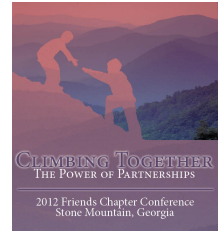




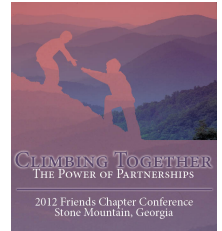
Friends of Georgia State Parks & Historic Sites Climbing Together: The Power of Partnerships February 3-5, 2012 2012 Conference Summary Agenda



<i>Friday, February 3, 2012</i>					
9:00	2:00	Registration and Chapter Gallery Set up			
2:00	3:30	Welcome and Overview			
3:30	3:45	<i>Break</i>			
3:45	4:45	Partnership Opportunities Attendees will learn about the new partnership opportunities available, recognition for partners and the overall process.			
4:45	5:45	Keynote – Cause Marketing – Joe Waters Attendees will hear about a great way to acquire partners for fundraising, advocacy and support through cause marketing from Joe Waters, co-author of Cause Marketing for Dummies and blogger at selfishgiving.com.			
6:15	9:30	Reception, Dinner, Entertainment Following a brief reception, we will enjoy a Prime Rib and Seafood buffet capped off with entertainment from Gary Greene.			
<i>Saturday, February 4, 2012</i>					
8:00	9:00	Continental Breakfast in Break Area Or you may choose a full breakfast buffet in the restaurant on your own.			
9:00	9:30	Three Sisters Dinner: A Partnership Success Story from Friends of New Echota Friends of New Echota will explain and review their Three Sisters Dinner program highlighting the partnerships that made it possible.			
9:30	10:45	Master Agreement and Operational Updates The new Master Agreement and its implications will be presented together with other important operational updates.			
10:45	11:00	<i>Break</i>			
11:00	12:30	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;">Cause Marketing Workshop Joe Waters will host a learning session and workshop delving deeper into the process of acquiring partners through cause marketing.</td> <td style="width: 50%;">Working with your CVB and other Local Partners Elaine McLaughlin, Executive Director of Friends of Florida State Parks will walk attendees through the process of working with local visitors bureaus and other local partners.</td> </tr> </table>	Cause Marketing Workshop Joe Waters will host a learning session and workshop delving deeper into the process of acquiring partners through cause marketing.	Working with your CVB and other Local Partners Elaine McLaughlin, Executive Director of Friends of Florida State Parks will walk attendees through the process of working with local visitors bureaus and other local partners.	
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12:30	2:00	Lunch			
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3:30	4:00	<i>Networking Break</i>			
4:00	5:00	Build Your Own Workshop & Structured Networking & Brainstorming Attendees will create their own workshop session covering topics of interest to them.			
5:00	5:30	Volunteer Program Updates Nyleta Wallace, Volunteer Coordinator for the Division will provide important updates and information about the Volunteer Program.			
6:00	9:30	Dinner, Volunteer Spirit Award and Entertainment <i>Saturday will conclude with a networking reception followed by dinner and entertainment. Our annual Volunteer Spirit Award will be presented.</i>			
<i>Sunday, February 5, 2012</i>					
8:00	9:00	Continental Breakfast in Break area Or you may choose a full breakfast buffet in the restaurant on your own.			
9:00	10:15	Transforming Georgia State Parks: Direction 2015 & Beyond Progress report on PRHSD's D15 initiative, including a look at the business plan structure and discussion of the partnership roles for implementation between chapters and site managers.			
10:15	11:00	<i>Extended Break to Check out</i>			
11:00	12:00	Closing Session & Keynote We will cap off our conference with an inspirational presentation from Sharon Collins, host of Georgia Outdoors on GPB.			



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VENUE FLOOR PLAN

Insert floor plan of venue and label meeting room locations