



DEPARTMENT OF THE ARMY

U.S. ARMY CORPS OF ENGINEERS
441 G STREET NW
WASHINGTON, D.C. 20314-1000

REPLY TO
ATTENTION OF

CECW-CO

JAN 12 2005


**MEMORANDUM FOR COMMANDERS, MAJOR SUBORDINATE COMMANDS AND
DISTRICT COMMANDS, CHIEFS, CONSTRUCTIONS-OPERATIONS DIVISIONS**

SUBJECT: Association of Partners for Public Lands Convention 2005

1. The Association of Partners for Public Lands (APPL) will hold its annual convention in Portland, Oregon on 6 – 9 March 2004. The U.S. Army Corps of Engineers has worked with this organization over the past several years to establish strong relationships with non-profit organizations that support Corps activities at the project level.
2. The APPL convention is an opportunity to learn how cooperating associations can assist the Corps in management and stewardship of its lands and facilities. The core portion of the convention features keynote sessions, concurrent workshops organized along educational “tracks,” networking sessions, and a first-class trade show of items uniquely geared toward the public lands community.
3. The convention also provides an excellent opportunity for additional training. Again, as in the past three years, a specially designed 1½-day partnership seminar for Corps participants and their partners is being offered 10 - 11 March (workshop information enclosed). This workshop will build on the past efforts and include presentations and open discussion about the various issues we deal with when working with partners. For these reasons, I encourage attendance at this event.
4. Specific conference information, transportation and accommodation details and the registration form are available at: <http://www.appl.org/2004con/main.html>. Early registration ends 1 February 2005. Please share this information with the projects for which you are responsible. My point of contact for this undertaking is Ms. Debra Stokes, Senior Policy Advisor for Partnerships within the Natural Resources Management Community of Practice. Ms. Stokes may be reached by phone at (202) 761-1736 or via e-mail.

FOR THE COMMANDER:

Encl


MICHAEL B. WHITE
Chief, Operations Division
Directorate of Civil Works

APPL - Partnership Workshop 2005

1 ½ Day Training for U.S. Army Corps of Engineers and Their Partners
March 10 - 11, 2005
Portland, Oregon

Thursday, March 10: Partnering – Rules and Tools

8:30 - 10:00 am

Overview of Authorities: What the Corps requires in working with nonprofit partnerships

Goal: *Participants will learn about the various authorities and how they might be applied.* Format: *PowerPoint Presentation with Q&A.*

- Resources on Corps authorities
- What authorities match what outcomes/accomplishments
- Examples of correctly using Corps authorities

10:00 - 10:15 am Break

10:15 - 12:00 pm -

Tool Box for Partnerships

Goal: *Participants will learn what tools are available to help them form various partnerships and be given specific examples.* Format: *Presentation with Q&A.*

- Update on NRM Gateway resources for partnerships and cooperating associations
- Examples of partnering tools:
- Key to determine which tool is the one to use

12:00 – 1:00 pm LUNCH - provided as part of the workshop and this time is an excellent opportunity to network with participants

1:00 – 3:00 pm

Putting Tools into Action

Goal: *using what they have learned from the morning session, participants will have an opportunity to select the appropriate authority and/or tool for specific partnerships.*

Format: Team Activity

- Participants will break into teams and:
 - ❖ Be given several partnership scenarios.
 - ❖ Determine which is the best authority/tool to use for each.
 - ❖ Create an action plan to implement the partnership.
 - ❖ Explain why the particular authority was used.
- Teams will present which authorities they used and their action plans to the group for general discuss.

3:00-3:15 pm Break

3:15 - 5:00 pm

Putting Tools into Action, cont'

Friday, March 11: Connecting With Partners

8:00 - 9:00 am

What's New With the Partnership PDT?

Format: *Presentation with Q&A.*

- USACE/Interagency Partnership card
- Handshake Challenge Partnership Program
- Evaluation Tool

9:00 – 10:00 am

Management through Collaboration

Working with the community, how do we reach out to new partners? Format: *Panel Presentation with Q&A.*

10:00 - 10:15 am Break

10:30 - NOON

Hearing from Our Partners: A Conversation with a Panel of Partners from the Northwest. *Working with the community, how do our potential partners reach out to us and what are their expectations?* Format: *Panel Presentation with Q&A.*

ANNUAL CONVENTION AND TRADE SHOW

MARCH 6-10, 2005

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Register by January 24, 2005
to receive the early rate!



ANNUAL CONVENTION
PORTLAND, OR ♦ MARCH 6 - 10, 2005

2005

JOIN US FOR PORTLAND PATHWAYS 2005

Portland, Oregon is a perfect fit for APPL's 2005 Annual Convention with its wealth of public lands nearby and environmentally friendly atmosphere. Sparkling waterways combined with lush greenery rarely found in urban settings makes Portland a magnificent destination. The city has grown gracefully without relinquishing its character and charm, offering a variety of cultural and historical attractions in addition to acres of open spaces, forests, and trails.

The theme Pathways defines lines of movement, and courses taken. Begin your learning experience by registering for one of three in-depth sessions on Sunday, March 6 developed especially for APPL audiences. Then, chart your own course of learning during the convention by selecting from a multitude of concurrent session offerings organized along thematic paths, including Partners and Friends, Executive Leadership, Volunteerism, Marketing, and Operations.

APPL's Portland Pathways 2005 also provides ample opportunities to network with colleagues, shop the trade show, and enjoy special events like the opening reception, awards program, and live auction dinner. And, don't forget to allow time to explore the scenery, sites, and culture just outside your door!

Charles Money, APPL President

Donna Asbury, APPL Executive Director

ABOUT APPL

Association of Partners for Public Lands (APPL) is a non-profit umbrella group of cooperating, interpretive, and friends associations and other non-profit organizations operating under formal agreements with government land management agencies. APPL works with the National Park Service (NPS), U.S. Fish and Wildlife Service (USFWS), Bureau of Land Management (BLM), Reclamation (RECL), U.S.D.A. Forest Service (USDAFS), U.S. Army Corps of Engineers (USACE), U.S. Geological Survey (USGS), and state agencies.

APPL enhances the potential of its members to provide the highest levels of program and service to public agencies entrusted with the care of America's natural and cultural heritage. APPL does this through education, information, and representation. For more information on membership or ways to support APPL contact the APPL office.

WHO SHOULD ATTEND?

Non-profit organization staff – Are you interested in learning more about fund raising and membership development, current executive issues, volunteer management, sales outlet operations, marketing and outreach? With over 35 sessions to choose from you are guaranteed to learn something new and useful at the 2005 APPL Convention. In addition, the trade show is a wonderful opportunity to place orders, receive on-site discounts, generate new product ideas, and talk with vendors who understand your business and are familiar with the approval process. Spend time with your peers from across the country and make contacts with key agency representatives.

Board members and other volunteers – Come to Portland and attend a variety of sessions in the different tracks to learn more about the current operations and issues facing your organization. Gain a better understanding of the public lands community through networking opportunities with representatives from federal agencies and other organizations like yours. Attending as a team enables your group to benefit from participation in multiple sessions and build upon these ideas back home.

Public land agency representatives – Yes, this convention is for you too! Your non-profit partners need your support in understanding their world of operations. By attending together, you can use the educational sessions and trade show as a springboard for at-work planning, initiating new activities and products, and reaching out to new audiences. Hear the partners' perspectives first-hand and gain new knowledge from keynoters and presenters from both within and outside the public lands community.

ACCOMMODATIONS

Convention activities will be held at both the Doubletree Hotel Lloyd Center and the Oregon Convention Center. The hotel is located within walking distance from the convention center and on the MAX light rail red line (the ride to the center is free from the hotel). To provide the best value to participants, APPL has held a block of rooms at \$122 per night for a single/double. Participants who stay at the Doubletree Hotel for the duration of the convention will receive a special welcome packet of information, a FREE ticket to the Auction & Dinner Event, and entry in a prize drawing. Make reservations by contacting the hotel directly and be sure to ask for the "APP" group rate so that APPL receives proper credit.

Doubletree Hotel Lloyd Center
www.portlandlloydcenter.doubletree.com
 Group Code: "APP"
 1-800-222-TREE

TRANSPORTATION

Travel to Portland is easy by car, air or rail. The Portland International Airport is served by many major airlines and is only a 35 minute ride on Portland's MAX light rail system to the Doubletree Hotel Lloyd Center. You can buy your ticket for less than \$2 and board at the end of the baggage claim area. More airport information can be found at www.portlandairportpdx.com. Amtrak also serves Portland via their Northwest network (www.amtrak.com or 1-800-USA-RAIL).

ACCESSIBILITY

Those with special needs should specify them when registering for the convention, as well as when making hotel reservations. Convention events will take place at the Doubletree Hotel Lloyd Center and the Oregon Convention Center, which are both ADA compliant.

WEATHER AND DRESS

Dress throughout the convention is business casual, except for the Awards Ceremony which is a dress up event. Portland temperature for the month of March ranges from a high of 56°F to a low of 39°F. A coat and layered clothing are recommended.



EXPERIENCE PORTLAND

Known for its environmentally conscious public policy and proximity to natural wonders like the Columbia River Gorge and Mount Hood, Portland offers a wealth of beautiful city parks, acclaimed cultural sites, and local attractions. With 37,000 acres of parkland it is easy to get out and experience Portland's green spaces. The city is also famous for its economical, easy-to-use light rail transit system, which makes inner-city transportation effortless. Come early or extend your stay to cruise the scenic rivers, explore the parks and gardens, shop the stores and boutiques tax-free, and enjoy the variety of dining and entertainment venues of Portland. To plan your visit order a free visitor guide by calling 1-877-678-5263 or log on to http://portlandcvb.com/visitors/visitor_guide_request.html.

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SPECIAL EVENTS

NEWCOMER'S WELCOME

If this is the first time you are joining us, this welcome is for you! 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.

Location: Doubletree Hotel Lloyd Center
Date: Sunday, March 6
Time: 4:45 p.m. to 5:45 p.m.

OPENING RECEPTION

Step into Portland Pathways! Enjoy a special start to the week's activities, with a few surprises that will put you in a northwest state of mind. Meet old friends and make new ones at this casual reception.

Location: Doubletree Hotel Lloyd Center
Date: Sunday, March 6
Time: 6:00 p.m. to 7:30 p.m.

AWARDS CEREMONY

Join us in congratulating APPL Media and Partnership Award winners and recipients of agency-sponsored awards at this special ceremony. The APPL Media and Partnership Awards reflect the multi-agency nature of our membership, recognizing the finest interpretive products, educational programs and collaborative efforts.

Location: Doubletree Hotel Lloyd Center
Date: Monday, March 7
Time: 8:00 p.m. to 9:30 p.m.

Award winning entries will be on display the next day at the Oregon Convention Center.

SILENT AUCTION

A wide range of items and services donated from our generous members, vendors, and friends will be included in a silent auction. Proceeds will support the APPL education and scholarship fund.

Location: Doubletree Hotel Lloyd Center
Date: Monday, March 7
Time: 9:30 a.m. to 5:00 p.m.

Location: Oregon Convention Center
Date: Tuesday, March 8
Time: 9:30 a.m. to 5:00 p.m.

Location: Oregon Convention Center
Date: Wednesday, March 9
Time: 9:30 a.m. to 12:00 p.m.

Winning bids will be announced at 2:30 p.m. in the Trade Show hall Wednesday, March 9. Mailing services will be available at the FedEx Kinko's located in the Oregon Convention Center.

TRADE SHOW

Known as the best one-stop shopping opportunity for cooperating and interpretive associations, the APPL Trade Show features exhibitors of educational and theme-related merchandise and retail management products. Over 140 vendors are expected, many of whom will offer special discounts for orders placed during the show. You can view a list of exhibitors and their show specials from the convention section of the APPL web site prior to the Trade Show.

Location: Oregon Convention Center
Date: Tuesday, March 8
Time: 9:00 a.m. to 5:00 p.m.

Location: Oregon Convention Center
Date: *Wednesday, March 9
Time: 8:00 a.m. to 9:45 a.m.

Location: Oregon Convention Center
Date: Wednesday, March 9
Time: 9:45 a.m. to 3:00 p.m.

**Special "Buyer's Only" time NEW this year!!!*

AUCTION & DINNER EVENT

Preview the exciting items up for bid and network with acquaintances before sitting down to a served dinner and entertaining live auction. Proceeds from the auction will support APPL's education and scholarship fund. Mailing services for live auction purchases will be available that evening.

Location: Doubletree Hotel Lloyd Center
Date: Wednesday, March 9
Time: 6:30 p.m. to 10:00 p.m.
Cost: \$50.00**

** Registered convention participants who have reservations at the Doubletree Hotel Lloyd Center by February 1, 2005 for the duration of the convention will receive one FREE ticket (registered convention participants sharing a room will receive one FREE ticket and may purchase an additional ticket for half price).

SUNDAY, MARCH 6

Take advantage of in-depth training by registering for one of the following expert-led full day seminars.

FULL DAY SEMINARS

Doubletree Hotel Lloyd Center 8:30 a.m. to 4:30 p.m.
(lunch on your own)

Fee: \$125 with convention registration / \$155 without convention registration



Ted Bristol,
B&D Sagamore



Frank Swain,
Baker & Daniels

◆ ADVOCACY, REPRESENTATION, LOBBYING AND THE LAW

Additional presenters include:

Roger Schmidt, Retired, Bureau of Land Management

Lesley Turner, House Interior Appropriations Subcommittee (invited)

Donna Asbury, Lisa Madsen, and Charles Money - APPL

Advocacy, representation and lobbying are about speaking out and making a case for something, to a person, group, or institution with power over what the advocate wants. In this full-day session you will learn the difference between these approaches and when, where, and how each can be applied. You will practice ways to be more effective advocates for your organizational mission and for public lands as an individual and as part of a larger group. Topics will include: the meaning of and actions involved in advocacy; what is involved in representation and lobbying; hints for meeting your public officials; crafting and

communicating your message; understanding the appropriations process; and assessing political context and opportunity. Learn the ins and outs of congressional committees and staffs, and the legislative process.

Presenters with first-hand experience on Capitol Hill, an intimate knowledge of the appropriations and legislative processes, and knowledge of the legal authority of not-for-profits engaged in these activities will give you a clearer understanding of what nonprofits can and can't do to influence public policies. Leave this seminar with new information to approach decision makers concisely, clearly and effectively, while learning how these individual efforts relate to and interact with those of the Association of Partners of Public Lands.

◆ MARKETING ON A LOW BUDGET

Andy Robinson, Non-Profit Training Consultant



Andy Robinson

Want more attention for your work? Ignored by the news media? This workshop is designed to help organizations improve marketing success without spending a lot of money. Since 1987, Andy Robinson has provided hands-on training for a variety of community development, social service, arts, conservation, and social justice organizations. He has worked with hundreds of non-profit groups and written numerous publications. Attend this full day session to learn about crafting a compelling message, defining your audience, preparing a marketing plan, and creating effective materials. Gain the skills to think like a journalist and tips for working with the news media. Join Andy Robinson for this practical seminar and acquire useful low budget marketing techniques you can put to use when you return to the office.

◆ OUTREACH PROGRAMMING TO DIVERSE AUDIENCES

Dr. Alfred Runte, Author

Bill Gwaltney and Nina S. Roberts, Ph.D., National Park Service

A look at emerging demographics in the United States clearly illustrates the changing face of the American public. However, public land visitor demographics do not demonstrate a similar story. Ethnic minority groups participate in outdoor recreation in numbers far below their representation in American society. Furthermore, as the demographics in the country continue to change at a rapid pace it is clear the time is fast approaching when the largest voting blocks in the country will have no particular attachment to public lands. What will this mean for the future of these places we as a nation have held so dear? Gain new knowledge, tools, and inspiration to expand your organization's outreach.

Dr. Alfred Runte, author of several books on tourism and the national parks, believes the decline in visitation to public lands since the late 1990's is a crisis that involves many factors including age, gender, and ethnicity. Dr. Runte will discuss why public land management agencies and their partners must make outreach to non-traditional audiences a priority and explore ways to address this issue. Nina S. Roberts and Bill Gwaltney will then share recent research on ethnic minority recreation and examine six primary hypotheses representing common constraints to visitation of public lands by ethnic minorities.

Note: Make sure to note first and second choices on your registration form. Full day seminars may be canceled if minimum enrollments of 25 participants are not met by the early registration deadline.



MONDAY, MARCH 7

W E N O T E

Doubletree Hotel Lloyd Center 8:30 a.m. – 9:45 a.m.



Charles Jordan

Charles Jordan is one of the most influential voices in parks and recreation today, having devoted more than three decades to the relationship between conservation and quality of life. An outstanding proponent of our nation's parks, Mr. Jordan is nationally recognized for inspiring thousands of professionals in the field and citizens in his home community of Portland to make a difference.

As Chairman of The Conservation Fund, he has helped the Fund and its partners to protect more than 3.6 million acres of wildlife habitat, historic sites, green lands, wetlands and open space. He is a trustee of the African American Experience Fund of the National Park Foundation, and has previously served on the President's Commission on Americans Outdoors and the American Heritage Rivers Program. Mr. Jordan served as Director of Parks and Recreation in Portland from 1989-2003 and in Austin, Texas from 1984-89. He is nationally recognized for his work and life long dedication to ensuring that regardless of racial or economic backgrounds, safe outdoor spaces are something every child deserves. He is a leading advocate for a national movement to create more 'close to home' outdoor recreation opportunities.

Beverage Break 9:45 a.m. – 10:00 a.m.

SESSION 1

Doubletree Hotel Lloyd Center 10:00 a.m. – 11:30 a.m.

◆ WHAT NON-PROFITS NEED TO KNOW ABOUT THE SARBANES-OXLEY ACT

Ted Bristol, B&D Sagamore
Frank Swain, Baker & Daniels

The Sabanes-Oxley Act regulates how corporations should conduct certain financial transactions and establishes rules and standards for internal financial procedures and processes within an organization. Come learn step-by-step what you need to do to comply. You will walk away with a sample document retention policy and other useful information to make compliance more of an opportunity and less of a burden.

Track: Executive Leadership

◆ BUILDING THE CASE FOR SUPPORT

Andy Robinson, Non-profit training consultant

Why should potential donors support your work? Until you can answer this question clearly, concisely, and persuasively, your fund raising will flounder. In this fast-paced workshop we will outline a compelling case statement.

Track: Non-Profit Partners and Friends

◆ E-COMMERCE, WEB DESIGN/INTERACTIVE ELECTRONIC MEDIA

Gene Cooper, Four Chambers Studio

This session presents best practices in e-commerce and web design. Discover how to use key words on search engines and find out what works. Calculate whether the cost of e-commerce is worth the benefit for your organization. And learn how to get your web site set up for success.

Track: Marketing

◆ INTERPRETING THE LANDSCAPE WITH USGS MAPS, AERIAL PHOTOGRAPHS, AND GPS

Steve Reiter, US Geological Survey

USGS resources can enhance interpretive work because its data describes the earth—its geography, hydrology, biology, and geology. Learn how these cutting-edge USGS resources can be useful for your interpretive work.

Track: Operations

◆ THE VOLUNTEER MANAGEMENT CYCLE

Connie Bradley and Jill Nishball, OR Parks & Recreation Department

From volunteer program planning to program evaluation, this session takes an in-depth look at all the steps necessary to make the most effective use of volunteers in pursuit of excellent programs. Each step in the cycle builds upon the next step. So what happens if you miss a step or gloss over a step in the cycle? Problems show up, two or three steps later on in the cycle! In this session, you will learn how to improve volunteer management strategies by breaking it down into steps, learning to identify problems, and solving them in the right area.

Track: Volunteerism

Lunch Break On Your Own 11:30 a.m. – 1:00 p.m.

SESSION 2

Doubletree Hotel Lloyd Center 1:00 p.m. – 2:30 p.m.

◆ INVOLVING YOUR CORPORATE PARTNER AS MORE THAN A FUNDING SOURCE

Jill Nicoll, Mike Bento, and Eddie Gonzalez
National Park Foundation

Philanthropic and marketing relationships with corporations have become increasingly complex. Organizations are having to become more creative in engaging their corporate partners in order to maintain those relationships. As a result, corporations can no longer be viewed as just a source of funds. This session will discuss programming and marketing elements of NPF's corporate partnerships with Ford Motor Company, American Airlines, and Kodak that utilize interests and technical expertise to benefit National Parks.

Track: Executive Leadership

◆ THE NUTS AND BOLTS OF FUND RAISING

Andy Robinson, Non-Profit Training Consultant

85% of charitable funds come from individual donors—not foundations or corporations. Come to this session to learn the basic principles of fund raising—how to build a fund raising program that honors your mission, raise major gifts through the mail, identify prospective donors, and make “the ask.”

Track: Non-Profit Partners and Friends

◆ STORE LAYOUT AND DESIGN FEATURES THAT INCREASE SALES

Andrew Andoniadis, Andoniadis Retail Sales

Inexpensive things can be done to the design and layout of stores that will result in increased sales. Getting the customer to linger, highlighting high margin products, moving the customer throughout the entire store (regardless of size), creating display areas that increase add-on sales, and maximizing the impact of the front one-third of the space are some of the topics covered during this session.

Track: Operations

◆ RISK-PROOF YOUR VOLUNTEER PROGRAM

Autumn Ray, Northwest Oregon Volunteer Administrators Association

Do you worry about lawsuits, injuries, background investigations, stolen property or terminating volunteers? Learn successful risk management strategies in this informative and interactive workshop. There is no magic in managing risk—just some education and strategies.

Track: Volunteerism

◆ APPL PLANNING UPDATE (REPEATED 3/9/05)

Donna Asbury and APPL Board of Directors

Everyone is invited to learn more about the process APPL has undertaken to gather stakeholder input, assess external driving forces, review potential scenarios, and define directions for the future. This session will combine a brief overview of data, description of the plan, and an interactive discussion of the mission, implications, and opportunities for our organization.

Track: Executive Leadership

◆ GETTING TO KNOW APPL AND ITS MEMBERS

Brad Wallis, Grand Canyon Association

This session is designed to give vendors and agency staff a brief description of the nature of cooperating associations, their mission goals, and the parameters within which they operate as non-profit partners of public land management agencies. (Note: This session will take place at the Oregon Convention Center from 1:00 p.m. to 2:00 p.m.)

Beverage Break

2:30 p.m. – 3:00 p.m.

SESSION

Doubletree Hotel Lloyd Center

3:00 p.m. – 4:30 p.m.

◆ SHOPPING THE TRADE SHOW

Patty Loughlin, Eastern National

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 show and tips for maximizing your Trade Show experience to get the greatest value. This session is useful for first time convention attendees and new buyers.

◆ BOARD MEMBER FUND RAISING

Andy Robinson, Non-Profit Training Consultant

If your board isn't raising all the money it could or isn't raising any money at all—you're not alone! In this workshop we will discuss and outline strategies for board member fund raising. You will leave with several practical, specific ideas for increasing board involvement and effectiveness.

Track: Non-Profit Partners and Friends

◆ USING THE MEDIA TO CONNECT WITH AUDIENCES

Mike Bento, National Park Foundation

NPF has developed unique partnerships with media partners to convey the value of a National Park experience and illustrate the breadth and depth of the National Park System. This session will focus on three specific media partnerships that engage the general public: Kodak's photo contest, Discovery Channel's ParkDocs, and Ford's “Calling All Rosies” community engagement campaign. How these partnerships were identified to maximize the strengths of the media partner while accomplishing the mission of the Foundation will also be discussed.

Track: Marketing

◆ STANDARDIZED AGENCY REPORTING (REPEATED 3/9/05)

Jack Ryan, Eastern National

Agency Representatives

Learn about the new standardized report form, designed by a team of association and agency staff, to enable non-profit partners to clearly and concisely report necessary information to multiple agencies.

Track: Executive Leadership

◆ TEN DEADLY SINS OF STORE RETAILING

Andrew Andoniadis, Andoniadis Retail Services

This is a fast-paced potpourri of creative, easily implemented and inexpensive (or no cost) ideas to increase store profits. Learn ten things you can do right away to improve profitability in your stores.

Track: Operations



◆KEYS TO SUCCESSFUL RECRUITMENT AND RETENTION

Autumn Ray, Northwest Oregon Volunteer Administrators Association

Explore motivation and how it relates to volunteer program success in a workshop that involves participants in answering the questions: "Should people be enticed to volunteer? Should their arms be twisted to make them stay?"

Track: Volunteerism

AWARDS CEREMONY & DESSERT RECEPTION

Doubletree Hotel Lloyd Center 8:00 p.m. – 9:30 p.m.

(Included with convention registration)

Winners of the APPL Media and Partnership Awards will be announced during this special ceremony. This is a dress up event.



TUESDAY, MARCH 8

KEYNOTE

Oregon Convention Center

8:00 a.m. – 9:00 a.m.



Charles Money



Donna Asbury

For more than a year, APPL has been engaged in surveying its members and partners, examining critical issues and external trends, and determining future directions to ensure the organization's continued relevancy and sustainability. APPL Executive Director, Donna Asbury and Board Chairman, Charles Money will present the outcomes of this planning process, including survey results, goals, key strategies, and next steps.

Grand Prize Drawing

All registered convention participant names will be entered into a grand prize drawing to be announced at the end of keynote presentation. Must be present to win.

TRADE SHOW

Oregon Convention Center

9:00 a.m. – 5:00 p.m.

◆GRAND OPENING

Join more than 140 exhibitors of educational and theme-related merchandise, retail management products, and services focused to the public lands community. Get ahead of your buying by viewing the list of exhibitors and their show specials in advance on the convention section of the APPL web site.

Beverage Break (Trade Show Hall A) 9:00 a.m. – 9:15 a.m.

SESSION 4

Oregon Convention Center

10:00 a.m. – 11:30 a.m.

◆BOARDSMANSHIP 101

*Harry Hafer, Cradle of Forestry in America Interpretive Association
Carolyn Mollers, APPL Board Member*

Are you a board member, executive director, or agency representative who is new to working with non profits? Is your organization confused between the role of board members and staff? This course is designed to be a broad overview, with information garnered from a wide variety of sources, including several previous APPL sponsored workshops. Topics will include—how to recruit board members; board members' roles; how to work with agencies; and tips for successful meetings.

Track: Executive Leadership

◆ THE PAST AND FUTURE OF FRIENDS GROUPS

Chris Neiwold, National Park Service
Marguerite Hills, US Fish and Wildlife Service
Curt Buchholtz, Rocky Mountain Nature Association

This session will define the origins of friends groups, describe what they are doing today, and directions they might be headed. Discussion will include how they fit within the context of cooperating associations, local land trusts, and other non-profit organizations working within conservation and our public lands.

Track: Non-Profit Partners and Friends

◆ CONDUCTING EFFECTIVE MEETINGS

Steve Baldwin, Black Hills Parks and Forests Association
Lisa Madsen, Public Lands Interpretive Association

Meetings can be interesting and productive if they are planned and conducted correctly. The session will examine every aspect of a meeting from beginning to end. Who should be invited and who should not? What should attendees receive before the meeting? How do you keep the meeting on the subject, moving forward, and conclude with acceptable decisions? Participants in this session will get these answers and much more.

Track: Operations

◆ GENERATIONAL THEORY AND VOLUNTEER MANAGEMENT

Nancy Gaston, Association for Volunteer Administration

You've heard of the Baby Boomers and the Busters, but do you know why they irritate one another? Generational differences affect recruitment and retention of volunteers—and they're fascinating, besides. We'll explore them interactively.

Track: Volunteerism

Lunch Break (Trade Show Hall A) 11:30 a.m. – 1:00 p.m.
(Included with convention registration)

SESSION 5

Oregon Convention Center 1:00 p.m. – 2:30 p.m.

◆ EXECUTIVE DIRECTOR'S ROUNDTABLE: FUND RAISING

John Piltzecker, National Park Service

Join agency staff and experienced fund raisers in a facilitated discussion of philanthropy and public lands. Topics will include trends and policies impacting major fund raising initiatives. Dialogue will provide an update on agency policies as well as national trends in philanthropy, from individual and planned giving to corporate and foundation support.

Track: Executive Leadership

◆ MEMBERSHIP DEVELOPMENT

Jerry Moore, Friends of the National Parks at Gettysburg

This interactive session will provide hands-on suggestions and strategies for developing an empowered membership. Participants will be given a general guide on how to recruit membership; retain membership; upgrade membership; and turn members into major donors.

Track: Non-Profit Partners and Friends

◆ DO YOU SEE WHAT I SEE?

Andrew Andoniadis, Andoniadis Retail Services

This session will focus on evaluating many aspects of a store as a customer/visitor or secret shopper would. The most valuable element of the session is a handout of a series of customized evaluation sheets attendees can take back to methodically rate their own stores.

Track: Marketing

◆ THE FUTURE OF FIELD SEMINARS AND OUTDOOR ADVENTURES—WHERE DO WE GO FROM HERE? PART I

Christine Fountaine, Point Reyes National Seashore Association
Beth Pratt, Yosemite Association

This workshop will be an information sharing and networking roundtable to share solutions to common problems and create a vision of the future. We'll discuss the daily mechanics including participation, information management and fiscal concerns in addition to program development, innovations and our roles and responsibilities.

Track: Operations

◆ THE ELF THEORY OF VOLUNTEER MANAGEMENT: ITS PROBLEMS AND PITFALLS

Nancy Gaston, Association for Volunteer Administration

Too many non-profits regard volunteers as elves, assuming they require no time, space or attention. Volunteers appear as if by magic, do their tasks and leave. Generally speaking, an organization is better off without volunteers than it is with unmanaged volunteers. In this session find out what you need to manage volunteers.

Track: Volunteerism

Beverage Break (Trade Show Hall A) 2:30 p.m. – 3:00 p.m.



SESSION 6

Oregon Convention Center

3:00 p.m. – 4:30 p.m.

◆ SELLING WITH SIGNS

Andrew Andoniadis, Andoniadis Retail Services

Signage can be a silent salesperson—never absent and always timely and accurate. But the signage has to be done right to achieve all this. Which are the best fonts to use under what circumstances? What size and where should signs be placed? What kinds of signs work best for which types of customers? Which are the two worst types of signs to have in your store? And, what is the most visible part of a sign? Attend this session to learn the answer to these questions.

Track: Operations

◆ UPDATES FROM THE NATIONAL PARK SERVICE

National Park Service Representatives

Come to this session to learn about recent updates on NPS opportunities, activities, and trends affecting partnerships and interpretation.

◆ THE FUTURE OF FIELD SEMINARS AND OUTDOOR ADVENTURES—WHERE DO WE GO FROM HERE? PART II

*Christine Fountaine, Point Reyes National Seashore Association
Beth Pratt, Yosemite Association*

This will be a continuation of discussions developed during the previous session. Feel free to join this information sharing session even if you were not able to attend the earlier session.

Track: Operations

◆ MOTIVATIONS FOR VOLUNTEERING

Nancy Gaston, Association for Volunteer Administration

One size doesn't fit all in volunteer programs that attract and keep the right people. Explore basic human motivations—especially achievement, affiliation and power—as they relate to volunteer recruitment, placement, recognition and retention. Participants will look at their own recruitment tactics, interviews and recognition events with an eye to motivations.

Track: Volunteerism

◆ RECRUITING AND RETAINING EMPLOYEES WHO WORK

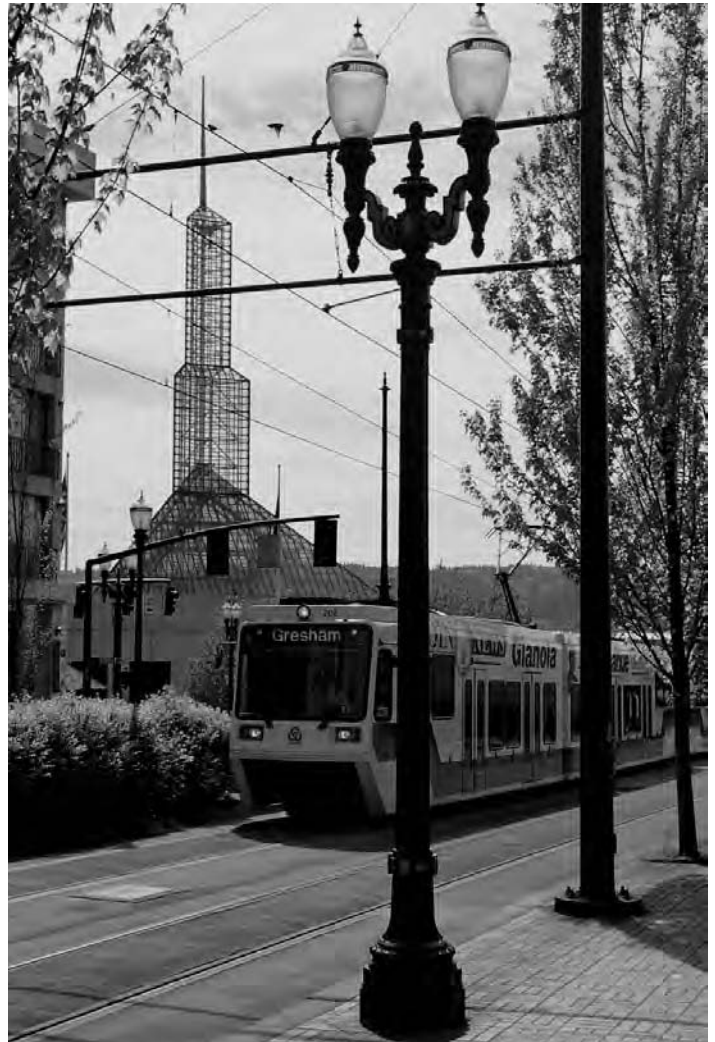
Patty Brookins, Grand Canyon Association

Do you know how to “read between the lines” on applications and resumes? Do you know what the federal guidelines are for interviewing and hiring? Gain these skills to seek out qualified individuals for your operation and learn how to keep employees once you have invested time and training in them. This session will discuss creative ways, including traditional and non-traditional benefit ideas, to successfully integrate employees into your organization so they feel at home and are more likely to stay with your organization.

Track: Executive Leadership

EVENING ON YOUR OWN

Make plans with your convention friends to explore the sights, sounds, and tastes of downtown Portland. Take advantage of Portland's convenient MAX light rail “fareless square” and ride free of charge in the downtown area.



WEDNESDAY, MARCH 9

TRADE SHOW - BUYER'S ONLY!

Oregon Convention Center 8:00 a.m. – 9:45 a.m.

NEW this year!!! This is an exclusive opportunity for buyers to have time on the Trade Show floor to talk with vendors and place orders.

KEYNOTE

Oregon Convention Center 8:30 a.m. – 9:45 a.m.



Dr. Alfred Runte

Visitation to national parks and public lands in general has been declining since the late 1990's. There have been a variety of theories put forth to explain this phenomenon not the least compelling of which is public reaction to the terrorist attacks of 2001. There are other concepts that might provide additional reasons as to why this trend may be taking place. Some researchers feel there may be larger forces at work, having little to do with fear of terrorists attacks, gas prices, or a sluggish economy.

Dr. Alfred Runte, author of several books on tourism and the national parks, will make the argument that this crisis involves many factors including age, gender, and ethnicity. Runte maintains the youth in this country are no longer interested in recreation on public lands and Americans in general have fallen out of love with their parks. If correct, this startling finding means we all have a lot of work to do.

Beverage Break (Trade Show Hall A) 9:45 a.m. – 10:00 a.m.

TRADE SHOW

Oregon Convention Center 9:45 a.m. – 3:00 p.m.

SESSION 7

Oregon Convention Center 10:00 a.m. – 11:30 a.m.

◆ TAKING OUR CASE TO WASHINGTON

Evan Hirsche, National Wildlife Refuge Association
Alex Zwissler, Fort Mason Foundation

The ability to influence public policy and appropriations on behalf of our own organizations as well as our partner agencies is one of the key indicators of a successful partnership. With a review of strategies and tactics focused on both agencies and legislators, this session will illustrate a series of successful examples of partnership advocacy.

Track: Non-Profit Partners and Friends

◆ MARKETING ECO-TOURISM— NW WATERWAYS DISCOVERY WATERTRAIL AND CONFLUENCE PROJECT

Patti Williams, Reed Waite and Jane Jacobson
US Army Corps of Engineers

This session will present a watershed approach to management of the river systems by partnering with the communities, organizations and agencies along the Northwest river corridors. The Confluence Project puts a strong, positive emphasis on a future where we integrate economic strength with preservation and sustainability of our natural resources.

Track: Marketing

◆ EMERGENCY PREPAREDNESS PROGRAMS

Butch Farabee, Author (retired NPS)

Background information will be provided along with practical suggestions and applications for better informing visitors on search, rescue, medical emergencies, law enforcement, fire, emergency preparedness and safety. Find out how to create a program that helps to prevent accidents and provides a safer environment for people who visit our national parks, forests and refuges.

Track: Operations

◆ FEDERAL INTERAGENCY TEAM ON VOLUNTEERISM

Don Hansen, USDA Forest Service

The FITV provides national leadership and coordination for federally sponsored volunteer programs benefiting the nation's natural and related cultural resources. Explore avenues for strengthening interagency collaboration and learn how to establish an interagency team to guide collaboration efforts relating to administration, education, training, and management of volunteer programs.

Track: Volunteerism

◆ APPL PLANNING UPDATE (REPEATED)

Donna Asbury and APPL Board of Directors

Learn more about the process APPL has undertaken to gather stakeholder input, assess external driving forces, review potential scenarios, and define directions for the future. This session will combine a brief overview of data, description of the plan, and an interactive discussion of the mission, implications, and opportunities for our organization.

Track: Executive Leadership

Lunch Break On Your Own

11:30 a.m. – 1:00 p.m.



SESSION 9

Oregon Convention Center

1:00 p.m. – 2:30 p.m.

◆ EXECUTIVE DIRECTOR'S ROUNDTABLE:
CONCESSIONS AND ASSOCIATIONS*Jo Pendry, National Park Service**Members of the concessions and association community*

Join in a facilitated dialogue on concessions and their relationship to cooperating/interpretive associations. Topics will include: examples of working partnerships between concessions and associations; current concessions policies and their effects on concessions and associations; and sales of visitor convenience items by associations. Bring questions and leave with a greater understanding of how concession policies guide operations, and how associations and concessions complement one another to provide services for the visitor.

Track: Executive Leadership

◆ PUBLIC LANDS PARTNERSHIP PRIMER

Department of Interior Solicitors

The Office of the Solicitor has developed a Partnership Legal Primer to help the Department foster effective and appropriate partnerships. Join this presentation that addresses basic partnership concepts as defined in the primer, including: partnership agreements, legal framework for partnerships, use of government property and equipment in partnerships, management of information in partnerships, partnership authorities, and ethics. Depart with a greater understanding of partnership authorities, resources, and tools for working with and across public lands agencies.

Track: Executive Leadership

◆ FUND RAISING TO THE NEXT LEVEL

Bob Hanson, Yosemite Fund

Finding it difficult to go beyond the basics with your fund raising programs? This session will emphasize multi-year programs and enterprises beyond \$100,000 annually. Subjects may include the requirements for capital campaigns, planned giving, and endowments.

Track: Non-Profit Partners and Friends◆ MARKETING PARTNERSHIP OUTREACH:
USACE PARTNERSHIP CD SHOWCASE*Scott Jackson, US Army Corps of Engineers*

The USACE Partnership team has developed a Partnership Business Card CD, a tool for managers to work with prospective partners. This presentation will showcase the CD, explore its use for marketing general and specific programs, as well as its potential use in marketing public land opportunities. Costs and technologies used in designing and printing the CD will be discussed, and attendees will be provided information on how they can use this new marketing tool.

Track: Marketing

◆ INNOVATIVE MARKETING IDEAS

*Mike Bento, National Park Foundation**Rose Fennell, National Park Service*

Marketing has become an increasing focus for organizations. The need to define the organization in order to bring increased awareness of their mission and goals is creating some very interesting partnerships. In order to achieve its mission of connecting people to National Parks, the National Park Foundation has established unique marketing partnerships with Thomas Kinkaid, Recreational Equipment Inc., Nature Valley, and the National Parks Rose Collection to increase awareness of the National Park Foundation and the National Park System—and providing a revenue stream in some cases. This session will discuss elements of these partnerships, lessons learned, and how they are impacting the National Park Foundation's overall marketing strategy.

*Track: Marketing***Beverage Break (Trade Show Hall A) 2:30 p.m. – 3:00 p.m.**

SESSION 9

Oregon Convention Center

3:00 p.m. – 4:30 p.m.

◆ THE BUILDING BLOCKS
OF SUCCESSFUL PARTNERSHIPS*Celeste Bernardo, National Park Service**Joan Patterson, Friends of Tualatin River National Wildlife Refuge*

What are the traits of a successful partnership? Should you coordinate, collaborate, or both? Do you know the difference? Through small and large group discussion, brainstorming, and reporting we will identify and define the traits of effective collaborative partnerships and examine ways to overcome partnership challenges. A partnership between US Fish and Wildlife Service staff and the Friends of Tualatin River National Wildlife Refuge will serve as a case study. Participants will share partnership experiences and leave with a tool for evaluating their own partnership traits.

Track: Non-Profit Partners and Friends◆ STANDARDIZED AGENCY REPORTING
(REPEATED)*Jack Ryan, Eastern National**Agency Representatives*

Learn about the new standardized report form, designed by a team of association and agency staff, to enable non-profit partners to clearly and concisely report necessary information to multiple agencies.

Track: Operations◆ INTERPRETIVE PRODUCTS:
THE GOOD, THE BAD AND THE UGLY*Amy Galperin, Bureau of Land Management**Corky Mayo, National Park Service**Kristen Nelson, USDA Forest Service*

Products are continuously being developed that provide new ways to interpret a site and provide a tangible memory for a visitor. At the same time, agencies are increasingly relying upon their association partners to increase revenues through sales and find new ways to engage visitors. Which new products are working and which are not?

Learn from this panel and the Federal Interagency Council on Interpretation about product examples that not only sell well, but also provide quality thematic value; as well as those products stretching the boundaries of interpretive intent.

Audience: Executive Leadership

◆ HERITAGE TOURISM PARTNERSHIPS

*John Debo, Rolf Diamant, Nora Mitchell, and Rob Harbour
National Park Service*

Heritage Tourism can provide more than economic benefits in public lands settings. Learn how land managers are partnering with individuals and organizations to support production, branding, and marketing of authentic locally produced products, in furtherance of public lands stewardship goals. Potential models and applications for agencies and their public, private, and organizational partners will be discussed.

Track: Marketing

◆ APPL CONVENTION PROGRAM COMMITTEE

We encourage your involvement in planning for the 2006 APPL annual convention in Little Rock, Arkansas. Discuss strengths and areas for improvement in recent conventions. Brainstorm ideas to build upon for the next year. Begin first steps in identifying a convention theme, potential speakers, and new opportunities. First-time participants, experienced attendees, and agency personnel are welcomed.

LIVE AUCTION & DINNER EVENT

Doubletree Hotel Lloyd Center 6:30 p.m. – 10:00 p.m.

Additional fee, ticket required. See details on page 4 to learn how you can receive a FREE ticket to this event.

AGENCY SESSIONS

◆ BLM – NATURAL LANDSCAPE CONSERVATION SYSTEM MANAGERS MEETING

Doubletree Hotel Lloyd Center
Thursday 8:30 a.m. – 4:30 p.m.

By invitation only. BLM NLCS Managers are encouraged to participate fully in the APPL convention and then meet as a group for a day of reflection, planning and topics of specific interest. Additional registration and content information for this meeting will be forthcoming.

◆ USDA FOREST SERVICE MEETING

Doubletree Hotel Lloyd Center
Thursday 8:30 a.m. – 3:30 p.m. (lunch on your own)
\$55 with convention registration / \$75 without convention registration

USDAFS encourages staff to attend the APPL convention educational activities, and then focus for a day with Forest Service colleagues and partners on building strong and sustainable interpretive association partnerships. This session will help to clarify the capabilities, growth potential, and joint expectations of non-profit partners. The involvement of grants and agreements staff as well as regional foresters, partnerships staff, regional recreation directors and specialists is encouraged. This session will look to the future—the Centennial challenge of where we are going from here, with time to strategically think about the growth of partnerships and leveraging of opportunities.

◆ US ARMY CORPS OF ENGINEERS PARTNERSHIP TRAINING

Doubletree Hotel Lloyd Center
Thursday 8:30 a.m. – 5:00 p.m. (lunch and break included)
Friday 8:00 a.m. – 12:00 p.m. (break included)
\$175 with convention registration
\$215 without convention registration

*Debra Stokes, USACE Senior Policy Advisor for Partnerships
District and project subject matter experts in partnering
Office of Counsel Members from headquarters
Claudia Schechter, APPL Consultant*

Partnerships are the wave of the future for 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. Beginning and advanced tracks will be offered. Both tracks 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.



◆ REGISTER EARLY TO SAVE

Register with payment received by January 24, 2005 for the early registration discount and the best choice of full day seminars. Seminars may be cancelled if minimum enrollments are not met by the early registration deadline.

◆ PARTICIPANT REGISTRATION

Basic registration includes opening reception, all educational and keynote sessions, awards ceremony, admission to the trade show, lunch on Tuesday, hosted breaks, and networking sessions.

Staff and board of APPL member organizations and agency employees who work directly with member associations qualify for member/government rates.

Early - received by Jan 24, 2005	
Member / Government	\$395
Non-member	\$450
Regular - received between Jan 25 – Feb 18, 2005	
Member / Government	\$445
Non-member	\$500
Late - received after Feb 18, 2005 or on-site	
Member / Government / Non-member	\$550

◆ COMPANION REGISTRATION

Guests of registered convention participants wishing to attend the convention may register as companions. Companion registration includes opening reception, awards ceremony, admission to the trade show, lunch on Tuesday, hosted breaks, and the auction and dinner event. Companions wishing to attend educational sessions must register as participants. Single event tickets will NOT be sold with the exception of the auction and dinner event. If a guest would ONLY like to attend the auction and dinner event Wednesday evening a single ticket may be purchased by February 18, 2005. Registration forms for companions may be entered on-line, downloaded from the convention section of the APPL web site, or requested by calling 1-877-647-2775 (mountain time).

Early - received by Jan 24, 2005	\$225
Regular - received between Jan 25 – Feb 18, 2005	\$250
Late - received after Feb 18, 2005 or on-site	\$300
Guest ticket to Auction & Dinner Event Only	\$50

◆ PAYMENT OPTIONS

For all participants except government employees, full payment by check or credit card (VISA or MasterCard) must be received before APPL can process the registration. If government employees are unable to pay by credit card, the appropriate authorized vouchers will be accepted.

◆ CANCELLATIONS AND REFUNDS

Cancellations and requests for refunds for convention events booked through APPL must be made in writing and received by APPL by February 18, 2005. A 10% processing fee will be deducted from all refunds. A 10% 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 presenting a written notice at the convention. No refunds will be made after February 23, 2005.

◆ APPL SCHOLARSHIPS AVAILABLE

We want to see our APPL members in Portland! Do you need help covering your costs to attend the convention? Are budget constraints limiting the number of representatives your organization will be sending to Portland? Staff and board members from APPL member organizations are eligible to apply for scholarships to help with their cost of attending the APPL convention. Please visit the Member's Area of the APPL web site to download an application or request a form by contacting Nancy Kotz at nkotz@appl.org or 301-946-9475, extension 24. All scholarship applications are due in the APPL office by January 10, 2005.

◆ DONATE TO THE AUCTIONS

APPL invites you to donate items for its seventh annual silent (and live) auction. Proceeds from the auction help support APPL's Education and Scholarship Fund which enables member organizations to participate fully in educational opportunities regardless of the size of their organization. Previous auctions have raised over \$10,000. Past donations have included a wide range of items and services, reflecting the creativity and generosity of our members, vendors, and friends. Donation forms may be downloaded from www.appl.org. Questions and suggestions should be directed to APPL by calling 301-946-9475, or emailing appl@appl.org.

◆ 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 monitoring educational sessions, providing assistance at the participant 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 feel free to contact the APPL office for more details.

◆ ON-SITE REGISTRATION DESK

The convention registration and information desk will be open Saturday through Monday at the Doubletree Hotel Lloyd Center outside the Lloyd Center Ballroom on the first floor and Tuesday through Wednesday at the Oregon Convention Center in the lobby near Exhibit Hall A. Make sure to check in at the registration desk to receive your name badge and convention materials. Your name badge is required for admission to all convention activities.

◆ 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

Toll-free: 877-647-2775 (mountain time)

E-mail: appl@appl.org

Web: www.appl.org

