>
<tr>
<td>9:30 am - 12:00 pm</td>
<td>Pre-Convention Workshops&lt;br&gt;Effective Financial Reporting Grand Ballroom, Salon C&lt;br&gt;The Perfect Ask Grand Ballroom, Salon B</td>
</tr>
<tr>
<td>12:30 pm - 2:30 pm</td>
<td>National Parks Friends Alliance Development Leaders Network Gathering Grand Ballroom, Salon A</td>
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<tr>
<td>2:15 pm - 2:45 pm</td>
<td>Getting Started: Your Convention and Trade Show Orientation Grand Ballroom, Salon J</td>
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<tr>
<td>3:00 pm - 5:00 pm</td>
<td>Deep Dives&lt;br&gt;Tricks and Tips for Enhancing Inclusivity and Reducing Hostility in the Partnered Workplace GB, Salon A&lt;br&gt;Securing Grants for Your Nonprofit GB, Salon B&lt;br&gt;Crafting an Operations Plan and Interpretable Services Agreement with Your Park Partner GB, Salon C&lt;br&gt;Hands-on Strategies for Supporting Social and Emotional Learning Through Nature-Based Programs GB, Salon K&lt;br&gt;Fear and the Fundraising Board: Tips for Increasing Board Engagement in Raising Money GB, Salon J&lt;br&gt;Buyers’ Forum Rosslyn (Buyers Only)</td>
</tr>
<tr>
<td>5:15 pm - 6:30 pm</td>
<td>Community Roundtables&lt;br&gt;Board Members’ Roundtable GB, Salon A&lt;br&gt;Development Leaders’ Roundtable GB, Salon K&lt;br&gt;Executive Directors’ Roundtable GB, Salon J&lt;br&gt;Buyer and Exhibitor Forum GB, Salons BC&lt;br&gt;Education Program Leaders’ Roundtable Rosslyn</td>
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<tr>
<td>6:30 pm - 8:30 pm</td>
<td>Opening Reception* Arlington Ballroom, Salons I &amp; II</td>
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## MONDAY, MARCH 2, 2020

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:45 am - 8:15 am</td>
<td><strong>Coffee &amp; Case Studies</strong></td>
<td>GB, Salon H</td>
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<tr>
<td>8:30 am - 9:45 am</td>
<td><strong>Connecting Karst Across State Boundaries</strong></td>
<td>GB, Salon J</td>
</tr>
<tr>
<td>9:45 am - 11:30 am</td>
<td><strong>Session One</strong></td>
<td>GB, Salons FG</td>
</tr>
<tr>
<td>10:15 am - 11:30 am</td>
<td><strong>Public Lands Nonprofit Bootcamp: Introduction to Public Lands Nonprofits</strong></td>
<td>GB, Salons FG</td>
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<tr>
<td>11:30 am - 1:00 pm</td>
<td><strong>Session Two</strong></td>
<td>GB, Salons FG</td>
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<tr>
<td>1:00 pm - 2:15 pm</td>
<td><strong>Public Lands Nonprofit Bootcamp: Governance</strong></td>
<td>GB, Salon K</td>
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<tr>
<td>2:00 pm - 8:00 pm</td>
<td><strong>Session Three</strong></td>
<td>GB, Salons FG</td>
</tr>
<tr>
<td>2:30 pm - 3:45 pm</td>
<td><strong>Public Lands Nonprofit Bootcamp: Financial Basics</strong></td>
<td>GB, Salon K</td>
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<tr>
<td>3:45 pm - 4:15 pm</td>
<td><strong>Session Four</strong></td>
<td>GB, Salon K</td>
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<tr>
<td>4:15 pm - 5:30 pm</td>
<td><strong>National Park Service Partnership Forum</strong></td>
<td>GB, Salon A</td>
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<tr>
<td>6:00 pm - 10:00 pm</td>
<td><strong>Marketing &amp; Communications Roundtable</strong></td>
<td>GB, Salons FG</td>
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<tr>
<td>7:00 pm - 9:30 pm</td>
<td><strong>Special PLA Happy Hour Menu</strong></td>
<td>GB, Salon A</td>
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<td><strong>An Evening Tour of D.C.'s Distinct Beauty: Memorials and Monuments</strong></td>
<td>GB, Salon K</td>
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*Meet in Crystal Gateway Marriott Lobby at 6:45 pm*
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<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
<th>Description</th>
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<tbody>
<tr>
<td>7:45 am - 8:15 am</td>
<td>Coffee &amp; Case Studies</td>
<td>GB, Salons FG</td>
<td>Stronger Together: The Sequoia Environmental Education Directive (SEED)</td>
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<td>Inspiring Connections to Conservation: The Groundwork Model</td>
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<td>Place-Based Sabbaticals: Volunteer Talent Creating an Impact</td>
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<td>Transforming Interpretation through Virtual Reality: A Study of Success on the</td>
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<td>National Mall GB, Salon J</td>
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<tr>
<td>8:30 am - 9:45 am</td>
<td>General Session</td>
<td>Grand Ballroom, Salon C</td>
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<td>9:45 am - 10:15 am</td>
<td>Networking Beverage Break</td>
<td>Arlington Ballroom and Foyer</td>
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<tr>
<td>10:15 am - 11:30 am</td>
<td>Session Five</td>
<td>GB, Salons FG</td>
<td>Forest Service Partnership Forum</td>
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<td>JEDI—Do or Do Not. There is No Try.</td>
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<td>Creating a Healthy Executive-Board Relationship</td>
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<td>What Does Volunteer Management Look Like Anyway?—Adventure Scientists</td>
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<td>Collecting Data for US Forest Service GB, Salon J</td>
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<tr>
<td>11:30 am - 12:45 pm</td>
<td>Lunch Break</td>
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<td>(Concessions available in Arlington Ballroom Lobby &amp; Sky View)</td>
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<tr>
<td>12:45 pm - 2:00 pm</td>
<td>Session Six</td>
<td>GB, Salons FG</td>
<td>US Forest Service Map Sales Program Update GB, Salon J</td>
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<td>Where We’ve Been Won’t Get Us to Where We Need to Be: Exploring Changes,</td>
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<td>Trends and Opportunities in Cooperating Associations GB, Salon H</td>
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<td>How to Future-Proof Your Leadership with Succession Planning</td>
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<td>US Fish and Wildlife Service Partnership Forum GB, Salons DE</td>
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<td>2:00 pm - 2:30 pm</td>
<td>Networking Beverage Break</td>
<td>Arlington Ballroom and Foyer</td>
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<tr>
<td>2:30 pm - 3:45 pm</td>
<td>Session Seven</td>
<td>GB, Salons FG</td>
<td>US Army Corps of Engineers Partnership Forum GB, Salon J</td>
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<td>You Met With Your Member of Congress. Now What? GB, Salon H</td>
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<td>Finance Practitioners Roundtable GB, Salon J</td>
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<td>The Evolution of Public Lands Nonprofits: Guiding the Visitor Experience</td>
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<td>Beyond Park Boundaries GB, Salons DE</td>
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<tr>
<td>4:00 pm - 5:15 pm</td>
<td>Session Eight</td>
<td>GB, Salons FG</td>
<td>Bureau of Land Management Partnership Forum GB, Salon H</td>
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<td>Ask the Executive Recruiters: Career Coaching for Director-Level Leaders GB,</td>
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<td>Financial Leadership Roundtable GB, Salon J</td>
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<td>Empowering Your Partner: A Study in Authentic Stewardship and Trust GB,</td>
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<td>Salons DE</td>
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<td>5:00 pm - 7:00 pm</td>
<td>Public Lands Partnership Mixer</td>
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**WEDNESDAY, MARCH 4, 2020**

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<thead>
<tr>
<th>Time</th>
<th>Session/Activity</th>
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<tbody>
<tr>
<td>8:15 am - 9:30 am</td>
<td>General Session Grand Ballroom, Salon C</td>
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<tr>
<td>9:30 am - 10:00 am</td>
<td>Networking Beverage Break Arlington Ballroom and Foyer</td>
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<tr>
<td>9:30 am - 10:00 am</td>
<td>Membership Roundtable GB, Salons FG</td>
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<tr>
<td>9:30 am - 10:00 am</td>
<td>Deepening Equitable Partnerships GB, Salon K</td>
</tr>
<tr>
<td>9:30 am - 10:00 am</td>
<td>Revisiting Grants Management GB, Salon H</td>
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<tr>
<td>9:30 am - 10:00 am</td>
<td>Visual Storytelling in Your Park: Photographing Public Lands GB, Salon J</td>
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<tr>
<td>10:00 am - 11:15 am</td>
<td>Shop the Trade Show</td>
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<tr>
<td>11:30 am - 12:45 pm</td>
<td>Bid on Silent Auction Items (bidding closes at 1:00 pm, winners may pick up items between 2:00 and 3:30 pm)</td>
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<tr>
<td>12:30 pm - 1:45 pm</td>
<td>Lunch Break (Concessions available in Arlington Ballroom Lobby &amp; Sky View)</td>
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<tr>
<td>1:45 pm - 3:00 pm</td>
<td>Methods of Interpretation: Developing, Presenting and Analyzing Effective Interpretive Programs GB, Salons FG</td>
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<tr>
<td>1:45 pm - 3:00 pm</td>
<td>Telling the Story of America’s Battlefields for Today’s Audience GB, Salon H</td>
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<tr>
<td>1:45 pm - 3:00 pm</td>
<td>Elevate Your Volunteer Program: Using Skilled Professionals for Greater Impact GB, Salon J</td>
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<tr>
<td>2:30 pm - 3:30 pm</td>
<td>Networking Beverage Break Arlington Ballroom and Foyer</td>
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<tr>
<td>3:30 pm - 6:00 pm</td>
<td>Exhibitor Tear Down Arlington Ballroom and Foyer</td>
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<tr>
<td>3:45 pm - 5:00 pm</td>
<td>K Camp is a Sacred Place: Discovering the Impact of Paiute Tribal Youth Camp GB, Salon FG</td>
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<tr>
<td>3:45 pm - 5:00 pm</td>
<td>What Boards Should Know: Cheat Sheet on Working with NPS Partners GB, Salon K</td>
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<tr>
<td>3:45 pm - 5:00 pm</td>
<td>Donor Relation-Trips: Creating an Engaged and Motivated Community of Advocates for Public Lands GB, Salon H</td>
</tr>
<tr>
<td>3:45 pm - 5:00 pm</td>
<td>Enhancing Public Satisfaction and Visitor Experience through Park Stores GB, Salon J</td>
</tr>
<tr>
<td>7:00 pm - 9:30 pm</td>
<td>Closing Banquet and Awards Ceremony* Grand Ballroom, Salon C</td>
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**THURSDAY, MARCH 5, 2020**

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<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>8:30 am - 4:30 pm</td>
<td>“His Soul Goes Marching On ...”: Experiencing Harpers Ferry* (Meet in Crystal Gateway Marriott Lobby at 8:15 am)</td>
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<tr>
<td>8:30 am - 5:00 pm</td>
<td>Public Lands Alliance Capitol Hill Day Grand Ballroom, Salons AB / Capitol Hill</td>
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**Partners Choice Award - Vote for Your Favorite**

CAST YOUR VOTE ONLINE by Wednesday, March 4 at 5pm ET for your favorite submission to the Publication of the Year, Outstanding Public Engagement and Innovative Product categories. Visit [http://publiclandsalliance.org/2020-partners-choice](http://publiclandsalliance.org/2020-partners-choice) to learn more and to vote.

The submission with the most votes will be announced at the Awards Ceremony. Please note, this is an extra, fun, popular vote and does not replace the determination of award winners and honorable mentions for the 2020 Partnership Awards Program.
**EDUCATIONAL FIELD TRIP**

**Time:** 8:30 am – 12:30 pm  
**Location:** Grand Ballroom, Salon J

*This is a ticketed event: $45 / person*

**A Field Trip Salute to Women in America**
Belmont-Paul Women’s Equality National Monument and Mary McLeod Bethune Council House National Historic Site

To commemorate Women’s History Month as well as the 100th anniversary of the passage of the 19th Amendment, which guaranteed women’s right to vote, we pay a visit to the former homes of some incredible women who were giants in their field.

Registration includes transportation to and from the sites. Tour will take place rain or shine so please plan to dress appropriately. While there is no strenuous walking planned, comfortable shoes are recommended. Note: The Mary McLeod Bethune Council House National Historic Site is not wheelchair accessible.

**PRE-CONVENTION SESSIONS**

**Time:** 9:30 am – 12:00 pm

**Effective Financial Reporting**
*Andy Vitka, Chief Financial Officer, Grand Canyon Conservancy*

Does your organization—staff, board, stakeholders, agency partners—understand and tackle the critical financial questions at hand? Or does it get lost in the weeds? Do we focus our financial discussions on progress or pencils? In this session, we’ll examine the requisite financial information for different levels within an organization. Further, we’ll look at any overload of information that might hinder the discussion as well as the reporting formats that encourage meaningful analysis and organizational planning.

**Audiences:** Executive Directors / CEOs, Board Members, Agency Management  
**Location:** Grand Ballroom, Salon C

**The Perfect Ask**
*Robert Bull, President, Compass Group*

Join us for this participatory workshop which explores tried and true strategies for soliciting major gifts. Using a creative approach to outline the process, workshop participants are provided with a checklist of solicitation considerations, from scheduling the meeting to closing the deal. Whether you are a new volunteer or seasoned development professional, by the end of the workshop, you will not only build a comfort level for leading up to and delivering a “Perfect Ask,” but more importantly, you will understand why process is much more important than outcome!

**Audiences:** Executive Directors / CEOs, Board Members, Development Leaders, Agency Management  
**Location:** Grand Ballroom, Salon B

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**DEVELOPMENT LEADERS NETWORK**

**Time:** 12:30 pm – 2:30 pm  
**Location:** Grand Ballroom, Salon A

**Individual Donor Cultivation and Stewardship**
Lisa Horsch Clark, Director of Development, Friends of Acadia  
Peyton Proffitt, Membership Director, Great Smoky Mountains Association  
National Parks Foundation, Philanthropy Staffer (invited)  
National Park Service, Ethics Office Staffer (invited)

Development Leaders from National Parks and beyond—join us for a session on individual donor cultivation and stewardship. After you have made your annual development plan and decided on strategies to reach potential new donors, another important next step is to create plans on how best to work with your existing individual donors to be sure they stay committed and consider increasing their support. We will hear from a number of panelists about strategies they have used with success to cultivate donors and then ask for a larger gift and to steward donors to remain committed for many years.

**Sponsored By:** National Park Foundation

Note: This session is coordinated by the National Parks Friends Alliance Development Leaders Network. Full convention attendees may participate.

**ORIENTATION**

**Time:** 2:15 pm – 2:45 pm  
**Location:** Grand Ballroom, Salon J

**Getting Started: Your Convention and Trade Show Orientation**

Our Convention and Trade Show Orientation is a great opportunity for first time attendees and those who haven’t attended in a few years to network with fellow newcomers, PLA board members and veteran participants while learning strategies to maximize your event experience.

**DEEP DIVES**

**Time:** 3:00 pm – 5:00 pm

**Tricks and Tips: Enhancing Inclusivity and Reducing Hostility in the Partnered Workplace**
*Carrie Wittmer, North District Interpretive Supervisor, Wrangell-St. Elias National Park and Preserve*

Have you ever experienced an uncomfortable moment in the partnered workplace? What can you do to prevent these awkward and sometimes hostile behaviors, especially if the person doing them is a partner, volunteer or public agency employee? Through lecture and discussion, participants define unacceptable workplace behaviors and how to prevent or address them. Each participant leaves the workshop with a plan that clarifies team member tasks, outlines workplace expectations and creates an inclusive work environment.

**Audiences:** Program Staff / Field Practitioners, Agency Field Staff, Agency Management

**Location:** Grand Ballroom, Salon A
Securing Grants for Your Nonprofit
Jonathan Poisner, President, Jonathan Poisner Strategic Consulting
Grants are a key piece of the fundraising puzzle for most friends groups seeking to expand their work. Too often, though, friends groups approach grant fundraising as an ad hoc exercise one grant proposal at a time, instead of a planned year-round activity involving research, relationship-building and writing. In this workshop, we’ll outline key steps along the way and help participants plan concrete steps their friends group can take to be more successful pursuing grants.
Audiences: Executive Directors / CEOs, Board Members, Agency Management
Location: Grand Ballroom, Salon B

Crafting an Operations Plan and Interpretive Services Agreement With Your Park Partner
Katie Wightman, Field Institute Director, Sequoia Parks Conservancy
Savannah Boiano, Executive Director, Sequoia Parks Conservancy
Colleen Bathe, Chief of Interpretation, Partnership and Education, Sequoia and Kings Canyon National Parks
Recommended by Reference Manual 32, park operations plans and interpretive services agreements aid in the efficiency and sustainability of joint operations within parks. Join us as we interactively explore the “how-to” and the benefits of writing a joint park operations plan and interpretive services agreement with your partner. We’ll use a current working model of both a plan and an agreement as we learn the process and timeline of developing each as well as the specifics of implementation.
Audiences: Executive Directors / CEOs, Field Institute / Education Directors, Agency Management, Retail Staff / Customer Service Staff, Program Staff / Field Practitioners
Location: Grand Ballroom, Salon C

Hands-on Strategies for Supporting Social and Emotional Learning Through Nature-Based Programs
Kim Hanson, Director of Programs, NatureBridge Mid-Atlantic
Adam Brown, Director for Education, Student Conservation Association
Jimmy Wyman, Operations Director, Outward Bound Professional Learning Lab
Social and emotional learning (SEL)—the process of developing the self-awareness, self-control and interpersonal skills that are vital for school, work and life success—continues to gain stature in the educational arena. And nature-based programs provide unique opportunities to support positive youth outcomes, such as civic engagement and critical thinking. Join us as we explore the intersection of SEL and nature-based programming through case studies, hands-on engagement and discussion. Gain strategies for implementing approaches to SEL at both the organizational and field level at your program site.
Audiences: Program Staff / Field Practitioners, Agency Field Staff, Agency Management
Location: Grand Ballroom, Salon K

Fear and the Fundraising Board
Ray Foote, Executive Vice President, National Forest Foundation
Cathy Allen, Facilitator and Consultant, The Board Doctor, LLC
Look around your board room when the topic of fundraising is being discussed. Are they paying attention or are they tuned out, avoiding eye contact and waiting for others to speak up? If your board is not as engaged as they could be, join us for this interactive session to discuss the board’s role in the fundraising process, reveal some techniques for helping board members overcome their discomfort and share stories of success.
Audiences: Executive Directors / CEOs, Board Members, Membership / Fundraising Staff
Location: Grand Ballroom, Salon J

Buyers’ Forum*
Sponsored By: Beacon Design
Join fellow buyers for a lively discussion of current issues impacting your buying process. Participants will have the opportunity to weigh in with their topics of focus, in addition to those currently under consideration—trends, sales forecasting and shopping the Trade Show. This forum is a great opportunity to expand your network, hear new ideas and share your successes. Bring your challenges to discuss and gain perspective from others with experience in the industry.
Audiences: Buyers Only
*Note: This session is closed to exhibitors and vendors.
Location: Rosslyn

COMMUNITY ROUNDTABLES
Time: 5:15 pm – 6:30 pm
Connect and collaborate with fellow public lands colleagues who share similar roles and responsibilities as you.
Board Members’ Roundtable: GB, Salon A
Development Leaders’ Roundtable: GB, Salon K
Executive Directors’ Roundtable: GB, Salon J
Sponsored By: Eastern Sierra Interpretive Association
Buyer & Exhibitor Forum: GB, Salons BC
Education Program Leaders’ Roundtable: Rosslyn

OPENING RECEPTION*
Time: 6:30 pm – 8:30 pm
Location: Arlington Ballroom, Salons I & II
Join PLA and our reception sponsor Concept360 in celebrating the start of the 2020 Convention and Trade Show. Enjoy hors d’oeuvres and a cash bar as you reconnect and network with friends and colleagues. Dress to network!
*This is a ticketed event: $50 / person
opportunities and leveraging of grant funds that would otherwise not be available.
Audiences: Executive Directors / CEOs, Agency Management, Agency Field Staff
Location: Grand Ballroom, Salon J

General Session
Time: 8:30 am – 9:45 am
Location: Grand Ballroom, Salon C

Enhancing Partnerships for Public Lands
The first general session of the 2020 Convention and Trade Show begins with a celebration of public lands partnerships since this community met in Denver, CO, highlighting the work of the Public Lands Alliance to connect, strengthen, and represent our network. Land management agency leaders will share their vision of partnerships as a new decade and an election year begin.

Networking Beverage Break
Time: 9:45 am – 10:15 am
Location: Grand Ballroom Foyer
Sponsored By: Devils Tower Natural History Association

Session One
Time: 10:15 am – 11:30 am

Public Lands Nonprofit Bootcamp: Introduction to Public Lands Nonprofits
Sponsored By: Eastern National
Whether you’re looking to build a stronger knowledge base, polish your skills or simply learn “how the other half lives,” the Public Lands Nonprofit Boot Camp will bring the nonprofit world into sharper focus. Perfect for leaders and future leaders of both nonprofits and land management agencies, this three-part boot camp will look at best practices for important management and operations functions of nonprofit organizations as well as those practices that fit into building your public lands partnerships.
In this first segment, we’ll look at the best practices for nonprofit organizations in general, as well as the nuts and bolts of cooperating associations and friends groups (including an overview of regulations, resources, etc.). The perfect intro to public lands nonprofits.
Note: Bootcamp sections may be taken individually or as a series.
Audiences: Executive Directors / CEOs, Board Members, Program Staff, Agency Leaders
Location: Grand Ballroom, Salons FG

Flagstaff Watershed Protection Project: A Partnership Effort to Help Reduce the Risk of Wildfire and Post-Fire Flooding
Chris Jackson, National Director of External Affairs and Partnership, American Conservation Experience
Carl Nelson, National Forestry Program Manager, American Conservation Experience
Paul Summerfelt, Fire Management Officer, FWPP Project Manager, Flagstaff Dire Dept. - Summit Fire & Medical Dept.
The Flagstaff Watershed Protection Project is a first of its kind forest restoration project created by an overwhelmingly approved bond voted on by the citizens of Flagstaff. The project is a multi-partner collaboration between local, state and federal agencies as well as private contractors and nonprofits. These partnerships have led to unique
Ever wonder what the best version of your board looks like? Come along as we take the steps toward discovery—you’ll learn how to define and design your board’s culture, analyze the skill set and talent needs for your board; recruit new members to improve mission impact and delivery; highlight equity, inclusion and justice throughout this work; and onboard new members for effective and productive board engagement. Through themed workshop discussions, this session provides information you can test out, right away.

Audiences: Board Members, Executive Directors / CEOs, Membership / Fundraising Staff
Location: Grand Ballroom, Salon K

Customer Service: Making it Memorable
Brad Anderson, Training Architect & President, Blueprint Creation
In the retail business, customers are our lifeblood. Join us for a lively session that brings that point home by focusing on the recognition and delivery of memorable customer service. In this interactive, entertaining course, attendees will walk away having learned the importance of why customers quit a retail business, how we can engage with them using great communication skills and how to best fulfill both their functional and emotional needs. We’ll learn some simple, yet actionable ideas that can be easily implemented back at our stores.

Sponsored By: Eastern National
Audiences: Retail Staff, Executive Directors / CEOs, Board, Agency Management
Location: Grand Ballroom, Salon H

Increasing Inclusivity on Public Lands: A Partner’s Role
Susan Newton, Consultant, University of Missouri – St. Louis
David Tomeo, Education Program Director, Alaska Geographic
Sierra McLane, Education Coordinator, Denali National Park and Preserve
Public lands belong to all of us. So why are some people visiting more than others? The new, cutting-edge research revealed in this session will illuminate barriers to visitation for land managers and partners. We’ll explore the groupings of barriers— intra-barriers and inter-barriers—and the difficulties both entail. Data will be shared on the benefits of diverse representation and how partners can be strong allies, with research findings applied to youth programs to identify successes and areas of improvement.

Sponsored By: National Park Foundation
Audiences: Program Staff / Field Practitioners, Executive Directors / CEOs, Agency Management
Location: Grand Ballroom, Salon J

Public Lands Priorities on Capitol Hill
Moderator: Jeff Gabriel, Executive Director, Eastern Sierra Interpretive Association
Caroline Brouwer, Vice President, Government Relations, National Wildlife Refuge Association
Emily Douce, Director, Operations and Park Funding, National Parks Conservation Association
Brendan Myśliwiec, Director of Federal Policy and Legislation, Appalachian Trail Conservancy
Joshua Tuohy, Government Relations Manager, The Corps Network
Advocates for public lands will share their insights on what’s happening on Capitol Hill right now. Get the latest information about legislation under consideration in the Senate and House that impact public lands, as well as perspective on what could be achieved in an election year. Hear about the issues on which public lands partners can make a difference by engaging with their elected officials in 2020.

Audiences: Executive Directors / CEOs, Board Members, Agency Management, Agency Staff
Location: Grand Ballroom, Salon A

LUNCH BREAK ON YOUR OWN
Time: 11:30 am – 1:00 pm

EXHIBITOR MEETING
Time: 1:00 pm – 2:00 pm
Location: Grand Ballroom, Salon A
Exhibitors are highly encouraged to attend this meeting to learn about important updates related to the Trade Show, such as information about booth setup and tear down.

SESSION TWO
Time: 1:00 pm – 2:15 pm

Public Lands Nonprofit Bootcamp: Governance
Sponsored By: Eastern National
In this section, we’ll explore basic tenets of nonprofit governance, including best practices of governing boards, legal duties of a board and committees that facilitate smooth operation of your organization.

Note: Bootcamp sections may be taken individually or as a series.
Audiences: Executive Directors / CEOs, Board Members, Program Staff, Agency Leaders
Location: Grand Ballroom, Salons FG

Mapping the Visitor Experience
Chuck Lennox, Principal, Lennox Insites
Taking a modern technique from user experience design (technology), this workshop will introduce participants to visitor experience mapping—what it is, why engaging in experience mapping is valuable to interpretive settings, its applications and how results can be used to drive visitor outcomes. Through work in small groups, participants will learn the mechanics of visitor experience mapping and its applicability to their site or setting while gaining a broader understanding into visitors’ experiences.

Audiences: Agency Management, Program Staff / Field Practitioners, Retail Staff / Customer Service Staff
Location: Grand Ballroom, Salon K
Handling Customer Concerns
Brad Anderson, Training Architect & President, Blueprint Creation
Interacting with an upset, angry or complaining customer can be a challenge for even the most veteran retailer or customer service provider. In a world where customers are quick to jump online and write reviews, having a team that is ready to tackle customer concerns is critical. Join us for a discussion on the four main customer complaining styles, the importance of using empathy as a communication tool and the need to build an empowered team that can turn difficult situations around.
Audiences: Retail Staff, Executive Directors / CEOs, Board, Agency Management
Location: Grand Ballroom, Salon H

Everyone is Welcome: Creating a Culture of Inclusion and Equity
Deb Yandala, CEO, Conservancy for Cuyahoga Valley National Park (CVNP)
Yolanda Hamilton, Director of Diversity, Equity and Inclusion, Conservancy for CVNP
Dr. Liz Piatt, McNair Scholars Director, Kent State University
Public lands should be welcoming places for all and nonprofit partners have the opportunity to promote inclusion, equity and justice in their organizations and the agencies they serve. This session will share research on issues around inclusion and will provide examples of how to promote change in your organizational culture. Strategies for external interface with partnering organizations, from health care to neighborhood groups, will also be shared. We will engage in a dialogue around how we can be leaders in promoting environmental justice.
Sponsored By: Eastern National
Audiences: Executive Directors / CEOs, Program Staff / Field Practitioners, Agency Management
Location: Grand Ballroom, Salon J

Partnering Holistically: Project Planning with Conservation Corps
Josh Tuohy, Government Relations Manager, The Corps Network
Conservation Corps partner with resource managers on a variety of projects like building active transportation routes in state parks, infrastructure enhancements at county facilities or wildfire remediation on federal land. This session will explore the structure of these partnerships across a range of budgetary and technical considerations. Through guided small-group exercises, participants will draft mock project agreements and look holistically at what’s needed to leverage Corps/local volunteers to get more work done on the ground.
Audiences: Program Staff / Field Practitioners, Agency Management, Agency Field Staff
Location: Grand Ballroom, Salons DE

EXHIBITOR SETUP
Time: 2:00 pm – 8:00 pm
Location: Arlington Ballroom and Foyer
Exhibitors may begin setting up their booths (an exhibitor badge is required to gain access to the Trade Show area during setup hours). GES exhibit services will only be available until 6:00 pm, however the exhibit area will remain open until 8:00 pm to provide additional setup time for exhibitors.

SESSION THREE
Time: 2:30 pm – 3:45 pm
Public Lands Nonprofit Bootcamp: Financial Basics
Sponsored By: Eastern National
During this section, we’ll look at the financial basics necessary to run a nonprofit organization—the benefits of being a nonprofit, the requisite forms to file and the best practices to sustain your organization well into the future. We’ll clarify who needs to know what (EDs, staff, board) and include new information on the recent financial statement and tax changes.
Note: Bootcamp sections may be taken individually or as a series.
Audiences: Executive Directors / CEOs, Board Members, Program Staff, Agency Leaders
Location: Grand Ballroom, Salons FG

Publications and Products Round Robin
Sponsored By: Beacon Design
Don’t miss this popular roundtable to learn about the latest products and publications your retail peers from across the country have been working on the past year. Every attendee contributes in this format, so come prepared for a lively, rich conversation that will allow you to hear and learn about experiences and ideas directly from your colleagues in the public lands community. And don’t forget to bring a recently developed publication or product to share with the group!
Audiences: Executive Directors, Vendors / Exhibitors, Retail Staff, Agency Staff
Location: Grand Ballroom, Salon K

Burn Your Strategic Plan
Cleveland Justis, Principal, Potrero Group
Strategic plans are often considered essential to the health and success of a nonprofit organization, but what if the plan prevents your organization from seizing surprise opportunities or blinds you to evolving trends in your marketplace. This session offers board directors, CEOs, senior managers and agency partners an alternative model for growth that is rooted not in a plan but in consistently and continuously developing solid strategy.
Audiences: Executive Directors / CEOs, Board Members
Location: Grand Ballroom, Salon H
My Favorite Place: Building a Case Through Storytelling
Robert Bull, President, Compass Group

The first layer of protection for our public lands is declaring a favorite and telling someone about it! Each of us has the power to tap into our stories, our narrative assets, to become better communicators—to entertain, to share our history and culture, to spread knowledge, to persuade, to advance a cause, to teach, to dream a vision of the future. Learn how to build your case for support in an elevator pitch, donor meeting or foundation proposal. It’s all storytelling!

Audiences: Executive Directors / CEOs, Board Members, Development Leaders, Agency Management
Location: Grand Ballroom, Salon J

USA 250: Commemorating the Nation’s Ideals on Parks and Public Lands
Tom Medema, Acting Associate Director, Interpretation, Education, and Volunteers, National Park Service

The United States will mark its 250th anniversary of independence in 2026, and preparations have already begun. The National Park Service is playing a key role in preparing for the commemoration with a focus not only on colonial and Revolutionary war sites, but on the values embodied within the entire NPS. This session will provide insight on the planning process and explore opportunities for partners to engage.

Audiences: Executive Directors, Board Members Vendors / Exhibitors, Agency Staff
Location: Grand Ballroom, Salons DE

NETWORKING BEVERAGE BREAK
Time: 3:45 pm – 4:15 pm
Location: Grand Ballroom Foyer
Sponsored By: Zion National Park Forever Project

SESSION FOUR
Time: 4:15 pm – 5:30 pm

Marketing & Communications Roundtable
Yes, it’s a wonderful resource and everyone should visit. Or participate in your programs. Or volunteer. But what’s the best method for increasing frequency and reach for you, for your organization, for your budget? What are the creative ways to break through the clutter? Come join us as we chat with other professionals in the field and exchange those tried-and-true ideas as well as some that may not have entered your marketing “orbit.” We’ll build on what others are doing to beget those ideas that work for you!

Audiences: Board Members, Executive Directors / CEOs, Membership / Fundraising Staff
Location: Grand Ballroom, Salons FG

Growing the Grit in Your Partnership: Does Your Partnership Have What it Takes to Go the Long Haul?
Paige Rogowski, Nonprofit Partnerships Manager, California State Parks

Data has shown that the single most important key to success is grit, also known as resilience, perseverance or stick-to-it-iveness. Using the principles outlined in the bestselling book, “Grit: The Power of Passion and Perseverance,” we’ll explore personal traits of resilience in your partnership relationship. From understanding grit and why it matters to articulating the different applications of agency passion and nonprofit passion, learn how to grow your personal resiliency skills and apply them to your public land partnerships.

Audiences: Executive Directors / CEOs, Program Staff, Agency Management, Agency Staff
Location: Grand Ballroom, Salon K

National Park Service Partnership Forum
Join leadership from the National Park Service to discuss updates and recent developments regarding NPS partnerships.

Audiences: Anyone who works for or partners with the NPS
Location: Grand Ballroom, Salon A

HAPPY HOUR
Time: 6:00 pm – 10:00 pm
Location: Crystal Gateway Marriott’s 15th & Eads
A special PLA Happy Hour Menu will be available for PLA Convention and Trade Show Participants (show your name badge).

EDUCATIONAL FIELD TRIP*
Time: 7:00 pm – 9:30 pm
Meet in the Crystal Gateway Marriott Lobby at 6:45 pm, bus will depart promptly at 7:00 pm

An Evening Tour of D.C.’s Distinct Beauty: Memorials and Monuments
For more than 200 years, the National Mall has symbolized our nation and its democratic values, which have inspired the world. The National Mall—the great swath of green in the middle of our capital city and stretching from the foot of the United States Capitol to the Potomac River—is the premiere civic and symbolic space in our nation. Join NPS rangers for an evening tour of the National Mall and Memorial Parks all lit up after dark. Visit and learn about some of its iconic memorials, including the Lincoln Memorial, Vietnam Veterans Memorial, Korean War Veterans Memorial, World War II Memorial and Martin Luther King Memorial. And don’t forget to bring your camera as you’ll be able to take in panoramic views of the Washington Monument and Thomas Jefferson Memorial during the tour.

*This is a ticketed event: $40 / person
Environmental Sustainability for America’s Public Lands

Parks, forests, wildlife refuges, conservation areas, lakes and rivers are among the most magnificent natural resources in our nation. Protecting them not only means championing their preservation, but taking actions that minimize environmental impacts. This general session will highlight innovative and creative approaches to reducing the impact of operations and activities conducted by public lands partners.
TRADE SHOW & SILENT AUCTION
Time: 9:45 am – 7:00 pm
Location: Arlington Ballroom and Foyer
The Trade Show is your one-stop opportunity to find new and trending products and services for your retail outlets, education programs, philanthropic initiatives and operational needs. Discover and shop from over 90 companies who share a passion for public lands and are eager to help you achieve your education, outreach and sales goals. Take advantage of special offers and discounts by placing orders during the show.
Also in the Trade Show space, bid on exciting items, services and experience for a worthy cause through our Silent Auction. Proceeds benefit PLA's Education and Scholarship Fund, which provides our members with support to attend valuable trainings throughout the year.

NETWORKING BEVERAGE BREAK
Time: 9:45 am – 10:15 am
Location: Arlington Ballroom and Foyer
Sponsored By: Great Smoky Mountains Association

SESSION FIVE
Time: 10:15 am – 11:30 am
Forest Service Partnership Forum
Sponsored By: Eastern Sierra Interpretive Association
Join leadership from the Forest Service to discuss updates and recent developments regarding USFS partnerships.
Audiences: Anyone who works for or partners with the USFS
Location: Grand Ballroom, Salons FG

JEDI—Do or Do Not. There is No Try.
Christina Hazard, Associate Director, National Parks Conservation Association
Implementing justice, equity, diversity and inclusion (JEDI) looks different for every organization but in every case requires a universal commitment—from the newest staff member to the board chair—to be successful. Members of NPCA’s JEDI team will talk through our process, Statement of Intentions and implementation strategies. Attendees will participate in exercises intended to explore our difference life experiences and start a conversation on what JEDI means personally and professionally.
Audiences: Executive Directors / CEOs, Board Members, Program Staff / Field Practitioners
Location: Grand Ballroom, Salon H

Creating a Healthy Executive Director-Board Relationship
Jonathan Poisner, President, Jonathan Poisner Strategic Consulting
Cathy Allen, Principal, The Board Doctor
For organizations to thrive, board members and executive directors must be on the same page regarding their different roles and expectations for the relationship. Like any relationship, it takes effort to make it as effective (and enjoyable) as possible. In this session, we’ll share best practices for the relationship from seasoned consultants who’ve served as both EDs and board members, learning lessons of importance in each role.
Audiences: Board Members, Executive Directors / CEOs, Agency Management
Location: Grand Ballroom, Salon J

What Does Volunteer Management Look Like Anyway?—Adventure Scientists Collecting Data for U.S. Forest Service
Dr. Jenelle Dowling, Scientific Director, Adventure Scientists
Richard Cronn, Research Geneticist, U.S. Forest Service (invited)
Volunteers can add significant project value, yet working with volunteers often requires additional capacity and expertise. This session will offer participants an approach to attract and manage volunteers. Specifically, Adventure Scientists—alongside their agency partner—will highlight a project where volunteers collect tree samples providing researchers the data needed to improve capabilities in illegal logging prevention. Participants will also have the opportunity to share their interests and experiences in volunteer coordination.
Audiences: Executive Directors / CEOs, Agency Management, Agency Field Staff
Location: Grand Ballroom, Salons DE

LUNCH BREAK
Time: 11:30 am – 12:45 pm
Cash concessions available in Arlington Ballroom Lobby and Sky View

SESSION SIX
Time: 12:45 pm – 2:00 pm
US Fish and Wildlife Service Partnership Forum
Join leadership from the Fish and Wildlife Service to discuss updates and recent developments regarding USFWS partnerships.
Audiences: Anyone who works for or partners with the USFWS
Location: Grand Ballroom, Salons DE
US Forest Service Map Sales Program Update
Betsy Kanalley, Geospatial Products and Services Program Manager, USFS

Join us for a discussion between the Forest Service and Interpretive Associations who sell Forest Service maps regarding upcoming changes to the Map Sales Program. Further, we’ll provide an update on where the Forest Service stands with the move to selling its maps through the USGS online map store. Map availability, pricing and discounts for IAs will be some of the topics for the discussion.

Sponsored By: Eastern National
Audiences: Anyone who works for or partners with the USFS
Location: Grand Ballroom, Salons FG

Where We’ve Been Won’t Get Us to Where We Need to Be: Exploring Changes, Trends and Opportunities in Cooperating Associations
Moderator: Cleveland Justis, Principal, Potrero Group
Les Corey, Board Chair, Western National Parks Association
Kevin Kissling, President and CEO, Eastern National
Diana Saathoff, CEO, Mount Rushmore Society

In this interactive session, cooperating association leaders and their partners explore some of the changes, trends, challenges and opportunities facing all of us. The panelists will explore ways cooperating associations can continue building relevancy and impact in a changing partnership and retail environment. They will discuss change management and ways that cooperating associations, their boards and partners can help manage risk as they explore new revenue models and programmatic initiatives. This session is relevant to board directors, senior nonprofit leaders and their agency partners.

Audiences: Executive Directors / CEOs, Board Members, Agency Management
Location: Grand Ballroom, Salon H

How to Future-Proof Your Leadership with Succession Planning
Jeff Wilklow, Vice President, Campbell and Co.
Theresa McMullan, CEO, Grand Canyon Conservancy
Colleen Rogers, Senior Consultant, Executive Search, Campbell and Co.

When top leadership decides to move on, it can be a chance to introduce fresh ideas and reinvigorate the staff—if your public lands nonprofit is prepared for the transition. This session will map out what succession planning should look like, following the Grand Canyon Conservancy’s recent CEO transition from planning to execution to learnings. Through live polling, breakout discussions and practical advice, participants will explore best practices and learn how to future-proof their leadership.

Audiences: Executive Directors / CEOs, Board Members
Location: Grand Ballroom, Salon J
Katie Nyberg, Executive Director, Mississippi Park Connection
Jim Cook, Executive Director, Western National Parks Association

As federal agencies and public land managers welcome and manage a changing and growing influx of visitors, the role of cooperating associations and friends groups has evolved to help meet critical needs beyond park boundaries. From day-to-day operations like selling park passes to visionary efforts like establishing a new gateway to an iconic park, National Park Service recreation and tourism leaders, alongside partners in the field, will discuss this important emerging role and offer examples.

Audiences: Agency Management, Executive Directors / CEOs, Agency Field Staff
Location: Grand Ballroom, Salons DE

**SESSION EIGHT**

**Bureau of Land Management Partnership Forum**

Join leadership from the Bureau of Land Management to discuss updates and recent developments regarding BLM partnerships.

Audiences: Anyone who works for or partners with the BLM
Location: Grand Ballroom, Salons FG

**Ask the Executive Recruiters: Career Coaching for Director-Level Leaders**

Kris McFeely, Director of Executive Search, Campbell & Company
Joey Scheiber, Consultant, Executive Search, Campbell & Company

As a director-level leader, you’ve made it up several rungs of the career ladder. But what should you be looking for in your next position? How can you negotiate for a higher salary? And how can you navigate other tricky situations in your professional life? Led by two nonprofit executive recruiters, this workshop will provide career coaching designed for director-level leaders at public lands nonprofits. Join us for no-holds-barred Q&A, group breakouts and one-on-one role playing.

Audiences: Directors and up
Location: Grand Ballroom, Salon H

**Financial Leadership Roundtable**

Members of the PLA Financial Team

During this roundtable, CEOs, financial staff and board members, are invited to discuss the most salient financial topics that bridge the gap between programs and money. We start with a logic model for finance that helps us answer questions about organizational accountability and sustainability along with our crucial agency partnerships. We tackle these topics at tables of our peers—by budget size and organizational purpose. Agency partners—come understand how your partners build a financially responsible and sustainable partner for your site.

Audiences: Executive Directors / CEOs, Financial Staff, Board Members, Agency Management
Location: Grand Ballroom, Salon J

**Empowering Your Partner: A Study in Authentic Stewardship and Trust**

Andrew Schnetzer, Supervisory Park Ranger, New Bedford Whaling National Historical Park
Dan Borelli, NPS Artist in Residence, Director of Exhibitions at Harvard’s Graduate School of Design
Joshua Boles, Chief of Interpretation and Education, New Bedford Whaling National Historical Park

Federal land management agencies are sometimes stifled by the need to oversee their own narrative, which may distance their public lands site from the citizenry that longs to connect with it. How about relinquishing control and empowering your partners and visitors to manage the narrative? It’s difficult, uncomfortable and yields authentic stewardship. Join us as we explore agency vulnerability with a relevant case study and then dive deeper with the deconstruction of one of your own partnerships.

Audiences: Program Staff / Field Practitioners, Executive Directors / CEOs, Agency Management
Location: Grand Ballroom, Salons DE

**PARTNERSHIP MIXER**

Time: 5:00 pm – 7:00 pm
Location: Arlington Ballroom and Foyer

This complimentary mixer is a celebration of public lands and the public and private sectors who support them. Enjoy light refreshments and a cash bar while networking with colleagues and making connections with exhibitors. This is also a perfect time to place your bids on Silent Auction items.

Thank you to our sponsor for this event:
Diversity and Inclusivity in the Use and Management of Public Lands: The Urgency of Now

Public lands are a cherished and vital part of American society. Yet, these spaces are not always welcoming to some or representative of the variety and peoples and cultures that support them through taxation, visitation or legislation. This talk will explore the contributions that many racial and ethnic groups make to the legacy of public lands. It will also examine ways of increasing public engagement in land stewardship. The talk will also examine workforce dynamics in organizations that care for public lands.

NETWORKING BEVERAGE BREAK

Time: 9:30 am – 10:00 am
Location: Arlington Ballroom and Foyer

TRADE SHOW

Time: 9:30 am – 3:30 pm
This is the final day of the Trade Show, so be sure to take advantage of this face-to-face with exhibitors to place orders and explore ideas for new products and services.

SILENT AUCTION

Time: 9:30 am – 1:00 pm
Make sure to place your final bids by 1:00 pm today! Lots of amazing items, services and experiences are available at the Silent Auction, benefitting PLA’s Education and Scholarship Fund. Winning bids will be posted at 2:00 pm and items should be picked up between 2:00 pm - 3:00 pm.

SESSION NINE

Time: 10:00 am – 11:15 am
Membership Roundtable

Are you consistently contacting other membership leaders to hear what’s working for them, what their “silver bullet” is regarding membership? Do you also find that very few seem to have an answer? We’re looking to take your membership program from good to great, to increase retention rates, to speak to what’s successful in those models that do work. Come join us as we exchange ideas and search for the perfect membership model for your organization!

Audiences: Membership Staff, Executive Directors / CEOs
Location: Grand Ballroom, Salon J
OPEN SPACE DISCUSSION GROUPS

Time: 11:30 am – 12:45 pm
Location: Announced Onsite
What critical topics or challenges with respect to your work as a public lands partner do you want to make sure you discuss with colleagues while you’re together with them this week? This “Open Space” opportunity allows you to create a platform for your topic and gather with others who are also interested in exploring and discussing this issue. Topics will be solicited through Tuesday evening. Selected topics will be announced and assigned room locations on Wednesday morning.

LUNCH BREAK

Time: 12:30 pm – 1:45 pm
Cash concessions available in Arlington Ballroom Lobby and Sky View.

SESSION TEN

Time: 1:45 pm – 3:00 pm

Methods of Interpretation:
Developing, Presenting and Analyzing Effective Interpretive Programs
Molly Trauscht, Communications and Membership Manager, Eastern Sierra Interpretive Association (ESIA)
John Kelly, Education Manager, Eastern Sierra Interpretive Association
Deb Schweizer, Public Affairs Officer, Inyo National Forest, USFS
Dave Kirk, Resource Staff, Bishop Field Office - BLM
Whether your organization is creating new educational programs or improving developed programs, come join our NAI Certified Interpretive Hosts as they offer their expertise to strengthen and grow your interpretive programs. Through the use of small groups and workbooks, we’ll explore how to develop interpretive programs, how to implement best practices for presenting interpretive programs and how to review and analyze the impact and success of your interpretive programs. Come prepared to brainstorm ideas on how to grow and strengthen your interpretive programs.
Sponsored By: Eastern Sierra Interpretive Association
Audiences: Program Staff / Field Practitioners, Agency Field Staff, Communications / Marketing Staff
Location: Grand Ballroom, Salon FG

Telling the Story of America’s Battlefields for Today’s Audience
Moderator - David Cooper, Vice Chair of the Board, Manassas Battlefield Trust (Co-Chair, National Parks Battlefield Affinity Group)
Keith Snyder, Chief of Resource Education and Visitor Experience at Antietam National Battlefield
Mark Leach, President, Friends of Wilderness Battlefield, Inc. Trust (Co-Chair, National Parks Battlefield Affinity Group)
Loretta Neumann, President, Alliance to Preserve the Civil War Defenses of Washington, DC
Eleanor Mahoney, Mellon Humanities Fellow, National Park Service
Sylvea Hollis, Mellon Humanities Fellow, National Park Service
Many visitors to battlefield parks and sites find military strategy and troop movements fascinating. Others are interested in why a battle was fought or its historic impact. Many ask what meaning the battle has for today. Join interpretation experts for a discussion on creative approaches to telling these complex stories to today’s audiences.
Sponsored By: Eastern National
Note: This session is coordinated by the National Parks Battlefield Affinity Group. Full convention attendees may participate.
Location: Grand Ballroom, Salon H

Elevate Your Volunteer Program:
Using Skilled Professionals for Greater Impact
Rebecca Wang, Manager, NVIDIA Foundation
Lenny Teh, Program Manager, Servicewide Volunteer Programs, National Park Service
Volunteers in public lands have been traditionally relegated to providing “extra hands” for trail maintenance and other similar projects. However, leveraging the skills of these individuals—particularly corporate volunteers—can build the capacity of your organization. Not only do corporate volunteers provide their skills, but potentially come with additional funding from their companies or corporate foundations. Learn about the tools and resources to obtain skilled volunteers and additional funding through this interactive workshop!
Audiences: Program Staff / Field Practitioners, Executive Directors / CEOs, Agency Field Staff
Location: Grand Ballroom, Salon J

NETWORKING BEVERAGE BREAK

Time: 2:30 pm – 3:30 pm
Location: Arlington Ballroom and Foyer

EXHIBITOR TEAR DOWN

Time: 3:30 pm – 6:00 pm
Location: Arlington Ballroom and Foyer
Only those with exhibitor badges will be allowed in the exhibit area during this time. PLA will be coordinating a donation of exhibitor products and supplies at the end of the Trade Show to a local charity. More information will be provided onsite.
SESSION ELEVEN

Time: 3:45 pm – 5:00 pm

K Camp is a Sacred Place: Discovering the Impact of Paiute Tribal Youth Camp

Kacey Jones, Assistant Director of Philanthropy, Zion National Park Forever Project

Jeff Bradybaugh, Superintendent, Zion National Park

Camp Kwiyamuntsi annually invites Southern Paiute youth to connect with teams of Elders and Agency Leaders (NPS, USFS, BLM) to learn traditional practices while receiving meaningful mentorship in public lands careers. Join us as we share how agency leaders and Zion Forever collaborated with Tribal Councils to collectively create the first-ever programmatic evaluation of this top-priority project. Come to learn how Paiute youth feedback is guiding agency leaders to improve a signature initiative in real-time, how documenting achieved outcomes is strengthening the nonprofit work of Zion Forever and importantly, how your agency and nonprofit partnership can do the same.

Audiences: Agency Management, Agency Field Staff, Executive Directors / CEOs, Program Staff / Field Practitioners

Location: Grand Ballroom, Salon FG

What Boards Need to Know: Cheat Sheet on Working with NPS Partners

Jennifer Albrinck, Chief of Interpretation & Resource Education, Joshua Tree National Park

Jacqueline Guevara, Executive Director, Joshua Tree National Park Association

Monique VanLandingham, Program Manager, National Park Service

NPS Superintendent (invited)

Board member, public lands nonprofit (invited)

Nonprofit boards partnering with the NPS have unique challenges and opportunities. They must stay within policy guidelines while also meeting state and IRS requirements and upholding fiduciary responsibilities. Explore those challenges and answer questions like: What is the role of the superintendent in board meetings? How can boards capitalize on time / communications with Superintendents, while supporting / empowering the ED (or CEO) of the organization. Explore case studies and develop a best-practice “cheat sheet” that attendees can take away.

Audiences: Board Members, Executive Directors / CEOs, Agency Management

Location: Grand Ballroom, Salon K

Donor Relation-Trips: Creating an Engaged and Motivated Community of Advocates for Public Lands

Suzanne Huggett, Outreach Manager, Wilderness Inquiry

Deb Yandala, Executive Director, Conservancy for Cuyahoga Valley National Park

Donor relation-trips, or donor “adventures,” provide relevant context and strengthen interpersonal relationships while providing philanthropic support for public lands. Further, donor adventures create authentic lasting relationships with your board, staff and donors. Learn how to leverage interagency and cross-sector partnerships creating positive change for public lands and users. Through photos and imagery, an interactive case study and facilitated conversations, we’ll examine how donor adventures have boosted donor bases and created an engaged and motivated community of advocates for public lands.

Sponsored By: Beacon Design

Audiences: Executive Directors / CEOs, Membership / Fundraising Staff, Board Members

Location: Grand Ballroom, Salon H

Enhancing Public Satisfaction and Visitor Experience through Park Stores

John Fasino, Purchasing & Product Development Manager, Western National Parks Association

Using sales data collected over a 12-month period, we will explore the trends in interpretive retail and how to avoid some of the more common mistakes when developing and evaluating potential sales items. We’ll explore how to identify the products with which visitors make an emotional connection; how to identify and avoid products that visitors have little or no emotional connection to; and how to use data instead of instinct to select the right products for your store.

Audiences: Retail Staff / Customer Service Staff, Executive Directors / CEOs

Location: Grand Ballroom, Salon J

AWARDS CEREMONY & BANQUET*

Time: 7:00 pm – 9:30 pm

Location: Grand Ballroom, Salon C

Celebrate the Roaring 20s

The “Roaring Twenties” was quite a time to be alive! Such fun and excitement with the invention of the radio, women getting the right to vote and the birth of mass media. It’s been 100 years since women wore flapper dresses, men dressed like Gatsby and everyone listened to Jazz. Welcome back to the ’20s! Think of it as a second new year’s eve bash; a jubilant spree to kick off the new decade.

The 2020 Partnership Award Winners and Honorable Mentions will be announced following dinner. A cash bar will be available during the evening.

*This is a ticketed event: $90 / person

www.publiclandsalliance.org/convention
**THURSDAY, MARCH 5, 2020**

**CAPITOL HILL DAY**

*Time: 8:30 am – 5:00 pm*

*Location: Grand Ballroom, Salons AB / Capitol Hill*

**Calling all champions for public lands! Join the PLA community for our second large-scale Capitol Hill Day.**

There is no substitute for the opportunity to meet face-to-face with legislators and help them better understand the value of public lands as well as the partnerships that enhance them. You’ll get to share your passion for public lands and discuss how partners leverage Congressional appropriations and attract private contributions through philanthropy, retail sales, volunteerism and educational programs—all for the benefit of both public lands and their diverse visitors.

**Tentative Agenda:**

8:30 am - 9:30 am  Morning briefing at the Crystal Gateway Marriott for final review of major meetings and messages of the day.

Times TBD  Meetings with Congressional leadership and relevant committees.

4 pm - 6 pm  Evening reception on the Hill

You are responsible for covering costs associated with transportation to and from Capitol Hill as well as your lunch (estimated $30/person total if eating at one of the Capitol cafeterias and using metro).

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**EDUCATIONAL FIELD TRIP***

*Time: 8:30 am – 4:30 pm*

*Meet in the Crystal Gateway Marriott Lobby at 8:15 am, bus will depart promptly at 8:30 am*

**“His Soul Goes Marching On...”: Experiencing Harpers Ferry**

Nestled at the confluence of the Shenandoah and Potomac rivers, Harpers Ferry was a bustling 19th-century industrial town where histories collided. Among the most compelling of its stories is that of the attack on the town by abolitionist John Brown and his band of raiders—an intended slave rebellion which helped ignite the powder keg that was the Civil War.

Join us, along with retired NPS historian Dennis Frye (frequently seen on PBS, The History Channel, and A&E) and Cathy Baldau, Harpers Ferry Park Association’s executive director, as we explore the stories of Harpers Ferry.

*This is a ticketed event: $135 / person*
### 2020 Trade Show Exhibitors

**2020 Convention and Trade Show Sponsors**
Thank you to the companies (bolded) who provided additional support to enhance this year’s PLA Convention and Trade Show.

*New* designates exhibitors that are new to the PLA Trade Show.

**Public Lands Alliance Corporate Partners**
We thank our Trailblazer, Explorer and Steward Corporate Partners who support the work of PLA on behalf of the public lands community.

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TRADE SHOW FLOOR PLAN

Trade Show Hours
Arlington Ballroom,
Crystal Gateway Marriott
Tuesday, March 3, 9:45 am - 7:00 pm
Wednesday, March 4, 9:30 am - 3:30 pm

Silent Auction Hours
Arlington Ballroom,
Crystal Gateway Marriott
Tuesday, March 3, 9:45 am - 7:00 pm
Wednesday, March 4, 9:30 am - 1:00 pm
Pickup and pay between 2:00 pm - 3:30 pm

www.publiclandsalliance.org/convention
We thank the convention program committee, board, staff and presenters who contributed their energy, creativity, time and talents to this year’s Convention and Trade Show. To their organizations, coworkers and families, we give our gratitude for the untold hours coordinating an event like this requires.

### Convention Program Committee

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<tr>
<td>Catherine Baldau</td>
<td>Executive Director, Harpers Ferry Park Association</td>
</tr>
<tr>
<td>Becky Curtis</td>
<td>Director of Programs and Partnerships, C&amp;O Canal Trust</td>
</tr>
<tr>
<td>Jana Dagerman</td>
<td>Director of Retail, Southern Nevada Conservancy</td>
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<tr>
<td>Joanna Di Tommaso</td>
<td>Executive Director, Redwood Parks Conservancy</td>
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<tr>
<td>Ray Foote</td>
<td>Executive Vice President, National Forest Foundation</td>
</tr>
<tr>
<td>Aisling Force</td>
<td>Project Creation Manager, Adventure Scientists</td>
</tr>
<tr>
<td>John Garder</td>
<td>Senior Director of Budget &amp; Appropriations, National Parks Conservation Association</td>
</tr>
<tr>
<td>Chris Jackson</td>
<td>National Director for External Affairs and Partnership, American Conservation Experience</td>
</tr>
<tr>
<td>Aryn LaBrake</td>
<td>Executive Director, Friends of Valle de Oro National Wildlife Refuge</td>
</tr>
<tr>
<td>Joann Van Aken</td>
<td>Executive Director, International Wildlife Refuge Alliance</td>
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<tr>
<td>Katie Wightman</td>
<td>Field Institute Director, Sequoia Parks Conservancy</td>
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### Board of Directors

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<td>Carlton Murrey</td>
<td>Chair - The Pisgah Conservancy</td>
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<tr>
<td>Christine Muldoon</td>
<td>Vice Chair - CM Communication International, Inc.</td>
</tr>
<tr>
<td>Andy Hart</td>
<td>Secretary - Curtin University</td>
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<tr>
<td>Kevin Kissling</td>
<td>Treasurer - Eastern National</td>
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<tr>
<td>Katie Nyberg</td>
<td>Mississippi Park Connection</td>
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<tr>
<td>Richard Page</td>
<td>Washington’s National Park Fund</td>
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<td>David Poteet</td>
<td>NewCity</td>
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<td>Mark Preiss</td>
<td>Zion National Park Forever Project</td>
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<td>Laurel Rematore</td>
<td>Great Smoky Mountains Association</td>
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<td>Jim Salsbury</td>
<td>Thomas O. Brown Foundation</td>
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<td>Rebecca Wang</td>
<td>NVIDIA Foundation</td>
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<td>Caroline Ward</td>
<td>Wildlife Artists, Inc.</td>
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<td>Carolyn Ward</td>
<td>Blue Ridge Parkway Foundation</td>
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### Staff

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<tr>
<td>Dan Puskar</td>
<td>President &amp; CEO</td>
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<tr>
<td>Chuck Benjamin</td>
<td>Education &amp; Training Manager</td>
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<tr>
<td>Jocelyn Boss</td>
<td>Director of Development</td>
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<tr>
<td>Janine Doyle</td>
<td>Marketing &amp; Communications Manager</td>
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<tr>
<td>Amy Matthews</td>
<td>Director of Finance &amp; Administration</td>
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<tr>
<td>Amy Norris</td>
<td>Trade Show and Meeting Planning Consultant</td>
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Crystal Gateway Marriott
1700 Richmond Highway
Arlington, VA 22202
Phone: 703-920-3230

HOTEL FLOOR PLANS
The Public Lands Alliance is deeply grateful to the individuals, businesses and members whose generous contributions support a stronger future for our community.