









# Schedule at a Glance

## Sunday, March 1

8:00 am – 4:30 pm	Managing Volunteer Programs: From Pitfalls to Pinnacles - <b>Marriott, Stadium 4</b>	
8:00 am – 12:00 pm	Government Relations in a Transitioning Administration - <b>Marriott, Stadium 3</b>	
10:00 am – 5:30 pm	Voices of the Future Summit: Emerging Leaders for the Environment - <b>Marriott, Stadium 5</b>	
12:30 pm – 4:30 pm	Sustainable Leadership and Succession Planning - <b>Marriott, <del>Stadium 2</del> Stadium 3 (MOVED)</b>	The Landscape and Architecture of Web Site Development - <b>Marriott, Stadium 1</b>
6:30 pm - 8:30 pm	Opening Reception - <b>BCC, Camden Lobby</b>	

## Monday, March 2







	 Partnerships	 Management & Governance	 Fundraising	 Education & Outreach	 Sales & Service	 Communications
8:00 am – 9:30 am	General Session with Keynote by lantha Gantt-Wright - <b>Marriott, Grand Ballroom</b>					
9:30 am – 10:00 am	Beverage Break					
10:00 am – 11:30 am <b>Session 1</b> Marriott	Networks & Coalitions: Dream or Nightmare  Salon D, E, F	Board Networking Forum  Stadium 1, 2	Heading Up, Tacking, and Gybing: Navigating the Waters of Your Membership Program Salon A, B, C	Private and Public Educational Collaborations  Grand Ballroom West	Managing through the Ages  University Ballroom	11 Steps to Success with Social Networking  Grand Ballroom East
11:30 am – 1:00 pm	Lunch Break On Your Own					
12:30 pm – 1:00 pm	Exhibitor Meeting - <b>Marriott, Stadium 3</b>					
1:00 pm – 1:45 pm	Exhibitor Session: Achieving Your Business Goals Through Relationships with the APPL Community- <b>Marriott, Stadium 3</b>					
1:00 pm – 2:30 pm	NPS Agency Employee Meeting - <b>Marriott, Chesapeake</b>					
1:00 pm – 2:30 pm <b>Session 2</b> Marriott	Nonprofit Partnering for Successful Outreach  Salon A, B, C	Tell Your Organization's Story through IRS Form 990 and Standardized Form 1040 Salon D, E, F	Technology in Support of Mission: Current Trends and Tools  Grand Ballroom East	Gateways and Historic Trails  Stadium 1, 2	Selling and Service Are Not Four Letter Words  Grand Ballroom West	US Forest Service Updates  University Ballroom
2:00 pm – 5:00 pm	Exhibitor Setup - <b>BCC, Hall G</b>					
2:30 pm – 3:00 pm	Beverage Break					
3:00 pm – 4:30 pm <b>Session 3</b> Marriott	Meeting on Work of NPS Cooperating Association Steering Committee <b>Stadium 3, 4, 5 (MOVED)</b> <b>Stadium 1, 2 (MOVED)</b>	How Does Your Organization Measure Up to the Modified 990?  Salon D, E, F	The Next Generation of Cause Marketing: We Are Ellis Island Campaign University Ballroom	The Upside of a Down Economy: New Ways to Connect in a Diverse World Grand Ballroom East	Beginner's Guide to Publishing a Book from Start to Finish Salon A, B, C	
4:45 pm – 6:00 pm	NPS Forum & Updates - <b>Marriott, <del>Stadium 3, 4, 5</del> Stadium 1, 2 (MOVED)</b>					
8:00 pm - 9:30 pm	APPL Media and Partnership Awards Ceremony - <b>Marriott, Grand Ballroom</b>					

BCC = Baltimore Convention Center









# Schedule at a Glance

## Tuesday, March 3

	 Partnerships	 Management & Governance	 Fundraising	 Education & Outreach	 Sales & Service	 Communications
8:00 am – 12:30 pm	Exhibitor Set Up - BCC, Hall G					
8:00 am – 9:30 am	General Session with Keynote by Larry Schweiger - BCC, 340-342					
9:30 am – 10:00 am	Beverage Break					
10:00 am – 11:30 am <b>Session 4</b> BCC	Roundtable with Associations and Concessions 350	Greening Your Organization: The Basics 348	Making Planned Giving Part of Every Day 346	Finding the Next Generation of Conservation Leaders 347	Buyer's Forum 342	Super-Friends: Advocating for What Your National Park Needs 349
11:30 am – 1:00 pm	Keynote Luncheon (Ticket Required) - BCC, 340-341					
1:00 pm – 2:30 pm <b>Session 5</b> BCC	Going Against the Flow: Restoring Glen Canyon's Landscape 350	Recruiting and Maintaining the Workforce of the Future 348	Building an Effective Membership Program 346	Managing Risk in Your Field School 347	Buyer and Vendor Forum (Vendors invited to participate) 342	Navigating Media Relations 349
2:30 pm – 6:30 pm	Trade Show Open – BCC, Hall G					
2:30 pm – 6:30 pm	Silent Auction Open in the Trade Show – BCC, Hall G					
3:00 pm – 4:30 pm <b>Session 6</b>	BLM Updates - BCC, 348			Field Institute Forum - BCC, 347		
	2010 Program Committee Kick Off - BCC, 345			USGS Meeting (invitation only) - BCC, 346		
4:30 pm – 6:30 pm	Trade Show Reception - BCC, Hall G					

## Wednesday, March 4

	 Partnerships	 Management & Governance	 Fundraising	 Education & Outreach	 Sales & Service	 Communications
8:00 am – 9:30 am	General Session with Keynote by Ken Burns and Dayton Duncan - BCC, 340-342					
9:30 am – 10:00 am	Beverage Break					
9:30 am – 3:30 pm	Trade Show Open - BCC, Hall G					
9:30 am – 12:00 pm	Silent Auction Open in the Trade Show - BCC, Hall G					
10:00 am – 11:00 am	APPL Stakeholder Meeting - BCC, 350			Volunteer Coordinator's Forum - BCC, 340		
11:30 am – 1:00 pm	Lunch in the Trade Show - BCC, Hall G					
1:30 pm – 3:00 pm <b>Session 7</b> BCC	Partnerships, Diversity and Interns <del>346</del> 340 (MOVED)	All the Right Stuff: A Session for Board Members, Executive Staff and Agency Partners 345	How to Make NPS Director's Order #21 Work for You 349	Work Play: Volontourism's Bright Future 350	Don't Perish, Publish! 347	Using Reports to Advocate for Action 348
3:00 pm – 3:30 pm	Beverage Break					
3:30 pm – 5:00 pm <b>Session 8</b> BCC	Getting the Most from Your Volunteers 348		Fundraising in a Challenging Environment 349	Different Strokes for Different Folks: Trends in Urban Youth Development 350	Managing Inventory for Profit and Efficiency 347	Capturing the Potential of America's Best Idea 340
3:30 pm – 7:00 pm	Exhibitor Tear Down - BCC, Hall G					
6:30 pm – 9:30 pm	Closing Banquet & Live Auction – Marriott, Grand Ballroom					

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