



PUBLIC LANDS ALLIANCE

**2017 CONVENTION
AND TRADE SHOW**

ARLINGTON, VA | FEB 12–16, 2017



DRAFT



PUBLIC LANDS ALLIANCE 2017 CONVENTION AND TRADE SHOW ARLINGTON, VA | FEB 12–16, 2017

The Public Lands Alliance builds and elevates effective nonprofit organizations and exceptional public-nonprofit partnerships for the benefit of public lands and their users.

The Public Lands Alliance Convention and Trade Show is the annual gathering of nonprofit organizations and land management agencies who work together to protect, conserve and enhance visitors' experiences on public lands. This event builds the capacity of nonprofit public lands partners and gives government leaders the tools necessary to help fulfill their agency missions.

Convention Location and Hotel Information

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

Host Hotel

Crystal Gateway Marriott
1700 Jefferson Davis Hwy.
Arlington, VA 22202
703-920-3230

Note: Main hotel entrance for the Crystal Gateway Marriott is on S. Eads St. For GPS, use 1700 S. Eads St., Arlington, VA 22202

Westin Crystal City
1800 Jefferson Davis Hwy.
Arlington, VA 22202
703-486-1111

Crystal City Marriott at Reagan National Airport
1999 Jefferson Davis Hwy.
Arlington, VA 22202
703-413-5500

Convention Registration & Information 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 activities. Check the desk for messages, lost-and-found items, and other assistance. Visitor information can also be found here including points of interest, restaurant lists, and maps.

Crystal Gateway Marriott (First Floor - Opposite of the FedEx/Business Center)

Sunday, February 12.....11:00 am – 7:00 pm
Monday, February 13.....7:30 am – 6:00 pm
Tuesday, February 14.....7:30 am – 6:00 pm
Wednesday, February 15.....7:30 am – 6:00 pm



Public Lands Alliance
2401 Blueridge Ave., Suite 303
Silver Spring, MD 20902
Phone: 301-946-9475
www.publiclandsalliance.org

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

Friesens

We thank Friesens Corporation for their generous donation of this printed program, manufactured in Canada using eco-friendly materials to protect ancient forests and our environment. Visit Friesens at booth #304.
www.friesens.com



Schedule-At-A-Glance

Access the Convention and Trade Show App at <http://bit.ly/2hMyzXn>.

All events, except Capitol Hill visits and optional field trips, will take place at the Crystal Gateway Marriott.

Out of respect for speakers and other attendees, please arrive for sessions on time and make sure to silence all electronic devices.

The program schedule is designed so that you can customize your learning experience by mixing and matching sessions that meet your specific interests, while allowing you time to network with colleagues and shop the Trade Show. Throughout the program, sessions have been coded with topic keys to help you identify sessions of interest.

Education and Learning on Public Lands		Effective Public Land Partnerships		Public Lands in a National and International Context	
 Program Evaluation and Research		 Sound Financial Practices		 Grassroots Advocacy	
 Retail Operations		 Nonprofit Management and Operations		 National and International Tourism	
 Product and Program Development		 Advanced Fundraising and Philanthropy		 Programming and Products for International Visitors	
 Environmental Education		 Member Recruitment and Retention		 Generating and Assessing Economic Impact	
 Field Institutes and Residential Learning Centers		 Board Development		 Marketing and Communications	






























 = Ticketed Events

GB = Grand Ballroom, Crystal Gateway Marriott







Sunday, February 12

8:00 am – 11:00 am	 Move the Most Product and Keep the Most Profit  GB, Salon D		 Maximizing the Membership Cycle  GB, Salon G		
12:00 pm – 1:30 pm	 Civic Voice Lessons: Advocacy Skill Building for Everyone  GB, Salon G				
2:00 pm – 2:45 pm	Getting Started: Your Convention and Trade Show Orientation GB, Salons JK				
Community Roundtables 3:15 pm – 4:45 pm	Development Strategy Leaders' Roundtable GB, Salons FG	Board Members' Roundtable GB, Salon H	Buyers' Roundtable GB, Salons JK	Exhibitors' Roundtable GB, Salon C	
Community Roundtables 5:00 pm – 6:30 pm	Multi-Agency Roundtable GB, Salons DE	Executive Directors' Roundtable GB, Salon C	Education Program Leaders' Roundtable GB, Salons FG	Buyer and Exhibitor Roundtable GB, Salons JK	Board Members' Round Robin GB, Salon H
6:30 pm – 8:30 pm	 Opening Reception Skyview				










Monday, February 13

8:00 am – 9:30 am	General Session GB, Salons ABC			
9:30 am – 10:00 am	Networking Beverage Break GB, Foyer			
Session 1 10:00 am – 11:00 am	What Really Makes a Partnership Effective? Unveiling New Standards  GB, Salon A	Crushing the Trade Show: The Power of Joint Decision-Making  GB, Salons JH	Six Short Stories About Building Boards that Govern AND Lead  GB, Salons DE	Connecting Communities through Partnerships with Outdoor Leaders  GB, Salons FG
11:00 am – 12:30 pm	Lunch Break on Your Own			
11:30 am – 12:00 pm	Exhibitor Meeting GB, Salon B			
Session 2 12:30 pm – 1:30 pm	Youth Educational Programs: Redefining the Box    GB, Salon A	Optimizing the Shopper's Journey: How to Set Your Sales Floor to Sell!   GB, Salons JH	Your Donors Will Thank You: Crafting Gift Acceptance Policies with Your Agency Partners   GB, Salons FG	Nonprofit Public Lands Boot Camp (Intro to Nonprofits)   GB, Salons DE
Session 3 1:45 pm – 2:45 pm	Social Media and Digital Marketing: Essential Strategies for a Noisy Retail World   GB, Salons JH	The When, What and How of a New Store   GB, Salon A	How to Cultivate Meaningful Relationships with Funders   GB, Salons FG	Nonprofit Public Lands Boot Camp (Nonprofit Governance)   GB, Salons DE
2:00 pm – 6:00 pm	Exhibitor Set-Up Arlington Ballroom and Foyer			
2:45 pm – 3:15 pm	Networking Beverage Break GB, Foyer			
Session 4 3:15 pm – 4:15 pm	Parks for All: Fostering Outdoor Champions, Greater Inclusivity and Professional Pathways in National Parks   GB, Salon A	Publications and Products Round Robin   GB, Salons JH	Partnering for Success: National Heritage Areas Success With Landscape-Scale Conservation   GB, Salons FG	Nonprofit Public Lands Boot Camp (Financial Basics)   GB, Salons DE
Session 5 4:30 pm – 5:30 pm	NPS Partnership Forum GB, Salons JH		USACE Partnership Forum GB, Salons FG	










Tuesday, February 14

8:00 am – 9:30 am	Exhibitor Set-Up Arlington Ballroom and Foyer			
8:00 am – 9:30 am	General Session GB, Salons ABC			
9:30 am – 10:00 am	Networking Beverage Break Arlington Ballroom Foyer			
9:30 am – 6:00 pm	Trade Show and Silent Auction Open Arlington Ballroom and Foyer			
Session 6 10:00 am – 11:00 am	Leave No Trash: The National Parks Zero Landfill Initiative   GB, Salons DE	A Policy and Legislative Agenda for Public Lands Partners  GB, Salon A	Advancing the Urban Agenda: Western National Parks Center, Los Angeles   GB, Salon C	Major Gifts: Getting to Your Donor's "Why"  GB, Salons FG

Tuesday, February 14 (continued)

Session 7 11:00 am – 12:00 pm	Lunch Break on Your Own			BLM Partnership Forum Rosslyn I	
Session 8 12:00 pm – 1:00 pm				USDAFS Partnership Forum Rosslyn II	
Session 9 1:00 pm – 2:00 pm	Facing the Future: The NPS Legacy in a Digital Age  GB, Salon C	What's Next in International Tourism  GB, Salon A	Touting Your Successes Through Functional Accounting  GB, Salons DE	Friends Alliance Meeting GB, Salons JK	Shop the Trade Show
Session 10 2:15 pm – 3:15 pm	How to Prepare for a Disaster: Don't Just Knock on Wood  GB, Salons DE	What Comes Next: Every Kid in a Park  GB, Salon A	Setting Organizational Strategy with Agency Partners  GB, Salons FG		Bid on Silent Auction Items
Session 11 3:30 pm – 4:30 pm	Expanding the Conservation Workforce Through Stewardship  GB, Salons DE	Beyond Retail: Enhanced Visitor Experience and Inter- pretive Services  GB, Salons FG	Supporting Your Agency Partner: How Much To Give?  GB, Salon A		View Partnership Award Submissions
4:00 pm – 6:00 pm	"We ❤️ Public Lands" Mixer Arlington Ballroom and Foyer				

Wednesday, February 15

8:00 am – 9:30 am	General Session GB, Salons ABC				
9:30 am – 10:00 am	Networking Beverage Break Arlington Ballroom and Foyer				
9:30 am – 3:00 pm	Trade Show Open Arlington Ballroom and Foyer				
Session 12 10:00 am – 11:00 am	NatureFest: Bringing the NPS Urban Agenda to Life  GB, Salons FG	Hands on the Land: Citizen Science on Public Lands  GB, Salons DE	At Your Service: Getting Maximum Value From Your Volunteer Programs  GB, Salon A	Friends Alliance Meeting (continued) GB, Salons JK	Shop the Trade Show
Session 13 11:15 am – 12:15 pm	Measuring Economic Impact  GB, Salons FG	Connecting With Academic Institutions  GB, Salons DE	Turning Fuzzy Goals Into Results You Can Track  GB, Salon A		Bid on Silent Auction Items (bidding closes at 12:30 pm)
12:15 pm – 1:45 pm	Lunch Break on Your Own				
Session 14 1:45 pm – 2:45 pm	Financial Staff Roundtable: Financial Sustainability  GB, Salons FG	Creating Conservation Stewards: The Social Power of Interpretive Programs  GB, Salon A	Creating Collaborative Relationships, Building Community Partnerships  GB, Salons DE		

Wednesday, February 15 (continued)

3:00 pm – 6:00 pm	Exhibitor Tear Down Arlington Ballroom and Foyer			Friends Alliance Meeting (continued) GB, Salons JK
Session 15 3:00 pm – 4:00 pm	CEO and Financial Staff Roundtable 📊 ⚙️ 🔧 GB, Salons FG		For Love and Money: Creating Profitable Educational Product 💡 📊 GB, Salon C	
4:00 pm – 4:30 pm	Networking Beverage Break GB, Foyer			
4:30 pm – 5:15 pm	Closing General Session GB, Salon ABC			
7:00 pm – 9:30 pm	🍷 Closing Banquet and Awards Ceremony GB, Salon ABCDE			

Thursday, February 16

8:30 am – 6:00 pm	Capitol Hill Visits 🗣️ (Pre Hill Day Gathering GB, Salons AB)
9:30 am – 2:30 pm	🍷 “Now He Belongs to the Ages”: A Visit to Ford’s Theatre

Take Part in Our Monumental Selfie Challenge #PLAinDC

Engage with fellow convention participants and Public Lands Alliance staff via Facebook and Twitter. Be sure to add us and post with #PLAinDC. Look for more details in your registration materials about the Monumental Selfie Challenge and ways you can win exciting prizes throughout the week!

Wi-Fi

The Crystal Gateway Marriott provides complimentary wireless Internet access on the Lobby Level. Go to your device Settings and choose the **Marriott Lobby** option. Then, agree to the terms and conditions to log-in.

Session Materials

Presenters were asked to provide their session materials prior to the convention. Session materials are posted to www.publiclandsalliance.org/convention/program/handouts as they are received so you can download and print them at your discretion. Be sure to check the website periodically for updated session materials during and after the convention.

Evaluation Forms

An overall convention 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.

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 2017 Public Lands Alliance Convention and Trade Show constitutes an agreement by the registrant to Public Land 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.



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

Judy Allen – Board Member, Mount Rushmore Society (SD)

Toby Bloom – National Program Manager, Travel, Tourism, and Interpretation, US Forest Service (DC)

Megan Cartwright – Director of Retail, Eastern National (PA)

Elizabeth Fien – Executive Director, Friends of Hawai'i Volcanoes National Park (HI)

Joe Gersen – Senior Director Government Affairs and Initiatives, Student Conservation Association (DC)

Mike Quist Kautz – Program Director, Adventure Scientists (MT)

Jan Lynch – Executive Director, Grand Teton Association (WY)

Ann Mayo-Kiely – Program Director, Alaska Geographic (AK)

Joe Neuhof – Executive Director, Colorado Canyons Association (CO)

Claudia Schechter – Independent Public Lands Consultant (OR)

Mark Tilchen – Executive Director, Sequoia Parks Conservancy (CA)

Cheryle Zwang – Retired, Deputy State Director, Bureau of Land Management (ID)

Special thanks to Frank Ruggles who contributed the cover and many of the inside images of the Washington, D.C. area.

Program Design: Carole Thickstun, Ormsby & Thickstun Interpretive Design

BOARD OF DIRECTORS

David Poteet, *President* – NewCity

Christine Muldoon, *Vice-President* – CM Communication International, Inc.

Carlton Murrey, *Secretary* – Cradle of Forestry in America Interpretive Association

Barbara Muhlbeier, *Treasurer* – Katmai Conservancy

Blaine Benedict – Southern Nevada Conservancy (retired)

Bill Berg – County Commissioner, Park County, MT

Jerryne Cole – Denali National Park Wilderness Centers

TaKeisha Bobbitt – National Environmental Education Foundation

Lyman Hafen – Zion Natural History Association

Evan Hirsche – Discover Nature Apps

Kevin Kissling – Eastern National

Charles Money – Rocky Mountain Conservancy

Mark Preiss – Zion Natural History Association

Laurel Rematore – Great Smoky Mountains Association

Diana Saathoff – Mount Rushmore Society

STAFF

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Amanda Keith
Marketing and Communications Manager

Amy Matthews
Director of Finance and Administration

Julia Wade
Development Manager

Amy Norris
Consultant/Trade Show Logistics

SUNDAY, FEBRUARY 12

PRE-CONVENTION WORKSHOPS

◆ These are ticketed events. Onsite registration may be available, inquire at the Convention Registration Desk.



Move the Most Product and Keep the Most Profit

Cathy Donovan Wagner,
President, RETAILMavens, LLC

As a buyer, your job is to bring in the right amount of inventory at the right price and the right time. Easy, right? For the retail team, the objective is also to know how and when to move that inventory out. So, what's the appropriate inventory level for YOUR store? How do you know if your store sales are on track? How many physical inventories should

you take in a year? And the list of questions goes on. Come join us as we hear from retail guru, Cathy Donovan Wagner, to learn some tips and tools to help you manage your inventory to maximize your profits.

Learning Level: Intermediate

Target Audiences: Retail Staff (all those responsible for buying and managing inventory), CFOs / Financial Staff

Time: 8:00 am – 11:00 am

Location: Grand Ballroom, Salon D

◆ This is a ticketed event: \$90 with attendee/exhibitor registration / \$125 without attendee/exhibitor registration.



Maximizing the Membership Cycle

Beth Hickey, Annual Giving Coordinator,
Northern Arizona University

Members are the lifeblood of our organizations — they form the base of a strong fundraising program, provide countless volunteer hours and advocate on behalf of our parks. But finding and keeping members is not always easy! This workshop will help you evaluate your membership program from

acquisition to stewardship to retention. Learn techniques to recruit new members, connect with existing members and improve retention so you can grow and sustain your program. This will be an interactive, hands-on workshop, so bring your current acquisition materials, renewal offers and newsletters to share!

Learning Level: All

Target Audiences: Executive Directors / CEOs, Membership / Development Staff

Time: 8:00 am – 11:00 am

Location: Grand Ballroom, Salon G

◆ This is a ticketed event: \$90 with attendee/exhibitor registration / \$125 without attendee/exhibitor registration.

Civic Voice Lessons: Advocacy Skill Building for Everyone

Jamie Varner, Senior Director, National Parks Conservation Association

Christina Hazard, Senior Manager of Policy Information, National Parks Conservation Association

Emily Douce, Associate Director, Budget and Appropriations, National Parks Conservation Association

Based on a highly experiential National Parks Conservation Association workshop called Civic Voice Lessons, this interactive session will enable you to better understand your personal influence, and more effectively develop and deliver compelling messages that engage and influence decision-makers and potential supporters.

Participants interact through a dialogue-style presentation and by assessing their own personal network, developing a compelling message, and taking part in a role play exercise with one another. A perfect preparation for your visit to Capitol Hill on Thursday!

Learning Level: Novice, Intermediate

Target Audiences: Executive Directors / CEOs, Board Members, Program Staff / Field Practitioners

Time: 12:00 pm – 1:30 pm

◆ This is a ticketed event: \$10.

Location: Grand Ballroom, Salon G

Getting Started: Your Convention and Trade Show Orientation

Time: 2:00 pm – 2:45 pm

Join fellow convention newcomers eager to gain a greater understanding of America's public lands partnership community. Want to know how your nonprofit organization, land management agency or supporting business connects into this network? If so, then don't miss this session. Meet other participants and learn strategies to maximize your first Public Lands Alliance Convention and Trade Show experience.

Target Audiences: First time convention participants or anyone who wants to be reacquainted with the Public Lands Alliance and the convention.

Location: Grand Ballroom, Salons JK

COMMUNITY ROUNDTABLES

Community roundtables allow you to make connections with your public lands colleagues. Use this opportunity to share experiences and develop ideas during facilitated discussions with peers from across the country.

Time: 3:15 pm – 4:45 pm

Development Strategy Leaders' Roundtable

How might an organization's development department inform management with constituency interests or assist in top level management decisions? Join this facilitated discussion that focuses on current hot topics and trends as they relate to development and advancement, your successes and relationships, and how respective organizations are looking to resolve common development issues or concerns. We'll share ideas and ways to begin tracking a pathway to funders.

Location: Grand Ballroom, Salon FG

Board Members' Roundtable

Boards have issues and concerns that are unique to them. Frequently, it's beneficial to discuss those with others who have walked in the same shoes. Join this structured, facilitated roundtable forum to discuss front burner board issues and troubleshoot your governance dilemmas. Participants will discuss previously derived topics, but should also come equipped with questions or challenges to discuss with fellow board members.

Location: Grand Ballroom, Salon H

Buyers' Roundtable

Join fellow buyers for a lively discussion of current issues that might impact 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 roundtable is consistently a great forum 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.

Location: Grand Ballroom, Salon JK

Exhibitors' Roundtable

As introduced at last year's convention, exhibitors now have the opportunity to attend a roundtable devoted exclusively to them. Join fellow exhibitors for a lively discussion of current issues that might impact your vending processes and relationships with customers. You'll be able to weigh in on topics of interest, including how to best connect to those buyers and influencers with buying power and how to better understand your customers' organizational missions and operations.

Location: Grand Ballroom, Salon C

COMMUNITY ROUNDTABLES

Time: 5:00 pm – 6:00 pm

Multi-Agency Roundtable

Public land management agencies share many common experiences by the sheer nature of the work, but operational and policy differences vary from agency to agency. Hearing and discussing some of the differences and approaches to the resolution of issues can be both educational as well as therapeutic. Join this facilitated discussion that focuses on current hot topics and how respective agencies are looking to resolve common issues or concerns.

Location: Grand Ballroom, Salons DE

Executive Directors' Roundtable

Successful organizations leverage turning points — in leadership, economics, culture, and this year, administrations — to become stronger, more vibrant, and of greater service. This roundtable is an opportunity for nonprofit staff leaders in our community to come together and engage in collaborative in-depth dialogue on practical issues, challenges and opportunities related to their roles. Join your colleagues to discuss strategies for creating change that will benefit your organization and be embraced by your supporters, visitors, staff, board and agency partners.

Location: Grand Ballroom, Salon C

Education Program Leaders' Roundtable

Developing successful education programs at your site is an elaborate process, requiring numerous steps as well as checks and balances along the way. Are there fresh ways, new ideas, for building a program? And likewise, are there challenges and traps to avoid, ways to simplify or streamline the process? Join other program managers to discuss educational programs, the development process, and the exhilaration of program success.

Location: Grand Ballroom, Salons FG

Buyer and Exhibitor Roundtable

Communication is the key to good buyer and vendor relationships and this session offers the perfect opportunity to put this concept into practice. This open forum is a great way to work together more effectively, share successes and failures, and better relate to each other. Buyers can share their approval processes and the factors that go into their buying decisions while vendors can discuss ways to better meet buyers' needs for distinctive products, publications and industry services.

Location: Grand Ballroom, Salons JK

Board Members' Round Robin

Let's continue the conversation from the Board Members' Roundtable. We'll carry on talking about all of those issues we didn't have time to tackle in the earlier session. New topics can also be introduced — come equipped with questions or challenges to discuss with fellow board members.

Location: Grand Ballroom, Salon H

Opening Reception

Time: 6:30 pm – 8:30 pm

Location: Skyview

Join us in kicking off the start of the convention during the Opening Reception. Enjoy hors d'oeuvres and a cash bar as you reconnect and network with friends and colleagues from across the country.

Show off your organization's, agency's or business's logoed apparel to help others identify who you represent.



 This is a ticketed event (\$65).

GENERAL SESSION

Time: 8:00 am - 9:30 am

Location: Grand Ballroom, Salons ABC



KEYNOTE SPEAKER: LUCAS ST. CLAIR

A Gift to the Nation: Establishing and Sustaining a New National Park

Lucas St. Clair led the successful grassroots effort to establish the Katahdin Woods and Waters National Monument, a signature achievement in the National Park Service Centennial. He will speak

about the power of national parks and public lands to positively invigorate local communities, and the role of partnerships in creating, sustaining and enhancing them.

Lucas was born and raised into a subsistence living family in the North Woods of Maine, with no running water or electricity for most of his childhood. He left that lifestyle to attend a boarding school in the Western Mountains of Maine and went on to study abroad, pursuing a Culinary Arts degree at Le Cordon Bleu in London.

Lucas worked in the beginning of his career in the restaurant and wine industry in New York City, Maine, and Seattle. In 2011, Lucas took over his family's operating foundation, Elliotsville Plantation, Inc. (EPI). EPI owns 125,000 acres of timberland in Northern and central Maine that they have been purchasing since 1998. They have been managing the land and adding infrastructure for recreation over the last several years.

To celebrate the 100 anniversary of the National Park Service, President Barack Obama accepted the gift of 89,000 acres of land from EPI and created one of the newest units of the National Park Service, Katahdin Woods and Waters National Monument on August 24th, 2016. Lucas and EPI continue to play a role in the development of the region and enhancing the community's ability to capitalize on the newly realized asset. Beyond the restaurant industry and land conservation, Lucas has a strong interest in outdoor pursuits.

NETWORKING BEVERAGE BREAK

Time: 9:30 am - 10:00 am

Location: Grand Ballroom Foyer



Thank you to Devils Tower Natural History Association for sponsoring this beverage break.

Time: 10:00 am - 11:00 am

What Really Makes a Partnership Effective? Unveiling New Standards for the Public Lands Alliance

Mark Preiss, Director, Zion Forever Project, Zion Natural History Association (PLA Board Member)

In 2016, the Public Lands Alliance board of directors worked to find common ground among public land management agencies and their diverse nonprofit partners about what makes these partnerships most successful. Building on several best practice frameworks used by the Alliance in its partnership training, a task force has identified and shaped specific tenets of effective partnerships. Come learn how the Alliance will use them to orient its multi-agency education and training programs; develop case studies, templates and tools; and identify opportunities and challenges in law and policy across agencies to enhance partnerships. Engage with nonprofit executives and agency leaders about how these tenets will help form a backbone for improving our collaborations in the field and in DC.

Target Audiences: Executive Directors / CEOs, Program Staff, Agency Leaders

Learning Level: All Levels

Location: Grand Ballroom, Salon A

Crushing the Trade Show: The Power of Joint Decision-Making

The National Park Service and the Public Lands Alliance bring a practical approach to empower agency and nonprofit partners to shop our trade show together. We'll look at new guidance coming in the updated NPS Reference Manual #32 on cooperating associations. We'll discuss how to play to your unique strengths in the partnership and find great interpretive and educational products that enable visitors to take memories and knowledge home with them. Partners charged with making product selections are strongly encouraged to attend together.

Target Audiences: Executive Directors / CEOs, Buyers, Agency Leaders

Learning Level: All Levels

Location: Grand Ballroom, Salons JH

Six Short Stories About Building Boards that Govern AND Lead

Ray A. Foote, Executive Vice President, National Forest Foundation

Kate Williams, President, 1% for the Planet

Nonprofit organizations rise and fall on the strength of their board. Developing a high-functioning board is one of the most elusive — and rewarding — challenges nonprofit leaders face. With few “rules” and plenty of dynamics in play, it is essential that you approach board development strategically. This session will engage you in a candid discussion about six key principles for building an amazing board, and will provide references for further learning.

Target Audiences: Board Members, Executive Directors / CEOs

Learning Level: Advanced

Location: Grand Ballroom, Salons DE

Connecting Communities through Partnerships with Outdoor Leaders

Matt Liddle, Outdoor Programs and Outreach, REI

Wendy O'Sullivan, Associate Regional Director for Partnerships, Youth and Community Engagement, National Park Service

Our public lands benefit from exceptional partnerships not only with nonprofit organizations, but also with large and small businesses that value social and environmental responsibility. Discover how to help create and manage community based programs that connect people to the outdoors – whether in an urban or rural environment. New initiatives from the National Park Service and REI provide a case study for innovative actions across our public lands.

Target Audiences: Executive Directors / CEOs, Program Staff, Development Staff

Learning Level: Intermediate

Location: Grand Ballroom, Salons FG

LUNCH BREAK ON YOUR OWN

Time: 11:00 am - 12:30 pm

EXHIBITOR MEETING

Time: 11:30 am - 12:00 pm

Location: Grand Ballroom, Salon B

Exhibitors are encouraged to attend this informative meeting for important last minute details about the Trade Show, including information about move-in and set-up.

SESSION 2

Time: 12:30 pm - 1:30 pm

Youth Educational Programs: Redefining the Box

Elizabeth Fien, Executive Director, Friends of Hawai'i Volcanoes National Park

Frequently, public lands educational programs are designed for youngsters, those who are under 16 years of age. But can an existing program be redesigned for a somewhat older demographic – for those 16 to 21 years of age? Will the redesign include urban, under-served audiences? Foster and former foster youth? But equally important, how can you identify funders for such programs, those that transition youth from foster care to adulthood? Come learn the components of such a redesign and how to find government and private funders in your state to support such programs.

Target Audiences: Executive Directors / CEOs, Program Staff / Field Practitioners, Agency Leaders, Board Members

Learning Level: Intermediate, Advanced

Location: Grand Ballroom, Salon A

Optimizing the Shopper's Journey: How to Set Your Sales Floor to Sell!

Rich Kizer, Retail Strategist, Kizer and Bender Consultants

Georganne Bender, Retail Strategist, Kizer and Bender Consultants

One of the most challenging aspects of retailing is choosing the layout that's right for your store's unique configuration. Another is to combine it with eye-appealing displays that pull customers in and convince them to buy. Today's customers want more than just a place to "buy stuff," they want to be entertained and visually stimulated, and they want to shop in environments that make their decisions easy. Join us, and ... oh, the possibilities!

Target Audiences: Retail Staff, Executive Directors / CEOs, Agency Leaders

Learning Level: Novice, Intermediate

Location: Grand Ballroom, Salons JH

Your Donors Will Thank You: Crafting Gift Acceptance Policies With Your Agency Partners

Robert Bull, Managing Partner, The Compass Group

A well-crafted gift acceptance policy arms board directors, executives and development officers with the confidence to seek, or refuse, gifts that are in the best interests of their mission and organizational capacity. When those gifts have a direct impact on public lands, a gift acceptance policy should be crafted with input and expertise from both agency and nonprofit leaders. Its expectations should be aligned with opportunities for donor recognition, inside and outside your public land site. Such policies have become more important for national park partners in light of the updated Director's Order #21, but are critical to all.

Target Audiences: Executive Directors / CEOs, Board Members, Development Staff, Agency Leaders,

Learning Level: Intermediate, Advanced

Location: Grand Ballroom, Salons FG

Public Lands Nonprofit Boot Camp: Intro to Nonprofits

Mark Tilchen, Executive Director, Sequoia Parks Conservancy

Whether you're looking to build a stronger knowledge base, polish your skills or simply learn "how the other half lives," the Nonprofit Public Lands 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. (Sections may be attended individually or as a whole.)

In this section, we'll look at the best practices for nonprofit organizations in general, as well as the nuts and bolts of cooperation associations and friends groups (including an overview of regulations, resources, etc.). The perfect intro to public lands nonprofits.

Target Audiences: Executive Directors / CEOs, Board Members, Program Staff, Agency Leaders

Learning Level: Novice

Location: Grand Ballroom, Salons DE

SESSION 3

Time: 1:45 pm - 2:45 pm

Social Media and Digital Marketing: Essential Strategies for a Noisy Retail World

Rich Kizer, Retail Strategist, Kizer and Bender Consultants

Georganne Bender, Retail Strategist, Kizer and Bender Consultants

We bet you've had it up to here with all the DO IT NOW! ACT NOW! marketing talk from so-called gurus who leave you with nothing but unanswered questions. In this session, you'll learn a multitude of retail strategies, including: positioning your store to create top of the mind awareness, using your website to engage customers (and keep them interested!), creating email campaigns that get results, utilizing social media to connect with customers ... and more! A don't miss session!

Target Audiences: Communications / Marketing Staff, Retail Staff

Learning Level: Novice, Intermediate

Location: Grand Ballroom, Salons JH

The When, What and How of a New Store

Arch Horst, Founder and Principal, MarketPlace Associates and Black River Architects

Visitors enjoy stores at an historic or natural site, and well they should—retail outlets are a valuable part of the educational experience. But is a store always a financially good idea? What should be considered in opening a new store location at your public land site, whether in a new, existing or historic facility? And what are the steps that must be negotiated to plan and develop a store? Come learn the variables of opening a new store and ensuring value for all.

Target Audiences: Executive Directors, Financial Officers, Retail Management and Staff

Learning Level: Novice, Intermediate

Location: Grand Ballroom, Salon A

How to Cultivate Meaningful Relationships with Funders

Kim Buckner Patton, Director, Foundation Center Northeast

The world of foundation fundraising is increasingly competitive, and it can be difficult to get a funder's attention. You're building strong, effective programs, doing your research, and sending in proposals to the funders that care about your work — what more could you be doing? Have you thought about building relationships? This session will outline the process, including tips for making initial contact with funders, how to continue the conversation, and how to authentically engage without (always) asking for money.

Target Audiences: Development Staff, Board Members

Learning Level: Intermediate

Location: Grand Ballroom, Salons FG

Public Lands Nonprofit Boot Camp: Nonprofit Governance

Donna Asbury, Board Member, The Corps Foundation

Whether you're looking to build a stronger knowledge base, polish your skills or simply learn "how the other half lives," the Nonprofit Public Lands 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 section, we'll explore the basic tenets of nonprofit governance, including the best practices of governing boards, the legal duties of a board, and board committees that will facilitate the smooth operation of your organization

Target Audiences: Executive Directors / CEOs, Board Members, Program Staff, Agency Leaders

Learning Level: Novice

Location: Grand Ballroom, Salons DE

NETWORKING BEVERAGE BREAK

Time: 2:45 pm - 3:15 pm

Location: Grand Ballroom Foyer

SESSION 4

Time: 3:15 pm - 4:15 pm

Parks for All: Fostering Outdoor Champions, Greater Inclusivity and Professional Pathways in National Parks

Alycia Chuney, Recruiting Representative, Student Conservation Association

Emily Poore, National Initiatives Program Manager, Student Conservation Association

Alex Tremble, National Youth Employment Program Coordinator, National Park Service

The trend toward older and whiter park visitors is well known but strategies for course-corrections are not. Parks for All will reveal innovative methods to engage young people from all backgrounds through service opportunities that foster green careers and lifelong stewardship. Learn how to expand and diversify your constituencies, leverage the lure of employment to revitalize your workforce, and ensure that increasingly-heterogeneous Americans see themselves – and their futures – in our public lands.

Target Audiences: Program Staff / Field Practitioners, Agency Leaders, Membership / Development Staff

Learning Level: Intermediate

Location: Grand Ballroom, Salon A

Publications and Products Round

Robin

Steve Kemp, *Interpretive Products and Services Director, Great Smoky Mountains Association*

David Quinn, *Sales Manager, Mesa Verde Museum Association*

Join your fellow merchandising cohorts and share one of your organization's recently developed products or publications. We'll celebrate your successes with these projects while sharing tips and assessing bumps that occurred along the way. 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!

Target Audiences: Product Development Staff, Retail Staff

Learning Level: All

Location: Grand Ballroom, Salons JH

Partnering for Success: National Heritage Areas Success With Landscape-Scale

Conservation

Annie Harris, *CEO/Director, Essex National Heritage Area*

National Heritage Areas (NHAs) are adept at building complex networks of partnerships and working with overlapping jurisdictions to foster the conservation of the natural, historical, and cultural resources of a regional landscape. The results are improved resource preservation and measurable economic impact. This round robin session will bring together four NHAs for a lively discussion on the opportunities and challenges of working with public and private partners at the regional level.

Target Audiences: Executive Directors / CEOs, Program Staff / Field Practitioners, Communications / Marketing Staff

Learning Level: Intermediate

Location: Grand Ballroom, Salons FG

Public Lands Nonprofit Boot Camp:

Financial Basics

Morris Peacock, *CPA, Partner, Hinton Burdick CPAs and Advisors*

Whether you're looking to build a stronger knowledge base, polish your skills or simply learn "how the other half lives," the Nonprofit Public Lands 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 section, we 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..

Target Audiences: Executive Directors / CEOs, Board Members, Program Staff, Agency Leaders

Learning Level: Novice

Location: Grand Ballroom, Salons DE

SESSION 5: PARTNERSHIP FORUMS

Time: 4:30 pm – 5:30 pm

Partnership forums are hosted by high-level land management agency leaders and are designed to create candid discussions with their nonprofit partners. This face-to-face time with policy makers and operational leaders is especially critical this year as new leadership comes to Washington, D.C. Each forum will not only tackle the trends, policies and issues specific to that agency, but will also seek to address the following questions:

- What are the emerging priorities of the new Administration?
- What opportunities and challenges should we expect the agency to tackle in its first 100 days? Its first year?
- How can partnerships between the agency and nonprofit organizations help the new Administration to achieve its goals?
- How can we better develop a culture of partnership with new agency leadership?
- How will we keep an open dialogue between the Alliance's nonprofit community and the land management agency?



National Park Service Partnership Forum

Join National Park Service leadership to discuss the major trends and recent developments regarding NPS partnerships.

Location: Grand Ballroom, Salons JH



US Army Corps of Engineers Partnership Forum

Join US Army Corps of Engineers leadership to discuss the major trends and recent developments regarding USACE partnerships.

Location: Grand Ballroom, Salons FG

GENERAL SESSION

Time: 8:00 am - 9:30 am

Location: Grand Ballroom, Salons ABC

What Comes Next: The Future of America's Public Lands



Public lands have long been essential to our nation, and yet how the American people and international visitors view them has become less homogeneous in recent years. As a new Administration and Congress take office, what role will public lands play as economic engines, sites of scientific and historical research, models for environmental sustainability, tourism destinations, and centers of learning for all ages? How do we reconcile these opportunities with ever louder calls to privatize some of these lands? Join key leaders in the public lands community for a far-ranging discussion on what the future of our public lands might look like in the coming years, and how the nonprofit partner community can shape this future.

NETWORKING BEVERAGE BREAK

Time: 9:30 am - 10:00 am

Location: Arlington Ballroom Foyer



TRADE SHOW

Time: 9:30 am - 6:00 pm

Location: Arlington Ballroom and Foyer

Shop for new and trending products and services for your nonprofit retail outlets, educational programs, philanthropic initiatives and operational needs at this year's Trade Show.

Reference your Convention Directory for a detailed listing of exhibiting companies and their show specials.

SILENT AUCTION

Time: 9:30 am - 6:00 pm

Location: Arlington Ballroom (side hallway)

Bid on a variety of items, services and trips donated by our generous members, exhibitors and friends. Proceeds benefit the Public Lands Alliance's Education and Scholarship Fund.

Time: 10:00 am - 11:00 am

Leave No Trash: The National Parks Zero Landfill Initiative

Jamie Varner, Senior Director, National Parks Conservation Association

Denise Coogan, Environmental Partnership Manager, Subaru of America

Entering the second century of our national parks, Subaru of America, the National Park Service, National Parks Conservation Association, concessionaires, and community stakeholders are partnering within Denali, Yosemite and Grand Teton to divert park trash from landfills and eventually reach zero landfill. During this presentation you'll learn about the National Parks Zero Landfill Initiative as well as valuable information you can use in developing your programs, product mix, and messaging to help educate the public and divert trash from public lands.

Target Audiences: Program Staff / Field Practitioners, Executive Directors / CEOs

Learning Level: Novice

Location: Grand Ballroom, Salons DE

A Policy and Legislative Agenda for Public Lands Partners

Dan Puskar, Executive Director, Public Lands Alliance

Jerryne Cole, Government Relations Chair and Board Member, Public Lands Alliance

A New Administration. A New Congress. A new agenda for representing the interests of public lands partners in Washington, D.C. Due to the support and actions of its members, the Public Lands Alliance achieved many of the goals it set out in its 2015-16 government relations agenda. This session provides a forum for our community to talk about the opportunities and challenges facing our public lands partners and discuss strategies for making positive change in 2017 and 2018. Be a part of setting this new agenda!

Target Audiences: Executive Directors / CEOs, Board Members, Agency Leaders

Learning Level: Intermediate, Advanced

Location: Grand Ballroom, Salon A

Advancing the Urban Agenda: Western National Parks Center, Los Angeles

James Cook, Executive Director, Western National Parks Association

Imagine a "gateway to nature" center in the heart of Los Angeles — the Western National Parks Center, Los Angeles, opened in Fall of 2016, is a partnership between the Western National Parks Association, NPS, USFS, California State Parks, and the City of Los Angeles. The partnerships required to achieve such a center (a center that's a blending of "interpretive retail" with programming) are quite complex and the lessons learned quite fascinating. Come examine the journey and the successes at the end of the trail.

Learning Level: Intermediate

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

Location: Grand Ballroom, Salon C

Major Gifts: Getting to Your Donor's "Why" \$

Curt Miner, Philanthropy Advisor, Curt Miner & Associates

You are structurally ready to start attracting major gifts! But do you understand your donors? Do you know what inspires them? Do you know "why" they give? Is it aligned with your "why"? Together, we will craft the messages for meaningful dialogue and engagement of your donors at the core of their decision process – at their "why"!

Target Audiences: Executive Directors / CEOs, Membership / Development Staff, Communications / Marketing Staff

Learning Level: Advanced

Location: Grand Ballroom, Salons FG

LUNCH BREAK ON YOUR OWN

Time: 11:00 am – 1:00 pm

SESSION 7

Time: 11:00 am – 12:00 pm



Bureau of Land Management Partnership Forum

Join Bureau of Land Management leadership to discuss the major trends and recent developments regarding BLM partnerships. See page 10 for more details about agency partnership forums.

Location: Rossyln I (Lobby Level)

SESSION 8

Time: 12:00 pm – 1:00 pm



US Forest Service Partnership Forum

Join U.S. Forest Service leadership to discuss the major trends and recent developments regarding USDAFS partnerships. See page 10 for more details about agency partnership forums.

Location: Rossyln II (Lobby Level)

Friends Alliance Meeting

Time: 1:00 pm – 4:00 pm

The 2017 Spring Friends Alliance Meeting is being hosted in conjunction with the Public Lands Alliance's 2017 Convention and Trade Show. The meeting will focus on partner and NPS updates, and best practices for philanthropic park partners. A detailed agenda for the meeting will be posted outside the meeting room.

Convention attendees involved in the national parks friends community are invited to participate in the Friends Alliance Meeting. Those registered

only for the Friends Alliance meeting are welcome to participate in convention events on Tuesday afternoon and Wednesday (additional fees apply for ticketed events).

Location: Grand Ballroom, Salons JK

SESSION 9

Time: 1:00 pm – 2:00 pm

Facing the Future: The NPS Legacy in a Digital Age

Julia Washburn, Associate Director for Interpretation, Education and Volunteers, National Park Service

Dr. Allison Druin, Senior Advisor, National Digital Strategy, National Park Service

Dr. Kevin Clark, Professor and Founding Director of the Center for Digital Media Innovation and Diversity, George Mason University

The landscape occupied by the 21st-century learner has changed dramatically in the past decade. The 21st-century learner has changed as well. The NPS education and interpretation vision recognizes that technology can enhance the learning environment by creating opportunities for deeper and more meaningful place-based learning. Come explore the characteristics and needs of the 21st-century learner and examine how technology helps meet those needs through the perspectives of experts in environmental education and learning.

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

Learning Level: Intermediate

Location: Grand Ballroom, Salon C

What's Next in International Tourism

Nichollette Phelps, Vice President, Visitor Programs and Services, Golden Gate National Parks Conservancy

Representative from Brand USA

International tourists are visiting our public lands in record numbers. Brand USA, the international tourism marketing arm of the United States and a public-private partnership itself, is finding ways to accelerate these trends. Discover what tourism experts and on the ground visitor service professionals expect to see in the coming years. Who are our public lands likely visitors? What do they seek? From wayside exhibits to educational programming, how can land management agencies and nonprofit organizations partner to enhance their visitor experience?

Target Audiences: All Audiences

Learning Level: All Levels

Location: Grand Ballroom, Salon A

Touting Your Successes

Through Functional Accounting

Charley Money, Executive Director, Rocky Mountain Conservancy (PLA Board Member)

Claudia Schechter, Independent Consultant

Morris Peacock, CPA, Partner, Hinton Burdick CPAs and Advisors

Have you ever tried to tell your organizational story—a compelling

narrative about your programmatic successes—by using your financials? For instance, what does your 990 reveal about your true contributions to the public lands you cherish? How can you identify those stories to tell by grading them 1–10? What are the best practices for telling your story through your financials? Bring your functional profit and loss statement to learn methods that make such a practice a strong organizational resource.

Target Audiences: Executive Directors / CEOs, CFOs / Financial Staff, Program Staff, Agency Leaders

Learning Level: Intermediate

Location: Grand Ballroom, Salons DE

SESSION 10

Time: 2:15 pm – 3:15 pm

How to Prepare for a Disaster:

Don't Just Knock on Wood

Kevin Kissling, President and CEO, Eastern National (PLA Board Member)

Laurel Rematore, Executive Director, Great Smoky Mountains Association (PLA Board Member)

From offices and warehouses to education center lodging, nonprofit partners operate facilities in every environment imaginable. What would happen if your administrative offices disappeared tonight? Have you performed preventative maintenance on your facilities? What insurance do you carry if things go wrong? Join seasoned executives and agency leaders for a critical discussion about planning for the unexpected in protecting the data, systems and facilities that are essential to the health of your organization.

Target Audiences: Executive Directors / CEOs, Board Members, Agency Leaders

Learning Level: All Levels

Location: Grand Ballroom, Salons DE

What Comes Next:

Every Kid in a Park

Estee Rivera, Every Kid in a Park National Coordinator, National Park Service

The Every Kid in a Park initiative launched in February 2015 has successfully encouraged visitation to federal public lands by 4th grade students and their families. State agencies are creating new partnerships to extend these benefits into their lands. As a new Administration takes shape, what can we expect of this critical program for engaging a new generation of conservation stewards? How can nonprofit organizations build on and expand educational and recreational opportunities that leverage this national program?

Target Audiences: All Audiences

Learning Level: All Levels

Location: Grand Ballroom, Salon A

Setting Organizational Strategy with Agency Partners

Christine Muldoon, Vice-President, CM Communication International, Inc. (PLA Board Member)

Involving your agency partner(s) in setting organizational strategy is pivotal to the success of your partnership and implementation of your strategies. But how exactly does your board work, plan and prioritize goals with your agency partner(s) to develop your organization's strategies? Come share your methods and learn how other nonprofit organizations and boards are engaging their agency partner(s) in setting strategies.

Target Audiences: Board Members, Agency Leaders, Executive Directors / CEOs

Learning Level: All

Location: Grand Ballroom, Salons FG

SESSION 11

Time: 3:30 pm – 4:30 pm

Expanding the Conservation

Workforce Through Stewardship

The movement to create and sustain a 21st Century Conservation Service Corps (21CSC) has grown in recent years, spurred by the need to invest in public lands infrastructure and a desire to engage new generations of conscientious, hand-on stewards. New legislation has been proposed to permanently authorize the 21CSC, giving new strength to corps partnerships. Join this discussion about how to support and avail your organization and agency of these opportunities.

Target Audiences: All Audiences

Learning Level: All Levels

Location: Grand Ballroom, Salons DE

Beyond Retail: Enhancing Visitor Experience and Interpretive Services

Paul DePrey, Superintendent, Salem Maritime National Historic Site

Megan Cartwright, Director of Retail, Eastern National

As visitor demographics and trends in park use were changing, the park management at Salem Maritime National Historic Site recognized a need for enhanced interpretive services near the waterfront. The result was Waite & Peirce Authentic and Exotic Goods, a retail outlet providing an upscale, museum-quality product assortment for both cruise ship clientele and local, repeat customers from the community. Join this session to learn more about how Interpretation and Education Service Agreements can be used as a partnership approach to offering visitor and community services, as well as the business analysis behind supporting a self-sustainable interpretation and educational service.

Target Audiences: Executive Directors / CEOs, Agency Leaders, Retail Staff

Learning Level: Intermediate

Location: Grand Ballroom, Salons FG

Supporting Your Agency Partner: How Much To Give?

James Cook, Executive Director, Western National Parks Association

What is the formula, the correct method to determine the amount of financial aid that a nonprofit should contribute to its agency partner? Is it best to use a percentage of revenue or a flat fee? Who determines it? What if a nonprofit has more than one agency partner? Such issues, and more, can sometimes put a strain on the relationship between agency and partner. Join us as we discuss these issues and more — a perfect opportunity to further clarify “how the other half lives.”

Target Audiences: Executive Directors / CEOs, Board Members, CFOs / Financial Staff, Agency Leaders

Learning Level: All

Location: Grand Ballroom, Salon A



“We ♥ Public Lands” Mixer

Time: 4:00 pm – 6:00 pm

Location: Arlington Ballroom and Foyer

Celebrate Valentine’s Day and your love of public lands with convention participants and exhibitors. Enjoy light refreshments, network with colleagues and make business connections with exhibitors. A cash bar will be available. Don’t forget to stop by the silent auction during this time to place your bids on exciting products, crafts and public land adventures.

WEDNESDAY, FEBRUARY 15

GENERAL SESSION

Time: 8:00 am – 9:30 am

Location: Grand Ballroom, Salons ABC

Celebrating Philanthropy on Public Lands

Philanthropy has been critical to the preservation and enjoyment of America’s public lands since their inception. For decades, nonprofit partners have developed relationships, encouraged investment and stewarded donors who have helped to restore the Statue of Liberty, protect large tracts of land, support educational programming, and inspire volunteerism. Join us as we celebrate over a century of philanthropy and look forward to increasing support of public lands in partnership with our land management agencies.

NETWORKING BEVERAGE BREAK

Time: 9:30 am – 10:00 am

Location: Arlington Ballroom Foyer

TRADE SHOW

Time: 9:30 am – 3:00 pm

Location: Arlington Ballroom and Foyer

Take advantage of face-to-face time with exhibitors and their special show offers while shopping the final day of the Trade Show. Explore new ideas for products and services with exhibitors who share a passion for public lands and are eager to help you achieve your sales and outreach goals.

Reference your Convention Directory for a detailed listing of exhibiting companies and their show specials.



SILENT AUCTION

Time: 9:30 am – 12:30 pm

Location: Arlington Ballroom (side hallway)

Be sure to place your final bids on silent auction items before 12:30 pm. Winners should pick-up and pay for their items between 1:30 pm – 3:00 pm. Cash, checks, MasterCard and Visa will be accepted for payment.

For those needing to ship their items, there is a FedEx Office store located inside the Crystal Gateway Marriott, adjacent to the Public Lands Alliance Convention Registration Desk on the first floor. The FedEx Office store is open Monday through Friday from 8:00 am – 6:00 pm.

Friends Alliance Meeting (continued)

Time: 10:00 am – 4:00 pm

The 2017 Spring Friends Alliance meeting will reconvene on Wednesday. Convention attendees involved in the national parks friends community are invited to participate in the Friends Alliance Meeting. Those registered only for the Friends Alliance meeting are welcome to participate in convention events on Tuesday afternoon and Wednesday (additional fees apply for ticketed events).

Location: Grand Ballroom, Salons JK

SESSION 12

Time: 10:00 am – 11:00 am

NatureFest: Bringing the NPS Urban Agenda to Life

Akiima Price, Environmental Health and Wellness Manager, DC Promise Neighborhood

Julie Kutruff, Eastern District Manager, National Capital Parks East (NPS)

Tina O'Connell, Director, Friends of Kenilworth Aquatic Gardens

The NPS Urban Agenda states that “Urban environments present a higher density and more diverse population, lands that often have past industrial or disturbance legacies, and a complex set of overlapping jurisdictions... As the NPS looks to its second century of stewardship and public engagement, some of the greatest innovations are now occurring in urban spaces.” Find out about one lively model — how partners built NatureFest for the D.C. Kenilworth-Parkside neighborhood on the east bank of the Anacostia River and how you can adapt this model to engage urban audiences.

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

Learning Level: All

Location: Grand Ballroom, Salons FG

Hands on the Land:

Citizen Science on Public Lands

Joshua Falk, Program Officer, National Environmental Education Foundation

Maria Parisi, US Fish and Wildlife Service

Hands on the Land, a national network of field classrooms from Alaska to Florida, teaches citizen science as an ideal way for students to learn on public lands. By encouraging participants to utilize inquiry-based natural resource monitoring that helps conservation professionals interpret data, students become invested in local and national projects. Come learn ways you can engage students in meaningful experiences through the lens of a unique partnership between NEEF, NPS, the U.S. Department of Education and the Bureau of Indian Education.

Target Audiences: Program Staff / Field Practitioners, Communications / Marketing Staff

Learning Level: Intermediate

Location: Grand Ballroom, Salons DE

At Your Service: Getting Maximum Value from Your Volunteer Programs

Robb Hampton, Vice President for Partnerships, Eastern Region, Student Conservation Association

Jennifer Layman, Vice President for Partnerships, Central Region, Student Conservation Association

Our public lands rely on potent volunteer networks to care for resources and to ensure they're accessible and protected, now and forever. Join the Student Conservation Association, along with friends groups and other outdoor advocates, in a facilitated discussion focused on leveraging the impact of volunteers in public lands. We'll explore proven practices, emerging trends and new approaches in recruiting and engaging extra hands with the skills, experience and passion needed to get the job — any job — done.

Target Audiences: Program Staff / Field Practitioners, Membership / Development Staff, Board Members

Learning Level: Intermediate

Location: Grand Ballroom, Salon A

SESSION 13

Time: 11:15 am – 12:15 pm

Measuring Economic Impact

Land management agencies have long had unique ways of calculating the economic impact of America's public lands, often measured by how much economic activity is generated per \$1 of federal investment, to great effect. In December 2016, Congress passed new legislation directing several agencies to conduct an assessment and analysis of the outdoor recreation economy of the United States and the effects attributable to it on the overall U.S. economy. How can nonprofit and agency partners leverage the story of economic impact to advocate for the public lands and visitor services? How can they translate this impact into a value proposition for donors?

Target Audiences: Board Members, Executive Directors / CEOs, Development Staff, Agency Leaders

Learning Level: All Levels

Location: Grand Ballroom, Salons FG

Connecting with Academic Institutions: Cultivating the Next Generation of Partners



Thomas Mullin, Associate Professor, Unity College

Frequently, for any number of reasons, academic institutions are “backburnered” as a potential public lands partner, despite their likely value. This interactive workshop will provide an overview of how to develop effective partnerships with academic institutions by using a combination of experiential co-creating exercises, lectured information and group discussion/sharing. Participants will learn how to set up an effective

partnership that allows them to recruit affordable staff for day-to-day operations, specific projects or special events.

Target Audiences: Executive Directors / CEOs, Program Staff / Field Practitioners, Communications / Marketing Staff

Learning Level: Novice

Location: Grand Ballroom, Salons DE

Turning Fuzzy Goals Into Results You Can Track

David Poteet, President, NewCity

Strategic goals are important for the success of any organization, but it can be hard to translate them into meaningful metrics. You can get lots of data and reports from your website and digital marketing, but what numbers really matter? For example, if you have a goal to engage a more diverse audience, you can't just point to increased page views as evidence of your success. We'll look at a framework for translating your organization's strategic goals into relevant objectives for your marketing, and finally to key results you can easily track. Then, we'll demonstrate examples of trackable goals from peer nonprofits.

Target Audiences: Executive Directors, Board Members, Communications / Marketing Staff

Learning Level: Intermediate, Advanced

Location: Grand Ballroom, Salon A

LUNCH BREAK

Time: 12:15 pm – 1:45 pm

SESSION 14

Time: 1:45 pm – 2:45 pm

Financial Staff Roundtable:

Financial Sustainability

Charley Money, Executive Director, Rocky Mountain Conservancy (PLA Board Member)

Claudia Schechter, Independent Consultant

Morris Peacock, CPA, Partner, Hinton Burdick CPAs and Advisors

Are you the finance director? Accountant? CFO? Bookkeeper? Treasurer? Join your colleagues for a discussion on what financial sustainability means and what steps your organization is taking to achieve this important goal. Agency partners are invited to join this session too — after all, the future of your partnerships with nonprofits depends on their financial sustainability.

Learning Level: Intermediate

Target Audiences: CFOs / Financial Staff, Board Members, Agency Leaders

Location: Grand Ballroom, Salons FG

Creating Conservation Stewards: The Social Power of Interpretive Programs

Kate Jurov, Ph.D., Doctoral Candidate/Graduate, Antioch University

Interpretive programs are often considered “educational.” However, recent research reveals that they also have a major social aspect, providing a framework for social learning and the development of environmental identity. This presents an opportunity for conservation organizations seeking to engage visitors with their organizations and partner sites, creating members, donors, volunteers and stewards. Come learn about the social aspects of interpretation and practical ways you can leverage this powerful tool.

Target Audiences: Program Staff / Field Practitioners, Executive Directors / CEOs, Membership / Development Staff

Learning Level: Novice

Location: Grand Ballroom, Salon A

Creating Collaborative Relationships, Building Community Partnerships

Ben Gabriel, Executive Director, Friends of Organ Mountains-Desert Peaks

Public lands nonprofits typically strive to build relationships that connect community and positively impact public lands, and the Friends of Organ Mountains-Desert Peaks are emblematic of such organizations. With collaborative projects including the Artist-in-Residence, Monumental Trails, and Illegal Dumping Prevention and Cleanup Programs, FOMDP develops unique and diverse partnerships that create a foundation for success in protection, restoration and education about public lands. Join us and discover new ways to build on your partnerships!

Target Audiences: Executive Directors / CEOs, Board Members, Program Staff / Field Practitioners

Learning Level: Novice

Location: Grand Ballroom, Salons DE

EXHIBITOR TEAR DOWN

Time: 3:00 pm – 6:00 pm

Location: Arlington Ballroom and Foyer

Only those with exhibitor badges will be allowed in the exhibit area during this time to tear down their booths. Information will be provided onsite about options for donating leftover supplies and materials to a local nonprofit organization.

SESSION 15

Time: 3:00 pm – 4:00 pm

CEO and Financial Staff Roundtable:

Financial Leadership

Charley Money, Executive Director, Rocky Mountain Conservancy (PLA Board Member)

Claudia Schechter, Independent Consultant

Morris Peacock, CPA, Partner, Hinton Burdick CPAs and Advisors

How do you define and practice financial leadership in your organization? Join this session that will bring together nonprofit leadership and financial staff to discuss this topic as well as ideas for helping you to build and lead a financial team that supports the goals and mission of your organization. Agency partners are invited to join this session too — after all, the future of your partnerships with nonprofits depends on their financial sustainability.

Target Audiences: Executive Directors / CEOs, CFOs / Financial Staff, Board Members, Agency Leaders

Learning Level: Intermediate

Location: Grand Ballroom, Salons FG

For Love and Money: Creating Profitable

Educational Products

Steve Kemp, Interpretive Products and Services Director, Great Smoky Mountains Association

Can small and mid-sized partner organizations create original, effective, engaging products that fulfill mission goals and generate substantial revenue? You bet they can! We'll go step-by-step from creating a new interpretive products plan to producing three types of highly educational products with minimal investment and maximum return. Your product mix deserves this, your store deserves this, your organization deserves this. Don't miss out!

Target Audiences: Product Development Staff, Executive Directors / CEOs, Agency Leaders

Learning Level: Intermediate

Location: Grand Ballroom, Salon C

NETWORKING BEVERAGE BREAK

Time: 4:00 pm - 4:30 pm

Location: Grand Ballroom Foyer

CLOSING GENERAL SESSION

Time: 4:30 pm – 5:15 pm

Location: Grand Ballroom, Salons ABC

Join the Public Lands Alliance in kicking off our 40th year anniversary celebration. We will also recap the key events of our week together, preview our Capitol Hill Day, and talk about how the Public Lands Alliance and its members will build on actions taken at the convention to move forward in 2017.

CLOSING BANQUET AND AWARDS CEREMONY

Time: 7:00 pm – 9:30 pm

Location: Grand Ballroom, Salons ABCDE

Join fellow convention participants and exhibitors for dinner and the announcement of the 2017 Partnership Award Winners and Honorable Mentions. A cash bar will be available during the evening. For more information on the Partnership Awards, see page 30.

 This is a ticketed event (\$75).

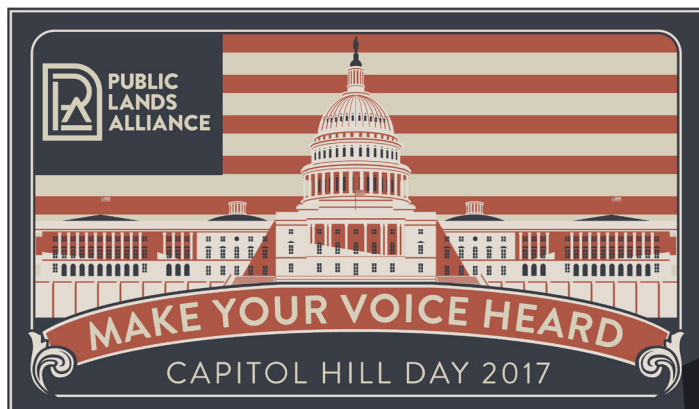
THURSDAY, FEBRUARY 16

CAPITOL HILL DAY

Time: 8:30 am - 5:00 pm

Location: Grand Ballroom, Salons AB / Capitol Hill

Join the Public Lands Alliance in welcoming the new Administration and Congress to office in our nation's capital. There is no substitute for the opportunity to communicate face to face with legislators and to make your voice heard. Share your story, unfiltered and direct, with elected leaders and policy makers to help them better understand the value of public lands as well as the partnerships that enhance them. Your voice and participation can encourage them to enact laws that increase and leverage support to benefit both public lands and their diverse visitors.



8:30 am - 9:30 am Morning briefing for a review of the major meetings and messages of the day. We will provide talking points, an advocacy toolkit and will pair you with an experienced advocacy leader to help with meetings on Capitol Hill. Additional details for the day, along with maps and directions for navigating the Hill will also be shared.

Times TBD Meetings with Congressional leadership and relevant committees.

4:00 pm - 6:00 pm Evening reception on the Hill

You are responsible for covering your own 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).

Professional business dress is recommended with comfortable walking shoes. There will be security screenings (metal detectors) when visiting the Hill. Bring your photo ID and leave prohibited items behind before arriving onsite (cellphones and cameras are ok).

This event is included with convention registration and those registered for the Friends Alliance meeting.

The Public Lands Alliance Capitol Hill Day is made possible by a generous sponsorship from the National Parks Conservation Association.



EDUCATIONAL FIELD TRIP

9:30 am - 2:30 pm

Location: Meet in the lobby of the Crystal Gateway Marriott at 9:15 am, bus will depart promptly at 9:30 am.



"Now He Belongs to the Ages:" A Visit to Ford's Theatre

April 14, 1865: The Civil War has been over for five days. President Abraham Lincoln visits Ford's Theatre with his wife to laugh a bit at the comedy "Our American Cousin." And then, in a flash, the future of our country is changed forever. Join us for a compelling, interpretive tour of the site of Lincoln's assassination; the Peterson House across the street where he died; and the Ford's Theatre Museum — a remarkable collection of historic artifacts including the derringer pistol that John Wilkes Booth fired, as well as the clothing President Lincoln wore the night he was shot.

The museum also houses a variety of interactive exhibits that transport visitors to 19th-century Washington to tell the story of Abraham Lincoln's presidency. We'll cap the visit with a hearty, delicious lunch at a local brew pub — a perfect end to a powerful day.

◆ This is a ticketed event (\$70 a person, includes lunch, transportation and tour).

Onsite registration for both Capitol Hill Day and Ford's Theatre field trip may be available, inquire at the Convention Registration Desk.

EXPLORE NEARBY PUBLIC LANDS WHILE YOU'RE IN TOWN

The Washington, D.C. metro area offers some of our nation's most impressive and world-renowned monuments and memorials. We encourage you to take some time before and after the convention to experience these American treasures. Information and maps will be available at the information table located near the Convention Registration Desk.



Eastern National is offering a 25% discount to all Public Lands Alliance Convention and Trade Show participants at their stores at the following sites from February 12 - 17, 2017. Simply show your Convention and Trade Show name badge to the sales associate to receive the discount.

- Arlington House, The Robert E. Lee Memorial
- Arlington National Cemetery
- Belmont-Paul Women's Equality National Monument
- Chesapeake and Ohio Canal National Historic Site
- Ford's Theatre National Historic Site
- Franklin Delano Roosevelt Memorial
- Frederick Douglass National Historic Site
- Great Falls Park
- Kenilworth Park and Aquatic Gardens
- Lincoln Memorial
- Manassas Battlefield
- Martin Luther King, Jr. Memorial
- Old Stone House
- Rock Creek Park
- Thomas Jefferson Memorial
- Washington Monument Lodge

For those participating in Capitol Hill Day or planning to explore the area on your own, here are a few attractions within close proximity to the Capitol building.



Capitol Hill Visitor Center

The Capitol Hill Visitor Center is open 8:30 am - 4:30 pm, Monday through Saturday and is located underground on the east side of the Capitol. Begin your Capitol experience by visiting the Exhibition Hall, perusing the Gift Shops or dining at the Restaurant. You can book a tour to view the historical areas of Capitol Hill beyond the Visitor Center. Go to <https://www.visitthecapitol.gov> to learn more.

Belmont-Paul Women's Equality National Monument

One of our nation's newest national monuments, the Belmont House is open Wednesday through Sunday from 9:00 am until 5:00 pm with guided tours offered throughout the day, on behalf of the National Park Service and the National Women's Party. Visit one of D.C.'s oldest residential properties and learn about the women's suffrage movement in the 20th century. To learn more and plan your visit, go to <http://nationalwomansparty.org/visit>.



United States Botanic Garden

The US Botanic Garden, located on Capitol Hill, is open 10:00 am to 5:00 pm daily and is committed to creating and offering extraordinary exhibits that delight, educate and inspire the public to become more active stewards of the plants that support life on earth. Established by the US Congress in 1820, the US Botanic Garden is one of the oldest botanic gardens in North America. Stop by to view the latest exhibits and plant collections. Visit <https://www.usbg.gov>.

2017 TRADE SHOW EXHIBITORS

KEY

BOLD Members

★★ Benefactors

★ Contributors

703, 802	A-B Emblem ★★	318	Earth Creations ★
704	Acorn Designs ★	309	Earth Sky + Water
200	AdventureKEEN ★★	509	Earth Sun Moon Trading Company
611	All Pack Specialist, Inc. & The MUSE	502	Eastern National
106–110	American Backcountry ★★	419, 518	Farcountry Press ★
201	Applewood Books ★★	618, 619	Finley-Holiday Films ★★
220	B Hawley Sales ★	403	Folkmanis ★★
406	Bear Wallow Books ★	705	Four Winds Trading
513	Blakeway Worldwide Panoramas ★★	304	Friens Corporation ★★
713	Blubandoo ★	T4	Gallopede International
512	Boston Exclusives ★ (NEW)	307	Geographic Locations International ★
405	The Charleston Mint ★★	805–809	Globe Pequot ★★
806	ChicoBag	111	Graphic Image
609	Chimani	T6	Great Smoky Mountains Association (NEW)
T8	Cimarron Candle Company (NEW)	218	Green Goo ★
718, 719	Concept 360 ★★	510	Harvest Granola ★
409	Cuppa, Incorporated ★	T5	HeresMyStory (NEW)
204	David Chandler Company, Inc. ★	212	Heritage Pewter ★ (NEW)
203	David Howell & Company ★★	113	Hike America ★
310	Deneen Pottery ★	812	Hogeye, Inc. ★★
702	Discovery Agents ★★ (NEW)	708	Houghton Mifflin Harcourt ★
303, 402	Eagle River Designs ★★	400–500	Impact Photographics ★★
		601–701	Ingram Content Group ★★ (Ingram Publisher Services, Publishers Group West, Perseus Distribution)
		706	IPG-Independent Publishers Group
		209	Jaag Plush LLC
		207	Jabebo Earrings

312	Journals Unlimited
612	Jr. RangerLand ★
519	L. W. Bristol Classics ★★
503, 602	Lantern Press ★★
305	Lone Pine Publishing ★★
306, 308	Marc-Martin Publishing Corporation ★
507	MasterPieces Inc. (NEW)
604, 606	Matrix Sales Group LLC. (NEW)
808	Maury, Donnelly & Parr, Inc. ★
T1	Max & Oscar (NEW)
103, 202	McGovern and Company ★★
T3	MemoreePlus, Inc.
710	MerryMakers
711	Mojo Art & Image (NEW)
504	Mountain Press ★
412	Mountaineers Books ★★
709	National Geographic Maps & Books ★★
205	Nature Cast Metalworks ★★
411	Night Sky Gallery
T2	Paragon Press ★★
506	Parks Project
10- 12	Penguin Random House
118	Pigment & Hue, Inc. ★★
508	Popcorn Custom Products
206, 208	Pumpnickel Press
107	Puzzles Plus Inc.
T7	Ranger Trek - Been There Publications (NEW)
100	Rocky Mountain Sunscreen ★★
410	The Rose Lady ★

804	Rosen Publishing ★
404	Safari Ltd. ★★
210	Semaki & Bird
313	Skyflight Mobiles ★
408	Space Art Travel Bureau ★ (NEW)
311	Specialties Plus of NC, LLC ★ (NEW)
607	Specialty Incentives Inc.
810	Sunset Hill Stoneware ★
300	Touchstone Distributing Inc. ★★
211	Tour-Mate Systems
608	University of New Mexico Press
105	University of Oklahoma Press
605	The University of Utah Press ★★
511	University Press Sales Associates
413	Vapur, Inc. ★
302	VisComm Publishing LLC ★★
707	W.W. Norton & Company, Inc.
109	Warbird Fishing Gear (NEW)
603	Waterford Press ★★
213	Whistle Creek ★
407	Wild Republic / K&M International ★
800	Wild Tribute ★★
613, 712	Wildlife Artists, Inc. ★
505	Wildthings Snap-on Inc. ★
219	Wish Designs, Inc. ★
815	Xplorer Maps ★★
420	Your True Nature Inc. ★
610	Zhen Zhu ★

TRADE SHOW FLOOR PLAN



Arlington Ballroom

 **PUBLIC LANDS ALLIANCE**
2017 CONVENTION AND TRADE SHOW
 ARLINGTON, VA | FEB 12-16, 2017

Escalators to Lobby Level

TRADE SHOW HOURS

Tuesday, February 14
9:30 am - 6:00 pm

Wednesday, February 15
9:30 am - 3:00 pm

Please refer to the **Convention Directory** for a detailed listing of exhibitors and their show specials.

Public Lands Alliance Corporate Partners

We thank our Corporate Partners highlighted with stars, whose support ensures highly developed education and training throughout the year for our nonprofit members who then enhance the visitor experience in our nation's parks, forests, refuges and awe-inspiring public lands. See page 28 to learn more.

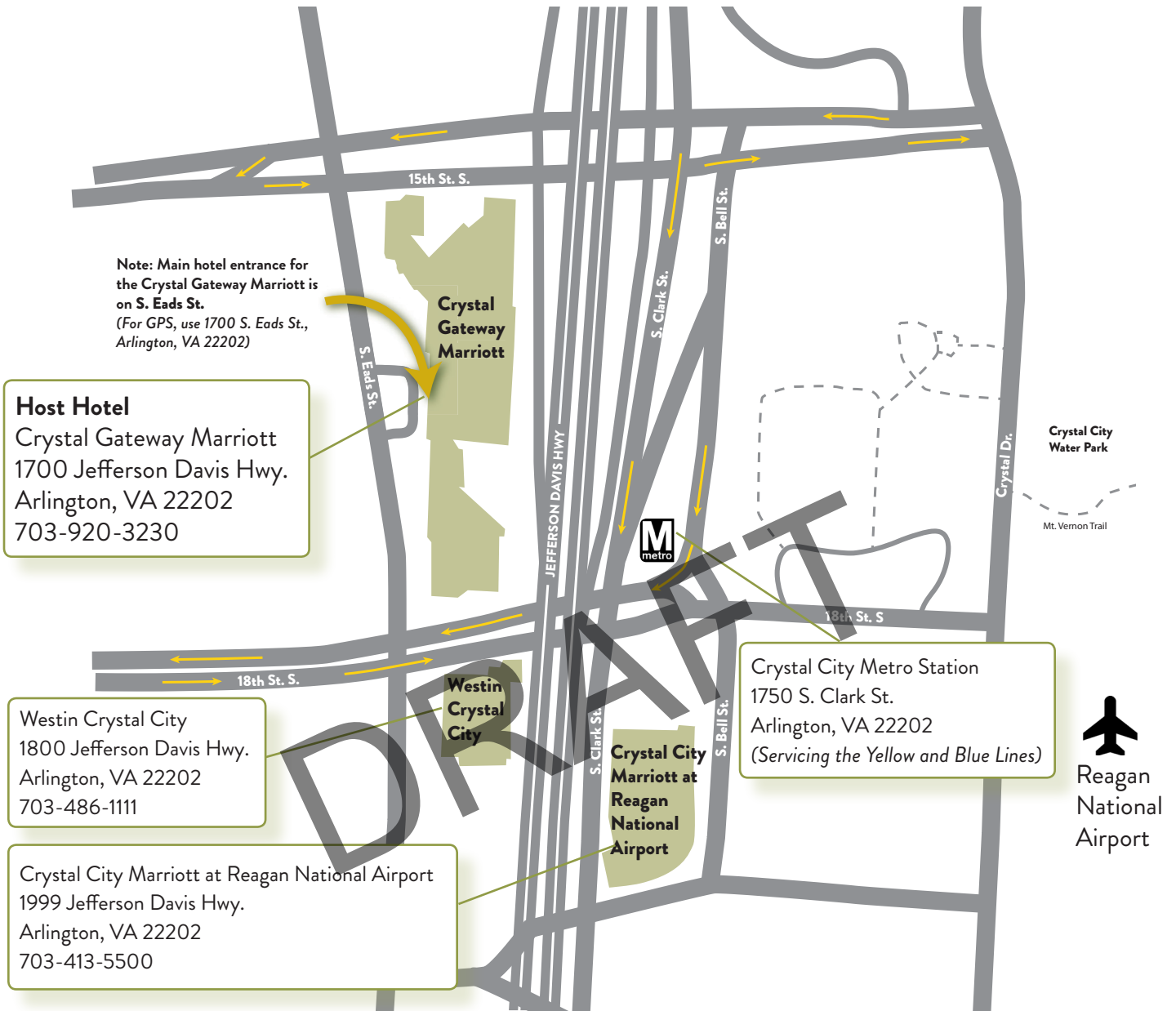
- ★★ Benefactor
- ★ Contributor

The following Corporate Partners were unable to exhibit this year:

- BHD Information Systems, Inc. - Retail Pro ★
- Celestron ★
- Dog-Eared Publications ★
- Olde America Antiques ★
- Pomegranate Communications, Inc. ★
- Speartek, Inc. ★★
- TAM Retail ★
- University of North Carolina Press ★
- Waterknot ★



CRYSTAL CITY AREA MAP



Metro Directions (Airport to Crystal City)

From the Ronald Reagan Washington National Airport (DCA) take the Blue Line (towards Largo Town Center) or the Yellow Line (towards Fort Totten) and exit at the first stop, Crystal City Metro Station.

From the Crystal City Metro Station you can use the escalators to exit to the street level and walk to your hotel. Or, see directions to access the Crystal Gateway Marriott and Crystal City Marriott through the Crystal City Underground Shops.

Accessing the Crystal Gateway Marriott and Crystal City Marriott Through the Crystal City Underground Shops

Exit the Crystal City Metro Station mid-level (after the first set of escalators) and:

Turn **RIGHT** into the shops and follow signs for the **Crystal Gateway Marriott**. You will enter at the Lobby Level of the hotel.

Turn **LEFT** into the shops and follow signs for the **Crystal City Marriott**. There will be a hotel entrance on your left to take elevators to the Lobby Level.

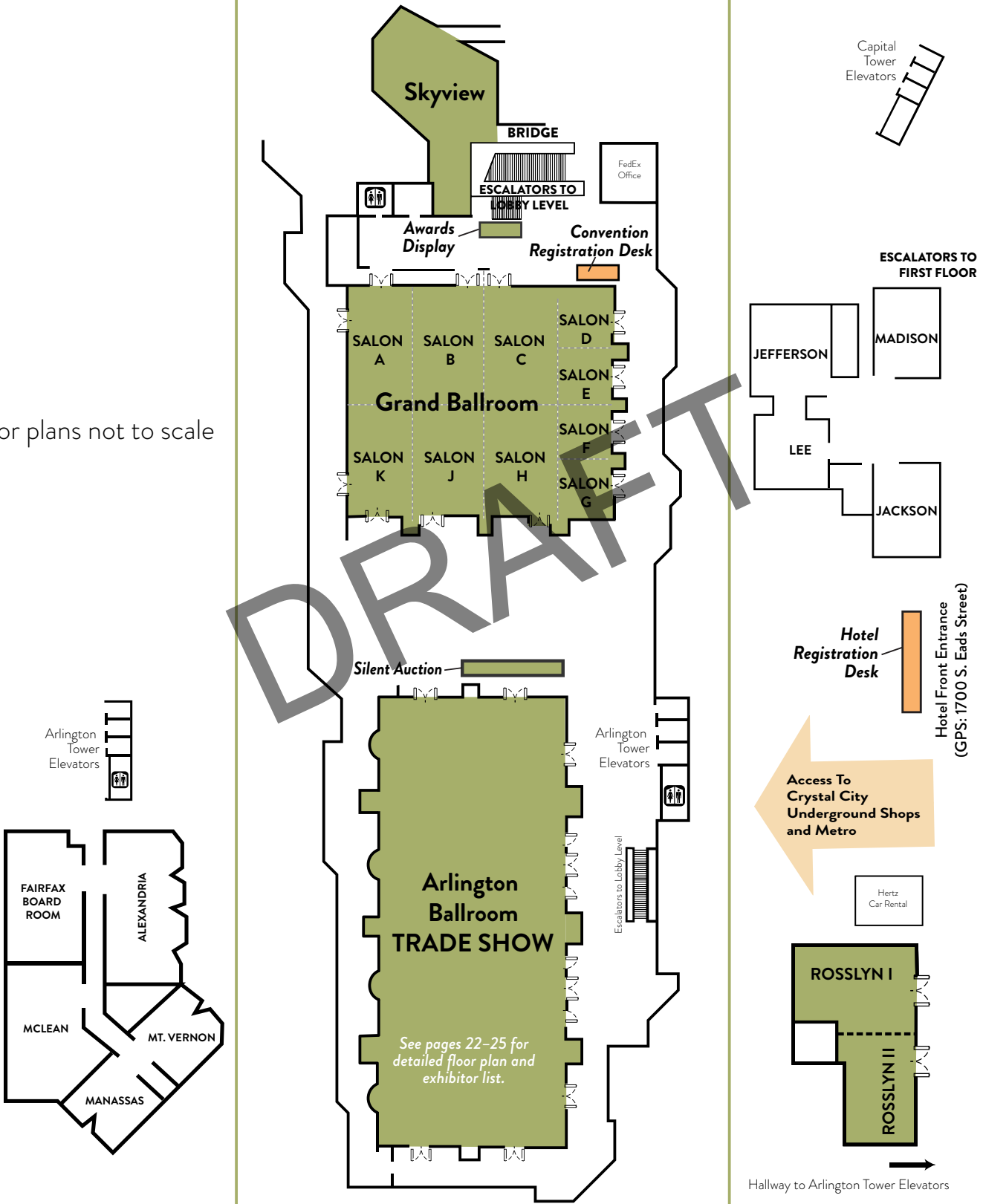
CRYSTAL GATEWAY MARRIOTT

Second Floor

First Floor

Lobby Level

Floor plans not to scale



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See pages 22-25 for detailed floor plan and exhibitor list.



Membership Helps You Achieve Your Mission

As a national, non-partisan organization, the Public Lands Alliance mission is to build and elevate effective and exceptional public–nonprofit partnerships for the benefit of public lands and their users.

Who We Are

Our members are nonprofits that generate over \$150 million in grants, programs and contributions to more than 500 public lands sites each year. They serve as a backbone for keeping our nation’s special places enjoyable and protected. See a list of our members at publiclandsalliance.org/current-members.



How We Help

Membership with the Public Lands Alliance provides your organization with expansive benefits:

Representation on Capitol Hill

We address issues of importance to our members through active representation to Congress and public land agency leaders. We advocate for public–private partnerships, increased funding for public lands and increased learning opportunities for America’s visitors.



Education and Training

We offer customized training and assessment tools to strengthen nonprofits and we lead online learning opportunities throughout the year on critical nonprofit and agency topics. Our annual convention and trade show also brings together over 500 public lands professionals to network and build successful partnerships. Visit <http://publiclandsalliance.org/education> to learn more.

A Connected Community

Our member-to-member network promotes collaboration and thought leadership. Through our online communities, members discuss issues and exchange resources—providing a support system for nonprofits across the nation. Our members also provide insights to position papers, analysis and initiatives that impact the public lands community.



Additional Savings

Members receive discounts for our education and training programs and receive beneficial insurance rates and assessments through our partner, MDP Programs. Members with retail outlets also participate in our Reciprocal Discount Program which allows their members to receive discounts at public land stores across the country.



If you have questions about any of the member benefits listed here, contact Amanda Keith, amanda@publiclandsalliance.org or call her at 301.946.9475 x223.

PUBLIC LANDS ALLIANCE MEMBERS

The Public Lands Alliance is the only national organization created by and for nonprofit organizations whose missions are to preserve and protect America's public lands and enhance the experience of their visitors.

Adventure Scientists
Alaska Geographic
Arizona Natural History Association
Badlands Natural History Association
Big Bend Conservancy
Big Bend Natural History Association
Black Hills Parks and Forests Association
Blue Ridge Parkway Foundation
Bryce Canyon Natural History Association
Cabrillo National Monument Conservancy
Cabrillo National Monument Foundation
California Trail Center Foundation
Canyonlands Natural History Association
Capitol Reef Natural History Association
Carver Birthplace Association
Colorado Canyons Association
Colorado National Monument Association
Conservancy for Cuyahoga Valley National Park
The Corps Foundation
Cradle of Forestry in America Interpretive Association
Crater Lake Natural History Association
Craters of the Moon Natural History Association
Death Valley Natural History Association
Devils Tower Natural History Association
Discovery Southeast
Discover Your Northwest
Dixie / Arizona Strip Interpretive Association
Eastern National
Eastern National Forests Interpretive Association
Eastern Sierra Interpretive Association
Florida National Parks Association
Fort Laramie Historical Association
Friends of Acadia
Friends of the Angeles Forest
Friends of Black Rock High Rock
Friends of the Blue Ridge Parkway
Friends of Ebey's Landing National Historical Reserve
Friends of Florissant Fossil Beds
Friends of Fort Vancouver National Historic Site
Friends of Great Smoky Mountains National Park
Friends of Hawaii Volcanoes National Park
Friends of Independence National Historical Park
Friends of the Klondike Corridor
Friends of Mount Rogers
Friends of the Oregon Caves and Chateau
Friends of Pompeys Pillar
Friends of Red Rock Canyon
Friends of Saguaro National Park
Friends of Theodore Roosevelt National Park
Friends of Yaquina Lighthouses
The Glacier Institute
Glacier National Park Conservancy
Glen Canyon Natural History Association
Golden Gate National Parks Conservancy
Grand Canyon Association
Grand Teton Association
Grand Teton National Park Foundation
Great Smoky Mountains Association
Harpers Ferry Historical Association
Hawai'i Pacific Parks Association
Hiawatha Interpretive Association
Intermountain Natural History Association
Isle Royale & Keweenaw Parks Association
Jefferson National Parks Association
John Muir Association
Joshua Tree National Park Association
Katmai Conservancy
Lassen Association
Lewis & Clark National Park Association
Los Amigos de Valles Caldera
Manzanar History Association
Mesa Verde Museum Association
Mississippi Park Connection
Monocacy National Battlefield Foundation, Inc
Montana's Outdoor Legacy Foundation
Mount Rushmore Society
National Association for Interpretation
National First Ladies' Library
National Park Foundation
National Parks Conservation Association
Nevada Outdoor School
Ocmulgee National Monument Association
Pacific Historic Parks
Partners of the Cherokee National Forest
Petrified Forest Museum Association
Pinnacles Partnership
Point Reyes National Seashore Association
Protectors of Tule Springs
Public Lands Institute, UNLV
Public Lands Interpretive Association
Redwood Parks Conservancy
Rocky Mountain Conservancy
Rosie the Riveter Trust
San Juan Mountains Association
Santa Monica Mountains Fund
Sawtooth Interpretive and Historical Association
Sequoia Parks Conservancy
Shenandoah National Park Association
Southern Nevada Conservancy
South Florida National Parks Trust
St. Croix River Association
Stewards of the Coast and Redwoods
Student Conservation Association
Tahoe Heritage Foundation
Theodore Roosevelt Nature and History Association
Valley Forge Park Alliance
Vermont Parks Forever
Voyageurs National Park Association
Washington's National Park Fund
Western National Parks Association
Yellowstone Forever
Yosemite Conservancy
Zion Natural History Association

Celebrate the Best in Public Land Partnerships

Join Us to Celebrate the 2017 Partnership Award Winners

The Public Lands Alliance Partnership Awards celebrate the best in public lands partnerships, recognizing individuals, organizations, publications, products, programs and services that embody leading edge achievements in the preservation of public lands and the enrichment of visitors. This program recognizes excellence in public lands partnerships, innovative solutions to challenges and outstanding programs and events that enhance the visitor experience on public lands.



The Award Winners and Honorable Mentions for the 2017 Partnership Awards will be announced at the Closing Banquet and Awards Ceremony at the Crystal Gateway Marriott on Wednesday, February 15, 2017 from 7:00 - 9:30 pm.

💎 This is a ticketed event: \$75 (discounted tickets available to those staying in convention hotels). A limited number of tickets may be available onsite, inquire at the Convention Registration Desk.

View This Year's Submissions and Vote for Your Favorite!

Submissions to the Publication of the Year, Innovative Product of the Year, and Outstanding Public Engagement of the Year categories are on display directly across from the Registration Desk. You can vote for your favorite submission by participating in our Popular Vote!

Head to the submissions table, review the entries and pick the one that you think best represents public lands partnerships. The winning submission will be recognized as the fan favorite during the awards ceremony! Limit one vote per person.

Vote online at <http://publiclandsalliance.org/convention/popular-vote>.

Awards Committee

Linda Appanaitis
Paula Degen
Rose Fennell
Elizabeth Fien
Jan Lynch

Tom Mullin
Rika Nelson
Kim Olsen
Traci Verardo-Torres
Phil Zuckerman

Board of Directors, Public Lands Alliance
(Evaluated nominations for Agency Leadership, Corporate Stewardship, and Public Lands Partner Categories)

No member of the committee evaluated submissions for a category which their organization or company submitted to for this year's program.



Thank you to Impact Photographics for sponsoring our 2017 Partnership Awards.

Don't want to say goodbye? Become a Corporate Partner!

As a Corporate Partner, you can stay in touch with the public lands community all year-round, while helping to support the work of the Public Lands Alliance.

Our Corporate Partners program, formerly the "Vendor Support Program," is an annual giving program that creates meaningful opportunities for companies to connect with the Public Lands Alliance community.

We would love to customize a partnership that meets your marketing goals through personalized advertising, outreach and educational opportunities. We also have two established levels of giving, Contributor and Benefactor.



Contributors make a \$450 donation to the Alliance and access a variety of benefits to promote their business. Benefactors make an \$850 donation and gain additional opportunities to connect with the public lands community.



2017 BENEFACTOR

Both Contributors and Benefactors receive subscriptions to our monthly e-newsletter, Newswire and access to our online community, Market Circle, which allows you to discuss relevant trends in the public lands community. Contributors are able to choose one issue of Newswire to place an advertisement, and Benefactors can choose two. Contributors can request a one-time-use list of our members' contacts, and Benefactors can request it six times.

Corporate Partners can access early Trade Show registration and receive discounts on their booths. They are recognized on our website, in our program, and also have the option to request a Public Lands Alliance Corporate Partner logo to display on their own website.



2017 CONTRIBUTOR

So don't say goodbye after the convention comes to an end, say hello to all the benefits of becoming a Public Lands Alliance Corporate Partner. Contact Julia Wade, julia@publiclandsalliance.org, for more details.

We thank the generous companies and businesses that have already pledged their support as 2017 Corporate Partners. See page 22 for a list of Corporate Partners exhibiting at this year's Trade Show.

SAVE THE DATES

FEBRUARY 25 - MARCH 1, 2018

2018 Public Lands Alliance Convention and Trade Show

Renaissance Palm Springs Hotel and Palm Springs Convention Center Palm Springs, California

Attendee registration will open in fall of 2017 and exhibitor registration will open as follows:

September 12, 2017: Open to 2018 Benefactors

September 19, 2017: Open to 2018 Contributors

September 26, 2017: Open to General Public



FEBRUARY 24 - 28, 2019

2019 Public Lands Alliance Convention and Trade Show

Sheraton Downtown Denver Hotel, Denver, Colorado



Photo courtesy of VISIT DENVER

For more information, visit www.publiclandsalliance.org.

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2017 CONVENTION SPONSORS

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

PLATINUM



GOLD



SILVER

Devils Tower Natural History Association
Friesens Corporation
Great Smoky Mountains Association
Hawai'i Pacific Parks Association

Mount Rushmore Society
Peaks, Plateaus and Canyons Association
Rocky Mountain Conservancy
Vapur, Inc.

BRONZE

Celestron
Death Valley Natural History Association
Green Goo by Sierra Sage

Hogeye, Inc.
Moses
Student Conservation Association

FRIENDS

Badlands Natural History Association
Black Hills Parks and Forests Association
Canyonlands Natural History Association
Discover Your Northwest

Mesa Verde Museum Association
Sequoia Parks Conservancy
Shenandoah National Park Association