PUBLIC LANDS ALLIANCE
2024 CONVENTION
AND TRADE SHOW
SAN FRANCISCO, CA | MARCH 4 – 8
We thank the convention program committee, board of directors, staff, and presenters who contributed their energy, creativity, time, and talents to this year’s Convention and Trade Show.

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CONVENTION PROGRAM COMMITTEE

Emily Rose Ashton, Formerly of Xplorer Maps
Kate Bickert, Senior Director, Strategic Partnerships and Innovation, Golden Gate National Parks Conservancy
Emily Douce, Deputy Vice President of Government Affairs, National Parks Conservation Association
Elizabeth Gonzalez, Chief Operating Officer, Washington’s National Park Fund
Daniel Huecker, Field Institute Director, Sequoia Parks Conservancy
Sharon Kienzle, Retail Sales Manager, Canyonlands Natural History Association
Jason Kimenker, Executive Director, Friends of Panthertown
Birgit Miller Gresham, Senior Philanthropic Director, “Ding” Darling Wildlife Society
Allyssa Morris, Visitor Services Program Manager, Keālia Pond National Wildlife Refuge, USFWS
Cata Norena, Club de Exploradores, FIND Outdoors
Crys O’Grady, Board Member, Sequoia Parks Conservancy
Nicki Phelps, Vice President of Visitor Programs and Services, Golden Gate National Parks Conservancy
Sarah Pritchard, Executive Director, Rosie the Riveter Trust
Jim Silvia, Board President, Harpers Ferry Park Association
Sarah Witt, Former Director of Desert Institute, Joshua Tree National Park Association

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1835 7th St. NW #242, Washington, DC 20001
Phone: 301-946-9475 | www.publiclandsalliance.org

The Public Lands Alliance builds and elevates effective nonprofit organizations and exceptional public-nonprofit partnerships for the benefit of public lands and their users.
Welcome to San Francisco, CA!

From Alcatraz Island and Rosie the Riveter WWII Home Front National Historical Park to Don Edwards San Francisco Bay National Wildlife Refuge and Candlestick Point State Recreation Area, land management agencies and their nonprofit partners have been developing models of stewardship and community engagement that inspire us. PLA is excited to bring their stories to our convention program, as well as best practices and tools refined across the nation. Thank you for joining us to network, learn, and increase our impact together—and I hope you explore the historic sites and natural beauty protected for the benefit of present and future generations.

- Dan Puskar, President and CEO, Public Lands Alliance

HILTON SAN FRANCISCO UNION SQUARE

All events for PLA 2024 will take place at the Hilton San Francisco Union Square, except for field trips.

Hilton San Francisco Union Square
333 O’Farrell Street
San Francisco, CA 94102
Phone: (415) 771-1400

Check-In: 3:00 pm
Check-Out: 11:00 am

All entrances other than the main Hotel entrance are locked from 10 pm – 6 am each day. Call 444 for Hilton Security on any guest room or house phone for emergencies.

Hilton In-Room Guest Wi-Fi for PLA Participants
Basic in-room guest Wi-Fi is available to participants who booked in the PLA room block. This is only available in guest rooms, it does not extend to other locations in the Hilton hotel.

PLA REGISTRATION & INFORMATION DESK

Location: Yosemite Ballroom Foyer, Ballroom Level

Check-in at the PLA 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. PLA Staff can be reached at 301-946-9475 ext. 3.

Monday, March 4 ................................................................. 12:00 pm – 7:30 pm
Tuesday, March 5 ................................................................. 7:45 am – 5:00 pm
Wednesday, March 6 ............................................................ 7:45 am – 5:30 pm
Thursday, March 7 ............................................................... 7:45 am – 5:30 pm

This program is accurate as of press time. Check schedule posters displayed by the Registration Desk area or online for updates: www.publiclandsalliance.org/pla2024.

INFORMATION

Accessibility
The Hilton San Francisco Union Square operates in compliance with the Americans with Disabilities Act. Notify staff at the Hilton or PLA Registration Desk if you need assistance with accessibility.

Code of Conduct and Waiver of Liability
Registration and attendance at PLA 2024 constitutes an agreement by the registrant to PLA’s code of conduct policy and waiver of liability, which can be found at www.publiclandsalliance.org/pla2024 (under the About tab).

Health
If you start to feel ill, experience flu or COVID-like symptoms, please do not attend events and follow CDC guidelines.

Safety
Stop by the Hilton Concierge Desk for maps, brochures and local area recommendations. We recommend walking in pairs or groups and using the same caution as when traveling to any metropolitan destination.

Follow and Tag PLA
Facebook: Public Lands Alliance
Instagram: @publiclandsalliance
Twitter: @publiclands4all

PLA 2024 Online Community
Engage with fellow participants before, during and after the event at www.publiclandsalliance.org/pla2024/community. Click on the green Sign In button in the upper right corner of the screen to log in (click the link “Having trouble logging in?” if you forgot your password or need help logging into your account).
# Monday, March 4, 2024

<table>
<thead>
<tr>
<th>Time</th>
<th>Session 1</th>
<th>Session 2</th>
<th>Session 3</th>
<th>Other Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 am - 3:00 pm</td>
<td>A Successful ParksRx Program: Getting Community to the Parks for Wellness</td>
<td>Climate Change and Seasonal Impacts: Resourcefully Protecting Our Public Lands and Visitors</td>
<td>Inclusive Storytelling in the Pacific: Commemorating Indigenous Stories Through Education</td>
<td>Networking Beverage Break (Franciscan C)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Blue Ridge Rising: Engaging the Gateway Communities of the Blue Ridge Parkway</td>
<td>Youth-Led Climate Resilience Crews</td>
<td>Lunch Break on Your Own (Imperial Ballroom)</td>
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<tr>
<td></td>
<td></td>
<td>Sponsored by Canyonlands Natural History Association</td>
<td>Imperial A</td>
<td>12:15 pm - 1:30 pm Informal Buyer Meet Up (Franciscan B)</td>
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<tr>
<td></td>
<td></td>
<td>Imperial A</td>
<td>Guardians of the Public Lands: Effective Strategies for Next-Gen Stewardship and Personal Wellbeing</td>
<td>You are Welcome Here: A Guide to Ethical Storytelling on Public Lands</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Imperial B</td>
<td>Sponsored by Canyonlands Natural History Association</td>
<td>Sponsored by Jefferson National Parks Association</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Sponsored by Eastern National</td>
<td>2:45 pm - 3:15 pm Networking Beverage Break (Franciscan C)</td>
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<tr>
<td></td>
<td>A New Model for Public-Private Partnership in California</td>
<td>Imperial A</td>
<td>Imperial B</td>
<td>Sponsored by Golden Gate National Parks Conservancy</td>
</tr>
<tr>
<td></td>
<td>Enter the Titaneers: Volunteers Protecting the Grove of Titans</td>
<td>Imperial B</td>
<td>Imperial B</td>
<td>Sponsored by McGovern Outdoor with support from Rosie the Riveter Trust</td>
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</tbody>
</table>

# Tuesday, March 5, 2024

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<thead>
<tr>
<th>Time</th>
<th>Session 4</th>
<th>Session 5</th>
<th>Other Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:45 am - 9:15 am</td>
<td>Equitable and Inclusive Hiring Practices: Reimagine Recruitment, Transform Your Organization</td>
<td>US Army Corps of Engineers Partnership Forum</td>
<td>Networking Beverage Break (Franciscan C)</td>
</tr>
<tr>
<td></td>
<td>Priority Setting for Government Relations during Uncertain Political Climates</td>
<td>National Park Service Partnership Forum</td>
<td>Sponsored by A Wild Soap Bar (Imperial B)</td>
</tr>
<tr>
<td></td>
<td>Inclusive Retail: Interpreting the Untold Stories Sponsored by Eastern National</td>
<td>New Product Round Robin Sponsored by A Wild Soap Bar</td>
<td>Board Roundtable Yosemite AB</td>
</tr>
<tr>
<td></td>
<td>Imperial A</td>
<td>Imperial A</td>
<td>Yosemite AB</td>
</tr>
<tr>
<td></td>
<td>Sponsored by Eastern National</td>
<td>Imperial B</td>
<td>Yosemite AB</td>
</tr>
<tr>
<td></td>
<td>Imperial A</td>
<td>Sponsored by A Wild Soap Bar</td>
<td>Sponsored by Sticker Pack</td>
</tr>
<tr>
<td>10:00 am - 10:30 am</td>
<td>Equitable and Inclusive Hiring Practices: Reimagine Recruitment, Transform Your Organization</td>
<td>US Army Corps of Engineers Partnership Forum</td>
<td>7:30 pm - 9:00 pm Film Screening: “Out There: A National Parks Story” with Director Brendan Hall</td>
</tr>
<tr>
<td>10:00 am - 5:00 pm</td>
<td>Priority Setting for Government Relations during Uncertain Political Climates</td>
<td>National Park Service Partnership Forum</td>
<td>Imperial A</td>
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<tr>
<td>10:30 am - 12:00 pm</td>
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<td>New Product Round Robin</td>
<td>Yosemite AB</td>
</tr>
<tr>
<td>10:30 am - 12:00 pm</td>
<td>Imperial B</td>
<td>Imperial A</td>
<td>Yosemite AB</td>
</tr>
<tr>
<td>7:30 pm - 9:00 pm</td>
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<td>Sponsored by Sticker Pack</td>
<td>Sponsored by Sticker Pack</td>
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</tbody>
</table>

SCHEDULE-AT-A-GLANCE
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am - 9:00 am</td>
<td>Aloha Coffee Kick-Off <strong>Grand Ballroom</strong> <em>Sponsored by Hawai‘i Pacific Parks Association and Deneen Pottery</em></td>
<td><strong>Grand Ballroom</strong></td>
</tr>
<tr>
<td>10:30 am - 11:00 am</td>
<td>Communicate, Educate, and Inform Where Visitors Are Planning Their Adventure <strong>Imperial A</strong> <em>Sponsored by AllTrails</em></td>
<td><strong>Imperial A</strong></td>
</tr>
<tr>
<td>11:00 am - 1:00 pm</td>
<td>Lunch Break <em>Attendee box lunches sponsored by Wild Tribute</em> See page 10</td>
<td><strong>Grand Ballroom</strong></td>
</tr>
</tbody>
</table>

**Session 6**

**12:45 pm - 2:00 pm**

- US Fish and Wildlife Service Partnership Forum **Franciscan C**
- Porch to Park to Preserves: How Everyone Can be Connected to Public Lands **Imperial A**
- Six Key Steps: Successfully Securing Grants for Your Nonprofit **Imperial B**
- Considering Impact and Revenue to Create Sustainable Education Programs **Sponsored by Eastern National Yosemite AB**

**Session 7**

**2:30 pm - 3:45 pm**

- US Forest Service Partnership Forum **Franciscan C**
- Building Philanthropic Partnerships with National Parks **Sponsored by Eastern National Imperial A**
- “I Was So Proud to be Red!”: Native American Voices from the Alcatraz Occupations **Imperial B**
- Clearing the Confusion of Investments and Investment Policies **Yosemite AB**

**Session 8**

**4:00 pm - 5:15 pm**

- Bureau of Land Management Partnership Forum **Franciscan C**
- Excellence and the Nonprofit Board: Eight Strategies for Getting (Even) Better **Imperial A**
- Generating Revenue and Exposure with Corporate Sponsors **Imperial B**
- Representation in Storytelling: How to Collaborate with Partners and Comunidad to Elevate Diverse Stories from Public Lands **Yosemite AB**

**5:00 pm - 6:30 pm**

**Trade Show Mixer Grand Ballroom**
### Thursday, March 7, 2024

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am - 8:30 am</td>
<td>Networking Beverage Break  Grand Ballroom Sponsored by Sticker Pack</td>
</tr>
<tr>
<td>8:00 am - 9:45 am</td>
<td>Silent Auction Open  Grand Ballroom</td>
</tr>
</tbody>
</table>
| 8:30 am - 9:30 am | Session 9  
**Financial Roundtable**  Franciscan C |
| 8:30 am - 9:30 am | Session 9  
**Philanthropy Roundtable**  Imperial A |
| 8:30 am - 9:30 am | Session 9  
**Executive Leadership Roundtable**  Imperial B |
| 8:30 am - 9:30 am | Session 9  
**Education Roundtable**  Yosemite AB |
| 10:00 am - 11:00 am | Session 10  
**How Polka Dots and Stripes are Saving Birds on Public Lands and Beyond**  Franciscan C |
| 10:00 am - 11:00 am | Session 10  
**Walk This Way: The Power of Mindfulness in Nature**  Imperial A  
**Sponsored by Canyonlands Natural History Association** |
| 10:00 am - 11:00 am | Session 10  
**Success and Wellness Tips by a Couple of Accidental CEOs**  Imperial B |
| 10:00 am - 11:00 am | Session 10  
**Rapid Cycle Planning: Stewarding Business Planning Through Rapidly and Ever-Changing Circumstances**  Yosemite AB |
| 11:00 am - 12:45 pm | Lunch Break  
**Attendee box lunches sponsored by Wild Tribute**  See page 14 |
| 11:00 am - 12:45 pm | Silent Auction Pick-Up  Grand Ballroom |
| 1:00 pm - 5:00 pm | Exhibitor Tear Down  Grand Ballroom |
| 1:15 pm - 2:15 pm | Session 11  
**Healing Through Community: A Nonprofit’s Role in Fostering Accessibility and Inclusion on Public Lands**  Franciscan C |
| 1:15 pm - 2:15 pm | Session 11  
**The Road to Successful Advocacy: Building and Deepening Strategic Relationships in Uncertain Climates**  Imperial A |
| 1:15 pm - 2:15 pm | Session 11  
**Train Them So They’ll Stay: Build a Strong Workforce Using a Modern Approach to Teaching and Learnings**  Imperial B |
| 1:15 pm - 2:15 pm | Session 11  
**Partnering Up to Make the Invisible Visible: The African American Experiences in the Smokies Project**  Yosemite AB |
| 2:30 pm - 3:30 pm | Session 12  
**Membership Roundtable**  Franciscan C |
| 2:30 pm - 3:30 pm | Session 12  
**Public Lands, Creative Spaces**  Imperial A |
| 2:30 pm - 3:30 pm | Session 12  
**Large Legacy Initiatives: Beyond the Borders of Public Lands**  Imperial B |
| 2:30 pm - 3:30 pm | Session 12  
**Marketing and Communications Roundtable**  Yosemite AB |
| 3:30 pm - 4:00 pm | Networking Beverage Break  Imperial Ballroom  
**Sponsored by Finley Holiday Productions** |
| 4:00 pm - 5:15 pm | Closing General Session: Featured Speaker Rue Mapp  Imperial Ballroom  
**Co-Sponsored by Grand Canyon Conservancy, Zion National Park Forever Project, and Potrero Group** |

### Friday, March 8, 2024

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
</table>
| 8:00 am - 3:00 pm | Before and After: Restoring a Refuge  
*(ticketed event)* |
| 8:30 am - 3:30 pm | Ring Around the San Francisco Bay: We Can Do It!  
*(ticketed event)* |
| 8:45 am - 3:00 pm | Escape to Alcatraz  
*(ticketed event - SOLD OUT)* |
How can public lands not only survive, but flourish, when faced with climate threats, budget cuts and ongoing challenges? Parks California was established by the California legislature as the official statutory nonprofit partner to the nation’s largest and most diverse state parks system. Working at the nexus of community, Tribes, nonprofits and government, learn how this new partnership model is creating vibrant, healthy parks that meet the needs of all people.

Location: Franciscan A

Enter the Titaneers: Volunteers Protecting the Grove of Titans

Autumn Subers, Volunteer & Transportation Manager, Founding Titaneer, Redwood Parks Conservancy
Doug Kerr, Founding Titaneer
Patrick Taylor, Interpretation & Education Program Manager, Redwood National and State Parks
Wonder Heart, Experience Nature Project Coordinator, Redwood Parks Conservancy
Erin Gates, Interpretation & Education Program Manager, North Coast Redwoods District, California State Parks

The pronounced increase of visitors to the Grove of Titans, a delicate grove of ancient redwoods in Redwoods National and State Parks, has caused considerable damage in just 10 years. Enter the Titaneers, a uniformed volunteer group 60-strong that patrols and educates visitors, helping to sustainably protect the environment in which the Redwoods are able to grow and mature. It’s really about legacy—being mindful that we all help to keep our public lands thriving for generations to come.

Location: Franciscan C

A New Model for Public-Private Partnership in California

Rosie Clayburn, Tribal Heritage Preservation Officer/Cultural Resources Director, Yurok Tribe, & Board Member, Parks California
Kindley Walsh Lawlor, President & CEO, Parks California
Michael Mantell, Former President, Resources Legacy Fund, & Board Member, Parks California
Armando Quintero, Director, California Department of Parks and Recreation, & Board Member, Parks California
Cleveland Justis, (moderator) Principal at Potrero Group

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Tuesday, March 5

SESSION 2: CASE STUDIES

Time: 8:00 - 8:45 am

Climate Change and Seasonal Impacts: Resourcefully Protecting Our Public Lands and Visitors

Becky Tuden, Ecological Services Manager, East Bay Regional Park District

Dave Mason, Acting Community Relations Manager, East Bay Regional Park District

Khari Helae, Assistant Fire Chief, East Bay Regional Park District

Public safety is our number one priority, especially with the increasing impacts of climate change. With 125,000+ acres of parkland and forests in the East Bay Regional Park District as a backdrop, we’ll discuss technology used to combat climate effects. From remediating harmful algal blooms to creating biochar from fuels reduction debris, we’ll reveal how weather data is used to implement fire restrictions and how our innovative website alert system covers our extensive parklands and trail systems across two large counties and 33 cities, serving three million residents.

Location: Franciscan C

Sponsored by Eastern National

Blue Ridge Rising: Engaging the Gateway Communities of the Blue Ridge Parkway

George Ivey, North Carolina Development Director, Blue Ridge Parkway Foundation

The health of public lands often depends on private lands beyond their boundaries. From water and wildlife to pollution and climate change, parks and communities share an intertwined fate. The Blue Ridge Parkway Foundation launched Blue Ridge Rising as a systematic, community-led process to link and leverage Parkway assets with 29 neighboring counties. Learn
about the process, results, and lessons learned; offer ideas; and develop your own next steps for engaging your public land neighbors.

**Location:** Imperial A  
**Sponsored by Canyonlands Natural History Association**

**Guardians of the Public Lands: Effective Strategies for Next-Gen Stewardship and Personal Well-Being**

Sydney Williams, Founder & CEO, Hiking My Feelings  
Daniel Huecker, Field Institute Director, Sequoia Parks Conservancy  
Michelle Payan, Community Volunteer Ambassador, Golden Gate National Recreation Area

Inspired results require innovative approaches. So, what will it take to engage the next generation in stewardship of and advocacy for our public lands? Join us as we explore how the integration of stewardship and self-care has yielded tangible benefits. We'll discuss how stewardship and self-care events reinvigorate parks; engage a new generation of stewards, donors, and advocates; and generate volunteer hours necessary to support increasing conservation efforts.

**Location:** Imperial B  
**Sponsored by Canyonlands Natural History Association**

**The Public Lands Buyer/Vendor Universe: Hot Topics and Takes (Part I)**

Kristina Newsom, Owner, Second Generation, Specialties Plus of NC, LLC  
Caroline Ward, Board Member, Public Lands Alliance  
Dawn Roark, Retail Director, Smokies Life

Building on the changes we made last year to spice up this forum, this year we're adding even more spice to the buyer/vendor meetups. We'll be tackling hot topics in the industry, a lot like last year, but with even more interactivity and fun! With pre-suggested topics from the community, you'll chat and share experiences with buyers and vendors alike—enough to embrace the current climate, while therapeutically striving for greater understanding and perhaps, even solutions. We all need to smile now and again!

**Location:** Yosemite AB

**NETWORKING BEVERAGE BREAK**

**Time:** 8:45 – 9:15 am  
**Location:** Imperial Ballroom Foyer  
**Sponsored by Golden Gate National Parks Conservancy**

**SESSION 3: CASE STUDIES**

**Inclusive Storytelling in the Pacific: Commemorating Indigenous Stories Through Education**

Jaclyn Balajadia, Guam Content Manager, Pacific Historic Parks  
Jovannalyn Mafnas Moses, Education Specialist, Pacific Historic Parks

To commemorate the resilience of the indigenous peoples involved in the World War II Marianas Campaign, we produced a series of unique educational and interpretive programs focusing on the experience of the Chamorros, the first inhabitants of the Mariana Islands. This session highlights immersive programs in the Mariana Islands, an archipelago in the western Pacific Ocean. The programs help youth feel connected, represented, and empowered to continue preserving their stories of the past.

**Location:** Franciscan C

**Youth-Led Climate Resilience Crews**

Kate Casale, City Director Bay Area, Student Conservation Association  
Arnold Palomo, Bay Area Program Manager, Student Conservation Association  
Calvin Jackson, Bay Area Crew Leader, Student Conservation Association  
Maria Phuong-Trang Vu, Student Crew Member, Student Conservation Association  
Teresa Phuong Vu, Student Crew Member, Student Conservation Association  
Alonso Allen, Student Crew Member, Student Conservation Association

In this session, we'll share opportunities, challenges, and learnings about how to engage urban youth and young adults in climate resiliency projects. Further, we’ll outline strategies about how to ignite enthusiasm for future careers addressing the climate crisis by discussing recent projects centered on climate resiliency on public lands in the Bay Area. In addition, we'll gain new perspectives on how public lands agencies can partner effectively to advance climate and workforce development goals.

**Location:** Imperial A  
**Sponsored by Eastern National**

**Saying No to Good Intentions**

Leonie Mowat, Communications Director, Southern Nevada Conservancy

As an alpine oasis tucked at the edge of Las Vegas, the Spring Mountains National Recreation Area is an over-loved and underfunded national forest unit that leans heavily on nonprofit support. Everyone wants to help, but is what they want to do really helping? This multi-project case study dives into dealing with volunteers and donors and the tough-but-necessary conversations you need to have both with them and internally to create better programs and stronger relationships.

**Location:** Imperial B  
**Sponsored by Eastern National**

**The Public Lands Buyer/Vendor Universe: Hot Topics and Takes (Part II)**

Kristina Newsom, Owner, Second Generation, Specialties Plus of NC, LLC  
Caroline Ward, Board Member, Public Lands Alliance  
Dawn Roark, Retail Director, Smokies Life

Join us for continued discussions. Even if you missed Part 1 you are welcome to attend this session, as new topics will be covered.

**Location:** Yosemite AB

**NETWORKING BEVERAGE BREAK**

**Time:** 10:00 – 10:30 am  
**Location:** Imperial Ballroom Foyer
health-oriented programs that maximize impact, and encourage self-care among public lands staff. The PLA Board of Directors will announce several recipients of our 2024 Partnership Awards, celebrating the best in public lands partnerships.

Sponsored by Western National Parks Association

LUNCH BREAK ON YOUR OWN

Time: 12:00 – 1:30 pm
Location: Imperial Ballroom

Connect with colleagues, get some outdoor time, and explore one of the many nearby restaurants during the lunch break. The Hilton’s Herb N’Kitchen offers grab-and-go salads and sandwiches.

INFORMAL BUYER MEET UP

Time: 12:15 – 1:30 pm
Location: Franciscan B

Grab some lunch and join fellow buyers to informally talk about current issues impacting your purchasing role, share successes and challenges, and grow your network.

Note, this is for buyers of nonprofit public land partner organizations (no vendors, please).

SESSION 4

Equitable and Inclusive Hiring Practices: Reimagine Recruitment, Transform Your Organization

Karli Cowman, Consultant, Potrero Group
Stephane Alexandre, Consultant, Potrero Group

Representation matters, and diverse experiences and perspectives strengthen an organization. Traditional hiring processes are commonly filled with hidden biases that undermine a fair evaluation process, reproduce the status quo, and favor dominant identity groups. Public lands can better reflect the communities they serve through thoughtful recruitment, evaluation, and hiring. We will share strategies to inspire attendees to design search processes addressing barriers. Join us in championing equitable hiring in public lands.

Location: Franciscan C
Sponsored by Eastern National

Priority Setting for Government Relations during Uncertain Political Climates

Emily Douce, Deputy Vice President, Government Affairs, National Parks Conservation Association
Jeff Gabriel, Government Relations Committee Chair, Public Lands Alliance
Libby Marking, Director of Government Affairs & Public Policy, National Wildlife Refuge Association

With an eye towards the election year, ongoing struggles over appropriations, and slow congressional movement on conservation priorities, this session will speak broadly to public lands partners on how to focus government relations and advocacy efforts across land management agencies. Join government relations experts from the National Parks Conservation Association, National Wildlife Refuge Association, and Public Lands Alliance for an informative discussion.

Location: Imperial A

Inclusive Retail: Interpreting the Untold Stories

Robert Lieber, Vice President of Interpretive Centers and Sales, Golden Gate National Parks Conservancy
Harry Eng, Director of Interpretive Centers and Sales, Golden Gate National Parks Conservancy
Kate Clevenger, Associate Creative Director, Interpretive Centers and Sales, Golden Gate National Parks Conservancy
Elizabeth Siahaan, Senior Director, Interpretive Centers and Sales, Golden Gate National Parks Conservancy

The Golden Gate National Parks Conservancy works to create visitor facilities, publications, and products that welcome all visitors, telling stories from multiple perspectives. In this presentation, we will show a few of our
visitor centers and products we purchase and develop, discussing our development and decision-making processes. In a group discussion we will ask others to share their experiences creating inclusive storytelling.

Location: Imperial B
Sponsored by Eastern National

You are Welcome Here: A Guide to Ethical Storytelling on Public Lands
Sarah Hogan, Co-Founder & Chief Purpose Officer, Barefoot PR
Cori Streetman, Co-Founder & CEO, Barefoot PR
Nonprofit communicators and fundraisers have long used the power of lived experience to promote empathy, change our perception and motivate audiences to take action. The ways nonprofits engage with and empower storytellers with lived experience are an important part of each organization’s commitment to Justice, Equity, Diversity and Inclusion. Join us as we share best practices and real-life examples to help you incorporate ethical storytelling into your communications practices.

Location: Yosemite AB
Sponsored by Eastern National

NETWORKING BEVERAGE BREAK
Time: 2:45 – 3:15 pm
Location: Imperial Ballroom Foyer
Sponsored by Jefferson National Parks Association

SESSION 5
Time: 3:15 - 4:30 pm

US Army Corps of Engineers Partnership Forum
Heather Burke, National Partnership and Volunteer Program Manager, US Army Corps of Engineers
Nancy Rogers, Board Member, The Corps Foundation
Join leadership from the U.S. Army Corps of Engineers to discuss updates and recent developments regarding USACE partnerships. The Corps Foundation will also provide updates on its programs and outreach.

Location: Franciscan C

National Park Service Partnership Forum
Tom Medema, Associate Director, Interpretation, Education & Volunteers, NPS
Kerry Olson, Deputy Associate Director, Interpretation, Education & Volunteers, NPS
Kelli English, Program Manager, Cooperating Associations & Partnerships, NPS
Lauren Imgrund, Associate Director, Partnerships & Civic Engagement, NPS
Karyn Ferro, Acting Program Manager, Office of Partnerships & Philanthropic Stewardship, NPS
Karissa DeCarlo, Partnerships Program Coordinator, Office of Partnerships & Philanthropic Stewardship, NPS
Join leadership from the National Park Service to discuss updates and recent developments regarding NPS partnerships.

Location: Yosemite AB

New Product Round Robin
Joleen Thornsberry, Operations Manager, Canyonlands Natural History Association
Christy Spivey, Senior Buyer and Inventory Manager, Grand Canyon Conservancy
Join us for this popular round robin and learn about the latest products your public lands retail peers have recently developed. Every attendee contributes in this format, so come prepared for a lively, rich conversation that will allow you to hear and learn about experiences, ideas, and successes directly from your colleagues in the community. Be sure to bring a recently developed product to share with the group!

While all are welcome to attend, this session is for nonprofit public land buyers to share a new item they have developed.

Location: Imperial A

You are Welcome Here: A Guide to Ethical Storytelling on Public Lands
Sarah Hogan, Co-Founder & Chief Purpose Officer, Barefoot PR
Cori Streetman, Co-Founder & CEO, Barefoot PR
Nonprofit communicators and fundraisers have long used the power of lived experience to promote empathy, change our perception and motivate audiences to take action. The ways nonprofits engage with and empower storytellers with lived experience are an important part of each organization’s commitment to Justice, Equity, Diversity and Inclusion. Join us as we share best practices and real-life examples to help you incorporate ethical storytelling into your communications practices.

Location: Yosemite AB
Sponsored by Eastern National

“Out There: A National Park Story”
Join filmmaker Brendan Hall for an exclusive screening of “Out There: A National Parks Story,” an award-winning, feature-length documentary that has screened at festivals across the country to sold-out audiences of all ages. In this film, two childhood friends embark on a 10,000-mile road trip through National Parks, revealing a profound tapestry of stories from the people they meet along the way. During a post-film discussion, Brendan will share insights into the making of the film and opportunities for impact partnerships in distribution.

Sponsored by

FILM SCREENING
Time: 7:30 – 9:00 pm
Location: Imperial A

OUT THERE
A NATIONAL PARKS STORY

“Out There: A National Park Story”

Join filmmaker Brendan Hall for an exclusive screening of “Out There: A National Parks Story,” an award-winning, feature-length documentary that has screened at festivals across the country to sold-out audiences of all ages. In this film, two childhood friends embark on a 10,000-mile road trip through National Parks, revealing a profound tapestry of stories from the people they meet along the way. During a post-film discussion, Brendan will share insights into the making of the film and opportunities for impact partnerships in distribution.

Sponsored by
SPONSORED SESSION: ALLTRAILS

**Communication, Educate, and Inform Where Visitors Are Planning Their Adventures**

**Pitt Grewe**, Head of Public Land Partnerships, AllTrails

**Cece Kirkwood**, Program Manager, Public Lands, AllTrails

With the rising number of visitors to public lands and the increased availability of online information, land managers continue to cite that third-party apps have led to user conflicts when visitors find inaccurate information. In this sponsored session, AllTrails will share case studies from their Public Lands Program and discuss how they work with the public lands community to mitigate these issues and support responsible outdoor recreation.

**LUNCH BREAK**

**Time:** 11:00 am - 1:00 pm
**Location:** Grand Ballroom

Attendee box lunches are sponsored by Wild Tribute and will be available for pick up in the Trade Show. **Attendees will receive a Wild Tribute button with their registration materials for Wednesday’s lunch; turn this button in to receive your box lunch. Visit Wild Tribute at booth 701/703 and be sure to thank them!**

**ALOHA COFFEE KICK-OFF**

**Time:** 8:00 – 9:00 am
**Location:** Grand Ballroom
**Co-sponsored by**

**Hawaii Pacific Parks**

Exhibitors who did not pre-purchase box lunch vouchers may do so onsite for $30/lunch based on availability. More information is available at the PLA Registration Desk.
Six Key Steps: Successfully Securing Grants for Your Nonprofit

Jonathan Poisner, Founder, Jonathan Poisner Strategic Consulting

What separates nonprofits that secure grants from those that don’t is often a proper understanding of the steps that go into securing grants, of which writing the grant proposal is just part. Planning and relationship building is as important as writing when it comes to securing grants. In this interactive workshop, we will review six key steps to securing grants and how your nonprofit can position itself for success.

Location: Imperial B

Considering Impact and Revenue to Create Sustainable Education Programs

Samantha Young, Education Manager, Anza-Borrego Foundation
Daniel Huecker, Field Institute Director, Sequoia Parks Conservancy

Education programs are a vital component in the stewardship and enjoyment of public lands. However, these programs often struggle with maintaining financial sustainability, while also reaching a large audience. In this session, the presenters will facilitate a discussion to glean best practices in creating intentional and sustainable education programs. We’ll collaboratively identify current challenges facing the education landscape, discuss how to prioritize program impact and revenue, and highlight creative solutions to these challenges.

Location: Yosemite AB

NETWORKING BEVERAGE BREAK

Time: 2:00 – 2:30 pm
Location: Grand Ballroom
Sponsored by Eastern Sierra Interpretive Association

SESSION 7

US Forest Service Partnership Forum

Tobin Bloom National Program Manager of Travel, Tourism, and Interpretation, US Forest Service

Join leadership from the US Forest Service for a joint brainstorming session and discussion around emerging trends and issues for USFS interpretive services and partnerships. All are welcome. Topics will be especially relevant for anyone who works for or partners with the US Forest Service.

Location: Franciscan C

Building Philanthropic Partnerships with National Parks

Vickie Matas, Executive Director, National Park Friends Alliance
Frank Dean, President and CEO, Yosemite Conservancy
Chris Lehnertz, President and CEO, Golden Gate National Parks Conservancy
Tricia King Mims, Executive Director, National Park Partners of Chickamauga, Chattanooga, and Moccasin Bend
Doug Mitchell, Executive Director, Glacier National Park Conservancy
Brad Bennett, Superintendent, Chickamauga and Chattanooga National Military Park and Moccasin Bend National Archeological District

The National Park Friends Alliance creates space for collaboration, creativity, and support of philanthropic partnerships between the National Park Service and their official nonprofits. Join Friends Alliance leaders as they share ways to harness philanthropic opportunities and overcome challenges. This panel presentation and discussion will include programs and projects that demonstrate how nonprofits can thrive in uncertain times and empower community-led stewardship.

Location: Imperial B

“I Was So Proud to be Red!”: Native American Voices from the Alcatraz Occupations

Michele Gee, Deputy CEO, Golden Gate National Parks Conservancy
Katy Olds, Director of Interpretive Programs and New Ventures, Golden Gate National Parks Conservancy
Eloy Martinez, Native American Exhibit Advisor
Kristina Longoria, Native American Exhibit Advisor
Christian Davis, Deputy Chief of Interpretation, Golden Gate National Recreation Area
Michael Faw, Accessibility and Exhibits Specialist, Golden Gate National Recreation Area

During 1969-1971, Native Americans took over Alcatraz in a protest that had profound political and social impacts both then and now. Learn how NPS and other partners are working collaboratively with occupiers and their families to highlight their personal stories of courage, community, and hope... and to inspire visitors to become advocates for justice for Native Americans today, while learning about the new exhibit being developed and the process.

Location: Imperial B

Clearing the Confusion of Investments and Investment Policies

Morris Peacock, Partner, HintonBurdick CPAs and Advisors
Kipp Lewis, Manager, HintonBurdick CPAs and Advisors

Many nonprofits have restricted funds that need to be invested to meet financial objectives. Others have additional operating reserves that they want to invest to earn additional revenues to support operations. We all need clear direction regarding the types of investments that are recommended in different circumstances. This session will discuss best practices in implementing an investment policy and strategy to meet the fiduciary requirements of the nonprofit and its board while improving the return on investment from the funds invested.

Location: Yosemite AB
Representation in Storytelling: How to Collaborate with Partners and Comunidad to Elevate Diverse Stories from Public Lands

Natalie Britt, President and CEO, Zion National Park Forever Project
Jorge Hernández, Supervisory Park Ranger – Education, Zion National Park
Amanda Rowland, Program Manager, Interpretation and Visitor Services, Zion National Park

How can public land agencies leverage partnerships to share inclusive stories? A national park and its non-profit partner will share their path of collaboration to highlight a community’s connection to public lands. This session will review strategies, such as a needs assessment and community mapping exercise, to identify partnerships and develop more inclusive programming to elevate untold stories.

Location: Yosemite AB

Excellence and the Nonprofit Board: Eight Strategies for Getting (Even) Better

Cathy Allen, Founder and Principal, The Board Doctor, LLC

A well-functioning board of directors is the foundation of a strong and healthy nonprofit organization. Join this fast-paced session to see how these tried and true strategies could help your board get one notch better and strive for excellence.

Location: Imperial A

Generating Revenue and Exposure with Corporate Sponsors

Mark Saferstein, Publisher & Editor-in-Chief, American Park Network

A first step to working with corporate partners is understanding the “language” and goals of the person (and organization) with whom you’re communicating. Foundation managers have far different criteria than those whose budget responsibilities relate to media buying and marketing. The latter often have a much larger reach, along with a far different set of objectives. We’ll explore the nature of attracting corporate supporters and how to maximize the benefits of public/private partnerships.

Location: Imperial B

TRADE SHOW MIXER

Time: 5:00 – 6:30 pm
Location: Grand Ballroom

Join convention attendees and trade show exhibitors for light refreshments and a cash bar at the Trade Show.

This complimentary event for all PLA 2024 participants is a celebration of public lands and the public and private sectors who support them, and also offers dedicated time to shop the trade show.
Thursday, March 7, 2024

**TRADE SHOW**

**Time:** 8:00 am – 1:00 pm  
**Location:** Grand Ballroom

This is the final day of the Trade Show so be sure to take advantage of this time with exhibitors to place orders and explore ideas for new products and services.

**NETWORKING BEVERAGE BREAK**

**Time:** 8:00 - 8:30 am  
**Location:** Grand Ballroom  
**Sponsored by** Sticker Pack

**SILENT AUCTION**

**Time:** 8:00 - 9:45 am  
**Location:** Imperial A

Place your final bids by 9:45 am! Proceeds from the silent auction benefit PLA’s Education and Scholarship Fund. Winning bids can be paid for and picked up between 11 am and 12:45 pm. Cash, check and credit card payments accepted.

**SESSION 9**

**Time:** 8:30 - 9:30 am

**Financial Roundtable**

Morris Peacock, Partner, HintonBurdick CPAs and Advisors  
Kipp Lewis, Manager, HintonBurdick CPAs and Advisors

Join this financial roundtable to learn best practices for building donor confidence by promoting financial transparency. During this interactive session, we will discuss questions around legal requirements for financial records, preparing IRS Form 990, registering with charity databases, and related nonprofit policies and board fiduciary responsibilities. We’ll also break out by size and type of organization for peer-to-peer learning opportunities.  
**Location:** Franciscan C

**Education Roundtable**

Samantha Young, Education Manager, Anza-Borrego Foundation  
Dr. John Taylor, Director of Education, Zion National Park Forever Project

Developing successful educational programming 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, or traps to avoid for building and sustaining a program? Join us for an enlightening discussion in which we’ll take a holistic look at educational programming on our public lands, addressing relevant topics identified from pre-convention survey results.  
**Location:** Yosemite AB

**SESSION 10**

**Time:** 10:00 - 11:00 am

**How Polka Dots and Stripes are Saving Birds on Public Lands and Beyond**

Jennifer Owen-White, Refuge Manager, Valle de Oro National Wildlife Refuge, US Fish and Wildlife Service  
Dave Trevino, Avian Conservation Lead, National Park Service

Every year, nearly one billion birds collide with glass in the U.S., and most of the resulting fatalities happen at homes and buildings shorter than four stories tall. Fortunately, your small efforts can make a BIG difference for birds! Learn how the U.S. Fish and Wildlife Service and National Park Service are making federal lands and buildings safer for resident and migratory birds and ways you can help. Join us in protecting our feathered friends and sharing conservation opportunities with visitors.  
**Location:** Franciscan C

**Walk This Way: The Power of Mindfulness in Nature**

Sarah Low, Principal, Consultant, and Lead Educator, Strategic Nature, LLC

With this workshop, we’ll focus on nature mindfulness walks as tools for healing, stress management, and community cohesion. Participants will have an opportunity to participate in guided mindfulness practices—we’ll deconstruct a typical nature mindfulness walk and explain the purpose and benefits of different components. Participants will learn tangible ways that practices can be applied to programs other than mindfulness walks, to help strengthen community as well as encourage an appreciation for public lands and natural resources.  
**Location:** Imperial A  
**Sponsored by** Canyonlands Natural History Association
Success and Wellness Tips by a Couple of Accidental CEOs
Laurel Rematore, CEO, Smokies Life
Diana Nielsen, CEO, Mount Rushmore Society

Becoming a non-profit professional is both a career and a calling; but the pressures are real, the rewards delayed. In this session, we’ll discuss the power and impact of creating a supportive culture, a place where people want to work and serve. We will offer tips for self-care and ongoing development of personal leadership skills. Remember, if you don’t make time for your own needs, you won’t be able to help others. Hear from CEOs who’ve been there and are willing to share.

Location: Imperial B

Rapid Cycle Planning: Stewarding Business Planning Through Rapidly and Ever-Changing Circumstances
William McKendree, Founder, The Clarion Group
Laurie Schulte, Partner, The Clarion Group

Changes in circumstances are becoming more complex, impacting how we approach business planning. Response-agility is a new survival competency; to ensure the organization’s stakeholders are aligned, a new form of business planning that engages all is needed, in its formulation and as it evolves in response to unanticipated conditions. Rapid Cycle Planning creates a roadmap based on the central challenge an organization faces and an agile way to evolve it while maintaining stakeholder alignment.

Location: Yosemite AB

LUNCH BREAK
Time: 11:00 am - 12:45 pm
Location: Grand Ballroom

Attendee box lunches are sponsored by Wild Tribute and will be available for pick up in the Trade Show. Attendees will receive a PLA button with their registration materials for Thursday’s lunch; turn this button in to receive your box lunch. Visit Wild Tribute at booth 701/703 and be sure to thank them!

Exhibitors who did not pre-purchase box lunch vouchers may do so onsite for $30 lunch based on availability. More information is available at the PLA Registration Desk.

SILENT AUCTION PICK UP
Time: 11:00 am - 12:45 pm
Location: Grand Ballroom

Return to the silent auction area to find out if you are the winning bidder of any items. Winning bids must be picked up by 12:45 pm. Cash, check and credit card payments accepted.

EXHIBITOR TEAR DOWN
Time: 1:00 – 5:00 pm
Location: Grand Ballroom

Exhibitor badges are required to be in the exhibit area during this time. Freeman will be onsite to assist with end-of-show logistics. Exhibitors must vacate their booth by 5 pm.

SESSION 11
Time: 1:15 - 2:15 pm

Healing Through Community: A Nonprofit’s Role in Fostering Accessibility and Inclusion on Public Lands
Jodi Rodwell, Executive Director, Denali Education Center
Keith Reimink, Program Director, Denali Education Center
Madeleine Morimoto, Director of Murie Science and Learning Center Education, Alaska Geographic
Paul Ollig, Director of Interpretation and Education, Denali National Park and Preserve

Denali Education Center, Alaska Geographic, and Denali National Park and Preserve collaborate to provide inclusive and immersive experiences for youth through the Denali Field Camp. The camp is provided at low or no cost and serves youth who historically have been disconnected from national parks to build a sense of place-based connections and land stewardship. Learn how these organizations work together to find partners, garner funding, and support public lands goals.

Location: Franciscan C

The Road to Successful Advocacy: Building and Deepening Strategic Relationships in Uncertain Climates
Sue Densmore, Executive Director, Friends of the Oregon Caves and Chateau

Working in public lands means that challenges and setbacks due to outdated infrastructure, necessary repairs, or natural disasters, can arise at any time. It is when these challenges arise that new allies can be engaged to ensure the sustainability and accessibility of the lands and natural resources. In this session, we’ll explore how engaging elected officials and community leaders can be empowering by turning big challenges into big opportunities.

Location: Imperial A

Train Them So They’ll Stay: Build a Strong Workforce Using a Modern Approach to Teaching and Learning
Lindsey Stone, Associate Director of Learning & Development, Western National Parks Association

There’s an old adage about employee learning and development: Train them to be able to leave, treat them so they’ll stay. Actually, training is the key to keeping a strong team by ensuring employees feel valued, challenged, and integral to your team. In this session, learn easy-to-understand best practices, while you actively develop a training strategy for your team. Appropriate for anyone who teaches, trains or educates.

Location: Imperial B
Partnering Up to Make the Invisible Visible: The African American Experiences in the Smokies Project
Antoine Fletcher, Science Communicator, Great Smoky Mountains National Park
Aaron Searcy, Lead Editor, Smokies Life
Tommy Nichols, Filmmaker, CEO of PowerUp USA, Tommy Filmworks

Public lands are full of stories, but sometimes we get stuck telling the same old story on repeat. That’s why Great Smoky Mountains National Park launched a collaborative effort with partners and local communities to document and share the untold stories of African Americans in the Smokies region. Learn how this project, now in its sixth year, is making the invisible visible by turning research into signage, social media, podcasts, articles, programs, and interpretive products.

Location: Yosemite AB

SESSION 12

Membership Roundtable
Julia Burke, Philanthropy Coordinator, Membership, Point Reyes National Seashore Association
Peyton Proffitt, Membership Director, Smokies Life

Membership is an important source of revenue for nonprofit public land partners, but it is an ongoing challenge to recruit and retain new members, while also capturing younger generations and a broader constituent base. In this roundtable, we will discuss various strategies for recruitment and retention, how to keep momentum going with respect to evolving technologies and priorities, and best practices for donor stewardship.

Location: Franciscan C

Public Lands, Creative Spaces
Lyssa Kyu, Editor, Campfire Stories
Dave Kyu, Editor, Campfire Stories

Artists historically have played a pivotal role in the image creation of America’s public lands, capturing awe-inspiring landscapes of wild places and conveying a sense of grandeur to a wider audience. Today’s creatives are designers, podcasters, influencers, storytellers, and culture builders who are mission-driven to promote stewardship of these special places. Learn how public lands can become creative hubs for reimagination and how your organization can tap into this creative influence.

Location: Imperial A

Large Legacy Initiatives: Beyond the Borders of Public Lands
Natalie Britt, President and CEO, Zion National Park Forever Project
Zachary Almaguer, Director of Communications, Zion National Park Forever Project
Amanda Rowland, Program Manager, Interpretation and Visitor Services, Zion National Park

With the new Zion National Park Discovery Center as a backdrop, this session will explore the power of collaboration and the importance of community leadership in large legacy initiatives. We’ll dive into the process that brought together federal agencies, Native American leaders, state officials, local governments, academic institutions, and community stakeholders, with the goal of creating a new home for visitors. Session participants will leave with their own plan for large community initiatives.

Location: Imperial B

Marketing and Communications Roundtable
Judy Edwards, Communications Specialist, Hawai‘i Pacific Parks Association
Gaby Rojas, Digital Communications Manager, Public Lands Alliance/Americas Wildlife Refuges
Kacee Saturay, Donor Stewardship and Social Media Manager, Washington’s National Park Fund
Mandela Leola van Eeden, Lead Storyteller, Xplorer Maps

How can marketing and communications pros create and curate engaging content that speaks to target audiences in support of public lands advocacy? Join us for a group show and tell and discussion on the latest trends to run a successful content marketing campaign. We’ll also provide an update on the latest activities through the Public Lands Alliance marketing and communications working group.

Location: Yosemite AB

NETWORKING BEVERAGE BREAK
Time: 3:30 – 4:00 pm
Location: Imperial Ballroom Foyer
Sponsored by Finley Holiday Productions

GENERAL SESSION

Time: 4:00 – 5:15 pm
Location: Imperial Ballroom

A New Narrative
Rue Mapp, Award-Winning Founder & CEO, Outdoor Afro

Rue Mapp will share through personal stories the motivation behind her organization Outdoor Afro; its evolution and social impact to date. She will also outline the urgency for why more people need to build a local and relevant relationship with the outdoors as a pathway toward greater community health and environmental sustainability.

Sponsored by

GRAND CANYON CONSERVANCY

ZION NATL PARK FOREVER PROJECT

POTRERO GROUP
FIELD TRIP: DON EDWARDS SAN FRANCISCO BAY NATIONAL WILDLIFE REFUGE

**Before and After: Restoring a Refuge**

Learn about some of the history of the Don Edwards San Francisco Bay National Wildlife Refuge (NWR), including natural history and work related to the convention themes as you are transported to two different units of the Refuge.

The first stop will be at the Ravenswood Unit, and the second stop will be at Bair Island (both on the west side of the South Bay). Participants will learn about the restoration that has occurred in these two units for the benefit of people and wildlife, and witness first-hand the contrast between a newly restored site (to be returned to tidal flows just a few months prior) and a site that was restored about 12 years prior.

Enjoy a hike along the levee and the new interpretive trail where you’ll see the restoration site up-close and learn about endangered species and some of our community-led stewardship efforts. You will learn how these parts of the Refuge support wildlife conservation and create space for public access and recreation while reducing the risk to neighboring communities from floods and rising sea levels.

We’ll stop for lunch along the way and just make a day of it!

**Ticketed event: $135 with convention registration ($165 without)**

FIELD TRIP: ROSIE THE RIVETER WWII HOME FRONT NATIONAL HISTORICAL PARK

**Ring Around the San Francisco Bay: We Can Do It!**

Join an unforgettable day, beginning with a stop to savor the iconic vistas of the Golden Gate Bridge and San Francisco Bay. Travel through the hills of Marin over the San Rafael/Richmond bridge to visit the rich history of WWII home front shipyards and the celebrated symbol of female patriotism at Rosie the Riveter’s time of immense social innovation and have the unique opportunity to meet real-life Rosies who worked in the shipyards, gaining a firsthand account of the extraordinary times they lived through.

Boxed lunch with views of the Bay and time to shop at the nearby Columbia Employee Store which offers Columbia, Mt. Hardware, Prana, and Sorel discounted products. We’ll conclude our day traversing the Bay Bridge and head back to the hotel in San Francisco.

**Ticketed event: $115 with convention registration ($145 without)**
FIELD TRIP: ALCATRAZ ISLAND,
GOLDEN GATE NATIONAL RECREATION AREA

**Time:** 8:45 am - 3:00 pm
**Meet in the Hilton Lobby at 8:30 am**

**Escape to Alcatraz!**

Swathed in legend, cloaked in mystery, the tales of Alcatraz Island are etched in the lore of America. But beyond the popular culture representation of the island and the prison are incredible stories of humans struggling, striving, and surviving. Join us as we board the ferry and travel on a fascinating journey of discovery to explore stories of sinister characters separated from society as well as Indigenous activists hoping to reclaim federal land. We'll even have time for a little shopping!

Due to food restrictions on Alcatraz Island lunch is not included (bottled water is allowed in all areas of the Island). Food can be consumed on the ferry, or on the dock area of Alcatraz Island (snacks are available for purchase on the ferry). It is recommended that participants prepare accordingly by eating a substantial breakfast and bringing their own water and snacks along.

Optional: Participants may opt not to return on the bus to the Hilton if they wish to remain in the area and explore Fisherman’s Wharf independently and will be responsible for their return transportation.

**Ticketed event: Sold out**

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**Explore nearby public lands and historic sites and SAVE when you shop at PLA member stores!**

The following PLA members are extending discounts in their stores from March 4-8, 2024, when you show your PLA 2024 name badge.

### Golden Gate National Parks Conservancy – Save 15%
- Alcatraz Island Stores – Cellhouse Store, Dockside Store and Theater Store
- Presidio Visitor Center and Book Store
- Fort Point Store
- Golden Gate Bridge Welcome Center and Store
- Warming Hut at Crissy Field Store
- Lands End Lookout Store
- Muir Woods Visitor Center and Store

### Rosie the Riveter Trust – Save 15%
- Rosie the Riveter/WWII Home Front National Historical Park Visitor Center Gift Shop
GRAND BALLROOM LEVEL

Trade Show Hours: Wednesday, March 6, 8:00 am - 6:30 pm
Thursday, March 7, 8:00 am - 1:00 pm
2024 Convention Sponsors
Thank you to the companies who provided additional support to enhance this year’s Convention and Trade Show.

Please join us in welcoming exhibitors that are new to the PLA Trade Show.

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

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| Waterford Press                       | 602 | Trailblazer |
| Wild Cloud                            | 310 |         |
| Wild Republic                         | 900, 902 | Trailblazer |
| Wild Routed                           | 403 | Trailblazer |
| **Premier Convention Sponsor**        |     |         |
| Wild Tribute                          | 701, 703 | Trailblazer |
| Wild West Shirt Company               | 704 | Steward |
| Wildthings Snap-Ons LLC               | 517 | Trailblazer |
| Window Gems                           | 904 | Steward |
| **Silver Convention Sponsor**         |     |         |
| Xplorer Maps                          | 901-903 | Trailblazer |
| Zhen Zhu Inc.                         | 810 |         |

The following are within walking distance from the Hilton:
- Powell Street Cable Car Turnaround
- Powell Bart Station and MUNI Metro
- Union Square
- Westfield San Francisco Centre
- Numerous restaurants and shops

San Francisco’s Welcome Ambassadors
Welcome Ambassadors are ready to help improve your visitor experience by successfully and safely navigating you throughout San Francisco. They are knowledgeable, multi-lingual, and committed to sharing their love of San Francisco with you. You can find them out and about, 7 days a week, in some of San Francisco’s most popular neighborhoods—including Union Square, Chinatown, North Beach, and SoMa—from 8 am to 8 pm. Just look for their bright orange jackets—the same color as the Golden Gate Bridge.

Use this QR code to reference local restaurants and bars near the San Francisco Hilton Union Square.
The best and quickest way to all attractions and public transportation from the hotel is taking a right on O’Farrell Street after exiting the lobby.
Hilton San Francisco Union Square
333 O’Farrell Street
San Francisco, CA 94102
Phone: (415) 771-1400

Herb N’ Kitchen
Open 24 hours daily
On-the-go urban market offers fresh coffee, bakers’ confections, artisanal salads and sandwiches, and gourmet bites prepared from scratch.

Poached
Monday - Friday: 6:30 - 10:30 am
Saturday - Sunday: 7:00 - 11:00 am
Substantial breakfast buffet, find delicious staples and healthy alternatives with options for special diets. Buffet is $46/person.

Lobby Bar
Sunday - Thursday: 3:00 pm - 12:00 am
Friday - Saturday: 3:00 pm - 1:00 am

Cityscape Lounge
Sunday - Thursday: 4:30 pm - 12:00 am
Friday - Saturday: 4:30 pm - 1:00 am
Located 46 stories above Union Square, Cityscape is the tallest skybar in San Francisco and offers 360-degree views. Join us for locally-inspired craft cocktails, top-shelf spirits, small plates, and our favorite beers and wines.

FedEx Office Print & Ship Center (inside the Hilton)
Monday - Friday: 9:00 am - 5:00 pm
Phone: (415) 359-0235

Mason O’Farrell Garage
325 Mason St, San Francisco, CA 94102
Phone: (415) 673-6757
This automated self-payment parking garage is located near the Hilton San Francisco Union Square.
Rates: $9/hour up to $38 for 24 hours

VAPUR HYDRATION STATION
Located in the Yosemite Ballroom Foyer
Thanks to Vapur for being the official hydration sponsor of PLA 2024! Stay hydrated throughout the week and take advantage of the Vapur Hydration Station.
Billions of bottles of water are consumed globally every year and fewer than 20-per-cent are recycled—the vast majority of disposable bottles end up as plastic waste in landfills. The Vapur Hydration Program is making an impact and reducing this staggering statistic with over 1 million single-use bottles saved from landfills. To learn more about Vapur visit them at the Trade Show in booth 914.

SAVE THE DATES
2024 PLA PARTNERSHIP AWARDS CEREMONY
Thursday, April 18, 2024 at 6 pm EDT
Ceremony will premiere on PLA’s Facebook page.

2025 PLA CONVENTION AND TRADE SHOW
Sunday, February 2 – Thursday, February 6, 2025
Las Vegas, NV
Westgate Las Vegas

2025 PLA CONVENTION AND TRADE SHOW
Sunday, February 22 – Thursday, February 26, 2026
Daytona Beach, FL
Ocean Center Convention Center
Hilton Daytona Beach Ocean Front
# Thank You to Our Sponsors

## Premier
- Wild Tribute

## Platinum
- Grand Canyon Conservancy
- AllTrails
- McGovern Outdoor

## Gold
- Eastern National
- Hawai‘i Pacific Parks
- Smokies Life
- Impact
- Shenandoah National Parks Association
- Zion National Park Forever Project

## Silver
- Canyonlands Natural History Association
- Eastern Sierra Interpretive Association
- Finley Holiday Productions
- Golden Gate National Parks Conservancy
- Jefferson National Parks Association
- M & W Design
- Potrero Group
- Vapur
- Xplorer Maps

## Bronze
- A Wild Soap Bar
- Deneen Pottery
- Eagle River Designs
- Genesee Candy Land
- National Park Geek
- Noso Patches
- Shenandoah National Park Association
- Travel Stamps