

ASSOCIATION OF PARTNERS FOR PUBLIC LANDS



NEW FRONTIERS, NEXT STAGES

MARCH 18-22, 2007 SACRAMENTO, CALIFORNIA

The APPL Annual Convention
and Trade Show brings together a
diverse group of dedicated public
lands partners for an exceptional
learning and networking experience.



REGISTER ON-LINE BEGINNING OCTOBER 13, 2006 AND SAVE!

Dear Public Lands Partner,

The Association of Partners for Public Lands (APPL) is dedicated to fostering stewardship and appreciation of public lands and historic sites through effective partnerships between nonprofit organizations and government land management agency partners. One way APPL helps to enhance these relationships is through our Annual Convention and Trade Show, which brings together the public lands community to network, share ideas, develop professional skills, and learn from one another.



We invite you to join us in Sacramento, California this March for our 2007 Annual Convention and Trade Show, which will explore the New Frontiers facing the public lands community and the Next Stages of partnerships for America's public lands. The program committee has developed a dynamic convention, packed full of inspiring presenters and knowledgeable facilitators from across the country that will provide you with the latest information, trends and resources. Highlights include:

- ◆ Two inspiring keynote speakers
- ◆ Over 40 topnotch concurrent educational sessions
- ◆ Fun and educational field trip options
- ◆ Premier Trade Show featuring more than 140 exhibitors
- ◆ In-depth agency-focused training opportunities
- ◆ APPL members' showcase
- ◆ Media & partnership awards ceremony
- ◆ Exciting silent and live auctions
- ◆ Closing banquet

We encourage you to share this information with your partners, staff, boards, and volunteers. Plan to attend the convention together to maximize the experience and begin collaborating more effectively to achieve and exceed your mutual goals.

We look forward to your participation in New Frontiers, Next Stages!

Charles Money, President

Donna Asbury, Executive Director



Association of Partners for Public Lands

2401 Blueridge Avenue, Suite 303 Wheaton, MD 20902

Phone: 301.946.9475 Fax: 301.946.9478 E-mail: appl@appl.org Web site: www.appl.org

About APPL

APPL is a membership-based association comprised of not-for-profit organizations operating under formal agreements with government land management agencies. These public lands agencies include:

- ♦ National Park Service
- ♦ US Fish and Wildlife Service
- ♦ Bureau of Land Management
- ♦ USDA Forest Service
- ♦ Bureau of Reclamation
- ♦ US Army Corps of Engineers
- ♦ US Geological Survey
- ♦ State parks and forests

The mission of APPL is to foster stewardship and appreciation of public lands and historic sites through effective partnerships. APPL does this through capacity building, collective representation, information sharing and dialogue, marketing, and public awareness.

Sacramento, our host city, has always been a city ready to redefine itself: from gold rush hub to westernmost point on the first transcontinental railroad, from capitol city to the city of trees. Sacramento boasts “Old World Charisma and New World Spirit” and was identified by *Time* magazine and the Civil Rights Project of Harvard University as the “most diverse city in America” in 2002. California’s capitol city offers vintage ice cream parlors, a stunning harbor, and fantastic architecture—all within walking distance from APPL’s convention site. Be sure to take advantage of many of the great local eateries and step outside whenever you have a break. Sacramento has some of the best weather in the country. Aside from the beauty, history and culture of the capitol, California also offers many unique and stimulating national, state, and local parks and public lands.

Getting To Sacramento

The Sacramento International Airport is serviced by thirteen major carriers and is located only twelve miles from downtown Sacramento. We recommend making reservations with SuperShuttle for transportation between the airport and the Hyatt Regency. You can download a coupon from our convention Web site to save on your fare.

Amtrak also provides several routes to Sacramento. Log onto www.amtrak.com or call 1.800.USA.RAIL for more information on their routes and fares.



IMPORTANT DATES

October 13, 2006

On-line Registration Opens

January 12, 2007

Early Registration and Scholarship Application Deadline

February 28, 2007

Regular Registration Deadline

March 2, 2007

Cancellation Notification and Refund Deadline

Accommodations

The four-star Hyatt Regency Sacramento Hotel will be APPL's convention headquarters. It is conveniently located across the street from the Sacramento Convention Center, where the Trade Show will be held. APPL has made special arrangements for a discounted, group rate of \$125/night plus taxes and fees for single/double occupancy at the Hyatt Regency during the convention. There is a separate APPL government room block at the Hyatt. The federal per diem rate in Sacramento is \$103. In order to secure a room at the Hyatt at this rate, you must call the hotel directly and ask for In-House Reservations. Space is limited and rates are subject to change when our block fills, or after February 20, 2007, whichever happens first. Guest parking is available at the hotel for an additional fee.

You may make reservations online, at www.hyatt.com. When reserving a room online, you must use the group code, G-APPL, to receive the discounted rate. The code is case sensitive and discounted rooms are only available for dates included in our room block (March 18-22). For special needs, rooms outside of our blocked dates or government per diem, please contact the hotel directly by phone.

Hyatt Regency Hotel Sacramento

1209 L Street
 Sacramento, CA 95814
 Telephone: 1.800.223.1234 or 916.443.1234
 Group code (online): G-APPL (case sensitive)
 Group code (phone): APPL
 Government: 916.321.3540; ask for "In-house Reservations"

APPL has also blocked rooms for government employees at the Best Western Sutter House Hotel at a rate of \$84/night. You may make reservations by calling the hotel directly and request the APPL government rate. The hotel is within walking distance to the Hyatt Hotel and the Convention Center. The city of Sacramento is also providing transportation to our participants. All government employees staying at either hotel will be asked to show their government ID at check-in.

The Best Western Sutter House

1100 H Street
 Sacramento, CA 95814
 Telephone: 916.441.1314
 Government: APPL – Government Rate

As a courtesy to APPL and other attendees, please do not hold rooms you do not plan to use. If you have trouble with hotel accommodations, contact Amy Norris at 703-501-9199 or at norris@acmeetingevents.com.

Accessibility

Those with special needs should specify them when registering for the convention, as well as when making hotel reservations. All convention events will take place at ADA compliant facilities.

Weather and Dress

Dress throughout the convention is business casual. Business dress is recommended for the APPL Media and Partnership Awards Ceremony Monday night, as well as for the Closing Banquet on Wednesday evening. Sacramento temperatures for the month of March range from a daytime high of 64°F to a nighttime low of 43°F. A coat and layered clothing are recommended.

SUNDAY, MARCH 18

- 7:00 am - 6:00 pm . .Registration & Information Desk Open
- 7:30 am - 4:30 pmEducational Field Trips
 - *Dreams Come True: Park Projects from Design through Implementation*
 - *Cosumnes River Preserve: Partnerships At Their Finest*
- 8:30 am - 4:00 pmCalifornia Rally
- 5:45 pm - 6:30 pmNewcomer's Welcome
- 6:30 pm - 8:30 pmOpening Reception

MONDAY, MARCH 19

- 7:30 am - 5:00 pm . .Registration & Information Desk Open
- 8:00 am - 9:30 amGeneral Session and Keynote
 - *Welcome by Mayor Heather Fargo*
 - *Audrey Peterman, Making the Urban Connection to Public Lands*
- 9:30 am - 10:00 amRefreshment Break
- 10:00 am - 11:30 amBreakout Session 1
 - 1.1 *Partnership Resilience*
 - 1.2 *Fundraising for Small, Medium, and Large Boards*
 - 1.3 *Risk Management Essentials for Nonprofit Leaders*
 - 1.4 *Fundraising and Donations: Guidelines for DOI and Partners*
 - 1.5 *Selling Through the Internet*
 - 1.6 *Fundamentals of Using a GPS Receiver*
- 11:30 am - 1:00 pmLunch Break
- 1:00 pm - 2:30 pmBreakout Session 2
 - 2.1 *USDA Forest Service Forum*
 - 2.2 *The Life Cycle of a Nonprofit*
 - 2.3 *Insurance Basics for Nonprofit Leaders*
 - 2.4 *Precision Marketing - Are You Targeting Your Best Customers?*
 - 2.5 *Beginner's Guide to Publishing a Book from Start to Finish*
 - 2.6 *Corporate Support - Get Ready!*
- 2:30 pm - 3:00 pmRefreshment Break
- 3:00 pm - 4:30 pmBreakout Session 3
 - 3.1 *Building Sustainable Partnerships*
 - 3.2 *Practical Self-Assessment for Public Lands Partners*

CONFERENCE SCHEDULE AT A GLANCE

- 3.3 *Evaluating Your Broker and Putting Your Insurance Program Out to Bid*
- 3.4 *The Bright Line: The Evolving Role of Philanthropy in Supporting Public Lands*
- 3.5 *Making Bookstore Marketing an Investment, Not an Expense*
- 3.6 *Shopping the Trade Show*

- 5:00 pm - 6:00 pmGeocaching Event
- 7:00 pm - 8:00 pmMembers' Showcase
- 8:00 pm - 9:30 pm ..Awards Ceremony & Dessert Reception

TUESDAY, MARCH 20 PAGES 8-10

- 7:30 am - 6:30 pm ..Registration & Information Desk Open
- 8:00 am - 9:30 amGeneral Session and Keynote
Jim Whittaker, First American to Climb Mount Everest
- 9:30 am - 10:00 amRefreshment Break
- 10:00 am - 11:30 amBreakout Session 4
 - 4.1 *What's Happening with Agency Agreements?*
 - 4.2 *From Aspirations to Impact: Making Your Mission Strategic*
 - 4.3 *Best Practices in Multi-Agency Volunteer Programs*
 - 4.4 *Mapping your Capital Campaign for Success*
 - 4.5 *Travel Agents, Wholesalers and Bus Tours, Oh MY!*
 - 4.6 *Buyer's Forum*
- 11:30 am - 6:30 pmTrade Show / Silent Auction
- 1:00 pm - 3:00 pmExhibitor Demonstrations
- 11:30 am - 1:30 pmLunch Break
- 1:30 pm - 2:30 pmBoard Member Roundtable
- 2:30 pm - 3:00 pmRefreshment Break
- 3:00 pm - 4:30 pmBreakout Session 5
 - 5.1 *Reaching Non Traditional Audiences Through Distance Learning*
 - 5.2 *Increasing Grassroots Support & Policy Effectiveness for Public Lands*
 - 5.3 *Delegation: The Art of Getting Things Done*
 - 5.4 *Obtaining Grants to Meet Your Needs*
 - 5.5 *Maximizing Opportunities with Visitor Center Bookstores*
- 4:30 pm - 6:30 pmTrade Show Reception

WEDNESDAY, MARCH 21 PAGES 11-13

- 7:30 am - 6:00 pm ..Registration & Information Desk Open
 - 8:00 am - 1:00 pmTrade Show
 - 8:00 am - 12:00 pmSilent Auction
 - 8:30 am - 9:30 amAPPL Stakeholder Meeting
 - 10:00 am - 11:30 amBreakout Session 6
 - 6.1 *Bureau of Land Management Forum*
 - 6.2 *The Life Cycle of a Board of Directors*
 - 6.3 *Scoring an 'A' on Your Organization's Report Cards*
 - 6.4 *Special Events – Fundraising and Friend-Raising*
 - 6.5 *Best in Show: Hands-on Merchandising Techniques*
 - 6.6 *California State Parks Forum*
 - 11:30 am - 1:00 pmLunch Break
 - 1:00 pm - 2:30 pmBreakout Session 7
 - 7.1 *Centennial Celebrations: Forging Partnerships and Enhancing Visitor Services*
 - 7.2 *Strategic Planning Roundtable*
 - 7.3 *Bridging Membership and the Annual Fund to Build Your Major Donor Base*
 - 7.4 *Scope of Sales Workshop*
 - 7.5 *Strategic Restructuring for Enhanced Partnerships*
 - 2:30 pm - 3:00 pmRefreshment Break
 - 3:00 pm - 4:30 pmBreakout Session 8
 - 8.1 *National Park Service Forum*
 - 8.2 *Tune Up Your Employee Awards Program*
 - 8.3 *Building Volunteer Management Capacity with Public Land Management Agencies*
 - 8.4 *The Fundraising Plan: Creating a Roadmap for Success*
 - 8.5 *Merchandising with Found Objects: The Quick and Dirty*
 - 6:30 pm - 9:30 pmClosing Banquet & Live Auction
- ## THURSDAY, MARCH 22 PAGE 14
- 7:30 am - 9:30 am ..Registration & Information Desk Open
 - 8:00 am - 5:00 pmAgency Trainings
 - *NPS Training: The Language of Partnership*
 - *USACE Partnership Training (continues on Friday 8:00 am – Noon)*

SUNDAY, MARCH 18

Registration & Information Desk

Open: 7:00 am – 6:00 pm

EDUCATIONAL FIELD TRIPS

7:00 am – 5:00 pm/9:30 am - 4:00 pm

Educational field trips are optional and not included with attendee registration fees. Please refer to descriptions below for individual trip details and accompanying fees. Registration for these trips is on a first come, first serve basis and may not be available on-site. Educational field trips will take place rain or shine so appropriate dress and comfortable walking shoes are recommended. All buses will depart and return to the Hyatt Regency Sacramento. Space is limited so register early. APPL reserves the right to change or cancel trips based on registration numbers.

Dreams Come True: Park Projects from Design through Implementation at Golden Gate National Recreation Area

Nicki Phelps, Golden Gate National Parks Conservancy
Clover Earl, Consultant
Rich Weidman, NPS - Golden Gate National Park

Visit Golden Gate National Recreation Area's newest earned income ventures: the Alcatraz Cellhouse Visitor Experience Enhancement Project and the Warming Hut on Crissy Field. Visited by millions of park visitors yearly, these icon-based ventures offered exciting possibilities and daunting challenges. Participants will tour Alcatraz, take the new Cellhouse Audio Tour and visit two unique park bookstores. Go behind the scenes and learn about large scale project planning, funding, building and implementation. Special emphasis will be placed on the unique benefits of close park partnerships and team structures.

Time: 7:00 am – 5:00 pm

Level: Moderate - hiking, standing, walking, indoor and outdoor

Registration Fees: \$140 with convention registration
\$160 without convention registration

Registration fee includes bus transportation, boxed lunch, Cellhouse Audio Tour, and guided group tour of Warming Hut.

Participant Capacity: 45

Cosumnes River Preserve: Partnerships At Their Finest

Mike Eaton, Delta/San Joaquin Valley Projects, The Nature Conservancy
Rick Cooper, Bureau of Land Management

A behind-the-scenes look at how a collaboration of local, state, national agencies and nonprofit organizations came together to acquire, operate, maintain (and continue to expand) the Cosumnes River Preserve. The Preserve is a footprint of 50,000 protected acres, extending from the low Sierran foothills to the heart of the Delta, approximately 25 miles south of Sacramento. Participants will

receive an overview of restoration strategies and learn how the partnership is addressing specific threats related to groundwater withdrawal, encroaching urbanization, and invasive exotic species. This insightful tour of a complex farmland, grazing land, and wetlands preservation project should yield lessons applicable to your own conservation and management challenges. Don't forget to bring your binoculars!

Time: 9:30 am – 4:00 pm

Level: Easy/Moderate – standing, walking, indoor and outdoor

Registration Fees: \$75 with convention registration
\$95 without convention registration

Registration fee includes bus transportation, boxed lunch, and tour of Cosumnes River Preserve. Group will meet at Hyatt Regency for brief presentation before departing for Cosumnes River Preserve.

California Rally

Facilitators TBD

Meet and establish networking opportunities with representatives from State and National Parks and other agency cooperating associations operating in California; learn what other California associations are doing and the challenges and opportunities they are facing. Develop cooperative opportunities for purchasing/selling retail products and marketing tourism and field seminar programs.

Time: 8:30 am – 4:00 pm

Registration Fees: \$65 with convention registration
\$85 without convention registration

Registration fee includes lunch.

NEWCOMER'S WELCOME

5:45 pm – 6:30 pm

If this is your first APPL Annual Convention, this special welcome is for you. You will have the opportunity to meet other first time attendees and be introduced to the APPL board and staff. Useful hints and tips will be provided to help make the most of your first convention experience. The Newcomer's Welcome will take place at the California State Railroad Museum.

OPENING RECEPTION

6:30 pm – 8:30 pm

Join us in Old Sacramento for the Opening Reception at the California State Railroad Museum, one of North America's finest and most visited railroad museums. Make new friends and reconnect with old acquaintances over refreshments at this unique museum, featuring lavishly restored trains and engaging exhibits. Shuttle service will be provided from the Hyatt Regency Hotel.

MONDAY, MARCH 19

Registration & Information Desk

Open: 7:30 am – 5:00 pm

GENERAL SESSION

8:00 am – 9:30 am



Welcome by Mayor Heather Fargo

Heather Fargo has been the Mayor of Sacramento, California since 2001 and is happy to welcome you to the capital city.

Making the Urban Connection to Public Lands

Audrey Peterman, *Earthwise Productions, Inc.*

What's the thinking in communities of color that persists as a barrier to involvement with public lands? How can the public lands community connect more effectively with urban people? What are the key assumptions separating both groups, and how can they be bridged? Audrey Peterman will share this vital and liberating information, which was gathered over the course of a decade of promoting public lands to people of color, and specifically, African Americans. Come learn what you and your partners can do to help engage under-served audiences.



Peterman and her husband took a cross-country trip in 1995, visiting 40 states and 14 national parks in two months. They were awed by America's rich natural heritage and shocked to realize they had only seen two other African-Americans in all the parks they had visited. As a result, they founded Earthwise Productions, Inc., an environmental consulting and publications company. Through the newsletter, *Pickup & Go!*, Peterman promotes African Americans' involvement in outdoor activities and conservation. She was the founding coordinator of the South Florida Community Partners, and has inspired thousands of people to become actively involved in the enjoyment and conservation of America's public lands. Peterman sits on the board of trustees for The National Parks Conservation Association, has assisted in planning three national "Mosaic In Motion" environmental diversity conferences, won the Marjorie Stoneman Douglas award in 1997 for Outstanding Citizen Advocacy on Behalf of the National Parks, and has been featured in a variety of magazines including: *Audubon*, *Ebony*, *Essence*, *National Parks*, *Odyssey* *Coleur*, and *Sailing*.

Refreshment Break:

9:30 am – 10:00 am

SESSION 1

10:00 am - 11:30 am

1.1: Partnership Resilience

John Mott, *California State Parks*

Dennis Long, *Monterey Bay Marine Sanctuary Foundation*

Starting a partnership is easy, keeping it going is the hard part. Learn how to keep your partnership moving forward with proven tech-

niques such as great orientations, designing informal discussions, regular formalized communications, strategic planning, and what to do when things are not going well, including mediation. Examples from both state and federal agency/nonprofit partnerships will be used.

Track: *Partnerships*

Audience: *Intermediate - Executive Staff, Program Staff, Board Members, Agency Staff*

1.2: Fundraising for Small, Medium, and Large Boards

Curt Buchholtz, *Rocky Mountain Nature Association*

When it's time to fundraise, it's the board that leads, even though paid staff members coordinate and organize the effort. Learn how to prepare for success, maximize board efforts, and achieve fundraising goals regardless of the size of your board and the scope of your organization.

Track: *Governance*

Audience: *All Levels - Board Members*

1.3: Risk Management Essentials for Nonprofit Leaders

Melanie Herman, *Nonprofit Risk Management Center*

Risk and reward go hand-in-hand. How do you feel about launching a new service or program when you're uncertain about how many people will participate? Will you be able to raise enough money to fully cover the costs of the program? Will the program gain wide acceptance in the community or attract criticism? No matter how much planning goes into the effort, there will still be an element of uncertainty when the curtain goes up. This workshop is about managing the uncertainty that is ever-present in managing your organization. What does it take to manage uncertainty in a nonprofit? You'll need a crystal ball, gut instinct, common sense, knowledge of the limits and resources of your nonprofit, and the ability to convince others.

Track: *Nonprofit Management*

Audience: *All Levels - Executive Staff, Program Staff, Board Members, Agency Staff*

1.4: Fundraising and Donations: Guidelines for the Department of the Interior Bureaus and Their Partners

John Piltzecker, *National Park Service*

Helene Aarons, *Bureau of Land Management*

Laury Parramore, *US Fish and Wildlife Service*

This session will provide an overview of the Department of the Interior's new Donation Guidelines, and how three bureaus have incorporated them into their own donation and fundraising policies. Topics of interest to both federal representatives and their fundraising partners will include donor recognition for projects and programs on public lands supported by privately-raised funds. Lessons learned from the update of the National Park Service's donation and fundraising guidelines (Director's Order #21) will be shared.

Track: *Membership & Fundraising*

Audience: *All Levels - Executive Staff, Program Staff, Board Members, Agency Staff*

1.5: Selling Through the Internet

Andrew Andoniadis, Andoniadis Retail Services

Why do some museum stores do well selling through the Internet while others fail? This seminar is made up of two parts. The first part, *Should You*, examines the chain of decisions to consider before deciding to proceed with an Internet presence. The second part, *If You Do*, is a detailed checklist of what to do to increase the chances of success. This is a practical, not a technical, presentation.

Track: Product Development & Promotions

Audience: All levels - Program Staff

1.6: Fundamentals of Using a GPS Receiver

Steve Reiter, US Geological Survey

The use of Global Positioning Systems (GPS) is becoming commonplace, but learning the technology is a challenge. This hands-on session, taught by a veteran instructor from the US Geological Survey, covers the basics of using a GPS receiver. Classroom instruction and outdoor fieldwork will teach students how to configure their receiver, work with coordinates, capture waypoints, and perform outdoor field navigation. All material, including receivers, maps, and aerial photographs will be provided.

Track: Other

Audience: Basic - All

Lunch Break:

11:30 am – 1:00 pm

Lunch is on your own and you are encouraged to network, explore downtown, and dine in one of many exquisite local restaurants. Ask hotel staff or check local newspapers for suggestions.

SESSION 2

1:00 pm - 2:30 pm

2.1: USDA Forest Service Forum

Kristen Nelson, USDA Forest Service

Carol Cole, USDA Forest Service

Susan Alden Weingardt, USDA Forest Service

Receive the latest updates from the Forest Service. Discuss policies, issues, trends and training initiatives to strengthen interpretive association and other nonprofit partnerships.

Track: Partnerships

Audience: All Levels - Executive Staff, Board Members, Agency Staff

2.2: The Life Cycle of a Nonprofit

Claudia Schechter, APPL Consultant

Organizations go through certain life cycles just like other systems, including people, plants and animals. It helps organizational leaders be successful if they understand the nature of each of these cycles and the challenges in moving from one cycle to another. This session will discuss some of the models of organizational life stages and, by using participant tabletop discussion, examine strategies for identifying your organization's opportunities and challenges given its maturity—from upstart to community grandfather.

Track: Governance

Audience: All Levels - Board Members, Executive Staff, Agency Staff

2.3: Insurance Basics for Nonprofit Leaders

Melanie Herman, Nonprofit Risk Management Center

D&O, CGL, professional liability, non-owned auto, business interruption, and crime coverage are just a few examples of insurance policies commonly purchased by nonprofit organizations. Depending on the mission, the location, and the services rendered, a nonprofit's insurance program takes different forms. There is no one-size-fits-all answer. So pull up your socks and get ready for an in-your-face immersion into knowing and getting the coverage you need, what policy covers what risks, how to select and work with an agent or broker, and how insurance fits into a total risk management strategy.

Track: Nonprofit Management

Audience: All Levels - Executive Staff, Program Staff, Board Members, Agency Staff

2.4: Precision Marketing: Are you Targeting your Best Customers?

Mike Bento, Consultant

Smart strategy is the key to effective marketing—and this session will make you a marketing genius! Participants will gain a strategic template for use with their own marketing programs, whether those programs are designed to sell more product or to raise more money. We'll look at real world case studies to see how high powered marketers use these very same principles. We'll conclude with a problem solving exercise for participants.

Track: Membership & Fundraising

Audience: Intermediate - Executive Staff, Board Members, Program Staff

2.5: Beginner's Guide to Publishing a Book from Start to Finish

Debbie Ketel, Mount Rushmore History Association

Geared toward the one-person (or small publishing department) who wants to learn the basics of publishing a book. The session will focus on the process one organization went through in order to start a publication department. Using three new children's books as examples, the presenter will share how her association determined what to publish and how to find and work with an author, illustrator/photographer, editor, designer, printer and distributor.

Track: Product Development & Promotions

Audience: Basic - Program Staff

2.6: Corporate Support - Get Ready!

Wendy O'Sullivan, National Park Service

Increasingly corporations engage in strategic philanthropy (philanthropic giving with marketing). This session presents the trends in corporate support and how we may best position ourselves for successful corporate relations. Additionally, it will present the fundamentals of entering into "corporate campaigns" within the NPS and share a tool the Boys and Girls Club of America has used to create millions of dollars of corporate support: The Got It, Need It, Can't Do It expectations management system.

Track: Membership & Fundraising

Audience: Advanced - Executive Staff, Agency Staff

Refreshment Break:

2:30 pm – 3:00 pm

SESSION 3

3:00 pm - 4:30 pm

3.1: Building Sustainable Partnerships

Mike Satter, Grand Staircase-Escalante Partners
Carolyn Shelton, Grand Staircase-Escalante National Monument
Helene Aarons, Bureau of Land Management

Attend this session if you want to learn how to partner with community, agency and other support organizations and the direct effect these relationships have on fulfilling mission goals. Examples of community supported fund raisers, volunteer programs and inter-agency collaboration will be provided.

Track: Partnerships
Audience: All Levels - Executive Staff, Board Members, Agency Staff, Volunteers

3.2: Practical Self-Assessment for Public Lands Partners

Donna Asbury, APPL
Brad Wallis, Grand Canyon Association

Time for a tune-up? The new APPL self-assessment process provides a custom tool for organizations working with public lands agencies. Use it to review management practices, identify strengths and areas for improvement, and open dialogue between staff, board members, and agency partners. The information gathered will help you prepare for strategic planning, determine readiness to take on new initiatives, or prepare for assistance from an external review team.

Track: Governance
Audience: All Levels - Executive Staff, Program Staff, Board Members, Agency Staff

3.3: Evaluating Your Broker and Putting Your Insurance Program Out to Bid

Melanie Herman, Nonprofit Risk Management Center

Is your organization paying a fair price for its insurance coverage? Are you receiving the services you deserve from your agent or broker? If you or any member of your board has asked one of these questions recently you might want to consider putting your insurance program out to bid. This session addresses various options for bidding, practical first steps for the bid process, and what to do and not do to enable your agent or broker to effectively serve your nonprofit.

Track: Nonprofit Management
Audience: All Levels - Executive Staff, Program Staff, Board Members, Agency Staff

3.4: The Bright Line: The Evolving Role of Philanthropy in Supporting Public Lands

John Debo, Cuyahoga Valley National Park

This session is a forum discussion about the role of nonprofits and philanthropy in enhancing the mission of the agencies (above the line) versus funding core aspects of mission (below the line) such as staffing, infrastructure and programs previously thought to be the responsibility of government. Is the line moving, and is the concept still valid? Be prepared for a challenge to conventional wisdom, and help consider how we can avoid the projected greatest wealth transfer in American history from "passing us by."

Track: Membership & Fundraising
Audience: Advanced - Executive Staff, Board Members, Agency Staff

3.5: Making Bookstore Marketing an Investment, Not an Expense

Andrew Andoniadis, Andoniadis Retail Services

The seminar focuses on efficient and effective ways of attracting and retaining key museum store customers. Critical topics addressed include: an examination of marketing techniques appropriate for bookstores, how to market to different types of visitors, how much money to budget for a marketing plan, review of specific marketing tools including advertising, special events, and the Internet.

Track: Product Development & Promotions
Audience: All Levels - Executive Staff, Program Staff, Board Members, Agency Staff

3.6: Shopping the Trade Show

Steve Baldwin, Black Hills Parks and Forests Association
Verlin Smith, Bristol Classics

New to trade show shopping, or want to improve your skills to make the best use of your time? Join this session for an overview of the APPL Trade Show and tips for maximizing your show experience to get the greatest value. This session is especially useful for first time convention attendees and new buyers.

Track: Other
Audience: Basic - Executive Staff, Program Staff

GEOCACHING

5:00 pm - 6:00 pm

Geocaching is a fun new adventure sport that involves landmarks, technology, and people. Join representatives from US Geological Survey to learn how to use GPS receivers to navigate your way to interesting sites in downtown Sacramento and then answer trivia questions about these locations.

MEMBERS' SHOWCASE

7:00 pm - 8:00 pm

Join APPL Members as they share products and programs they have created to help further their missions and provide visitors with a memorable and educational experience at their partner sites. This is an excellent opportunity to learn about what your sister associations are doing. Registration materials will be forwarded to APPL Member organizations under a separate cover.

AWARD CEREMONY

8:00 pm - 9:30 pm

Join us in recognizing the winners of the 5th annual APPL Media & Partnership Awards. The awards celebrate excellence by the nonprofit partners of America's public lands in the areas of: publishing, product development, and programming. Winning entries will be on display in the exhibit hall starting Tuesday when the Trade Show opens. Business casual dress is suggested for this event.

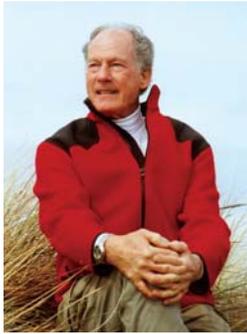
Registration & Information Desk

Open: 7:30 am – 6:30 pm

GENERAL SESSION

8:00 am – 9:30 am

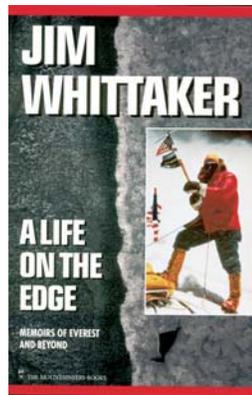
Keynote by Jim Whittaker



Jim Whittaker is a legendary mountain climber, adventurer, and environmentalist. Best known as the first American to climb Mt. Everest, there have been a number of other firsts in his life, which make him an especially inspiration speaker: he guided Bobby Kennedy up the newly named Mount Kennedy, helping him become the first person to summit the Canadian peak; he led the historic International Peace Climb, which put climbers from the U.S., Russia, and

China on the summit of Everest in the name of world peace; as the first manager and employee, and ultimately the CEO, of the fledgling Recreational Equipment, Inc. (REI), he guided the company through several years of record-setting growth.

Jim Whittaker's achievement on Everest and his many successes before and after that famous first summit are the natural outcome of a life driven by a passion for outdoor adventure combined with strong leadership qualities and a commitment to making a difference. He has chronicled his extraordinary business accomplishments in his award-winning book: *A Life on the Edge: Memoirs of Everest and Beyond*. Jim is a boundary stretcher who draws inspiration and courage from the vast riches of nature. He has been well-received by hundreds of audiences who find his presentations truly inspirational. After his presentation Jim will be selling and signing his new book in the exhibit hall during the Trade Show Tuesday afternoon.



Refreshment Break:

9:30 am – 10:00 am

SESSION 4

10:00 am – 11:30 am

4.1: What's Happening with Agency Agreements?

Donna Asbury, APPL

Debra Stokes, U.S. Army Corps of Engineers

Helene Aarons, Bureau of Land Management

Additional Agency Representatives TBD

Whether you are an agency or association representative, chances are that you have experienced challenges in processing partnership agree-

ments, or that you have heard of new policies that may affect your current agency-partner agreements. In this session, you will hear from each agency about what is happening in the world of partnership agreements, how new policies are to be implemented, and how these policy changes will affect current agreements. Resources for understanding policies, agreement forms, and templates will also be shared.

Track: Partnerships

Audience: All Levels - Executive Staff, Agency Staff

4.2: From Aspirations to Impact: Making Your Mission Strategic

Daniel Stid, The Bridgespan Group

The focus of this session will be on ways to clarify the objectives that your organization wants to work towards—and for which you are prepared to be accountable. We will also discuss how to identify and articulate your “theory of change,” i.e., the chain of cause and effect through which your organization's activities will bring about these outcomes.

Track: Governance

Audience: Advanced - Board Members, Executive Staff

4.3: Best Practices in Multi-Agency Volunteer Programs

Nancy Flagg, Public Lands Institute

Donna Grady, Public Lands Institute

In this session, you will learn about the process used in Southern Nevada that created a successful, award-winning model for volunteer management involving multiple agencies and partners. Gain practical knowledge to create and maintain a centralized database, marketing program, Web site, recognition events, and training programs.

Track: Nonprofit Management

Audience: All Levels - Program Staff, Agency Staff

4.4: Mapping your Capital Campaign for Success: How to Make it Happen

Juliana Ver Steeg, Brakeley Briscoe Inc.

Capital campaigns involve considerable risk on the way to reward. When your organization is properly prepared, the chances that you will have a successful campaign, and a stronger organization are hugely increased. This highly informative session highlights the critical steps an organization should take to prepare for a successful capital campaign. The session will cover all aspects of capital campaign pre-planning including board involvement, consideration of campaign counsel, feasibility and planning studies, case statements, and selection of volunteer leadership.

Track: Membership & Fundraising

Audience: Intermediate - Executive Staff, Board Members, Agency Staff, Volunteers

4.5: Travel Agents, Wholesalers and Bus Tours, Oh MY!: Tourism 101

Nicki Phelps, Golden Gate National Parks Conservancy
Rich Weideman, Golden Gate National Recreation Area

Wondering where all those bus tours come from? Find out how connecting with the burgeoning tourism field can yield unexpected profits and partnerships for land management agencies and their partners. This session will introduce you to the structure of the travel industry from local travel agents to international wholesalers. Practical tools and tips will help you formulate a plan to introduce yourself to this important industry.

Track: Product Development & Promotions

Audience: Intermediate - Executive Staff, Program Staff, Board Members, Agency Staff, Volunteers

4.6: Buyer's Forum

Kimberlee Riley, Jefferson National Parks Association

Explore the creativity that abounds among public land partners. Join colleagues for a lively discussion of current issues and trends impacting your buying process. Expand your network - make great connections, receive new ideas and share what works well for you. This will be a great opportunity to bring up issues that have been challenging or that you would like to get further perspectives on from those with experience in our industry. Experienced professionals will be available to start and guide discussions in break-out groups of specific topics requested by attendees.

Track: Other

Audience: All levels - Executive Staff, Program Staff

TRADE SHOW

11:30 am - 6:30 pm

The APPL Trade Show, known as the best one-stop shopping opportunity for cooperating and interpretive associations, is expected to sell out. Come shop from the premier exhibitors of educational and theme-related merchandise, retail management products, and services focused on the public lands community. Get a head start on your buying by preparing your orders prior to the show and viewing the 2007 exhibitor list with show specials posted and updated regularly to the APPL Web site. Make sure to recommend your favorite vendors to exhibit at the show if you don't see them already listed as exhibitors on the 2007 show Web site.

Exhibitor Demonstrations

1:00 pm - 3:00 pm

Come observe special demonstrations of exhibitor products and services on stage in the Trade Show. Check the APPL convention Web site for more details on which exhibitors will be presenting.

Silent Auction

11:30 am - 6:30 pm

You don't want to miss out on this chance to bid on a wide variety of items and services donated from generous members, vendors, and friends. Proceeds will benefit APPL's Education and Scholarship

Fund. Consider donating items or trips from your organization. Auction information and a donation form are available on the last page of this booklet and online at www.appl.org.



Lunch Break:

11:30 am - 1:00 pm

Whether you want to start shopping the trade show right away or fuel up on some lunch first, use the meal voucher included with your registration to purchase lunch from the food concessionaires in the exhibit hall anytime between 11:30 am and 1:00 pm.

BOARD MEMBER ROUNDTABLE

1:30 pm - 2:30 pm

Ever wonder what other boards are doing? How they're handling certain situations? Board members, this is a special time just for you to network with one another, share ideas, ask questions, and talk about important governance issues. Facilitators will be available to start and guide the discussion in break-out groups while the specific topics and content will be developed by the attendees.

Refreshment Break:

2:30 pm - 3:00 pm

SESSION 5

3:00 pm - 4:30 p.m

5.1: Reaching Non-Traditional Audiences Through Distance Learning

Bradley Krey, California State Parks

Joe Von Herrmann, California State Parks

Ty Smith, California State Parks

Reaching out to non-traditional audiences, California State Parks PORTS Distance Learning Program delivers interactive educational programs to K-12 schools throughout California using digital resources. Using the PORTS Program as a case study, you will learn why distance learning has been an effective tool for reaching diverse audiences for California State Parks. Understand how PORTS fostered successful partnerships with school districts and how these relationships have created opportunities to educate students through-

out California. Learning about this “out of the box” approach will inspire you to look beyond traditional means to reach goals within your own organization.

Track: Partnerships

Audience: All Levels - Executive Staff, Program Staff, Board Members, Agency Staff

5.2: Increasing Grassroots Support & Policy Effectiveness for Public Lands

Traci Verardo, California State Parks Foundation

Learn about effective strategies for building and activating a base of supporters for public land policy issues. Gain insights from policy advocacy and constituent mobilization lessons in California. Ideas for education, communication and cultivation of grassroots, media, and legislative audiences will be provided, with specific tools and reference materials.

Track: Governance

Audience: Basic - Executive Staff, Program Staff, Board Members, Volunteers

5.3: Delegation: The Art of Getting Things Done

Clover Earl, Consultant

One of the greatest challenges any manager faces is how to deal with the myriad of responsibilities that come with being the person in charge. Often times a manager’s level of responsibility exceeds their capacity to get things done. Whether you supervise a small or large group of employees, the art of delegation remains the same. Some of the topics covered include: barriers to effective delegation, eight levels of authority, and the five action steps of effective delegation.

Track: Nonprofit Management

Audience: All Levels - Executive Staff, Program Staff, Board Members, Agency Staff, Volunteers

5.4: Obtaining Grants to Meet Your Needs

George Ivey, Friends of the Great Smoky Mountains National Park

Donna Asbury, APPL

Agencies and nonprofits have the ideas and capacity to solve problems, but limited dollars to implement their solutions. Foundations and corporations have the financial resources, but lack the capacity to implement programs. Learn how you can bring the two together to create dynamic partnerships. This workshop will enable you to translate needs into potential funding opportunities, identify funding sources that match these opportunities, and deliver the essential elements of a successful grant proposal.

Track: Membership & Fundraising

Audience: Intermediate - Executive Staff, Program Staff, Board Members, Agency Staff

5.5: Maximizing Opportunities with Visitor Center Bookstores

Arch Horst, MarketPlace Associates and Black River Architects

Kimberlee Riley, Jefferson National Parks Association

Bookstores are part of a public land’s interpretive program and provide supplemental financial support to the site. This session will provide information on how to maximize opportunities in this space and how to integrate the museum/site experience into the store design. A

panel will share examples of projects and present details on determining a vision for your store; roles of architects, agency staff and cooperating association staff in planning store design; discuss how to plan for a new store or renovation project; and determine how to address consumer behavior trends in the design to maximize profitability.

Track: Product Development & Promotions

Audience: All Levels - Executive Staff, Agency Staff

TRADE SHOW RECEPTION

4:30 am – 6:30 pm

All are welcome to roam the Trade Show, enjoying light refreshments and uninterrupted time with exhibitors.

FREE EVENING



Explore Sacramento with convention friends and colleagues. Take a taxi or walk to Old Sacramento, where California’s Gold Rush era remains alive in the 28-acre historic district along the Sacramento River. Walk along the cobblestone streets on wooden sidewalks as you explore some of the many unique shops and restaurants located in Gold Rush era structures.

WEDNESDAY, MARCH 21

Registration & Information Desk

Open: 7:30 am – 6:00 pm

TRADE SHOW

8:00 am – 1:00 pm

Head to the Exhibit Hall for your morning coffee and a continental breakfast as you continue your shopping at the Trade Show. This is the last day of the show so you'll want to make sure you start early in order to visit the expected 140 plus exhibitors.

Silent Auction

8:00 am – 12:00 pm

Check, re-check, and double check your bids throughout the day to make sure your number is the winning bid for exciting trips, crafts, gear, and more. The silent auction will close at noon and winning numbers will be posted during the afternoon break. Auction items will be available for pick-up and payment from 2:30 – 5:30 pm. Auction information and a donation form are available on the last page of this booklet and online at www.appl.org.

APPL STAKEHOLDER MEETING

8:30 am – 9:30 am

Join the APPL board and staff for an annual report of the association's initiatives and progress. Discuss key strategies and next steps for the association including significant outcomes and plans for collective representation, capacity building, information sharing, membership and governance. Feedback from various agency and affinity forum sessions during the convention will also be discussed.

Audience: Advanced - Executive Staff, Program Staff, Board Members, Volunteers, Agency Staff

SESSION 6

10:00 am - 11:30 am

6.1: Bureau of Land Management Forum

*Amy Galperin, Bureau of Land Management
Helene Aarons, Bureau of Land Management*

Learn and discuss what is new within BLM. Gain insight on agency policies, trends, and opportunities related to interpretive and non-profit partnerships.

Track: Partnerships

Audience: All Levels - Executive Staff, Board Members, Agency Staff, Volunteers

6.2: The Life Cycle of a Board of Directors

*Claudia Schechter, APPL Consultant
Steve Baldwin, Black Hills Parks and Forests Association*

Do your board members wear coveralls or black ties? Primarily, purpose distinguishes one nonprofit from another. But it's also about an organization's stage of development, and its maturation. Just like people, boards and organizations go through stages of development. And like people, their needs change over their lifetimes. Boards can operate effectively whether they are newly created or old hands. How do we adjust to meet and support the organization's needs as they change? Through discussion and exercises, this session explores the changes in boards to meet the organization's growth.

Track: Governance

Audience: All Levels - Board Members, Executive Staff, Agency Staff

6.3: Scoring an 'A' on Your Organization's Report Cards

Jim Adams, Northwest Interpretive Association

In this era of increasing scrutiny toward nonprofits, the IRS Form 990 is the most important document you complete. Additionally, public land agencies review your performance on report forms, which have been updated to flow from the 990. Join this session to learn how to decrease your work and stress loads by filling out the new, multi-agency, standardized reporting form and the 990 form simultaneously. Results from the first year using the new standardized reporting form will be reviewed.

Track: Nonprofit Management

Audience: Intermediate - Executive Staff, Program Staff, Board Members, Agency Staff

6.4: Special Events—Fundraising and Fundraising

*George Ivey, Friends of the Great Smoky Mountains National Park
Pam Horan, California State Railroad Museum Foundation*

Special events can bring in financial resources and help you make friends – but not necessarily both at the same time (sometimes they do neither!). Learn from colleagues about the “why” and “how to” of a wide variety of different kinds of special events—from dinner auctions to behind-the-scenes tours to telethons and more; this session provides a great opportunity to evaluate different types of events, benefits and costs (especially staff and volunteer time), and lessons learned by others.

Track: Membership & Fundraising

Audience: Basic - Executive Staff, Program Staff, Board Members, Volunteers

6.5: Best in Show: Hands-on Merchandising Techniques

Cliff Harrison, St Louis Art Museum

Join this interactive session and learn how to display products in your shops or for traveling shows and festivals. You'll walk around the Trade Show with exercises specifically designed to help you identify what is done well and take home the best examples. Go home to create the best displays possible for sale at your site or trade show exhibit.

Track: Product Development & Promotions

Audience: All Levels Board Members, Executive Staff, Agency Staff

6.6: California State Parks Forum

Ruth Coleman, California State Parks
Elizabeth Goldstein, California State Parks

Receive the latest updates from the California Department of Parks and Recreation. Discuss policies, issues, trends and training initiatives to strengthen California cooperating associations and other nonprofit partnerships.

Track: Partnerships

Audience: All Levels - Executive Staff, Board Members, Agency Staff, Volunteers

Lunch Break: 11:30 am – 1:00 pm

Food concessionaires will be available in the exhibit hall so you can have lunch and keep shopping through the final hours of the trade show. You'll also want to take advantage of this time to check out all the great items in the silent auction and place your final bids by noon.

SESSION 7

1:00 pm - 2:30 pm

7.1: Centennial Celebrations: Forging Partnerships and Enhancing Visitor Services

Tracey Chavis, Mesa Verde Museum Association
Tessy Shirakawa, Mesa Verde National Park
Dan Puskar, Mesa Verde National Park
Lance Wellwood, ARAMARK Mesa Verde Company

Your upcoming centennial celebration can be much more than a big party. Use the opportunity to draw the attention of the world to your park; re-invigorate old partnerships; forge new partnerships; enhance business opportunities for surrounding communities; share your message of stewardship with your region and the nation; learn how to market with no money; creative new product development; create expanded interpretive & educational opportunities for visitors; and much more.

Track: Partnerships

Audience: All Levels - Executive Staff, Program Staff, Board Members, Agency Staff, Volunteers

7.2: Strategic Planning Roundtable

Lisa Madsen, Public Lands Interpretive Association
David Grove, Jefferson National Parks Association

Share your experiences, stories and resources relating to the strategic planning process. This mandatory board function can sometimes be frustrating and fruitless. Learn from each other how to maximize your strategic planning process to end up with a plan that works not only in theory but in practice as well.

Track: Governance

Audience: Advanced - Board Members

7.3: Bridging Membership and the Annual Fund to Build your Major Donor Base

Christine Jeffers, Brakeley Briscoe Inc.

Develop a strong base for your annual giving program as we look at ways membership and annual fund programs can bridge together to find and keep members, convert members to donors, and lead to major gifts. This session will cover membership basics, the connection between annual fund and membership and how to identify major donors and go after them.

Track: Membership & Fundraising

Audience: Basic - Executive Staff, Program Staff, Board Members, Agency Staff, Volunteers

7.4: Scope of Sales Workshop

Corky Mayo, National Park Service
Rose Fennel, National Park Service

The goal for cooperating associations, concessions operators, and the agency managers is the same: to provide quality visitor service and still receive a reasonable rate on return so as to achieve organizational goals. This session looks at Cooperating Associations and the importance of creating an equally dynamic scope of sales statement in cooperation with agency partners. At previous APPL conventions we have explored the "appropriateness" of interpretive merchandise as compared to concessions related merchandise. This year, attendees will expand that discussion and incorporate the lessons learned directly into the creation of a current year scope of sales document. Attend for new information and to get part of your job done. Bring along your current scope of sales document as a reference.

Track: Product Development & Promotions

Audience: All Levels - Executive Staff, Program Staff, Agency Staff

7.5: Strategic Restructuring for Enhanced Partnerships

Robert Harrington, La Piana Associates Inc.

This workshop will provide an overview of the wide array of partnerships available to nonprofit organizations (utilizing La Piana Associates' Partnership Matrix), including mergers, administrative and program consolidation, parent-subidiaries, etc., with examples of each. We will review the benefits and challenges to these partnerships, assessing readiness, negotiations, implementation and integration, as well as current trends in the field.

Track: Partnerships

Audience: Advanced - Executive Staff, Board Members

Refreshment Break:

2:30 pm – 3:00 pm

SESSION 8

3:00 pm - 4:30 pm

8.1: National Park Service Forum

Chris Jarvi, National Park Service
Corky Mayo, National Park Service
Rose Fennell, National Park Service
John Piltzecker, National Park Service

Receive the latest information on activities, policies, opportunities, and trends directly from NPS leadership. Information presented will focus on strengthening NPS-nonprofit partnerships and is applicable to interpretation, education, volunteerism and fund raising endeavors.

Track: Partnerships
Audience: All Levels - Executive Staff, Board Members, Agency Staff

8.2: Tune Up Your Total Employee Rewards for the Road Ahead

Barbara Bell, Eastern National
Ivy Silver, The Commonwealth Consulting Group, Inc.
John Walp, Converje, LLC

In order to obtain and retain the best staff, nonprofit public land partners must comply with regulatory directives, and must marshal limited resources to provide effective compensation and benefit plans. In this session, we'll share why Eastern National launched a comprehensive evaluation of its compensation and benefits in 2006. We'll share our approach to this work, the changes we made, and the results we got. Learn how to evaluate employee pay and benefits at your association.

Track: Governance
Audience: Advanced - Executive Staff, Program Staff, Board Members

8.3: Building Volunteer Management Capacity with Public Land Management Agencies

James Absber, USDA Forest Service
Jeffrey Brudney, University of Georgia & Cleveland State University

Scholars have linked Volunteer Management Capacity (VMC) in human and social service agencies to favorable outcomes, such as improved effectiveness and increased volunteer retention. This session applies VMC concepts to land management agencies. We will embark on an interactive discussion of what VMC means, current "best practices" and steps to improve VMC, including decision-relevant analysis of partner roles and overcoming barriers. Attendees will contribute and learn how to begin developing VMC in their own organizations.

Track: Nonprofit Management
Audience: All Levels - Executive Staff, Program Staff, Board Members, Agency Staff, Volunteers

8.4: The Fundraising Plan: Creating a Roadmap for Success

Curt Buchholtz, Rocky Mountain Nature Association

To be successful in fundraising and in meeting the requirements of agency partners, organizations must develop a fundraising plan that articulates what they have, what they need, how they will go about getting support, and how they will account for the support once they receive it. Learn how to organize for success and meet NPS DO 21 and other agencies' requirements for fundraising.

Track: Membership & Fundraising
Audience: All Levels - Executive Staff, Agency Staff

8.5: Merchandising with Found Objects: The Quick and Dirty

Cliff Harrison, St Louis Art Museum

This session is designed for association or agency personnel who have responsibility for visual presentation and merchandising. It is designed to give new ideas to both beginning merchandisers as well as seasoned pros. It will highlight the creative use of everything from backyard branches to empty paint cans. The emphasis will be on low cost, creative solutions.

Track: Product Development & Promotions
Audience: All Levels - Program Staff

CLOSING BANQUET & LIVE AUCTION

6:30 pm - 9:30 pm

Come celebrate APPL's 30th anniversary of incorporation by joining fellow convention attendees and exhibitors for the closing banquet and entertaining live auction. Proceeds from the auction will benefit APPL's Education and Scholarship Fund. Refer to the last page of this booklet for more information on donating items to APPL's auctions.

Submit your APPL scrapbook memory for others to enjoy and vote on during the closing banquet. A lot has happened over the past thirty years. Some of you have been with the organization since 1977, when it was the Conference of National Park Cooperating Associations (CNPCA). Others have joined along the way as the association opened its membership and welcomed organizations from other public land management agencies, becoming known as the Association of Partners for Public Lands. The successful evolution of APPL is a direct result of its dedicated member organizations and their staff, board, volunteers, and agency partners who all have a strong shared commitment to stewarding public lands and enhancing public understanding and appreciation of America's treasured places. Compile favorite stories, pictures, and quotes of your APPL memories onto an 8 x 12 inch or 12 x 12 inch sheet of paper and turn it into the registration desk when you check in at the convention. The scrapbook sheets will be displayed for attendees and exhibitors to vote on their favorites. Multiple entries will be accepted. Those unable to attend the convention but would like to submit an entry should mail their scrapbook sheets to Amy Matthews at the APPL office no later than March 5, 2007.

Registration & Information Desk

Open: 7:30 am – 9:30 am

AGENCY TRAININGS AND SEMINARS

Please note that APPL reserves the right to cancel the trainings based on the the number of individuals that register.

U.S. Army Corps of Engineers Partnership Training

Debra Stokes, US Army Corps of Engineers

Partnerships continue to be essential to the future of the Corps. Learn more about the inner workings of the Corps partnership programs and how to establish successful partnerships. This valuable training is intended to benefit those who have existing cooperating associations and other partnerships as well as those who do not. Participants will come together to ask questions, discuss issues about the status of agency partnering programs, authorities and policies. Informal, informative, and a great time to network with others. Come prepared with a specific partnering issue to work on for your site.

Time: 8:00 am – 5:00 pm (continues Friday 8:00 am – Noon)

Registration Fees: \$175 with convention registration
\$215 without convention registration

Registration fee includes lunch on Thursday.



National Park Service Training – The Language of Partnership

Rose Fennell, National Park Service

John Piltzecker, National Park Service

Language can have consequences affecting a process, program, or partnership. What does NPS mean when it refers to a friends group? What role do cooperating associations have in fundraising? What is fundraising? What is meant when we say “support?” The language we use needs to be precise yet flexible, functional yet mutable.

This session will look at the larger world of nonprofit support organizations and the NPS. We will then hone the discussion to talk about charitable support, both financial and non-financial. As we move through the day, particular attention will be given to the spectrum of financial support—money—where it comes from (revenue generation), earned vs. contributed, how it is taken care of, investments and accountability, and finally, how it is used to achieve mission and satisfy expectations.

The National Park Service, through policy, organizational structure, and outreach has demonstrated that partnerships are a crucial way of doing business in the 21st Century. *Director’s Order 32: Cooperating Associations* and *Director’s Order 21: Donations & Fundraising* are the primary policy documents used to conduct partnership business. The National Partnership Office and the Partnership Council are committed to continued work with partners. Outreach, through participation in events such as the annual APPL convention and training opportunities nurtures partnership relationships, but success can only be assured if we truly understand and are committed to supporting the goals and roles of our partners. Join us as we work our way through the Language of Partnership.

This training is recommended for NPS employees who liaison with partner organizations and for partners who have a current general (cooperating association) or fundraising agreement with the NPS. NPS partners are also welcome and encouraged to attend.

Time: 8:00 am – 5:00 pm

Registration Fees: \$135 with convention registration
\$175 without convention registration

Registration fee includes lunch on Thursday.

NPS Competencies:

OPMG089 Partnering (Leadership);
PAR06 Partnership Management;
PAR11 Donations and Fundraising Partnerships;
PAR04 Leveraging Partnerships;
PAR05 Partner Culture Awareness;
OPMG090 Accountability.

Registration Fees & Instructions

Register and pay online by January 12, 2007 for the best savings and choice of educational field trips and agency trainings. Optional field trips and agency trainings may be canceled if minimum enrollments are not met by the early registration deadline. All registrations, except for government employees, must be accompanied with full payment by check or credit card (Mastercard or Visa).

Government employees may submit the appropriate authorization vouchers if they are unable to pay by credit card at the time of registration. Please make sure to classify APPL as a nonprofit organization whenever arranging payment through a government agency.

Registration Fees

Early - postmarked by January 12, 2007

Member / Government* Attendee	\$420 (\$400 online)
Non-Member Attendee	\$475 (\$455 online)
Companion	\$245 (\$225 online)

Regular - received between January 13 – February 28, 2007

Member / Government* Attendee	\$460 (\$450 online)
Non-Member Attendee	\$515 (\$505 online)
Companion	\$260 (\$250 online)

Late - received after February 28, 2007 or on-site

Member/Government*/Non-member Attendee	\$600
Companion	\$300

**Employees from federal, state, and local government agencies who work with nonprofit public land partners qualify for government rates.*

Attendee Registration Includes:

- Opening reception at the California Railroad Museum
- All general and educational concurrent sessions
- Members' Showcase and Awards Ceremony
- Trade Show admission
- Tuesday lunch voucher
- Tuesday reception at the Trade Show
- All hosted breaks and networking sessions
- Continental breakfast on Wednesday
- Ticket to Closing Banquet & Live Auction

Companion Registration Includes:

- Opening reception at the California Railroad Museum
- Members' Showcase and Awards Ceremony
- Trade Show admission

- Tuesday lunch voucher
- Tuesday reception in Trade Show
- All hosted breaks and networking sessions
- Continental breakfast on Wednesday
- Ticket to Closing Banquet & Live Auction

Note: companion registration does not include any general or educational concurrent sessions.

Single Guest tickets are available only for:

- Opening reception at the California Railroad Museum \$45.00
- Members' Showcase and Awards Ceremony \$25.00
- Anniversary Banquet & Live Auction \$50.00

Cancellations and Refunds

Cancellations and requests for refunds for convention events booked through APPL must be made in writing and received by APPL no later than March 2, 2007. A \$40.00 processing fee will be deducted from all refunds. A \$40.00 fee will be added to government credit cards for cancellations of unpaid attendees. Registrations may be transferred to another person by writing to APPL in advance or by presenting a written notice at the convention.

Scholarships

We want to see our APPL members in Sacramento! Staff and board members from APPL member organizations are eligible to apply for convention scholarships. Please visit the Member's Area of the APPL Web site to download an application or request a form by contacting the APPL office. All scholarship applications are due by January 12, 2007.

Get Involved by Volunteering

Volunteering at the convention is a wonderful way to support APPL while meeting new people and working with friends from other organizations. Volunteers are needed to help with providing assistance at the attendee and trade show registration desks, greeting convention attendees, and assisting with the silent and live auctions. Note on your registration form if you are interested in any of these volunteer opportunities or contact the APPL office for more details.

APPL Contact Information



Association of Partners for Public Lands
2401 Blueridge Avenue, Suite 303
Wheaton, MD 20902
Phone: 301.946.9475
Fax: 301.946.9478
E-mail: appl@appl.org
Web Site: www.appl.org



**ASSOCIATION OF PARTNERS FOR PUBLIC LANDS
CONVENTION REGISTRATION SACRAMENTO, CA MARCH 18-22, 2007**

Save time and money, register on-line at www.appl.org.

Complete a separate form for each attendee, companion, and guest. Full payment must accompany registration form.
If necessary, government employees may provide a P.O. or credit card number to reserve their registration.

REGISTRATION CATEGORIES		Early	Regular	Late / On-site	Total
Check appropriate box		Postmarked or faxed by January 12, 2007	Postmarked or faxed between Jan. 13 – Feb. 28, 2007	Received after February 28, 2007	
<input type="checkbox"/>	Attendee - APPL Member or Govt. Employee	\$420.00 (\$400 on-line)	\$460.00 (\$450 on-line)	\$600.00	
<input type="checkbox"/>	Attendee - Non-member	\$475.00 (\$455 on-line)	\$515.00 (\$505 on-line)		
<input type="checkbox"/>	Companion of Registered Attendee	\$245.00 (\$225 on-line)	\$260.00 (\$250 on-line)	\$300.00	
OPTIONAL TRAINING & TRIPS			With convention registration	Without convention registration	
Sunday, March 18	Dreams Come True: Park Projects from Design Through Implementation		\$140.00	\$160.00	+
	Cosumnes River Preserve: Partnerships At Their Finest		\$75.00	\$95.00	
	California Rally		\$65.00	\$85.00	
Thursday, March 22	NPS Partnership Training		\$135.00	\$175.00	+
	USACE Partnership Training (continues on Friday, March 23)		\$175.00	\$215.00	
INDIVIDUAL GUEST TICKETS (note—these tickets are included with attendee and companion registration fees)					
Opening Reception Sunday, March 18				\$45.00	+
Members' Showcase & Awards Ceremony Monday, March 19				\$25.00	+
Closing Banquet & Live Auction Wednesday, March 21				\$50.00	+
TOTAL AMOUNT DUE					
Select payment method:		Check/ Card/ P.O. #: _____		Exp. Date: _____	
<input type="checkbox"/> Visa / MasterCard		Name on Card: _____			
<input type="checkbox"/> Check (payable to APPL)		Signature: _____			

Provide information as it should appear on name badge and in attendee list.

NAME: _____ TITLE/COMPANION OF: _____

ORGANIZATION: _____ IF GOVERNMENT, PLEASE SPECIFY AGENCY: _____

MAILING ADDRESS: _____

CITY/STATE/ZIP: _____ E-MAIL: _____

PHONE:() EXT: FAX:() GENDER: FEMALE MALE

EMERGENCY CONTACT NAME & PHONE: _____

- This will be my first APPL Annual Convention.
- I am a buyer and would like to have that identified on my name badge.

I plan to attend the following events included with attendee and companion registration fees:

- Sunday: Opening Reception
- Monday: Awards Ceremony & Dessert Reception
- Tuesday: Lunch in the Trade Show Hall
- Wednesday: Continental Breakfast in the Trade Show Hall
- Wednesday: Closing Banquet & Live Auction

Dietary Preference: None Vegetarian

I will be staying at the: Hyatt Regency Sacramento Other (specify) _____

Attach a separate sheet if you need to inform APPL of any special needs.

I would like to be contacted about volunteering for:

- Registration Trade Show
- Silent Auction Live Auction
- Morning Greeter

RETURN FORM WITH FULL PAYMENT
By mail (check and credit card payments)
 APPL – Convention Registration
 2401 Blueridge Avenue, Suite 303
 Wheaton, MD 20902
By fax (credit card payments only)
 301.946.9478 Attn: Convention Registration



SUPPORT APPL'S EDUCATION AND SCHOLARSHIP FUND BY DONATING ITEMS FOR THE SILENT AND LIVE AUCTIONS.

Your donation provides valuable support for APPL member organizations to participate fully in educational opportunities.

APPL's auction events are a focal point of the convention and generate an enthusiastic response from both attendees and exhibitors. Proceeds go to the APPL Education and Scholarship Fund, which provides scholarships for APPL members to attend trainings such as the annual convention. Donors will receive acknowledgment in the auction program and on bidding sheets for items included in the silent auction. All donations are tax deductible in accordance with applicable laws.

Past donations have included a wide range of items and services, reflecting the creativity and generosity of our members, vendors, and friends. Auction items from previous years included:

- ♦ Interpretive books, videos and products (in sets or individually)
- ♦ Trips to parks, historic sites, and recreational areas
- ♦ Artwork, framed posters, and prints
- ♦ Camping gear
- ♦ Gift baskets or theme bags of commemorative items
- ♦ Gift certificates for products or services
- ♦ Handmade crafts such as quilts, jewelry, and stained glass window hangings

In addition to silent and live auction items we're also looking for door prize donations. Door prizes will be used throughout the convention and trade show to encourage attendee participation. You can select which category you prefer your donation go to and the auction committee will do their best to honor your request.

Complete a separate donation form for each item (or set of items) and return to APPL by February 23 for inclusion in the printed auction program distributed on-site. Make and keep a copy for your records. You will receive a confirmation notice within 10 business days of our receiving your donation form. In early February you will receive a notice with your item number(s) and complete shipping instructions. Do not send auction items to APPL.

I/we prefer to remain anonymous

DONOR OR ORGANIZATION (as it should appear in program):

DONOR CONTACT PERSON:

DONOR ADDRESS:

CITY/STATE/ZIP:

E-MAIL:

DONOR PHONE:()

DONOR FAX:()

PREFERRED CONFIRMATION METHOD: E-mail Fax Mail

BRIEF ITEM NAME:

Item Value: \$_____ Suggested Minimum Bid: \$_____ Preferred Category: Silent Auction Live Auction Door Prize

Item Description – Provide a detailed description which includes quantity, size, color, restrictions and any other information to ensure proper understanding of donated item (attach additional paper if needed):

Send your completed donation forms to APPL by February 23, 2007:

E-mail: auctions@appl.org Fax: 301.946.9478 Mail: 2401 Blueridge Avenue, Ste 303 Wheaton, MD 20902

APPL is a 501(c)3 not-for-profit organization. Copies of our current financial statement are available upon request by contacting the APPL office at 301.946.9475 or appl@appl.org. Documents and information submitted to the State of Maryland under the Maryland Charitable Solicitations Act are available from the Office of the Secretary for the cost of copying and postage.



PRESORTED
FIRST CLASS
U.S. POSTAGE
PAID
PERMIT 1988
SLC, UT

Association of
Partners for Public Lands

2401 Blueridge Avenue
Suite 303
Wheaton, MD 20902

Phone: 301-946-9475
Fax 301-946-9478
E-mail: appl@appl.org
Web site: www.appl.org

APPL ANNUAL CONVENTION
AND TRADE SHOW

MARCH 18–22, 2007
SACRAMENTO, CALIFORNIA

Forward any names or address corrections to APPL at appl@appl.org.