



**APPL 2002  
Convention and Trade  
Show**

**“Compelling Stories, Engaging the  
Public with Their Lands”**

**March 9-14, 2002  
Charleston, SC**

**Association of Partners for Public Lands  
2401 BluEridge Avenue, Suite 303  
Wheaton, MD, 20902  
[www.appl.org](http://www.appl.org)**

## **Please Join Us in Charleston**

With its rich heritage and culture, Charleston, South Carolina is the perfect backdrop for our 2002 APPL Convention and Trade Show “Compelling Stories, Engaging the Public with Their Lands.” Known for its well-preserved historic districts, Low Country crafts and foods, and Southern hospitality, Charleston also offers an array of nearby opportunities to study public lands, including Fort Sumter National Historic Site, the ACE Basin National Wildlife Refuge, and the Francis Marion National Forest, to name just a few.

An exceptional program of pre-conference seminars, featured speakers, concurrent sessions, field trips, networking and other opportunities are planned to enhance your professional skills. Whether you are a nonprofit staff member or board member, public lands agency partner, or other public lands steward, APPL’s convention program has something to offer you.

The convention week begins on Saturday with a special two-day pre-convention seminar on partnership development especially for U.S. Army Corps of Engineers staff and partners.

Sunday continues the pre-convention seminar lineup with six outstanding choices led by specialists from both within and outside of the public lands community. Also planned throughout the week are a top-notch trade show, music and cultural activities that represent Charleston, partnerships and interpretive awards presentations, and peer group sessions that will provide a structured opportunity to discuss important issues.

Act now to receive our early bird registration discount and your first choice of pre-convention seminars. The discount applies to all registrations received by January 4. We look forward to seeing you in Charleston!

Richard Millett, APPL President  
Donna Asbury, APPL Executive Director

*“Wherever a story comes from, whether it is a familiar myth or a private memory, the retelling exemplifies the making of a connection.... Our species thinks in metaphors and learns through stories.”*

—Mary Catherine Bateson, *Composing a Life*

## **About APPL**

The Association of Partners for Public Lands (APPL) is a nonprofit umbrella group of cooperating and interpretive associations, friends groups, and other nonprofit organizations operating under formal agreements with government land management agencies. APPL works with the National Park Service, U.S. Fish and Wildlife Service, Bureau of Land Management, USDA Forest Service, and U.S. Army Corps of Engineers. 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.

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

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e-mail: [appl@appl.org](mailto:appl@appl.org) [www.appl.org](http://www.appl.org)

**Accommodations**

APPL has arranged special convention rates for U.S. Army Corps of Engineers participants at the Wingate Inn Charleston. Rate is \$90 per night plus 12% tax. The Wingate Inn features complimentary airport transportation, continental breakfast, 24-hour business center, and high speed Internet access. Room reservations should be made directly with the hotel; ask for the APPL group rate. Cutoff date for reservations is February 15, 2002.

**Wingate Inn Charleston****5218 N. Arco Lane****North Charleston, SC 29411****Phone for Reservations: 877-603-4007**

Additional APPL Convention Hotels include:

Embassy Suites Convention Center:  
800-EMBASSY, 843-747-1882  
[www.embassysuites.com](http://www.embassysuites.com)

Sheraton North Charleston:  
888-747-1900  
[www.charleston.net/com/sheraton/](http://www.charleston.net/com/sheraton/)

**Charleston Area Convention Center**

Headquarters of the convention will be the new Charleston Area Convention Center at 5001 Coliseum Drive in North Charleston. This state-of-the-art facility will house the Trade Show, General and Concurrent Sessions, Author Luncheon, and Banquet.

**Transportation**

Delta Air Lines is the Official Airline of the APPL 2002 convention. For special meeting fares, call Delta Meeting Network Reservations at 800-241-6760, Monday-Sunday, 8:00 a.m.-11:00 p.m. EST, or have your travel agent call Delta. Be sure to give the File Number 178830A. Check the APPL website at [www.appl.org](http://www.appl.org) for updates.

The Charleston International Airport is also served by Continental, Midway, Northwest, Trans World Express, US Airways, and United Express.

**Accessibility**

Those with special needs should specify them on the registration form. Each of the selected hotels has some wheelchair-accessible rooms, and the convention facilities are fully accessible.

## Convention Schedule

For convention schedule updates visit APPL's website at [www.appl.org](http://www.appl.org).

### Saturday, March 9

9:00 a.m. – 4:30 p.m.

#### **U.S. Army Corps of Engineers 2-Day Pre-Convention Seminar on Partnership Development**

Wingate Inn Charleston

Seminar registration is \$200 and includes lunch on both days

### Sunday, March 10

8:00 a.m.-6:00 p.m.

#### **Registration Desk Open**

9:00 a.m.-4:30 p.m.

#### **U.S. Army Corps of Engineers Pre - Convention Seminar continues**

Wingate Inn Charleston

#### **One -Day Pre -Convention Seminars**

Choice of courses is on a first come, first served basis, so early registration is advisable. Seminar registration is \$100, and includes lunch.

**Do not sign up for any of these seminars if you are registered for the U.S. Army Corps of Engineers 2-day pre-convention seminar on partnerships.**

***Demystifying Marketing for Nonprofits***, led by Gary Stern, president of Stern Consulting International who leads the Drucker Foundation's Training Team and is author of two books. Stern's course for nonprofit staff and board members leads participants through the marketing process, including setting marketing goals, positioning the organization, conducting a marketing audit, developing a marketing plan, developing a promotion campaign, and evaluating your marketing efforts.

***Merchandising Clinic***, led by Cliff Harrison, director of merchandising and product development for Parks & History Association in Washington, DC. Harrison is past president

of the Museum Store Association, and has previously served as director of sales and marketing for Jefferson National Parks Association and manager of retail operations for the Zoological Society of Houston.

In this comprehensive design seminar attendees will learn the basic building blocks applicable both to successful visual presentation and broader issues of store design as well as some hot new trends. The seminar will examine successful design strategies to extend the visitor's experience and appreciation of our public lands.

***Board Check-Up***, led by Berit M. Lakey, senior governance consultant at Boardsource, formerly the National Center for Nonprofit Boards.

Boards are ultimately responsible for their organizations, yet they spend little time examining their own performance. A board self-assessment puts governance in perspective by allowing the board to review its responsibilities and ask "How can we improve so that we can better help the organization?" This workshop will define criteria for an effective board, outline the benefits of a board self-assessment, describe the self-assessment process, and present strategies for building effective board structures.

***The Compelling Case for Support***, led by Elizabeth Madison, vice president for development of the Conservation Fund and Dwight Madison, supervisory park ranger, Rock Creek Park, Washington, DC.

The compelling case for support makes your proposal stand out among the crowd by helping current and potential donors see how their goals and values can be realized through significant involvement and support of your organization. In this course you will learn to tell the story of your organization in writing, by phone, and in person in a way that will stimulate others to respond positively.

***Interpretive Plans and Scope of Sales: Telling Compelling Stories through Thematic Merchandise***, led by Kim Sikoryak, regional interpretation coordinator, NPS Intermountain Office, and Rose Fennell, servicewide

cooperating association coordinator, National Park Service.

Discover how agencies and cooperating associations can maximize the public's connection to the compelling stories of a particular site or region. The visioning and implementation of a comprehensive interpretive plan and scope of sales statement guide how the sales and support activities of partners help accomplish the overall mission of interpretation at our nation's cultural, historic, natural and recreational sites.

***Outstanding Partnership Projects***, facilitated by Sue Waldron, chief of the partnership office, National Park Service and winners of the 2001 NPS Partnership Awards for environmental conservation, historic preservation, education, and recreation. The art of partnership building as taught by organizations that have excelled as a result of recognizing and capitalizing upon unique strengths, sharing resources, and building community awareness and involvement. Learn how these organizations developed and maximized their partnerships, and the benefits to the agency, to the nonprofit organization, and to the visitors.

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

**Hospitality Room Open**  
Charleston Convention Center

### **Monday, March 11**

All sessions will be held in the Charleston Convention Center

8:00 a.m.-6:00 p.m.

**Registration and Information Desk open**

8:30 a.m.-10:00 a.m.

#### **Opening Session**

**Keynote Address with Jeffrey Cufaude**  
This year's Opening Session features Jeffrey Cufaude of Idea Architects introducing our theme of "Compelling Stories." A popular speaker at the American Society for Association Executives conventions, he has inspired his audiences to use stories and metaphor as tools for organizational

effectiveness. For almost 20 years Jeffrey Cufaude's writing, speaking, consulting, and staff leadership has helped individuals and organizations envision more powerful possibilities. In his current role as a principal and founding partner of Idea Architects, he is working to build communities of ideas and idealists. He currently serves the American Society of Association Executives as chair of the Foundation's Environmental Scanning Task Force, as a member of the Ethics Committee and the Foundation's Research Committee, and as the designer and facilitator of the ASAE Future Leaders Conference.

10:00 a.m.-8:30 p.m.

#### **Trade Show**

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 220 vendors are anticipated at this year's show.

10:30 a.m.- 12:00 p.m.

#### **Concurrent Peer Group Sessions**

APPL members agree that one of the most valuable benefits provided by the Association of Partners for Public Lands is the opportunity for networking. The Peer Group Sessions will provide a structured opportunity to discuss important issues. Each peer group will meet in a separate room with breakout opportunities. Group leaders will direct open discussion on predetermined issues as well as new ones presented by participants. Peer Group Categories Include: Executive Directors; Educational Program, Institute and Field Seminar Staffers; Administration Business Managers, Accountants, and Human Resources Professionals; Board Members; Agency Personnel; and Retail Operations Bookstore Staff and Publication Managers.

12:00 p.m.-1:30 p.m.

**Lunch In Trade Show Hall** (included in registration)

12:00 p.m.-7:30 p.m.

**Silent Auction Viewing & Bidding**

Join the fun and help support APPL education programs by donating (and bidding on) merchandise and services. Proceeds from the auction help support the APPL Scholarship Fund, which helps our members attend APPL conventions and training.

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

**General Session: 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.

3:00 pm - 4:30 pm

**Concurrent Sessions: Issues and Opportunities**

Using the concept of Open Space Technology, these sessions will provide participants the chance to become involved in open discussion on a range of specific issues affecting cooperating associations, friends groups, and agency partners. The issues presented will be determined from input provided by conference attendees. In Open Space meetings, participants create and manage their own agenda. During this session, participants are free to move about between groups and to participate in one or more subject discussions. There are no presenters for these sessions.

**Tuesday, March 12**

8:00 a.m.-6:00 p.m.

**Registration and Information Desk open**

8:30 a.m.-10:00 a.m.

**Educational Sessions** (concurrent)

1. Internal Controls for Small- to Medium-Sized Organizations
2. The Leader in You
3. Visual Identity and the National Park Service
4. National Geographic Society's *Geography Action!* Public Lands 2002
5. Managing the All-Volunteer Nonprofit
6. Recreational Partnerships that Work

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

**Trade Show**

10:00 a.m.-12:00 p.m.

**Silent Auction Viewing & Bidding**

10:00 a.m.

**Break in Trade Show Hall** (coffee, tea, juice)

10:30 a.m.-12:00 p.m.

**Educational Sessions**

1. Partnering for Historic Preservation
2. Involving Youth as Volunteers
3. Joint Ventures with the U.S. Geological Survey
4. Working with Editors
5. Trends for Board Committees

12:00 p.m.-1:30 p.m.

**Lunch In Trade Show Hall And Silent Auction Finale**

1:30 p.m.-3:00 p.m.

**Educational Sessions**

1. Partnering for Environmental Conservation
2. Website Basics
3. Managing Volunteer Programs
4. Education Outreach Programs of the U.S. Geological Survey
5. Point of Sales Systems

3:30 p.m.-5:00 p.m.

**Educational Sessions**

1. Expanding Educational Outreach through Partnerships
2. The Dynamic Board of Directors
3. Human Resources for Small Organizations
4. Successful Inventory Strategies
5. TBA

Evening On Your Own

**Wednesday, March 13**

8:00 a.m.-1:00 p.m.

**Registration and Information desk open**

8:00 a.m.-11:00 a.m.

Trade Show Move-Out

8:30 a.m.-10:00 a.m.

**General Session: Murfin Speaker**

**Scott Russell Sanders**

Scott Sanders has published twenty-five books, including novels, collections of stories and essays, personal narratives, and children's books. Sanders has received fellowships for writing from the National Endowment for the Arts, the Indiana Arts Commission, the Lilly Endowment, and the Guggenheim Foundation. His work has been selected for *The Best American Essays*. In all his writing he is concerned with our relation to nature, issues of social justice, the character of community, the implications of science, and the search for a spiritual path.

10:30 a.m.-12:30 p.m.

**Educational Workshops**

- Writer's Workshop with Scott Russell Sanders
- Publishing and Product Design with Christina Watkins and Sandra Scott
- Telling Compelling Stories, with David Larsen, U.S. Fish & Wildlife Service and National Park Service

12:30 p.m. - 5:30 p.m.

**Optional Field Trips**

(additional fees, includes lunch)

- Fort Sumter Tour
- Fort Moultrie and Charles Pinkney Historic Site
- Gullah Tour
- Charleston's Kingdom by the Sea
- A Carriage Ride into the Past
- Francis Marion National Forest's Sewee Center
- Golf and Charleston National

4:00 p.m. - 11:00 p.m.

**Shuttle buses between the convention center, Aquarium, and downtown Charleston**

7:00 p.m.-10:00 p.m.

**Aquarium Reception**

(included with registration)

**Thursday, March 14**

8:00 a.m.-2:00 p.m.

**Registration and Information Desk open**

9:00 a.m.-11:00 a.m.

**Marketing & Outreach Workshops**

- Stores That Tell Stories
- Telling Stories to Diverse Visitors
- Trends in Demographics and Visitor Interests

11:00 a.m. - 12:00 p.m.

**General Session and Awards Presentations  
Gullah Songs and Stories**

12:00 p.m.-1:30 p.m.

**Author Luncheon** (additional fee)

**Lorraine Johnson-Coleman**

The award-winning author of three books, Ms Johnson-Coleman is also a storyteller, a regular commentator for National Public Radio, and a popular keynote speaker. Her book, *Just Plain Folks*, is a collection of short stories and essays that document various aspects of African American folklife.

2:00 p.m.-4:00 p.m.

**Membership Meeting & Forum**

A meeting of all voting members of APPL and other interested parties. Voting for new board members takes place at this time.

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

**Reception** (cash bar opens for evening)

7:00 p.m.-10:00 p.m.

**Closing Banquet with Award Presentations**  
(not included with registration, additional fee)

- National Park Service Director's Award for Interpretive Excellence
- U.S. Army Corps of Engineers Excellence in Interpretive Partnership Award
- Bureau of Land Management Award for Excellence in Public Land Partnerships
- USDA Forest Service Award for Excellence in Public Land Partnerships
- Murfin Award

## Register by January 4, 2002 for Early Bird Discount

A participant registration form is enclosed in this packet. Register with payment postmarked by January 4, 2002 for the early registration discount and the best choice of training programs. Please indicate second choices on the registration form. Some seminars may be canceled if minimum enrollments are not met by January 4.

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

Basic registration includes educational sessions, entrance to Trade Show, all breaks, Trade Show lunches and reception, and Aquarium reception.

Early Member/Government Registration (postmarked by January 4, 2002)	\$300
Member/Government Registration (postmarked after January 4, 2002)	\$350
Nonmember Registration	\$450
Companion Registration (does not include educational sessions)	\$100
U.S. Army Corps of Engineers 2-day pre-convention seminar	\$200
Pre-Convention Seminars (six to choose from)	\$100
Author Luncheon	\$ 25
Closing Banquet (available to participants, companions and exhibitors)	\$ 45
Trade Show Only Registration (available at this fee to Members and Nonmembers)	\$235

Complete a separate registration form for each convention participant, but include a companion on the same sheet as an accompanying participant. You may obtain additional registration forms from APPL, or photocopy the forms. 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.

## Tours

For information on Wednesday afternoon tours (\$50 per person), and Pre and Post Convention Tours please contact Charleston Convention and Group Services at 843-571-5882 or e-mail: [ccgs@charlestongrpsservices.com](mailto:ccgs@charlestongrpsservices.com). **Do not send payment for your tour reservations to APPL.** Payment arrangements will be made directly through the tour company.

## On-Site Registration Desk

The convention registration and information desk at the Convention Center will be open daily beginning Sunday, March 10, at 3 p.m. in the North Lobby. 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 February 22, 2002. A 10 percent processing fee will be deducted from all refunds.

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 22, 2002.**