



## Annual Conference — May 14–17, 2009 Santa Cruz, California

### *Creating Experiences & Making Memories*

*While taking one of their frequent walks at Seacliff State Beach one late February, eleven year-old Riley Ditz, of Aptos, and his mother, Laura, found what looked like a pouch made out of kelp at the surf's edge. Riley picked it up, held it up to the light and saw something moving inside. They took their discovery to the Seacliff State Beach Visitor Center where they showed it to State Park Interpreter, Jeff Barnes. "Wow!" he exclaimed, "You guys found a Mermaid's Purse with a shark growing inside!" Jeff attached it to some kelp in the Visitor Center's saltwater fish tank. About five months later, on July 17, two days shy of Riley's twelfth birthday, "Riley the Swell Shark," named after his rescuer, hatched out of his Mermaid's Purse. The young shark stayed at the Visitor Center for a brief period and was ceremoniously released back into Monterey Bay.*

Discoveries like this play out every day at our state parks. The more often young Riley visits a park, the more unforgettable experiences he will have. Every student and visitor to State Parks can tell stories like Riley's. These experiences translate into a very personal sense of stewardship. As Cooperating Associations we make these connections and experiences possible every day in the parks we support. The return on our investment takes the form of learning and impressions that our school children and all visitors take home, inspiring everyone to become the next stewards of our natural and cultural legacy.

As a participant of the CALPA 2009 conference in Santa Cruz County you will be a part of many exciting experiences:

- **Discover** the area's oldest building at the Santa Cruz Mission State Historic Park.
- **Join** Teddy Roosevelt on a scenic train ride through the Redwoods to Henry Cowell Redwoods State Park.
- **Travel** back in time on a draft horse drawn wagon at Wilder Ranch State Park.
- **Observe** "Interpretive Magic" in between sessions.
- **Learn** from dynamic and engaging presenters focusing on — Living the Partnership / Going from Good to Great / Keeping your House in Order.
- **Meet** and learn from the best and brightest minds doing what you are doing – Making a difference in California State Parks!

We look forward to seeing you in Santa Cruz!

Randy Widera  
President, CALPA



Mountain Parks  
FOUNDATION



## HELPFUL INFORMATION

### Quilt Raffle

You have the opportunity to win a Double Size quilt made especially for the CALPA Conference. The winner of the \$5 ticket for the quilt will be drawn at the Saturday Banquet.

### Scholarships

Scholarships for all or part of the CALPA conference registration fee are available through a generous grant from the California Parks Foundation. Applicants for these scholarships must meet the following criteria:

- 1) Applicant has never attended a CALPA conference before
- 2) Organizational annual budget is below \$250,000
- 3) Organization or individual is a current paid CALPA Member
- 4) One scholarship per organization – can be split (Half scholarships for two from one Coop)
- 5) Applicants may not be DPR employees

In addition, scholarships will be awarded with geographic and park-type balance in mind. To apply please go to [www.calparksleague.org](http://www.calparksleague.org) for an online application.

### Location

The 2009 CALPA Conference will take place at the University Inn located at 611 Ocean Street, Santa Cruz, California, as well as numerous local California State Parks in the area.

### Lodging

We have arranged for a block of rooms at the University Inn and for camping sites at Seacliff State Beach. See the enclosed Lodging Options for lodging locations and proximity to the University Inn. University Inn has made rooms available at or below the current state lodging reimbursement rate of \$84.00/night, excluding tax.

### Parking

There is ample parking at the University Inn for all conference attendees. Bus, van and train transportation from the University Inn has been arranged for all conference activities.

### Registration Fee\*

CALPA Members: \$195 full conference/\$110 for one day before April 10, 2009

Non-Members: \$225 full conference/\$130 for one day before April 10, 2009

\*Add \$30 to all registrations made on or after April 11th.

### Non-CALPA Members

To qualify for CALPA Member conference rate, please send in the membership application form (downloadable at [www.calparksleague.org](http://www.calparksleague.org)) with the conference registration form and payment.

### Events

Guests may attend events at rates listed on the registration form. Please inform us of any special dietary needs.

### Train Ride, Reception & Banquet

Join Teddy Roosevelt on a scenic train ride through the Redwoods to Henry Cowell Redwoods State Park for a reception and banquet. 1903 attire for these events is welcomed and encouraged.

### Cancellation Policy

Cancellations will be accepted in writing with 90% refund of registration fees paid if received before April 30th. On or after April 30th, only 50% of registration fees paid will be refunded.

### Airport Information

The Inn is 34 miles from San Jose Norman Mineta Airport; 61 miles from San Francisco International Airport; 29 miles from the Monterey Airport; and 66 miles from Oakland International Airport.

## WEBSITES FOR YOUR VIEWING

As you are considering or making plans to come to the CALPA Conference in Santa Cruz you may wish to view these websites to get more information or to give you ideas on what to do in the area.

[calparksleague.org](http://calparksleague.org)

[downtownsantacruz.com](http://downtownsantacruz.com)

[mountainparks.org](http://mountainparks.org)

[santacruz.org](http://santacruz.org)

[santacruzcounty.travel](http://santacruzcounty.travel)

[santacruzstateparks.org](http://santacruzstateparks.org)

[thatsmypark.org](http://thatsmypark.org)

[ucscinn.com](http://ucscinn.com)

**SCHEDULE OF EVENTS  
CALPA ANNUAL CONFERENCE  
May 14-17, 2009**

**Santa Cruz County**

**Thursday, May 14**

12:00-9:00 pm **Conference Registration**  
 3:00-5:00 pm CALPA Board Meeting  
 Executive Suite, Univ. Inn  
 6:00-8:00 pm **Interpretive Magic** – Julie Sidel,  
 Santa Cruz Mission Adobe  
 Reception  
 Mission Tour  
 Tortilla Making Demo  
 8:30-10:00 pm Hospitality Suite, Univ. Inn

3:40-4:50 pm

**Concurrent Sessions**

**Living the Partnership**  
*Making the Partnership a Reality:  
 Partnering Your Park with Local  
 Tourism* –  
 Maggie Ivy & Jeannie Kegebein  
**Going from Good to Great**  
*Strategic Planning Session* –  
 Dennis Long  
**Keeping Your House in Order**  
*Insurance and Risk Management* –  
 Meredith Clark

**Friday, May 15**

8:00 am-5:00 pm **Conference Registration**  
 8:00-9:00 am Breakfast  
 8:30-8:50 am **Interpretive Magic** – Martha  
 Nitzberg, Natural Bridges State  
 Beach  
 9:00-10:00 am **Living the Partnership**  
*The Strength of Successful  
 Partnerships* – Brian O’Neal  
 10 am-11 am **Going from Good to Great**  
*The New World Order for  
 Cooperating Associations: PRC  
 513* – John Mott & Randy Widera  
 11-11:20 am Break  
 11:20 am-12:20 **Keeping Your House in Order**  
 Lance Linares  
 12:20-1:20 pm Lunch  
 12:50-1:10 pm **Interpretive Magic** – Susan Blake,  
 Big Basin Redwoods State Park  
*The Big Basin Melodrama*  
 1:30-2:20 pm **Living the Partnership**  
*Healthy Trails* – Parks  
 Department, Department of  
 Health, Kaiser  
 2:30-3:20 pm **Going from Good to Great**  
*Making Lemonade in a Time of  
 Depression*  
 Elizabeth Goldstein  
 3:20-3:40 pm Break/Announcements

5:30 pm

6:00-8:00 pm

Meet bus to Wilder Ranch  
**Interpretive Magic** – Bobbie Haver,  
 Wilder Ranch State Park  
 A Taste of Santa Cruz  
 Hay Wagon Ride  
*The Language of the Fan*  
 demonstration  
 Tours of Meder House & Wilder  
 Ranch  
 8:30 pm Meet bus to Univ. Inn  
 9:00-10:00 pm Hospitality Suite Univ. Inn

8:30 pm

9:00-10:00 pm

**Saturday, May 16**

8:00-10:00 am

**Conference Registration**

7:30-8:20 am

Continental Breakfast

8:30-9:20 am

**Concurrent Sessions**

**Living the Partnership**  
*The El Camino Real as a World  
 Heritage Site, Mission Trail  
 Partnership* – Jerry Jackman  
**Going from Good to Great**  
*Fundraising 101 (AKA Frictionless  
 Fundraising for Newcomers)* –  
 Roger Williams  
**Keeping Your House in Order**  
*New Audit Standards & IRS 990  
 Regulations*  
 9:20-9:30 am Break

9:20-9:30 am

Break

9:30-10:20 am **Concurrent Sessions**  
**Living the Partnership**  
*Partnering to get the Message*  
*Out: PORTS Program –*  
 Joe von Herrmann  
**Going from Good to Great**  
*Effective Communication (Part 1)*  
 – Michelle Jackman  
**Keeping Your House in Order**  
*Board Development:*  
*Developing Your Dream Team –*  
 Jeannie Kegebein

10:20-10:30 am Break

10:30-11:20 am **Concurrent Sessions**  
**Living the Partnership**  
*COOP Success Story Panel –*  
**Going from Good to Great**  
*Effective Communication (Part 2)*  
 – Michelle Jackman  
**Keeping Your House in Order**  
*Board Development*

11:30 am-12:30 pm Lunch

11:45am-12:30 pm *Experiencing Santa Cruz County*  
 – Sandy Lydon

1:00 pm Meet buses for events

1:00-4:00 pm **Events**  
**Seacliff State Beach**  
 PORTS Studio Demonstration:  
 How new technology (webcasts)  
 is used in the Parks Online  
 Resources for Teachers and  
 Students (PORTS)  
**New Brighton State Beach**  
 Interpreting Natural & Cultural  
 History  
*Integrated Approach to*  
*Interpreting – Sandy Lydon*

**Park Stores**  
 Sales & Point of Sales Systems  
 @ Cooperative (Friends of  
 Santa Cruz State Parks Store  
 Headquarters) & Concession  
 (Mountain Parks Foundation  
 Nature Store) @ Henry Cowell  
 Redwoods State Park) Stores

5:00 pm Depart Univ. Inn for train ride  
 5:30-6:30 pm Train ride with Teddy Roosevelt  
 to Welch's Big Trees Resort &  
 Roaring Camp

6:30-7:30 pm **Interpretive Magic** – Daniel Williford,  
 Henry Cowell Redwoods Visitor Center  
 Reception with Teddy Roosevelt  
 7:45-10:30 Banquet @ Bret Harte Hall, Roaring  
 Camp  
 Dave Vincent, Master of Ceremonies  
 Ruth Coleman, Featured Speaker  
 Awards Presentation  
 Raffle and Auction  
 10:45 pm Meet bus to return to Univ. Inn

### Sunday, May 17

8:00-8:45 am Continental Breakfast

9:00 am Meet bus for tours

9:00 am-12:30 **Tours**  
**Rancho San Andres Castro**  
**Adobe, Watsonville**  
 Tour the grandest of all adobe  
 buildings representing Northern  
 California's rancho period  
**Little Basin, Boulder Creek**  
 Tour Little Basin and discuss the  
 challenges of adding this new  
 addition to Big Basin, our oldest  
 State Park

## *Conference Presenters*

Chet Bardo

Superintendent, Santa Cruz District, California State Parks

Susan Blake

Interpreter I – Big Basin Redwoods State Park

Meredeth Clark

CEO, California Association for Non-Profits

Pat Clark

Friends of Santa Cruz State Parks Board Member

Ruth Coleman

Director, California State Parks

Neal Coonerty

Third District Supervisor, Santa Cruz County

Laura Davick

Director of Public Affairs, Founder & President Emeritus – Crystal Cove Alliance

Elizabeth Goldstein

Executive Director, California State Parks Foundation

Bobbie Haver

Interpreter I – Wilder Ranch State Park

Maggie Ivy

CEO Santa Cruz Conference and Visitors Council,  
Former Mountain Parks Foundation Board of Directors

Jerry Jackman

Executive Director, Santa Barbara Trust for Historic Preservation

Michelle Jackman

Michelle Jackman Enterprises & Adventures, Communications Consultant

Jeannie Kegebein

Executive Director, Mountain Parks Foundation; Secretary, CALPA Board of Directors

John Kegebein

CEO Agriculture History Project; Interim Manager Santa Cruz County Fair; Charity Auctioneer

Ken Kramer

Superintendent, Crystal Cove State Park, California State Parks

Lance Linares

Executive Director, Santa Cruz Community Foundation of Santa Cruz County

Dennis Long

Executive Director, Monterey Bay Marine Sanctuary Foundation

Sandy Lydon

Professor Emeritus of History at Cabrillo College; Local Historian; Master Interpreter

Cynthia Mathews

Mayor, City of Santa Cruz

John Mott

Manager, Cooperating Associations Program, California State Parks

Martha Nitzberg

Interpreter I – Natural Bridges

(Over)

Brian O'Neal

Superintendent, Golden Gate Park Conservancy

Julie Sidel

Interpreter I – Santa Cruz Mission Adobe

Mark Stone

Fifth District Supervisor, Santa Cruz County

Member of the Board of Directors, Mountain Parks Foundation

Dave Vincent

Executive Director, Leadership Santa Cruz County

Joe von Herrmann

California State Parks, Interpretation and Education Division

Randy Widera

Director of Strategic Development and Partnerships, Friends of Santa Cruz State Parks

President, CALPA Board of Directors

Roger Williams

President, Mountain Parks Foundation Board of Directors

Executive Director, Mount Hermon Conference Center

Daniel Williford

Interpreter I – Henry Cowell Redwoods State Park

(Over)



**CONFERENCE FEES & PAYMENT GRID: (EACH ATTENDEE AND EACH GUEST MUST FILL OUT HIS/HER OWN FORM)**

Indicate your selection by writing in the dollar amount in the last column (PAYMENT) and totaling it at the bottom of the grid	ATTENDEE		GUEST	PAYMENT
	Paid on or before April 10, 2009	Paid on or after April 11, 2009		
<b>CALPA MEMBER</b>				
<i>(covers all meetings, receptions, tours, and meals in the schedule)</i>				
Full Conference (Thursday through Sunday)	\$195	\$225	N/A	
One Day – Circle your choice: Friday or Saturday	\$110	\$140	N/A	
<b>NON-MEMBER</b>				
<i>(covers all meetings, receptions, tours, and meals in the schedule)</i>				
Full Conference (Thursday through Sunday)	\$225	\$255	N/A	
One Day – Circle your choice: Friday or Saturday	\$130	\$160	N/A	
<b>GUEST</b>				
Thursday Evening Reception at Mission Adobe	N/A	N/A	\$12	
Friday Evening <i>A Taste of Santa Cruz</i> & Tours at Wilder Ranch	N/A	N/A	\$25	
Saturday Afternoon Event	N/A	N/A	\$12	
Saturday Evening Train Ride, Reception & Banquet at Henry Cowell	N/A	N/A	\$65	
Saturday Evening Reception & Banquet at Henry Cowell	N/A	N/A	\$45	
Sunday Morning Tour	N/A	N/A	\$12	
<b>RAFFLE TICKETS – <i>Local Handmade Quilt</i></b>	# of tickets: _____	@ \$5 per ticket		
			<b>TOTAL</b>	

Enclosed is my check payable to “CALPA Conference”

Charge my:  MasterCard     Discover  
 Visa                      Expiration Date: \_\_\_\_\_

Card #: \_\_\_\_\_

Name on card: \_\_\_\_\_

Billing address for credit card: \_\_\_\_\_

\_\_\_\_\_

Signature: \_\_\_\_\_

**SEND THIS FORM WITH PAYMENT TO:**

Attn: CALPA Registration  
 Mountain Parks Foundation  
 525 N. Big Trees Park Road  
 Felton, CA 95018

**INFORMATION:**

*Website:* calparksleague.org (registration forms & conference information available here)

*Email:* CALPA@mountainparks.org

*Phone:* 831-335-3174

# LODGING OPTIONS

Please book your lodgings directly with the individual establishments.

Also visit the Santa Cruz Convention and Visitors' Council at [www.santacruzcounty.travel](http://www.santacruzcounty.travel). The Council's website may offer you a special rate at the various motels and hotels. You will also find other lodging options at this website.

The "Rack Rate" mentioned below (except for the University Inn) is without any discount or special program taken into consideration.

There is ample parking at the Conference Headquarters at University Inn and next door at the County Building.

LODGING	CONTACT INFORMATION	ADDRESS	DISTANCE TO CONFERENCE CENTER	RACK RATE	NOTES
University Inn	831-426-7100 866-827-2466 <a href="http://www.ucscinn.com">www.ucscinn.com</a>	611 Ocean St.	Conference Headquarters	\$79- \$99	This is the conference hotel. Meetings will be held here; events and tours will begin here. The rate is a special conference rate so please indicate that you are a CALPA participant. Rooms will be available at or below the current state lodging reimbursement rate of \$84.00/night excluding tax.
Best Western All Suites Inn	831-458-9898 800-528-1234 <a href="http://www.bestwesterncalifornia.com">www.bestwesterncalifornia.com</a>	500 Ocean St.	3/10 mile	\$149- \$169	
Comfort Inn	831-426-2664 877-424-6423 <a href="http://www.comfortinn.com">www.comfortinn.com</a>	110 Plymouth	1/2 mile	\$86- \$200	
Hampton Inn	831-457-8000 800-426-7866 <a href="http://www.thesantacruzlodging.com">www.thesantacruzlodging.com</a>	1505 Ocean St.	1/2 mile	\$119- \$179	
Holiday Inn Express	800-Holiday 800-315-2621 <a href="http://www.hiexpress.com">www.hiexpress.com</a>	1410 Ocean St.	1/2 mile	\$166- \$265	Opening Spring of 2009.
Santa Cruz Dream Inn	831-426-4330 <a href="http://www.dreaminnsantacruz.com">www.dreaminnsantacruz.com</a>	175 W. Cliff Dr.	1 1/2 mile	\$239- \$339	Ocean front, full service hotel.