

# 2013 Friends Conference Agenda

Montgomery Bell State Park

## Friday, November 15, 2013

3:00 to 5:00 pm		<b>Registration at Inn</b> <i>Friends table displays will be set up in the hallway of the Conference Center</i>
5:00 to 5:30 pm	Conference Center Rooms A & B	<b>Welcome</b> David Owenby, Emcee Chief of Staff, Department of Environment & Conservation Kevin Easton, Director State Parks Marketing
5:30 to 6:30 pm		<b>Dinner – Fajita Bar</b> Hosted by Tennessee State Parks
6:30 to 8:00 pm		<b>Nocturnal Animals</b> Bob Tarter, Wildlife Biologist Natural History Education Company of the Midsouth (NHECM)
	Field Trip	<b>Hall Springs Night Hike</b> <i>Sign up at registration table</i> Limit of 40 people. No young children please.

## Saturday, November 16, 2013

7:00 to 7:45 am		<b>Breakfast on your own</b>
6:30 to 8:00 am		<b>Registration at Inn</b> <i>Friends table displays will be set up in the hallway of the Conference Center</i>
7:00 to 7:45 am	Restaurant	<b>President's Breakfast – Invitation Only</b> Bob Martineau, Commissioner Department of Environment & Conservation
8:00 to 8:15 am	Conference Center Room B	<b>Conference Welcome</b> David Owenby, Emcee Chief of Staff, Department of Environment & Conservation Presentation of Colors – Boy Scout Troop 875 Pat Wright, Park Manager – Montgomery Bell State Park Bob Martineau, Commissioner – Department of Environment & Conservation
8:15 to 8:45 am		<b>State of State Parks</b> Brock Hill, Deputy Commissioner – Bureau of Parks & Conservation
8:45 to 10:15 am		<b>Presentation</b>
		<b>Liability Issues &amp; Insurance Coverage for Community Volunteers</b> Jim Mahurin, Risk Management & Insurance Consulting John Eubank, Professional Insurance Education, Inc. Bill Wilson, Independent Insurance Agents & Brokers of America
10:15 to 10:30 am		<b>Break</b>

## Saturday, November 16, 2013 (continued)

10:30 to 11:15 am		<b>Presentation: Choose One</b>		
	Conference Center Rooms A & B	<b>Preserving Historic Resources in a Natural Area</b>  Sherry Beard & Richard Quin Pawpaw Partners	<b>You Don't Care if Your Members Are Married, But You Do Want Them Engaged</b>  Margaret Matens Director of Communications & Marketing Friends of South Cumberland	<b>Nurturing Native Landscapes: The Selection, Care &amp; Ecology of Native Plants in Tennessee</b>  Margie Hunter Author Gardening with the Native Plants of Tennessee
11:15 am to Noon		<b>Understanding Your Role in the Park Interpretive Action Plan</b>  Nancy Dorman Int. Programs & Education Tennessee State Parks		
		<b>Presentation: Choose One</b>		
		<b>Got Trails? Now What?</b>  Bob Richards Program Coordinator Tennessee Greenways & Trails	<b>Grassroots Approach to Finding Sponsors</b>  Jeni Lind Brinkman Regional Director Office of External Affairs TDEC	<b>Go with the Flow: You &amp; Water Resources</b>  Jane Polansky Scenic Rivers Administrator Tennessee State Parks
Noon to 1pm		<b>Lunch on your own</b> <i>Group Photo outside prior to lunch</i>		
1:00 to 1:30 pm		<b>Presentation</b>		
	Conference Center Rooms A & B	<b>A New Identity: Branding Tennessee State Parks</b> Casey Mahoney, Director - Digital Media & Publications, TDEC Kevin Easton, Director - State Parks Marketing		
1:30 to 2:15 pm		<b>Presentation: Choose One</b>		
		<b>Stay on Track, Build Support &amp; Achieve Success for your Friends Group</b>  John LeCroy, Manager Panther Creek State Park & Friends of Panther Creek SP	<b>Exotic &amp; Invasive Animals</b>  Bob Tarter Wildlife Biologist NHECM	<b>Making Friend with Government Officials: How to Engage in Nonprofit Advocacy</b>  Meredith Benton Regional Director Office of External Affairs TDEC
2:30 to 5:00 pm	Meet in front of Inn	<b>Field Trips – Sign-up sheets at the registration table</b> <ul style="list-style-type: none"> <li>Mound Bottom Tour</li> <li>Renaissance Center</li> <li>Hike with Randy Hedgepath</li> </ul>		
6:00 to 8:00 pm	Group Camp	<b>Dinner at the CCC Dining Hall</b> Hosted by Tennessee State Parks Music by Cumberland Winds		

## Sunday, November 17, 2013

7:00 to 8:00 am		<b>Networking Breakfast on your own</b>
8:00 to 8:30 am	Conference Rooms A & B	<b>General Membership Meeting</b> – Friends of TSP Coalition
8:30 to 9:45 am		<b>Roundtable Discussions</b> – <i>Choose One</i> Descriptions located in registration packets
		<div><b>Social Media: Tools for Fundraising</b></div> <div><b>Engaging &amp; Developing an Effective Board</b></div>
9:45 to 10:15 am		<b>Break &amp; Check Out</b>
10:15 to 11:30 am		<b>Roundtable Discussions</b> – <i>Choose One</i> Descriptions located in registration packets
		<div><b>Raising Funds: How Does Your Group Successfully Earn Income?</b></div> <div><b>What's a WooBox? And Other Questions You Didn't Know You Had about Social Media</b></div>
11:30 am to Noon		<b>Wrap Up Discussion</b> <i>Don't forget to turn in your evaluation forms!</i>

**All Conference registrants will receive a 30% discount at the Montgomery Bell Gift Shop when you show your conference name badge. Tennessee State Park merchandise with the new marketing logo will be available for sale.**