

The Journey Ahead

ST. LOUIS, 2004



Annual Convention & Trade Show

MARCH 13-18

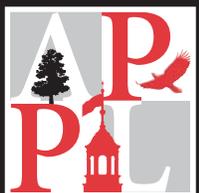


TABLE OF CONTENTS

Concurrent Educational Sessions By Track	2
Convention Schedule With Session Descriptions	3-9
All-Day Intensive Training Sessions	9-10
US Army Corps of Engineer Training	10
Optional Field Tours	11
Registration Form & Information	12-13

About APPL

The Association of Partners for Public Lands (APPL) is a nonprofit umbrella group of cooperating, interpretive, and friends associations and other nonprofit 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), Bureau of Reclamation (BOR), USDA Forest Service (USDAFS), U.S. Army Corps of Engineers (USACE), U.S. Geological Survey (USGS), and state agencies.

The mission of APPL is to enhance 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.



Meet Us in St. Louis!

Join APPL for an unforgettable convention experience in St. Louis, Missouri where the Lewis and Clark Corps of Discovery embarked on their landmark exploration across the American West. A fantastic array of experiences, educational sessions and special events await you.

Begin your journey on Saturday, March 13 by visiting the Corps II exhibit at Forest Park, participating in area historic tours, or a pre-convention seminar. On Sunday, March 14 step across the street from the convention hotel onto the grounds of the Gateway Arch for the Three Flags Ceremony commemorating the 200th anniversary of the transfer of the Louisiana Territory. That evening meet old friends and make new ones at the Jefferson National Expansion Memorial under the Arch for a gala opening reception.

Monday through Wednesday, March 15-17 daily keynotes will set the stage for a strong cadre of concurrent educational sessions providing a structured opportunity to develop skills and discuss important issues. A superior Trade Show features one-stop shopping for your interpretive needs. Optional in-depth training seminars on Thursday, March 18 offer outstanding choices to learn from specialists from both within and outside of the public lands community.

Act now to receive our early registration discount and your first choice of in-depth seminars. We look forward to meeting you in St. Louis!

David Grove, APPL President
Donna Asbury, APPL Executive Director

The content described in this preliminary program of the APPL annual convention is subject to change. For further information, contact:

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



ANNUAL CONVENTION
ST. LOUIS, MO ★ MARCH 13 - 18

2004



Accommodations

As an added convenience this year, the entire convention will be held in ONE location at the Adam's Mark Hotel. The hotel is literally under the shadow of the Gateway Arch and within walking distance of downtown attractions and public transportation (Metro Light Rail). To provide the best value to participants, APPL has held a block of rooms at \$109 per night for a single/double. Make reservations by contacting the hotel directly and be sure to ask for the APPL group rate so that APPL receives proper credit.

ADAM'S MARK HOTEL ST. LOUIS
<http://www.adamsmark.com/stlouis/index.asp>
(314) 241-7400 or toll free 1-800-444-2326
Group Name: APPL

Transportation

Travel to St Louis is easy by car, air or rail. The St. Louis International Airport is served by many major airlines and offers several options for getting downtown. More airport information can be found at www.lambert-stlouis.com. Amtrak also serves St. Louis via their Midwest network (www.amtrak.com or 1-800-USA-RAIL). APPL has chosen Avis as our convention car rental partner. Call 1-800-331-1600 for a reservation and use code: J952849.

Accessibility

Those with special needs should specify them when registering for the convention, as well as when making hotel and tour reservations. Most convention events will take place at the Adam's Mark Hotel, which is ADA compliant.

Extend Your Stay and Enjoy the Area

In addition to its historic ties to the Lewis and Clark expedition and the famed Gateway Arch, St. Louis has a wealth of other cultural and historical sites, visitor attractions, great restaurants, exciting blues music and nightlife. Free attractions include beautiful Forest Park, where you can visit the Art Museum, the Science Center and its renewed Planetarium, the expanded Missouri History Museum and the acclaimed St. Louis Zoo. Cahokia Mounds, site of North America's largest ancient Indian civilization, also is open free of charge.

Music is part of the fabric of life in St. Louis and no visit is complete without an after-hours exploration of the sounds of the city, from the Opera Theatre and blues bars to elegant cabaret performances and smooth jazz combos. St. Louis' restaurants offer visitors a taste of the world, with big, bold steakhouses and famous Italian restaurants.

Within a two hour drive of the Gateway Arch, you can see the past come to life in historic towns, visit Mark Twain's boyhood home and Abraham Lincoln's final resting place, learn about the region's French colonial heritage, explore enormous caves and canoe on clear rivers. To learn more about what the greater St. Louis area has to offer visit www.explorestlouis.com.

CONVENTION HIGHLIGHTS

- 3/13 Pre-convention seminar and Optional Tours
- 3/14 Three Flags Ceremony on the Gateway Arch grounds, Newcomer's Welcome, Opening Evening Reception at the Gateway Arch, and Optional Tours
- 3/15 Keynote and Educational Sessions, Meet the Candidates, and Awards Ceremony
- 3/16 Keynote and Educational Sessions, Trade Show, and Board Election
- 3/17 Keynote and Educational Sessions, Trade Show, and "Blues, Brews & Bidding" Auction and Banquet
- 3/18 Full-day Training Sessions and First Day of USACE Training
- 3/19 Second day of USACE Training



Concurrent Educational Sessions Organized by Track

TRACK	DATE	TIME
Boardsmanship		
Managing Risk in a Post 9/11 World	Monday, March 15	10:00 a.m. – 11:30 a.m.
Board Readiness for Fund Raising	Monday, March 15	3:00 p.m. – 4:30 p.m.
The Evolving Board	Wednesday, March 17	10:00 a.m. – 11:30 a.m.
Conducting Effective Meetings	Wednesday, March 17	1:00 p.m. – 2:30 p.m.
Effective Board Orientation	Wednesday, March 17	3:00 p.m. – 4:30 p.m.
Management and Operations		
Keeping the Overseers at Bay	Monday, March 15	10:00 a.m. – 11:30 a.m.
Inventory Management – Point of Sales Systems	Monday, March 15	10:00 a.m. – 11:30 a.m.
Fulfilling Our Mission: Measuring and Improving Success	Monday, March 15	1:00 p.m. – 2:30 p.m.
Strategies to Manage Health Care Insurance Costs	Monday, March 15	3:00 p.m. – 4:30 p.m.
Shopping the Trade Show	Tuesday, March 16	10:00 a.m. – 11:30 a.m.
Crown Jewels: Developing Polished Service Professionals	Tuesday, March 16	3:00 p.m. – 4:30 p.m.
Intranet Web Site Development	Tuesday, March 16	3:00 p.m. – 4:30 p.m.
Artful Employee Performance Feedback: A Palette of Approaches	Wednesday, March 17	10:00 a.m. – 11:30 a.m.
Financial Meteorology: Effective Management Reports	Wednesday, March 17	1:00 p.m. – 2:30 p.m.
Partnerships		
Multi-Agency Visitor Centers?	Monday, March 15	10:00 a.m. – 11:30 a.m.
Developing Partnerships for Heritage Tourism	Monday, March 15	10:00 a.m. – 11:30 a.m.
Customer-Focused Partnering	Monday, March 15	1:00 p.m. – 2:30 p.m.
Understanding the Business of Associations	Monday, March 15	3:00 p.m. – 4:30 p.m.
Minimizing Conflicts Between Associations and Concessioners	Tuesday, March 16	3:00 p.m. – 4:30 p.m.
Working with Associations, Agencies and Native Cultures	Wednesday, March 17	10:00 a.m. – 11:30 a.m.
Building Powerful Partnerships	Wednesday, March 17	10:00 a.m. – 11:30 a.m.
Understanding Partnership Authorities of Federal Agencies	Wednesday, March 17	1:00 p.m. – 2:30 p.m.
Making Partnerships Work for You	Wednesday, March 17	1:00 p.m. – 2:30 p.m.
Advocating Partnerships for Public Lands	Wednesday, March 17	3:00 p.m. – 4:30 p.m.
Publishing & Product Development		
The Nuts & Bolts of Publishing	Monday, March 15	10:00 a.m. – 11:30 a.m.
Partnering to Define and Develop Your Publications Program	Monday, March 15	1:00 p.m. – 2:30 p.m.
The Economics of Publishing and Product Development	Monday, March 15	3:00 p.m. – 4:30 p.m.
Creative Teamwork	Tuesday, March 16	3:00 p.m. – 4:30 p.m.
Triple Bottom Line	Wednesday, March 17	1:00 p.m. – 2:30 p.m.
Publishing Law and Contracts	Wednesday, March 17	3:00 p.m. – 4:30 p.m.
Fundraising & Memberships		
Starting and Building Your Membership Program	Monday, March 15	1:00 p.m. – 2:30 p.m.
Board Readiness for Fund Raising	Monday, March 15	3:00 p.m. – 4:30 p.m.
Funder's Forum	Wednesday, March 17	10:00 a.m. – 11:30 a.m.
Taking Your Membership Program to the Next Level	Wednesday, March 17	1:00 p.m. – 2:30 p.m.
Your Case for Support & Grant Writing	Wednesday, March 17	3:00 p.m. – 4:30 p.m.
Programs		
Lewis & Clark to the US Geological Survey	Tuesday, March 16	10:00 a.m. – 11:30 a.m.
The Power of Field Institutes and Seminar Programs	Tuesday, March 16	3:00 p.m. – 4:30 p.m.
Conducting a Questionnaire Survey: Do's, Don'ts, and How to's	Tuesday, March 16	3:00 p.m. – 4:30 p.m.
Making Partnerships Work for You	Wednesday, March 17	1:00 p.m. – 2:30 p.m.
Easyspeak: Delivering Persuasive Presentations	Wednesday, March 17	3:00 p.m. – 4:30 p.m.
Committees, Task Forces, and Agency Updates		
APPL Training Corps	Monday, March 15	11:30 a.m. – 1:00 p.m.
Task Force, Standardizing Agency Reports – Part 1	Monday, March 15	1:00 p.m. – 2:30 p.m.
Task Force, Standardizing Agency Reports – Part 2	Monday, March 15	3:00 p.m. – 4:30 p.m.
APPL Convention Program Committee	Tuesday, March 16	3:00 p.m. – 4:30 p.m.
NPS Forum	Wednesday, March 17	10:00 a.m. – 11:30 a.m.
BLM Update	Wednesday, March 17	1:00 p.m. – 2:30 p.m.



Convention Schedule

For convention schedule updates visit APPL's website at www.appl.org.

Saturday, March 13

- 7:30 a.m. - 5:30 p.m. Registration and Information Desk open
- 8:00 a.m. - 4:30 p.m. All-day Intensive Training Session – Registration is on a first come, first served basis, so early registration is advisable. Additional fee, does not include lunch, will break from 11:30 a.m. – 1:00 p.m.
- Wisdom of Conflict – Wisdom of Listening**
Bill Southworth, Healing Leaders
This full day interactive training will provide participants hands-on experience with strategies and tools to prevent, decrease and resolve conflict. Making distinctions between “good” and “bad” conflict, the workshop will focus on several strategies and tools for listening to understand and building agreement in conflict situations. Listening to understand can heal relationship wounds and lay the foundation for effective collaboration between disputing parties.
- 9:00 a.m. - 3:30 p.m. The Anheuser-Busch Brewery & Missouri Botanical Garden Optional Field Tour with Destination St. Louis
- 9:00 a.m. - 4:00 p.m. Alton, Wood River and Cahokia Mounds Optional Field Tour with Destination St. Louis

Sunday, March 14

- 8:00 a.m. - 12:00 p.m.
4:00 p.m. - 6:00 p.m. Registration and Information Desk open
- 9:00 a.m. - 1:00 p.m. History Museum in Forest Park: Corps of Discovery Exhibit - Optional Shuttle Service Provided by Destination St. Louis
- 10:00 a.m. - 3:00 p.m. Historic St. Charles, Missouri Optional Tour with Destination St. Louis
- 2:00 p.m. - 5:00 p.m. **Three-Flags Lewis & Clark Ceremony**
This 200th anniversary event on the grounds of the Gateway Arch brings together representatives of the three nations involved in the original Louisiana Purchase. A recreation of the original ceremony transferring power over the territory to the United States is symbolized in the lowering of the flags of Spain and France and the raising of the American flag. Enjoy performances by military and marching bands, including the Garde Republicaine, the premier French military band that also performed at the Louisiana Purchase Exposition of 1904. This event is a symbolic initiation for a variety of continuing events surrounding the Lewis and Clark Bicentennial.
- 5:00 p.m. - 5:45 p.m. **Newcomer's Welcome**
If St. Louis is the first time you are joining us, this Welcome is for you! Attend this short session designed to introduce first time attendees to each other and to the board and staff of APPL. Useful hints and tips will be provided to help make the most of your convention experience.
- 7:00 p.m. - 10:00 p.m. **Opening Reception at Gateway Arch**
Meet old friends and make new ones at the Jefferson National Expansion Memorial under the Arch for a gala opening reception. Enjoy the Museum of Westward Expansion exhibits, ride the unique tram system to the top of the 630-foot Arch, shop the Arch Museum Store and Levee Mercantile, and sample an array of St. Louis style hors d'oeuvres and refreshments.

Monday, March 15

- 7:30 a.m. - 6:00 p.m. Registration and Information Desk open
- 8:00 a.m. - 9:30 a.m. **Keynote Address, Legacies of Our Past**
Dr. Robert Archibald, President and CEO, Missouri Historical Society and President, National Council of the Lewis and Clark Bicentennial
As President of the National Council of the Lewis and Clark Bicentennial, Dr. Robert Archibald oversees the National Heritage Signature Events, the Corps of Discovery II, and the Ad Council Public Awareness Campaign designed to promote the themes of the Lewis & Clark expedition. In February of 2002, Missouri Governor Bob Holden appointed him to serve as co-chair of the Missouri Lewis and Clark Bicentennial Commission. Dr Archibald will discuss the legacy of the Lewis and Clark expedition and if any discernible legacy of the commemoration will remain after 2006. Just what might that enduring legacy be? The past means different things depending on the place in time of the observer. Lewis and Clark have not changed, but we have. Over many generations, voluntary choices and human decisions have transformed their world into ours. This is our opportunity made possible by hindsight to evaluate those choices and their consequences, to consider what has been done well and what has been done poorly, to consider both the burdens and legacies of our past.
- 10:00 a.m. - 11:30 a.m. Concurrent educational sessions
- Managing Risk in a Post 9/11 World**
Frank Graetz, George Smith, Amanda Wood, The Daniel and Henry Co.
If your annual insurance renewal becomes little more than a ritual, it's time to stop for a check up. Managing risk is more important than ever, standard policies may no longer provide the protection your organization needs. New problems such as terrorism have brought about heightened security around federal assets and the risk of unplanned closures or catastrophic loss. No matter the size or location of your organization, this session will help you make sense of the risks you face and the steps to take to minimize them.



Keeping the Overseers at Bay

John Pearson, Grand Canyon Association

Charley Money, Alaska Natural History Association

No one works in a vacuum. Everything we do as partners with government agencies must be open and subject to the most severe and critical examination—not only by the agency/agencies we serve, but by the public as well. This session will provide information on how to comply with the many agency ‘overseers’ we deal with on a continuing basis:…filling out forms, submitting data, providing enough (but not TOO much) information.

Inventory Management – Point of Sales Systems

Sam Wainer, Canyonlands Natural History Association

Unlock the mystery of inventory control and find the key to point of sale. This session features an interactive discussion designed to help you analyze your needs, establish business goals, and implement a successful system.

Multi-Agency Visitor Centers

Cindy Hardgrave, Canyonlands Natural History Association

CNHA’s experience of multi-agency visitor center visioning will be shared in this session. The ongoing process and challenges of community outreach, staffing, customer service, product presentation, egos, internal marketing, and much more will be discussed. It can be done. You will have fun. But most of all, everyone benefits, especially the visitor.

The Nuts & Bolts of Publishing

L. Greer Price, New Mexico Bureau of Geology and Mineral Resources

Is publishing an expensive luxury or vital to the fulfillment of your mission? How does one establish, maintain, or expand a publishing program in the nonprofit world? This session offers some practical advice on why and how we publish, what our options are in this changing world, and some hands-on tips regarding planning, budgets, working with freelancers, copyright issues, and realizing success.

Developing Partnerships for Heritage Tourism

Dan Shilling, Arizona Humanities Council and Grand Canyon Association Board Member

It is difficult for a single museum, heritage site, chamber of commerce, or CVB to develop a viable heritage tourism program by itself. The basic premise of ‘heritage tourism’ suggests two partners - the heritage community and the tourism sector. While these two communities’ values, missions, and operations are often in conflict, both can learn from one another – and they must, if heritage tourism is going to succeed. After reviewing the evolution of heritage tourism, this presentation uses case studies to illustrate how communities can develop partnerships that work – both mission- and market-allied alliances.

11:30 a.m. - 1:00 p.m.

Lunch on Your Own

1:00 p.m. - 2:30 p.m.

Concurrent educational sessions

Starting and Building Your Membership Program

Brenda Hill, Mount Rushmore History Association

Laurel Rematore, Yosemite Association

Constituents who support your organization’s mission can be a powerful tool, but starting a membership program and keeping it healthy requires planning and adequate resources. Do you have the staff, software, and money needed to launch a successful membership program? Learn strategies needed to get the most from your program. Suitable for those who are considering starting a membership program, or those who want to jump-start their existing program.

Customer-Focused Partnering

Donna Asbury, Association of Partners for Public Lands

Nicki Phelps, Golden Gate National Parks Conservancy

Kimberlee Riley, Jefferson National Parks Association

This presentation and hands-on activities put “people” front and center in the planning, conducting, and delivering of successful outreach programs and partnerships. With the customer (or your desired audience) as the focus, government agencies, businesses, and nonprofits can realize promotions and projects that achieve results for the good of public lands and the communities that surround them.

Partnering to Define and Develop Your Publications Program

Clover Earl, Golden Gate National Parks Conservancy

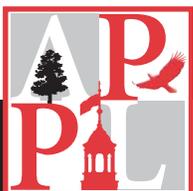
Pam Frazier, Grand Canyon Association

Once you have made the commitment to invest in a publishing/product development program, what happens next? Gain answers to this question through facilitated discussion about models that work and pitfalls to avoid. You will receive guidance on defining the program to capture: (1) program mission and scope, (2) functions and administration, and (3) a six-step planning process, starting with idea conceptualization and concluding with distribution. Designed to help you make well-founded decisions about which ideas warrant development.

Fulfilling Our Mission: Measuring and Improving Success

Jerilee Grandy, Research & Evaluation Consultant and Grand Canyon Association Board Member

Mission underlies an organization’s goals and provides a foundation for policy decisions and subsequent actions. Each action leaves a trace from which the perceptive evaluator can skillfully construct a comprehensive assessment of goal achievement. This presentation encourages participants to examine their mission statements, clarify their goals, identify links between programs and goals, and create ways to track actions that lead to success or to dead ends. Strengths and pitfalls of questionnaire surveys, interviews, focus groups, and other methods will be discussed.



Task Force, Standardizing Agency Reports – Part 1

Facilitated by agency and association representatives

Cooperating, interpretive, and friends associations must report annually to their agency partners on their financial and in-kind support. Join representatives from NPS, BLM, USDAFS, USFWS, and USACE in a working forum to improve the reporting process and to design a standardized template that will enable nonprofit partners to clearly and concisely report necessary information to multiple agencies.

3:00 p.m. - 4:30 p.m.

Concurrent educational sessions

Board Readiness for Fund Raising

Curt Buchholtz, Rocky Mountain Nature Association
Carolyn Mollers, Mount Rushmore History Association

This session for association board members and friends organizations looks at the responsibility of the board in developing and maximizing a fund raising program. Assess your organization's and your own capacity for fund raising success.

Strategies to Manage Health Care Insurance Costs

Kathy Quinn, Daniel & Henry Company

The average cost per employee to provide health care has increased 40 percent in the past five years. Until recently there were few options available to help small organizations control these rising costs. Learn how a new product, health reimbursement arrangements, can dramatically lower the cost of health insurance for both the employee and employer. Also hear how other underutilized strategies such as Medical Savings Accounts, Flexible Spending Accounts, Dual Option plans, and partial self-insurance can help you regain control of your precious employee benefit dollars.

Understanding the Business of Associations

Patricia Cole, Yellowstone Association

This session provides agency personnel with the basic skills necessary to make their work as partners of nonprofit retailers (such as cooperating association) easier and more effective. Topics will include: earned income vs. appropriated funding, understanding basic financial statements, seeing the critical difference between inventory purchased and cost of goods sold, and the benefits that adequate operating reserves provide to both partners.

The Economics of Publishing and Product Development

Clover Earl, Golden Gate National Parks Conservancy
Pam Frazier, Grand Canyon Association

The session will pick up where *Partnering to Define and Develop your Publications Program* left off. Now that you have successfully defined your publishing-product development program, the real work begins. Learn how to develop a business plan, create annual budgets and work plans, and assess the success of your publishing and product development venture.

Task Force, Standardizing Agency Reports – Part 2

Continuation of 1:00 p.m. working session to improve the reporting process and to design a standardized template that will enable nonprofit partners to clearly and concisely report necessary information to multiple agencies.

3:30 p.m. - 4:30 p.m.

For Vendors: Getting to Know APPL and Its Members

Sharlene Milligan, Consultant, and retired Executive Director Grand Teton Natural History Association

This session is geared toward new and current vendors to cooperating associations and their sales areas on public lands. Learn the nature of cooperating associations, their mission goals, and the parameters within which they operate as nonprofit partners of public land management agencies. The format will include introductory information followed by ample opportunity for questions, answers, and discussion.

4:45 p.m. - 6:00 p.m.

Meet the Candidates

Each of the candidates running for the APPL Board of Directors will speak briefly to introduce themselves and their qualifications for service. Of special importance to voting members of APPL.

7:30 p.m. - 9:00 p.m.

Awards Night and Dessert Buffet

For the first time APPL will recognize distinctive achievements in interpretive media, educational programming and outreach efforts by members and other partners at a special celebration event you will not want to miss. Awards applications are available by contacting Nancy Kotz at 301-946-9475, ext. 24 or nkotz@appl.org.

Tuesday, March 16

7:00 a.m. - 6:00 p.m.

Registration and Information Desk open

8:00 a.m. - 9:30 a.m.

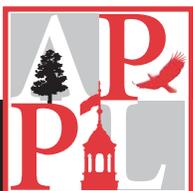
Keynote Session, Change The World! Preparing For The Journey Ahead

Dr. Emilyn Sheffield

Director of the Tourism and Communication Design Partnership, California State University, Chico
Emilyn Sheffield has worked for more than 20 years with federal, state and local public land partners to increase support for public lands. With an extensively knowledge about tourism, cooperative marketing, entrepreneurship and public lands, Dr Sheffield will address the question of "How do we build a constituency for public lands for the next 100 years?" Economic change, mobility, immigration, environmental concerns, and uncertainty were the social conditions at the turn of the century - the last century! Massive social, economic and environmental changes between 1890 and 1920 created ideas and leaders to change the world. Now it is our turn! What are we going to do? How are we going to prepare for the journey ahead?



- 10:00a.m. - 11:30 a.m. **Trade Show Grand Opening**
Known as the best one-stop shopping opportunity for cooperating and interpretive associations, the Trade Show features exhibitors of educational and theme-related merchandise and retail management products. More than 125 vendors are anticipated at this year's show. As exhibitors register for the trade show their information and specials will be posted to the convention section of the APPL website.
- 10:00 a.m. - 11:30 a.m. Concurrent educational sessions
- Shopping the Trade Show**
Sharlene Milligan, Consultant, and retired Executive Director Grand Teton National History Association
Kevin Poulson, Sierra Press
New to Trade Show shopping? Want to improve your skills to make the best use of your time? Join this brief session for an overview of the show and tips for maximizing your Trade Show experience to get the greatest value.
- Lewis & Clark to the US Geological Survey**
Mark Newell, Dale Blevins, Dalia Varanka, and Duane Chapman, USGS
The Lewis & Clark Expedition was the first of many government surveys of natural resources in the American West. In 1879, four such surveys were combined into a new agency called the US Geological Survey (USGS). Because of the striking similarities between the USGS mission and Thomas Jefferson's scientific charge to Lewis and Clark, USGS can be seen as an organizational successor of Lewis and Clark. This workshop will share interesting information on current natural resources and geographical research with a link to Lewis and Clark through presentations, demonstrations and hands-on activities. Compare how Lewis and Clark studied rivers versus today's technologies through the subjects of mapping, invasive species, and water resources.
- 11:30 a.m. - 1:00 p.m. Lunch on Your Own (Trade Show closed)
- 1:00 p.m. - 6:00 p.m. Trade Show Open
- 1:00 p.m. - 2:30 p.m. **APPL Stakeholders Meeting and Board Election**
APPL members, affiliates, agency staff and other partners are encouraged to join this update and forum to highlight where we are as an organization, and where we are going. Learn what APPL is doing to set the stage for our Journey Ahead, and become engaged in strategically planning our course. Election ballots will be gathered from voting members at the conclusion of this session.
- 3:00 p.m. - 4:30 p.m. Concurrent educational sessions
- Crown Jewels: Developing Polished Service Professionals**
Nicki Phelps, Golden Gate National Parks Conservancy
Kimberlee Riley, Jefferson National Parks Association
Clearly, land management agencies depend on enthusiastic, professional staffs to turn casual visitors into constituents. Learn how to encourage average clerks, volunteers and agency staff into becoming exceptional service professionals. Leadership and mentoring are the keys! Participants will learn how to create "parking service environments", select and train superior staffs, and upgrade their mentoring skills.
- Intranet Web Site Development**
David Lindau, Northwest Interpretive Association
A detailed, how-to presentation on creating an Intranet web site that meets the special needs of associations with far flung site operations. Focus is on achieving more efficient operational management by leveraging web technology. Presentation will provide suggestions and handouts on how to get started, various design resources, delegating responsibility for site creation and management, and specific ideas for site content and structure. Presentation does NOT cover the technological nitty-gritty of web design.
- The Power of Field Institutes and Seminar Programs**
John Lockhart, Sequoia Natural History Association
Mike Buchheit, Grand Canyon Field Institute
Association sponsored institutes and seminar programs expand agency interpretive offerings in areas that can be limited by many factors. Learn how to use the basic structure of seminar programs to expand the educational opportunities of your visitors and thus their appreciation of your area, your agency, and your association. Through appreciation comes protection - the overriding concern of many managing agencies. The presenters will give a brief history of their operations' successes and concerns, and provide some of the basic justifications and precedents concerning field programs. Come with questions and concerns, to gain insight into eventual solutions.
- Minimizing Conflicts Between Associations and Concessioners**
Steve Medley, Yosemite Association / Chris Stein, Yosemite National Park / Kevin Kelly, DNC Parks & Resorts at Yosemite
Brad Wallis, Grand Canyon Association / Bill Johnston, Xanterra at Grand Canyon
A recent GAO report found that in some parks, cooperating associations directly compete with concessioners' sales and service, causing conflicts between park management, the associations, and concessioners. This panel presentation will provide ideas for minimizing conflict between these entities at the parks. Representatives of NPS, associations, and concessioners will share their experiences working through problems and building stronger partnerships. Issues raised by the GAO report will be discussed in the contexts of two different national parks visited for the report: Grand Canyon and Yosemite.



Convention Schedule

Creative Teamwork

Sandra Scott, Canyonlands Natural History Association

Christina Watkins, Graphic Designer

Talented people—writers, editors, designers, photographers, and illustrators among them—provide the substance that makes products remarkable. Learn how to find those people, what to expect from them, and what they expect from you.

Conducting a Questionnaire Survey: Do's, Don'ts, and How to's

Jerilee Grandy, Research & Evaluation Consultant and Grand Canyon Association Board Member

Questionnaire surveys are frequently employed to collect information on demographics, experiences, knowledge, and attitudes. Yet the majority of surveys result in poor response rates which, in turn, yield biased results. A short course on how to conduct a questionnaire survey, this session will cover: survey purposes, population, sample size and selection, questionnaire length, writing instructions and questions, data collection, maximizing response rates, analyzing and presenting results, dealing with nonresponse bias, and drawing conclusions that affect policy decisions. Individuals currently planning or conducting surveys are invited to bring questions.

APPL Convention Program Committee

Interested in being part of the design and development of future APPL conventions for 2005 and 2006? Join this year's APPL convention committee members to learn what is involved and to begin the program development process for Portland 2005.

Evening On Your Own

Explore the St. Louis nightlife on your own, or register with Destination St. Louis for the optional Mississippi river-boat dinner cruise tour.

Wednesday, March 17

7:30 a.m. - 5:00 p.m.

Registration and Information Desk open

8:00 a.m. - 9:30 a.m.

Keynote Address, Exploring New Frontiers

Amy Mossett, Tribal Liaison, National Lewis & Clark Bicentennial Council

Amy Mossett is a Mandan and Hidatsa of The Three Affiliated Tribes (Mandan, Hidatsa, and Arikara) in North Dakota. A national consultant and advisor on the life and legacy of Sacagawea, Ms. Mossett's talk will focus on the Lewis and Clark expedition and the Bicentennial Commemoration with an emphasis on the Native American point of view. Sacagawea served a vital role in the expedition's ability to explore the frontier. We all need to "explore new frontiers" into ways we can improve our cultural sensitivity and relations with Native American cultures. As each of us continues our individual journeys, we can strive to improve our partnerships in ways that embrace our differences and benefit us all.

10:00 a.m. - 5:30 p.m.

Trade Show Open

10:00 a.m. - 11:30 a.m.

Concurrent educational sessions

The Evolving Board

Brad Wallis, Grand Canyon Association

Dan Shilling, Arizona Humanities Council

This active audience-participation session will discuss the natural evolution of non-profit boards from the "I have a dream" hands-on board, to the "should we hire a director" board, to the "let's not micromanage our director" board, to the fully mature policy and oversight board. Discussion should also include the question of when and how an organization might choose to become involved in fundraising and what impact that has on the board and staff. Effective models of board function and staff interaction with the board will also be discussed.

Artful Employee Performance Feedback: A Palette of Approaches

Clover Earl and Nicki Phelps, Golden Gate National Parks Conservancy

Kimberlee Riley, Jefferson National Parks Association

In a perfect world, employees would always perform at the highest level possible, making it unnecessary for us as managers to provide feedback that is disciplinary in nature. If you have ever found yourself wishing the problem would just simply go away, you know this approach does not work. Come to this session and learn how to set the stage for employee success, paint a picture of problematic employee behaviors, determine the most appropriate feedback approach, and prepare and conduct an artful employee disciplinary session while maintaining the employee's self-esteem.

Working with Associations, Agencies and Native Cultures

Wayne Chatten and LeAnn Simpson, Western National Parks Association

Amy Mossett, Tribal Liaison National Lewis & Clark Bicentennial Council

History, culture, and business opportunities through tourism development have shaped the relationships between native tribes, land based federal agencies and association partnerships. This panel will discuss how these neighbors view the shared visitors and what visitors mean to each group, the differences and the similarities with a focus on how these attitudes affect the overall relationships. Panel members will represent their group while the moderator will channel the discussion to continue the positive motive of building on the existing relationships and goals.



Funder's Forum

Martin McDonald, Bass Pro Shops

Additional presenters to be announced

What makes for a successful proposal and funding relationship? Hear what corporate and foundation representatives look for when screening prospective funding opportunities. Learn the criteria used in evaluating a proposal, and the top ten mistakes organizations most often make when approaching funding sources.

Building Powerful Partnerships

Peter Sortino, President, St. Louis 2004

Described as one of the most innovative public lands partnership success stories in recent years, cities across the nation have studied St. Louis' visionary plan to create interconnecting linear parks and trails for biking, walking and other recreational uses revolving around area rivers as a means to improve the quality of life in the St. Louis region. Be inspired by this budding success story and learn how local, state, federal, and private partners are making it happen.

NPS Roundtable

Rose Fennell, facilitator, with members of NPS staff

Join in an update and discussion of NPS opportunities, activities, and trends affecting partnerships and interpretation. Beneficial to agency, association staff, and volunteers.

11:30 a.m. - 1:00 p.m.

Lunch on Your Own or Visit the Trade Show (APPL Board Meeting)

1:00 p.m. - 2:30 p.m.

Concurrent educational sessions

Financial Meteorology: Effective Management Reports

Beth Pratt, Yosemite Association

Don't get caught in the rain! Accurate forecasting is essential to the success of any business. Most managers rely on traditional financial statements to guide their decision-making, which is akin to looking at a weather forecast from a month ago to plan your activities for the upcoming weekend. In this session, you'll learn how to prepare effective, real-time reports that will help you manage in a proactive and strategic manner.

Understanding Partnership Authorities of Federal Agencies

David Grove, Jefferson National Parks Association

Charles Money, Alaska Natural History Association

Claudia Schechter, Consultant, APPL

Has your partnership negotiated a rocky path through the authorities your agency partner must work under? We will examine the similarities and differences among agency authorities and seek to define a core of authorities that enhance the creativity and effectiveness of partnerships. You will leave well grounded in the rules that govern partnerships in each agency and, after spirited debate, ready to help gain new opportunities to partner.

Taking Your Membership Program to the Next Level

Brenda Hill, Mount Rushmore History Association

Laurel Rematore, Yosemite Association

Large membership programs annually generate hundreds of thousands of dollars in revenue to support their missions. Explore techniques for retaining and expanding your own organization's base of supporters, such as creative acquisition programs, enhanced member benefits, special events, and e-newsletters. You will leave this session with new ideas to energize your program, tips for planning and conducting events, and an increased network of resources within the APPL family. This session is suitable for those seeking to grow an existing membership program, and for those ready to make a major investment in a program.

Triple Bottom Line

Christina Watkins, Graphic Designer

Once the writing, illustrating, and design work are done, how should you package these materials for use by a printer? This session covers the preparation of files for final manufacture, finding the right printer for the job, and getting the most for your money. Discussion will also focus on alternative markets in which to print and the costs and benefits of manufacturing outside of the United States.

Conducting Effective Meetings

Presenters to be announced

Meetings can be interesting and productive if they are planned and conducted correctly. This 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.

Making Partnerships Work for You

Martin Mac Donald, Bass Pro Shops

This session will give an overview of partnerships and how to best achieve mutual benefit in a partnership effort. Specific examples of what some partnerships have achieved will be shared, including the Chesapeake Conservation Challenge - a bay area restoration initiative, Wonders of the Outdoor World - a program that teaches outdoor recreation and conservation skills, and the American National Fish and Wildlife Museum and Zooquarium - a conservation education partnership. Gain tips on how to determine if a partnership will work, guidelines for working in a partnership, advantages and disadvantages of partnerships, and helpful hints for making your partnership a winning effort.



BLM Update

Amy Galperin with members of BLM staff

Learn what is new within BLM related to partnerships, interpretation (including use of the new cooperating association handbook), and planning. Useful for those associations currently partnered with BLM as well as those interested in developing or expanding their partnerships.

3:00 p.m. - 4:30 p.m.

Concurrent educational sessions

Effective Board Orientation

Robert C. Harris, CAE, Nonprofit Resource Center

Board members are eager to learn about avoiding liability, interpreting finance reports, working with staff, and making committees work. A cohesive, high-functioning board depends on members who understand their jobs as board members. This workshop will give you the knowledge and tools to develop a great board member recruitment and orientation process for bringing new directors to a productive level and realizing organizational goals.

Advocating Partnerships for Public Lands

Presenters to be announced

Learn from the experiences of APPL board members who have engaged in efforts to inform agency and congressional representatives about the importance of partnerships to public lands. This session includes discussion and practical tips for making the case, as well as the opportunity to learn how to participate in a newly forming APPL representation corps.

Building Your Case for Support, the Basis for Successful Grant Writing

Claudia Schechter, Consultant, APPL

Pursuing grants isn't about luck or chance - it's about presenting a well-planned program in a concise and convincing manner. Fundraising starts with a case for support that describes your organization, why it deserves support, and how the donor can become involved. Learn when and how to use the case for support, what materials are developed from the case, and what makes a case compelling enough to motivate donors.

Publishing Law and Contracts

Lloyd Rich, Law Office of Lloyd L. Rich, PC

This program will discuss legal issues and contracts that concern your publication programs. Legal issues discussed will include copyright law formalities, fair use, and permissions. The contract portion of the program will focus on author and freelancer agreements including a discussion of the "key" contract terms essential for your standard agreements and contract negotiation strategies.

Easyspeak: Delivering Persuasive Presentations

Christine Muldoon, CM Communication International

Easyspeak is designed to give each participant an opportunity to practice developing, organizing, and delivering effective presentations whether in everyday conversation, meetings, or more formal speaking engagements. Once you've learned the "rules of engagement" you'll see how easy it can be to "stand and deliver" an effective presentation that exceeds audience expectations.

6:30 p.m. - 9:30 p.m.

"Blues, Brews & Bidding" Auction and Banquet

A fun-filled auction and banquet will highlight the week. Listen to sounds of St. Louis blues, enjoy some brews with new and old acquaintances, and bid on exciting trips, outdoor gear, framed prints, and commemorative items to support APPL's scholarship fund. Ticket required, additional fee of \$45.

Thursday, March 18

7:30 a.m. - 1:00 p.m.

Registration and Information Desk open

8:00 a.m. - 4:30 p.m.

All-day Intensive Training Sessions — Choice of courses is on a first come, first served basis, so early registration is advisable. Additional fee required, does not include lunch, will break from 11:30 a.m. - 1:00 p.m.

Do not sign up for any of the All Day Intensive Trainings if you are registered for the USACE Partnership Seminar.

Store Design: Adding Visual Excitement to Your Store & Increasing Sales/Profits

Greg Gorman, GMG Design, Inc.

Michael Catcott, Busch Entertainment Corporation

Understanding the important merchandising and design components is vital to survival with retail. Learn and apply visual excitement, retail prioritization, scheduling and budgeting to best support your sales goals. Build flexibility and change into your store to better serve ever-changing retail needs. It's not enough to simply attract a customer, but to keep them coming back. Merchandising techniques used to attract attention and turn sales in Busch Entertainment Corporation parks will also be shared.

Boardsmanship

Robert C. Harris, CAE, Nonprofit Resource Center

Back by popular demand, Bob Harris will provide his comprehensive overview of the responsibilities of boards, how to maximize the board-staff relationship, common risks for non-profit leaders and staff, strategic goal setting, and ways to enhance your organization's effectiveness. By sharing case studies, best practices and samples, every attendee will leave with practical tools and nearly 100 pages of tips and ideas for board leadership and management. Useful for staff and volunteers with various levels of experience, with session time allotted for start-up groups with boards focused on launching and operating, established governing boards, and fundraising boards.



Collaborative Communication: 1+1=3

Christine Muldoon, CM Communication International

In today's world collaboration is considered to be "best practice" for organizations that want to produce extraordinary results. This highly interactive seminar is designed for the individuals in organizations, agencies, and communities who are being asked to work in a collaborative effort or to function as a collaborative team and need to understand how to effectively and successfully do so through TEAMWORK. Why and how collaboration has become accepted in organizations worldwide will be discussed. With the collaborative group process clearly defined, the powerful, persuasive communication skill called "Pacing" is introduced and discussed. Through discussion, demonstration, and coaching, each participant will become comfortable at relating to other people in order to move forward and enjoy extraordinary results!

Field Seminars: Association Sponsored Seminar Programs & Field Institutes

John Lockhart, Sequoia Natural History Association

Mike Buchheit, Grand Canyon Field Institute

This full-day intensive workshop will provide practical advice on the development and management of association sponsored seminar programs and field institutes. Topics will include visioning the program, working with agencies, program development, risk management, instructor recruitment, marketing, budgeting, course fee structures, partnerships, working with other association staff (membership, publications), websites, print catalog production and content, and facility management. Participants should leave the workshop with a general knowledge of the critical steps required for the development and maintenance of a successful program.

Publishing & Product Development: Interpreting our Public Lands through Publication & Product Development

APPL Training Corps and Subject Matter Experts

Participants will be provided with an opportunity to discuss issues of mutual concern: association-agency interaction, the types of publishing and product development associations are doing (free/sales), how associations accomplish the task (in-house vs. outsourcing), where associations do their printing/manufacturing, and fundraising for publications. The session will also focus on the changing face of publishing by exploring how associations might use Print-on-Demand and E-publishing technologies to advantage, as well as discussing legal issues related to electronic publishing. Lastly, best practices for marketing and branding of association products will be explored.

Marketing & Branding

Peggy Lents, Lents and Associates LLC

F. Douglas Arnold, Alton Regional Convention and Visitors Bureau

Marketing is the act of making someone want something you have to offer. Learn to be successful in your marketing endeavors, by determining which segments of the market your organization is best suited to serve and designing strategies for serving these market segments better than your competitors. This session will present various methods of marketing and advertising, with recommendations on how to get the most out of your marketing budget. Earned revenue strategies will also be discussed.

8:30 a.m. - 5:30 p.m.

US Army Corps of Engineers Partnership Training

(Lunch included)

Partnerships are the wave of the future for the Corps. Learn more about the inner workings of cooperating associations and how to establish successful partnerships. This valuable training is intended to benefit those who have existing cooperating associations 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 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.

Friday, March 18

8:30 a.m. - 12:00 p.m.

US Army Corps of Engineers Training, Continued**ANNUAL CONVENTION**

ST. LOUIS, MO ★ MARCH 13 - 18

2004



Optional Field Tours

Destination St. Louis has especially designed a variety of tour opportunities for APPL's convention audience. For more information call (314) 727-2400. **Do not send payment for your tour reservations to APPL. Register directly with Destination St. Louis.** A full description of each tour and a registration form can be found in the convention section of APPL's website, following the related links to www.destinationstlouis.com/appl.htm. Advance reservations must be made by February 20, 2004. A minimum of 35 to 40 participants is needed to run each tour.

Saturday, March 13

- 9:00 a.m. - 3:30 p.m.** **The Anheuser-Busch Brewery & Missouri Botanical Garden** **\$45.00 per person**
Includes Destination St. Louis tour guide, seated lunch at Bevo Mill, motorcoach transportation, Garden admission and on-site coordination.
- Beginning with the Anheuser-Busch Brewery, you'll see the World Famous Clydesdales, the Fermentation Building, the Packaging and Bottling Plant, and the Brew House.
 - Lunch is included at Bevo Mill, a historic German restaurant. The building was completed in 1916 and was designed by August Busch Sr. who chose its location because it was approximately half way between the Anheuser-Busch Brewery and his home at Grant's Farm.
 - Then visit the Missouri Botanical Gardens, internationally recognized for horticulture, education and scientific research since its founding in 1859. Explore your favorite areas on your own or take a 20-minute tram ride.
- 9:00 a.m. - 4:00 p.m.** **Alton, Wood River and Cahokia Mounds** **\$51.00 per person**
Includes Destination St. Louis tour guide, Melvin Price Lock and Dam tour, Great River Road drive, seated lunch, tour of the Wood River Visitors Center and Cahokia Mounds, and motor coach transportation. (Note: in the event of inclement weather, The Melvin Price Lock and Dam tour may not be available)
- Become acquainted with the charming history of Alton, IL as you head towards Melvin Price Lock and Dam, a key intersection on the inland waterway navigation system. A docent led tour will explain the intricate workings of the lock and dam system, with a bird's eye view of its operation. Visit the Visitors Center and see the newly completed wetland area.
 - Enjoy the picturesque countryside along the Mississippi and Illinois Rivers as the bus drives along America's newest scenic byway, the Great River Road. Lunch will be served at Josephine's Tea Room (or similar), a charming restaurant located in Godfrey.
 - The final stop of this tour will be at Cahokia Mounds, the site of the most sophisticated pre-historic civilization that occupied the Cahokia area from 700 A.D. to 1500 A.D. See a short orientation movie and a reproduction of a Mississippian village with genuine artifacts found in Cahokia before enjoying the walking Plaza Tour (weather permitting).

Sunday, March 14

- 9:00 a.m. - 1:00 p.m.** **History Museum in Forest Park: Corps of Discovery Exhibit Shuttle** **\$10.00 per person**
Includes transportation only.
- Take a shuttle to the History Museum to see the Corps of Discovery Exhibit. Created in cooperation with federal agencies and Indian tribal partners, the National Park Service is coordinating a national touring exhibition in conjunction with the bicentennial of the 1803-1806 Lewis and Clark Expedition. *Corps of Discovery II: 200 Years to the Future* will visit communities and Indian reservations from January 2003 to October 2006. The free public exhibition will complement local and national bicentennial observances in communities large and small.
- 10:00 a.m. - 3:00 p.m.** **Historic St. Charles, Missouri: Celebrate Discovery!** **\$27.00 per person**
Includes Destination St. Louis tour guide, admission to the First State Capitol and Interpretive Center and Boat house, motorcoach transportation, and on-site coordination. Lunch and shopping (on own) in Main Street.
- Founded as Les Petites Cotes (The Little Hills) by French Canadians, St. Charles has carefully preserved its heritage as a river town that has welcomed visitors since 1769. Enjoy a driving tour of Main Street; a nine-block Historic District filled with 80 restored buildings dating from 1790 to 1900. Take a guided tour through Missouri's First State Capitol, restored and furnished as it appeared during the period when the State Legislature met in St. Charles.
 - Next, visit the newly opened Interpretive Center and Boathouse. The lower level of the facility houses the three boats of the Lewis & Clark Discovery Expedition of St. Charles. Upstairs, The Nature Center is a "hands-on" museum following the adventure of Lewis and Clark into the wilderness of the West.
 - After the overview, browse the shops and enjoy lunch (on own) at one of the many fine restaurants located in historic St. Charles.

Tuesday, March 16

- 6:45 p.m. - 10:00 p.m.** **Mississippi Riverboat Dinner Cruise** **\$62.00 per person**
Includes Destination St. Louis tour guide, cruise ticket and dinner, motor coach transportation, and on-site coordination. A cash bar is available.
- Experience the "Mighty" Mississippi first-hand during a Gateway Riverboat dinner cruise. Depart the Adam's Mark via luxury motor coach for the riverfront to board an authentic paddle wheeler. During the 2 hour cruise, see the dramatic St. Louis skyline, enjoy a delicious seated Prime Rib dinner and be entertained by one of St. Louis' best Dixieland bands.



PARTICIPANT CONVENTION REGISTRATION FORM

ST. LOUIS, MO MARCH 13-18, 2004

(Complete a separate registration form for each convention participant and companion. You may photocopy the form or download if from www.appl.org.)
Please list information below as it should appear on nametag and attendee list:

Name: _____ Position / Title: _____

Organization / Agency Name: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Check if this is your first APPL annual convention

Check if you have any special needs arising from a disability. Please specify: _____

PARTICIPANT REGISTRATION

(Includes all educational sessions, trade show, opening reception, hosted breaks and networking sessions)

Early	Postmarked by January 12, 2004	Member / Government	\$ 375
Regular	Postmarked between January 13 – March 1, 2004	Member / Government	\$ 425
		Non-Member	\$ 500
Late	Closes March 1, 2004 Reopens on-site March 13, 2004	Member / Government	\$ 525
		Non-Member	

COMPANION REGISTRATION (Companion of: _____)

(Includes trade show, opening reception, hosted breaks, but not educational sessions)

Companion – Companions also wishing to attend educational sessions should register as Participants \$ 200

OPTIONAL EVENTS (Not included in Participant or Companion Registrations)

“Blues, Brews & Bidding” Auction & Banquet – Adam’s Mark Hotel Wednesday, March 17, 2004		\$ 45
Full Day Intensive Training (lunch on your own) Saturday, March 13, 2004 __ Wisdom of Conflict	With convention registration	\$ 95
	Without convention registration or onsite	\$125
Full Day Intensive Training (lunch on your own) Thursday, March 18, 2004 - Mark “1” and “2” for top choices __ Boardmanship __ Marketing & Branding __ Store Design __ Publishing & Product Development __ Field Seminars __ Collaborative Communication	With convention registration	\$ 95
	Without convention registration or onsite	\$125
US Army Corps of Engineers Course for USACE and their partners Thursday, March 18, 2004 (lunch included) and Friday, March 19, 2004 (half day)	With convention registration	\$175
	Without convention registration or onsite	\$215

TOTAL CHARGES

(Do NOT send payment for your tour registrations to APPL. Payments and arrangements are made directly through Destination St. Louis.)

To allow us to plan accurately for food, please tell us if you plan to attend the Opening Evening Reception at the Gateway Arch on Sunday, March 14, 2004 (included in registration) __ Yes, I will attend __ No, I will not attend

Check if you have any special dietary needs: __ Vegetarian __ Vegan __ Other _____

For all participants, except government employees, full payment by check or credit card must be received before APPL can process the registration.

Please fill in payment information below and fax or mail registration form with complete payment to:

APPL – Convention Registration Fax #: 301-946-9478
2401 Bluemont Avenue, Suite 303 Attn: Convention Registration
Wheaton, MD 20902

Master Card
 Visa

(We cannot process Discover or American Express at this time)

Credit Card Number: _____ Expiration Date: _____

Name as it appears on Credit Card: _____

Any special payment instructions (pay for meal with one card and registration fees with another, bill during training, send invoice, etc...)

Cancellations MUST be made in writing, before March 1, 2004. A 10% processing fee will be deducted from refunded amount. No refunds will be made after March 8, 2004.

Reminder: Those who stay in the APPL Adam’s Mark Hotel block during the entire convention will be entered into a drawing for a fantastic prize to be announced at the “Blues, Brews, & Bidding” Auction and Banquet March 17, 2004.

Hotel Name: _____

Reservation Name: _____ Dates: _____

Office Use Only:	Processing # Payment Received	Date Received Check #	Refund Due: Balance Due:
------------------	----------------------------------	--------------------------	-----------------------------



ANNUAL CONVENTION

ST. LOUIS, MO ★ MARCH 13 - 18

2004



Register by January 12, 2004 for Early Registration Discount

A participant registration form is enclosed in this packet. Register with payment postmarked by January 12, 2004 for the early registration discount and the best choice of full-day training programs. Please indicate second choices on the registration form. Some all day intensive trainings may be canceled if minimum enrollments are not met by the early registration deadline.

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

Basic registration includes all educational sessions, trade show, opening reception, hosted breaks, and networking sessions.

On-Site Registration Desk

The convention registration and information desk at the Adam's Mark Hotel will be open daily beginning Friday, March 12 near the Second floor coatroom. A name badge is required for admission to all convention activities.

Cancellations and Refunds

Cancellations and requests for refunds for convention events booked through APPL must be made in writing and received by APPL by March 8, 2004. 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 March 8, 2004.**

Media and Partnership Awards

For the first time, APPL will present its very own media and partnership awards. Complete details on entry categories and eligibility can be found at www.appl.org or by contacting Nancy Kotz at nkotz@appl.org or 301-946-9475, extension 24.

Convention Scholarships

Staff, board members, and volunteers from APPL member organizations are eligible to apply for scholarships to help with their cost of attending the APPL convention. Please visit the member area of the APPL website or contact Nancy Kotz at nkotz@appl.org or 301-946-9475, extension 24.

Auction Donations

APPL invites you to donate items for its annual silent/live auction. Proceeds from the auction help support APPL's Scholarships Fund which enables member organizations to participate fully in educational opportunities regardless of the size of their organization. Previous auctions have raised more than \$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 or suggestions should be directed to APPL. Call 301-946-9475, or email appl@appl.org.

Registration Fees

Early Registration

(postmarked by January 12, 2004)

Member/Government \$375

Regular Registration

(postmarked between January 13, 2004 and March 1, 2004)

Member/Government \$425

Non-member Registration \$500

Late / On-Site Registration

(closes March 1, 2004 -
reopens on-site March 12)

Member/Government /

Non-member Registration \$525

Companion Registration

(does not include educational sessions)

\$200

1 1/2 Day USACE Seminar (with lunch)

(with convention registration)

\$175

(without convention registration)

\$215

Full-Day Intensive Trainings (no lunch)

(with convention registration)

\$ 95

(without convention registration)

\$125

"Blues, Brews & Bidding"

Auction and Banquet

\$ 45

Complete a separate registration form for each convention participant, as well as for companions. You may photocopy the forms or download them from APPL's website at www.appl.org.

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. (A 10% fee will be added to government credit cards for cancellations of unpaid attendees.)

