

# Convention at a Glance

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

**Next Generation Engagement:** Theme-related sessions are highlighted in orange.

**Ticketed Events:** Events highlighted in green are ticketed events.

Sunday, February 7					
8:30 am – 4:30 pm	Experienceology: Eight Steps to Better Visitor Experiences (Old Town San Diego State Historic Park, meet in Atlas Ballroom Foyer)				
9:00 am – 5:00 pm	Crystal Cove State Park Historic District Field Trip (Bus departs at 9:00 am sharp from Atlas Ballroom Foyer Entrance)				
12:30 pm – 4:30 pm	Developing a Social Media Plan That Meets Your Mission and Increases Revenues, Tiki Pavilion				
5:30 pm – 6:30 pm	Newcomer's Networking Event, Atlas Ballroom, Golden West				
6:30 pm – 8:30 pm	Opening Reception, Atlas Ballroom, Town and Country (Game viewing starts at 3:00 pm)				
Monday, February 8					
8:00 am – 9:30 am	General Session with Keynote by Ruth Coleman, Atlas Ballroom, Town and Country				
	Beverage Break, Atlas Ballroom Foyer				
	PARTNERSHIPS	MANAGEMENT & GOVERNANCE	MEMBERSHIP & FUNDRAISING	EDUCATION & OUTREACH	SALES & SERVICE
<b>Session 1</b> 10:00 am – 11:30 am	Assessing Your Agency's Capacity for Partnerships Atlas Ballroom, San Diego	Building a Rock Solid Board—Executive Director Partnership Atlas Ballroom, Golden West	Is Your Organization Member Centered? Royal Palm, 5 & 6	Connecting Students to the Natural World Through Our National Parks Royal Palm, 1, 2, & 3	Make More Pie: Concessions and Cooperating Associations Atlas Ballroom, California
	Lunch Break on Your Own		The Bridge to Tomorrow Lunch (invitation only), Meeting House, Sunset		
12:30 pm – 1:00 pm	Exhibitor Meeting, Atlas Ballroom, Town and Country				
1:00 pm – 4:30 pm	Exhibitor Set-Up, Grand Hall				
<b>Session 2</b> 1:00 pm – 2:30 pm	Self Assessments and Organizational Reviews: A Practical and Proactive Approach to Healthy Partnerships Atlas Ballroom, San Diego	The Power of Friends: Building and Maintaining Partnerships That Work Atlas Ballroom, Golden West	The Case Statement Advantage Royal Palm, 1, 2 & 3	Chugach Children's Forest: Partnering with Communities to Involve Youth in Their Public Lands Royal Palm, 5 & 6	Dazzling Service Strategies Atlas Ballroom, California
1:00 pm – 2:30 pm	NPS Agency Employee Meeting, Meeting House, Sunrise				
2:30 pm – 3:00 pm	Beverage Break, Atlas Ballroom Foyer				
<b>Session 3</b> 3:00 pm – 4:30 pm	Project New Media: Evolution of the Artists in Parks Programs Atlas Ballroom, San Diego	Reducing Your 990 Filing Headache Royal Palm, 5 & 6	Introduction to Grants Research Royal Palm, 1, 2 & 3	Field Institute-in-a-Box: How to Launch and Grow a Successful Program Atlas Ballroom, California	Souvenirs and the Desire to Return Atlas Ballroom, Golden West
<b>Session 4</b> 4:45 pm – 6:00 pm	NPS Forum and Updates, Atlas Ballroom, California		USACE Forum and Updates, Atlas Ballroom, San Diego		
6:00 pm – 7:00 pm	Town and Country Hotel Manager's Reception, Trellises Courtyard				
7:00 pm – 9:00 pm	Cabrillo National Monument Field Trip (Buses will load by the Atlas Ballroom Foyer Entrance)				

## Tuesday, February 9

8:00 am – 12:30 pm	Exhibitor Set-Up, Grand Hall				
8:00 am – 9:30 am	General Session with Keynote by Joe Meade, Atlas Ballroom, Town and Country				
9:30 am – 10:00 am	Beverage Break, Atlas Ballroom Foyer				
	PARTNERSHIPS	MANAGEMENT & GOVERNANCE	MEMBERSHIP & FUNDRAISING	EDUCATION & OUTREACH	SALES & SERVICE
<b>Session 5</b> 10:00 am – 11:30 am	National Parks Second Century Commission Royal Palm 5 & 6	The Might of the Roundtable Atlas Ballroom, Golden West	Extra-Special Events Royal Palm, 1, 2 & 3	Reaching Schools with Learning Opportunities Atlas Ballroom, San Diego	Buyers Forum Atlas Ballroom, California
	Lunch Break on Your Own		Keynote Luncheon with Doug Scott, Atlas Ballroom, Town and Country		
<b>Session 6</b> 1:00 pm – 2:30 pm	Historic Resource Protection Atlas Ballroom, San Diego	Roundtable on Diversity Royal Palm, 5 & 6	Strategies for the One Person Office Royal Palm, 1, 2 & 3	Best Ideas About National Parks Atlas Ballroom, Golden West	Buyer and Vendor Forum Atlas Ballroom, California
2:30 pm – 7:00 pm	Trade Show and Silent Auction Open (note some items will close for bidding at 7:00 pm), Grand Hall				
<b>Session 7</b> 3:30 pm – 5:00 pm	BLM Forum and Updates Atlas Ballroom, California	Field Institute Roundtable Atlas Ballroom, San Diego		Volunteer Coordinators Forum Atlas Ballroom, Golden West	
4:30 pm – 7:00 pm	Trade Show Reception, Grand Hall				

## Wednesday, February 10

8:00 am – 9:30 am	General Session with Keynote by Shelton Johnson, Atlas Ballroom, Town and Country				
9:30 am – 1:00 pm	Trade Show Open, Grand Hall				
9:30 am – 12:00 pm	Silent Auction Open (note some items will remain open for bidding during the Closing Banquet), Grand Hall				
9:30 am – 10:00 am	Beverage Break, Grand Hall				
<b>Session 8</b> 10:00 am – 11:30 am	USFS Forum and Updates Atlas Ballroom, California	Roundtable for Board Members Atlas Ballroom, Golden West		Bridge to Tomorrow Roundtable Atlas Ballroom, San Diego	
11:30 am – 1:00 pm	Lunch Break in the Trade Show (Concession vouchers provided with registration materials), Grand Hall				
1:00 pm – 4:30 pm	Trade Show Tear Down, Grand Hall				
<b>Session 9</b> 1:15 pm – 2:45 pm	Promoting Health on Public Lands Atlas Ballroom, Golden West	Purposeful Boards, Powerful Results Atlas Ballroom, California	Taking Control of Your Supporter Information Royal Palm, 1, 2 & 3	Nonprofit Partnerships Atlas Ballroom, San Diego	And the Winner is ... Legendary Products Royal Palm, 5 & 6
2:45 pm – 3:00 pm	Beverage Break, Atlas Ballroom Foyer				
<b>Session 10</b> 3:00 pm – 4:30 pm	From Indifference to Advocacy Atlas Ballroom, Golden West	Roundtable for Executive Directors Royal Palm, 1, 2 & 3	Fundraising to the Next Level Atlas Ballroom, San Diego	Partnering for Safer Waterways Royal Palm, 5 & 6	In-House Training? Yes, You Can! Atlas Ballroom, California
6:30 pm – 9:00 pm	Closing Banquet and APPL Media & Partnership Awards Ceremony, Atlas Ballroom, Town and Country				

## Thursday, February 11

8:00 am – 5:00 pm	USACE Partnership Training (continues Friday 8:00 am – 12:00 pm), Royal Palm, 1, 2 & 3				
8:00 am – 3:30 pm	APPL Board Meeting, Royal Palm, 6		APPL Training Corps Meeting, Royal Palm, 5		