

Institute and Field School Management Seminar
Best Practices and Lessons Learned

Sunday, February 24, 2008, 8 a.m. to 4:30 p.m.

Join directors, program managers, board members, and agency partners for this interactive session on best practices in Institute and Field School management. There will be a welcome reception on Saturday evening, followed by a full day of presentations and discussion on Sunday. The seminar will feature a session on outdoor law by Charles R. Gregg, a leading expert on legal issues related to outdoor programs, and an update on the NPS Renaissance Action Plan by Diane Chalfant, the NPS director responsible for implementing this long range plan for interpretation and education in the national parks. Other topics will include marketing and partnerships for educational programs offered by partner organizations on public land.

Registration Fee: \$155 with APPL convention registration; \$195 without convention registration.
Includes a wine and cheese reception on Saturday plus breaks and a full lunch on Sunday.

Panels will be approximately 45 minutes of presentation and 45 minutes of discussion.

Saturday, February 23, 5 - 6:30 p.m.

Wine and cheese reception hosted by the Yellowstone Association – an opportunity to connect with new and old friends before heading out for dinner or a night on the town.

Sunday, February 24, 8 a.m. - 4:30 p.m.

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| 8 - 8:30 a.m. | Introductions and overview of the day |
| 8:30 – 10 a.m. | <i>How to Stay on the Trail and Out of the Courthouse: Best Practices for Outdoor Law</i>
Charles “Reb” Gregg, Attorney at Law |
| 10-10:20 a.m. | Coffee Break |
| 10:20 – 11:40 a.m. | <i>Update on the NPS Interpretation and Education Renaissance Action Plan, Including the Role of Nonprofit Partners</i>
Diane Chalfant, Assistant Associate Director for Visitor Experience, National Park Service |
| 11:40 a.m. - 12:40 p.m. | Lunch
<i>What are park visitors looking for in a learning vacation? A Yellowstone Case Study</i>
Jenny Golding, Program Manager, Yellowstone Association Institute |
| 12:40 - 2:10 p.m. | <i>Marketing: Sharing the Best Kept Secret on Public Lands</i>
Mike Buchheit, Director, Grand Canyon Field Institute
Tom Mesereau, Co-Owner, Mesereau Public Relations
Emilyn Sheffield, Professor, California State University – Chico |
| 2:10 - 2:30 p.m. | Break |
| 2:30 – 4 p.m. | <i>Partnerships: Cooperating Instead of Competing</i>
Rick Hoeninghausen, Director of Sales and Marketing, Xanterra Parks & Resorts [®] , Yellowstone
Kristin Siemann, Director, Alaska Natural History Institutes
Sarah Boario, Partnership Coordinator, Chugach National Forest, Alaska |
| 4 - 4:30 p.m. | Wrap up and Next Steps |