

THURSDAY May 12, 2011	Noon to 8 pm: Conference Registration Check-In at the Hill House		
	3:00-5:00 pm: CALPA BOARD MEETING – Hill House Inn, Mendocino ROOM: OCEAN VIEW – 2ND LEVEL		
	6:00-8:00 pm: WELCOME! RECEPTION – FORD HOUSE MUSEUM, Mendocino (See MAP in folder)		
FRIDAY, MAY 13 7:30 – 8:45am	Registration in Lobby		
	Breakfast Welcome! Carolyn Schoff, President, CALPA; President, Friends of Pio Pico Speaker: Carolyn Schoff & Michele Jackman, Michele Jackman's Enterprises & Adventures: "Eating Problems for Breakfast" Speaker: Carolyne Cathey "Being an Effective Leader" ROOM: BAY ROOM – MAIN LEVEL		
9:00 am – 10:15 am	"Legally Speaking: Documents All Co-ops Need" plus Co-op/DPR Contract	"Preserving the Legacy of Historic Sites"	"Strategic Planning: An Essential Component in Achieving Overall Success in your Organization"
	Speakers: 1. Bill Davis, Attorney at Law 2. Tara Steele, Consultant	Speaker: Marianne Hurley, California State Historian II	Speaker: Kevin Williams Certified Professional Coach and Managing Partner in FutureDecisions LLC.
	Discussion of: • Articles of Incorporation • Bylaws • Annual report • Board minutes • Year-end financial statement. AND, the Contract with DPR.	California's heritage sites are falling into disrepair; some will be lost forever. Marianne Hurley will draw on her field experience to illustrate the role our partners have in preserving historic sites for future generations.	This session will focus on supporting non- profit organizations in their continued success, which includes developing effective strategic plans.
	ROOM: BAY - MAIN LEVEL	ROOM: CHAPEL – 2ND LEVEL	ROOM: OCEAN VIEW –2ND LEVEL
10:30 am – 11:45 am	Discussion Panel: "Park Projects: What are the options?"	"Financially Speaking: Documents/Reports Co-ops Need"	"Santa Barbara Trust for Historic Preservation's Visitor Experience Plan"
	Speakers: 1. Teresa M. Peck-Montijo , Concession Program Manager, California SP 2. Laura Davick , Founder, Crystal Cove Alliance (Concession) 3. Harold Hauck , Point Cabrillo Lightstation (Concession) 4. Don Taylor , The Woodlands, (Operations Managed)	Speaker: Olivia Wise, CFE Bookkeeper, Beyond Bookkeeping	Speaker: Anne Peterson, Ph. D Associate Director, Historical Resources Santa Barbara Trust for Historic Preserv.
	This panel will offer innovative ways to maximize our public-private partnerships to achieve success and enhance our park visitors' experience within California SP.	In this presentation we will review all the basic financial reports and documents required for compliance - and then we will go beyond.	Session involves new interpretive strategies in the organization's Visitor Experience Plan. The plan, completed in 2010 with the interpretive planning consulting firm Metaphor, will help guide interpretation at El Presidio de Santa Bárbara SHP and other SBTHP-managed historic properties in downtown Santa Barbara.
	ROOM: BAY – MAIN LEVEL	ROOM: CHAPEL – 2ND LEVEL	ROOM: OCEAN VIEW –2ND LEVEL
Noon – 1:00 PM	Lunch Speaker: Lindsay Shields, "The Nonprofit Leader of the New Decade", Senior Associate, Third Sector Company ROOM: BAY – MAIN LEVEL		
1:15 pm – 2:15 pm	"Interpretation & Education: Using Technology to Engage New Audiences"	"Capital Campaigns: A New Paradigm for Historic Resources"	"How to Successfully Apply for and Run a Grant Program"
	Speaker: Heather McCummins , Regional Interpretive Specialist, PORTS Program Coordinator – Session is for more than PORTS	Speaker: Jennifer Ruffolo Senior Park & Recreation Specialist (Archaeology, History & Museums Div. DPR)	Speaker: Sara Feldman Vice President for Programs California State Parks Foundation
	Session will examine challenges facing the educational community and the role technology can play in building connections with a changing audience. New, innovative technology currently being used by interpreters will be highlighted.	Jennifer Ruffolo specializes in working with nonprofits and community groups to support historic resources in California state parks. She worked with MAPA and the District to create the Park Patron Program for the Mendocino Headlands State Park.	A primer on how to: (a) Write a successful grant application (b) Run a successful grant program (c) Maintain a successful relationship with the funder.
	ROOM: BAY - MAIN LEVEL	ROOM: CHAPEL – 2ND LEVEL	ROOM: OCEAN VIEW – 2ND LEVEL
2:30 PM – 3:30 pm	"Engaging your Audience: Developing Interpretive & Public Outreach Materials"	"Interpretive Master Plan (IMP) - Angel Island"	"Growing Member Support – the Seeds for a Good Fundraising Program"
	Speakers: 1. Michele Luna , Stewards of the Coast & Redwoods 2. Donna Pozzi , Chief of Interpretation & Education, California State Parks 3. Karen Barrett , District Interp. Specialist	Speakers: 1. Gail Dolton , Angel Island Association 2. Amy Brees , Angel Island Sector Superintendent, CA SP	Speaker: Lorili Toth , Director, Development & Communication Elkhorn Slough Foundation
	Valuable information about how Coops and DPR can work together to develop engaging and informative interpretive panels, publications and public outreach materials. Resources and guidelines will be shared that will streamline the process. Be prepared to share your experiences and ask questions	Discussion about Angel Island State Park Interp. Master Plan under development. Focuses on strong partnership between AIA, AISP & DPR, & how that collaboration led to the success of the IMP process.	Lorili Toth has nearly 20 years experience running membership programs for such organizations as the Elkhorn Slough Foundation and the Smithsonian National Air and Space Museum. In this session, she will cover the five key elements to establishing a strong fundraising effort through membership.
	ROOM: BAY - MAIN LEVEL	ROOM: CHAPEL – 2ND LEVEL	ROOM: OCEAN VIEW – 2ND LEVEL
3:45 PM	First set of buses to Skunk Train	Speaker Ruskin Hartley , Executive Director, Save the Redwoods League "Saving the Redwoods for Posterity" Hospitality Rooms: Hill House (C. Schoff); Little River Inn (J. Jackman)	
4:20 PM	Second set of buses to Skunk Train		
4:45 pm	Skunk Train Wine-Tasting & BBQ		
9:30 pm	Buses from Skunk Train to Hill House		

SATURDAY May 14 7:30-8:45 am	Breakfast Program: Wayne Breece, Cooperating Associations Program Manager, CSP: "A Cause Greater than All of Us"		
	ROOM: BAY – MAIN LEVEL		
9:00-10:15 am	General Session: "State Parks and the Future of California"		
	1. Elizabeth Goldstein , President, California State Parks Foundation; 2. Sara Feldman , Vice President for Programs, California State Parks Foundation		
	ROOM: BAY – MAIN LEVEL		
10:30 am - 11:45 am	"Key Partners: A successful DPR/ Co-op partnership - Volunteers & interpretation"	"Board Revitalization"	"How to Encourage Large Donations"
	Speakers: 1. Michele Luna , Stewards of the Coast and Redwoods 2. Andrea Mapes , Supervising SP Ranger, CAL	Speaker: Michele Jackman Michele Jackman's Enterprises & Adventures	Speaker: Laura Davick Founder & President Emeritus, Crystal Cove Alliance
	The DPR-Stewards relationship is a strong and productive partnership that demonstrates the positive outcomes of collaboration, teamwork and mutual respect. Come prepared to engage in an interactive sharing of what works, doesn't work and how you can achieve a successful partnership in your District.	This session will cover 8 specific ways to remain focused, face pressures, conquer uncertainty, and will help reposition the Board/Staff in collaborative ways so they will revitalize all their efforts, and get excited about difficult situations rather than complacent or in shock with waves of change.	Creative fundraising strategies for small and large Cooperating Associations. "Don't be afraid to ask." They might just say yes!!!! Crystal Cove Alliance's leadership in fundraising, restoration, education and concession services has led to one of the most successful models in public-private partnership in CA State Park's history. Davick raises millions of dollars for CCA.
	ROOM: BAY – MAIN LEVEL	ROOM: CHAPEL – 2ND LEVEL	ROOM: OCEAN VIEW – 2ND LEVEL
Noon – 1 pm	Lunch Program: "How to Design Organization-Friendly Web Sites" + Non-Profit Resources		
	Speakers: Kris Reynolds , Sea & Desert Interpretive Association; Juliann Klein , Mountain Parks Foundation		
	ROOM: BAY – MAIN LEVEL		
1:30 pm – 4:30 pm	Tours		
	Point Cabrillo Light Station: Bus transportation		
	MacKerricher State Park: Seal Rookery & Bird Walk (rotation): Bus transportation		
	The Woodlands (Operations Managed): Woodlands Bus		
	Pygmy Forest, Van Damme State Park (See MAP in folder): Car Pool – led by host		
5:30 Social Hour 6:00 Banquet	Banquet: Crown Hall Dining Hall 45285 UKIAH ST, Mendocino Village (See MAP in folder)	Music: The Cumbaleros Welcome: Carolyn Schoff Live Auction: John Kegebein Awards: Carolyn Schoff Keynote Speaker: Ruth Coleman, Director DPR	
SUNDAY, May 15 8:00-9:00 am	Breakfast – Co-op Success Stories & Challenges (Opportunities & Potential Solutions) – General Discussion		
	ROOM: BAY – MAIN LEVEL		
10:00 am	Tours		
	Wildflower Walk, Glass Beach at MacKerricher State Park: Bus transportation		
11:30 am	Hendy Woods State Park Hike and Picnic (\$15 to cover lunch): Personal transportation (See MAP in folder)		
SPEAKER BIOS – Breakfast, Lunch & Dinner Speakers (Alphabetized by Last Name)			
Wayne Breece Cooperating Associations Manager, California State Parks	After finishing graduate school, Wayne started with California State Parks as a Park Ranger in Sonoma. He also worked for ten years in Sacramento District as an Interpreter and volunteer manager/cooperating association liaison. Wayne worked for other state departments as a manager, but he returned to State Parks because of his love for the mission and values of this incredible organization.		
Ruth Coleman Director, California State Parks May 14 Banquet: Keynote Speaker	Ruth Coleman currently serves as Director of California State Parks. During her decade at State Parks she has overseen the acquisition of over 115,000 acres valued at over \$682 million; the expenditure of over \$650 million for 1400 construction projects including visitor centers, campgrounds, infrastructure improvements, historic preservation and natural resource restoration, and the distribution of \$1.6 billion in bond funds for more than 5000 grants to cities, counties and special districts to construct local park facilities. In 2010 she received the Distinguished Service Award from the National Association of State Park Directors.		
Elizabeth Goldstein Executive Director, California State Parks Foundation	Elizabeth Goldstein joined the California State Parks Foundation as President in June of 2004. The California State Parks Foundation has 90,000 members and is the only statewide organization dedicated to the preservation, enhancement and protection of California's magnificent state park system. A life-long advocate for parks, Elizabeth has 20-plus years experience working specifically in support of parks and historic preservation.		
Ruskin Hartley Executive Director and Secretary, Save the Redwoods League	Ruskin is the Executive Director and Secretary of Save the Redwoods League, a nonprofit organization dedicated to protecting ancient redwood forests for people—as a living link to the past and as a place to find inspiration now and always. Ruskin played a key role in the largest single land acquisition in Save the Redwoods League history—the 25,000-acre Mill Creek Redwoods.		
Juliann Klein & Kris Reynolds Web, Social Media Design	As a team Juliann and Kris Reynolds design and develop websites, video and social media for their clients. Their upcoming presentation at Saturday Lunch will show a bit about how they can help co-operating associations with their websites. You can also catch up with them in the hallways at the conference to talk about your additional design and online media needs.		
Lindsay Shields Senior Associate, Third Sector Company	A global approach has always been Lindsay Shields' big picture, from her art, business and international studies at University of California, Los Angeles, to starting a foundation offering business exchanges to women in underdeveloped countries. Her objective is to serve the nonprofit community by providing skills, resources and management processes that help organizations achieve a higher level of success.		

SPEAKER BIOS Concurrent Sessions – Friday May 13 & 14, 2011

Alphabetized by Last Name

<p>Karen Barrett District Interpretive Specialist, California State Parks, Diablo Vista District</p>	<p>Karen Barrett has been working for State or National Parks since she was in high school. In the early '90's she returned to state parks and soon became a full-time interpreter at historic sites including the California State Capitol, the Interpretation and Education Division, and was promoted to Regional Interpretive Specialist first for the Mendocino District, and since 2003, for the Diablo Vista District. In her 12 park District she oversees the District's Interp & Ed program which includes its Cooperating Associations Program, Volunteer In Parks Program, and acts as a Public Information Officer. She is the project manager for exhibit projects and interpretive plans.</p>
<p>Amy Brees Angel Island Sector Superintendent, CA SP</p>	<p>Amy is a career National Park Service employee on an Interagency Personnel Agreement with CA State Parks as the Angel Island Sector Superintendent. Most recently at Golden Gate National Recreation Area, she has worked at 12 different and diverse National Parks across the country. Collaborating with cooperating associations came to the forefront of her career while at Alcatraz, which is truly a partnership in operations with the cooperating association, the concessionaire, and the NPS. Looking forward to what the America's Cup opportunity means to public lands in the next few years, she is building a stronger partnership with Angel Island Association every day.</p>
<p>Laura Davick Founder and President Emeritus, Crystal Cove Alliance</p>	<p>Laura Davick's parents met as campers at Crystal Cove in 1940, and moved into cottage #2 in 1961 when Laura was a year old. As a third generation "Coveite," she has dedicated her life to protecting and preserving Crystal Cove State Park Historic District. Laura founded Crystal Cove Alliance (CCA) in 1999 to stop a planned luxury resort in Crystal Cove. CCA went on to become Crystal Cove State Park's official non-profit partner, secure the 20-year concession contract for the restaurants and cottage rentals and clean up the Los Trancos watershed. Today, CCA's leadership in fundraising, restoration, education and concession services has led to one of the most successful public-private partnership models in California State Park's history.</p>
<p>Bill Davis Attorney at Law</p>	<p>As an attorney, Bill assists nonprofit organizations in a variety of ways. He advises individuals considering creating a nonprofit, reviews and updates organizational documents in established organizations, and is helpful in addressing issues arising from changes in the nonprofit operating environment. He lives in Redding California enjoying the natural setting near to lakes and mountains.</p>
<p>Gail Dolton Board President, Angel Island Association</p>	<p>President of the Angel Island Association, Gail is a native of Northern California and has been a resident of Mill Valley since 1994. She is a corporate attorney with more than 20 years of experience, and currently serves as General Counsel and Managing Director of BondDesk Group, which provides the leading electronic platform for the retail trading of fixed income securities. Gail has a BA from U.C. Davis and a JD from U.C. Berkeley's Boalt Hall School of Law, where she currently serves on the Alumni Association Board of Directors. Beginning with annual month-long summer camping trips as a child, Gail has been enjoying the natural world her whole life and, these days, loves spending weekends hiking and otherwise enjoying the outdoors with her husband, Doug, and their children.</p>
<p>Sara Feldman Vice President for Programs, California State Parks Foundation (CSPF)</p>	<p>Sara joined CSPF as Southern California Director in May of 2001. She became a Vice President in June 2007, and was promoted to her current position in May of 2008. Her background encompasses legal, governmental and non-profit management and development experience. Sara developed, implemented and managed many CSPF programs and projects, including the <i>Park Champions</i> and <i>Park Observation Programs</i>; the <i>Packard Summer Learning Program</i>; CSPF's annual statewide volunteer <i>Earth Day</i> program, and CSPF's newest program, the <i>Hidden Stories</i> series. Sara also manages CSPF's capital projects, including Yosemite Slough at Candlestick Point SRA and the Pigeon Point Lighthouse Restoration. Sara has raised funds for a wide variety of projects, including environmental education programs and has been active in CSPF's advocacy activities.</p>
<p>Harold Hauck Past President and Current Treasurer Point Cabrillo Lightkeepers Association</p>	<p>After completing a 33 year career as a Computer Systems Engineer with IBM, Harold moved to Mendocino where, in 1996, he became a volunteer docent for the Point Cabrillo Lightstation. He served as a member of the team that in 2002 negotiated the Point Cabrillo Lightstation and State Park Concession Contract. During these negotiations Harold helped create a unique three way cooperative agreement between State Parks, the California State Coastal Conservancy, and the Point Cabrillo Lightkeepers Association (PCLK). Through this partnership a \$4,000,000 restoration grant was awarded to the PCLK. During his tenure as PCLK President, from 2002 through 2007, PCLK restored the historic structures at the Lightstation. This work earned PCLK the 2007 Governors Historic Preservation Award and the California Preservation Foundation's 2007 State Design Preservation Award. Harold is also a current member and past Commander of US Coast Guard Auxiliary Flotilla 87, the organization responsible for maintaining the 3rd order Fresnel Lens at the lighthouse.</p>
<p>Marianne Hurley California State Historian II</p>	<p>Marianne Hurley is currently the staff architectural historian and preservation specialist for Diablo Vista, Marin, and Russian River Districts. Previously she worked for Caltrans and Carey and Co. surveying and evaluating historic properties and landscapes. Marianne earned graduate degrees in both art history and historic preservation from the University of Oregon. Currently, she is a board member of the national organization, Vernacular Architecture Forum, and is an appointed member of Petaluma's Planning Commission.</p>
<p>Michele Jackman Michele Jackman's Enterprises & Adventures</p>	<p>I have been a Non-profit and governmental consultant since 1980, providing training, facilitation, and change management services.</p> <p>Before that, a "distinguished" career in government in Medical Social Work, and Organizational Development. Recent focus in the last 15 years has been on environmental and energy management programs. She also taught at the State Parks Academy for several years in Leadership, Training, and Change Management. She and partner Jerry Jackman have been avid parks advocates for several years.</p>
<p>Michele Luna Executive Director, Stewards of the Coast & Redwoods</p>	<p>Michele Luna has worked for Stewards of the Coast and Redwoods as Executive Director since 1994 and has raised almost 2 million dollars in grant funds to support programs in the State Parks' Russian River District. She has twenty years of experience in nonprofit administration with an emphasis in volunteer programs. She is the overall administrator of the education and stewardship programs that Stewards supports.</p>

SPEAKERS (Concurrent), CONTINUED

<p>Andrea Mapes Supervising State Park Peace Officer-Ranger Russian River District</p>	<p>Andrea Mapes is a State Park Peace Officer Supervisor in the Russian River District and CAL for Stewards of the Coast & Redwoods. Andrea has been with DPR for 9 years and has served as CAL for two other associations. The DPR-Stewards relationship is a strong and productive partnership that demonstrates the positive outcomes of collaboration, teamwork and mutual respect.</p>
<p>Heather McCummins Regional Interpretive Specialist, PORTS Program Coordinator</p>	<p>Heather McCummins, a Regional Interpretive Specialist, has 10 years of experience in museum education and public history, having worked in various non-profit museums, archives, and California State Parks Interpretation and Education Division. Serving as program coordinator in Northern California for the Parks Online Resources for Teachers and Students (PORTS) Distance Learning Program Heather is responsible for coordinating and developing relationships in the educational community, and providing professional development trainings on technology for teachers and State Park Interpreters.</p>
<p>Teresa Montijo Concessions Program Manager, California State Parks (CSP)</p>	<p>Teresa Montijo has served as the Concessions Program Manager for CSP since 2007; she previously worked for the Santa Cruz Mountains District and Resource Protection Division of CSP in the areas of fiscal and contract management. During her absence from CSP, she served as Licensing Manager for State-licensed child care and recreation programs. This panel will offer innovative ways to maximize our public-private partnerships to achieve success and enhance our park visitors' experience within California State Parks.</p>
<p>Anne Petersen Associate Director, Historical Resources , Santa Barbara Trust for Historic Preservation</p>	<p>Anne Petersen, Ph.D., Associate Director for Historical Resources at the Santa Barbara Trust for Historic Preservation (SBTHP) will present new interpretive strategies included in the organization's Visitor Experience Plan. The plan, completed in 2010 with the interpretive planning consulting firm Metaphor, will help guide interpretation at El Presidio de Santa Bárbara State Historic Park and other SBTHP-managed historic properties in downtown Santa Barbara.</p>
<p>Donna Pozzi Chief of Interpretation & Education, California State Parks</p>	<p>Donna Pozzi has been a career park professional since 1974. She began her career with California State Parks that same year, and has worked in assignments in Sacramento headquarters and around the state. While she has served the department in a variety of programs such as local assistance, statewide planning and State Park System operations, interpretation has been her focus for more than 25 years. In 1996 she was appointed Chief of Interpretation and Education to manage a diverse array of statewide initiatives and provide leadership for the department's interpretive services. With a staff of 25, the Interpretation and Education Division coordinates natural and cultural history interpretation, publications, environmental education and school interpretation, cooperating associations, volunteers in parks, and the photographic archives.</p>
<p>Jennifer Ruffolo Senior Park & Recreation Specialist, (Archaeology, History & Museums Div. CSP)</p>	<p>Jennifer Ruffolo has more than 20 years of experience in California state government, having served as a specialist with significant policy analysis responsibilities at four state agencies, including the San Francisco Bay Conservation and Development Commission, the State Library, and the California Public Utilities Commission. She has also served as a planning consultant for land use issues in the San Francisco Bay Area. She specializes in working with nonprofits and other non-government agencies to support historic preservation in state parks. Jennifer has a BA in political science from Reed College, and a Masters Degree in Public Policy from the University of Michigan.</p>
<p>Tara Steele Consultant</p>	<p>Tara brings some 20 years in nonprofit management and volunteer program development. Her hands-on experience blends with Bill's legal perspective in rounding out an effective strategy for board responsibility and accountability.</p>
<p>Don Taylor Executive Director, Mendocino Woodlands Camp Association</p>	<p>The Mendocino Woodlands Camp Association (MWCA) is a 501(c)(3) nonprofit corporation that has operated and maintained the facilities at the Mendocino Woodlands State Park since 1949. The Park is a National Historic Landmark built in the 1930s and is nestled in 700 acres of redwood trees, ferns, and glades along both sides of the Little North Fork of the Big River in Northern California, near the coastal village of Mendocino.</p>
<p>Lorili Toth <i>Director, Development & Communication Elkhorn Slough Foundation</i></p>	<p>Lorili Toth has nearly 20 years experience running membership programs for such organizations as the Elkhorn Slough Foundation and the Smithsonian National Air and Space Museum. In this session, she will cover the five key elements to establishing a strong fundraising effort through membership.</p>
<p>Kevin Williams Certified Professional Coach and Managing Partner in FutureDecisions LLC.</p>	<p>Kevin Williams is a Certified Professional Coach and a Managing Partner in FutureDecisions LLC. We focus on supporting non-profit organizations in their continued success, which includes developing effective strategic plans.</p>
<p>Olivia Wise, CFE Bookkeeper, Beyond Bookkeeping</p>	<p>Olivia Wise fell in love with accounting in 1980. Her passion for accounting evolved into a desire to assist businesses (non & for-profit) with their financial structures so that their stories could be told and understood by anyone. Olivia's accounting practice was launched in 1999. Her previous employment includes Program Director for a non-profit organization, Operations Manager for an international business and Controller for a private-turned-public transportation business. Olivia received her B.A. in Economics from Mills College in 1989; began customizing QuickBooks financial systems in 1997; became a Certified Fraud Examiner in 2010; and will take her final CPA exam in July 2011. Olivia may be reached at Olivia@beyond-bookkeeping.com.</p>