National Parks Battlefield Affinity Group Gathering at the Public Lands Alliance 2020 Convention and Trade Show

We are excited to partner with the Public Lands Alliance (PLA) to convene our affinity group as part of their 2020 annual Convention and Trade Show. This is a great opportunity for leaders and staff from nonprofit and agency battlefield sites to learn and network with their peers and the broader public lands community. We hope you can join us to take advantage of participating in some or all of the PLA Convention and Trade Show.

Location: Crystal Gateway Marriott
1700 Richmond Highway, Arlington, VA 22202
(Room block options available through PLA)

Registration: Click here to register online (check or credit card payment accepted)

<table>
<thead>
<tr>
<th>Registration Fees</th>
<th>By Feb. 7</th>
<th>After Feb. 7</th>
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<tr>
<td>PLA Convention and Trade Show Full Attendee Registration Sunday, March 1-5</td>
<td>$650 (or $550 if you stay at one of PLA’s designated hotels and use your hotel reservation # at time of convention registration)</td>
<td>$700 (or $650 if you stay at one of PLA’s designated hotels and use your hotel reservation # at time of convention registration)</td>
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<td>Battlefield Affinity Group Condensed Convention and Trade Show Package Tuesday, March 3, 5:00 – 7:00 pm Wednesday, March 4, 8:15 am – 5:00 pm</td>
<td>$275</td>
<td>$325</td>
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<tr>
<td>PLA Capitol Hill Day Thursday, March 5, 8:30 am - TBD</td>
<td>No additional fee (participants responsible for their own lunch and transportation costs)</td>
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<tr>
<td>Harpers Ferry National Historic Park Field Trip Thursday, March 5, 8:30 am – 4:30 pm</td>
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<td>$135</td>
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Click here to learn more about the full agenda for the 2020 PLA Convention and Trade Show.

For registration related questions, contact Amy Matthews at amy@publiclandsalliance.org.
Battlefield Affinity Group Condensed Convention and Trade Show Package Agenda

**Tuesday, March 3, 2020**
5:00 – 7:00 pm  **Public Lands Partnership Mixer**
This event is a celebration of public lands and the public and private sectors who support them. Join convention participants and trade show exhibitors for light refreshments and a cash bar near the exhibit hall as you network with colleagues and visit the Trade Show.

**Wednesday, March 4, 2020**
8:15 – 9:30 am  **General Session with a keynote by Dorceta Taylor**, a professor based at the University of Michigan who teaches courses on topics including food systems, environmental history and politics, environmental justice and sociological theory. Professor Taylor authored the most comprehensive report on diversity in the mainstream environmental movement, “Diversity in Environmental Institutions: Mainstream NGOs, Foundations & Government Agencies,” commissioned by Green 2.0.

9:30 – 10:00 am  **Networking Beverage Break**

9:30 am – 3:30 pm  **Trade Show Open** – Shop from among more than 90 vendors offering educational, theme-related and functional products and services that benefit public lands (take advantage of special discounts on orders placed at the show)

10:00 – 11:15 am  **Educational Sessions** – There will be several concurrent sessions that you can select from to attend (schedule still being finalized)

11:30 am – 12:45 pm  **Open Space Discussions**

12:30 – 1:45 pm  **Lunch on your own**

1:45 – 3:00 pm  **Educational Sessions** - There will be several concurrent sessions that you can select from to attend (schedule still being finalized)

**Telling the Story of America’s Battlefields for Today’s Audience**

- **John Hennessey**, Chief of Interpretation Fredericksburg/Spotsylvania NMP
- **Mark Leach**, President, Friends of Wilderness Battlefield, Inc. Trust (Co-Chair, National Parks Battlefield Affinity Group)
- **Loretta Neumann**, President, Alliance to Preserve the Civil War Defenses of Washington, DC
- **Additional panelist invited**
- **Moderator** - **David Cooper**, Vice Chair of the Board, Manassas Battlefield Trust (Co-Chair, National Parks Battlefield Affinity Group)

Many visitors to battlefield parks and sites find military strategy and troop movements fascinating. Others are interested in why a battle was fought or its historic impact. Many ask what meaning the battle has for today. Join interpretation experts for a discussion on creative approaches to telling these complex stories to today’s audiences.

3:00 – 3:30 pm  **Networking Beverage Break**
3:45 – 5:00 pm *Educational Sessions* - There will be several concurrent sessions that you can select from to attend (schedule still being finalized)

7:00 – 9:30 pm *Closing Banquet and Awards Ceremony*  
*(Ticketed event - additional $90 fee)*

**Thursday, March 5, 2020**

8:30 am – TBD *Public Lands Alliance Capitol Hill Day*  
Join the Public Lands Alliance community as we head to Capitol Hill to meet face-to-face with legislators and help them better understand the value of public lands as well as the partnerships that enhance them. You’ll get to share your passion for public lands and discuss how partners leverage Congressional appropriations and attract private contributions through philanthropy, retail sales, volunteerism, and educational programs – all for the benefit of both public lands and their diverse visitors.

*Please note: there is no additional registration fee to participate, but participants are responsible for their own transportation (metro fare and/or taxi to/from the hotel and Capitol Hill) and lunch.*

8:30 am – 4:30 pm *“His Soul Goes Marching On ...”: Experiencing Harpers Ferry*  
*(Ticketed event – additional $135 fee)*

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

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

Learn about the partnership work taking place there today that helps tell the tales that engage audiences of all ages and backgrounds, plus enjoy some free time to experience the quaint historic town on your own, offering access to shops, museums, hiking trails and battlefields. A trip not to be missed!

*Limited to 50 participants. PLA reserves the right to cancel this tour if at least 20 people are not registered by January 31, 2020.*