

**2012 Partnerships on Public Lands Symposium
Program Draft 10/23/12**

October 29, 1:00pm – October 30, 4:00pm, 2012 at Asilomar Conference Grounds, CA

Welcome and Opening Keynote Session 1:15-2pm (Ray-Moderator)

- Welcome, Logistics – Ray Murray – National Park Service, Bruce Fears – President, Parks and Destinations, Aramark, Mat Fuzie – Superintendent, Asilomar Conference Grounds, California State Parks
- Acknowledge Major Sponsors – Aramark, California Roundtable of Recreation, Parks and Tourism, California State Parks Foundation, East Bay Regional Park District
- Info in back of the Room
- Partnerships that keep parks and public lands open and connect people to parks, provide quality visitor experiences and cultivate citizen stewardship and make parks relevant to California's emerging demographics
- Keynote Panel - Ronilee Clark, Acting Deputy Director-Operations, California State Parks, Elizabeth Goldstein, President, California State Parks Foundation and John Koeberer, President, The California Parks Company

Session One: Partnerships by both choice and necessity - the future of parks – Public-Private Best Practice Case Studies – Round 1 – 2:00pm-3:15pm
(John- Moderator) (acknowledge VenTek International Sponsor)

- **Three partnership case studies presented by the partners**
- Eric Mart – President, California Land Management Services – Jeff Marsolais -- Deputy Forest Supervisor, Lake Tahoe Basin Management Unit
- Robb Courtney, Director and Janet Hawks, Deputy Director - Santa Clara County Parks
- Warren Meyer, General Manager, Recreation Resource Management – Mike Soloman - Lake Piru Partnership

Break 3:15-3:30pm - provided by Natural Food Service Brokers and Odwalla

Session Two: Ensuring parks are relevant to visitors and attracting new ones – 3:45–5:00 pm (Ray- Moderator) (acknowledge Westpark LLC Sponsor)

- Socio –economic and leisure realities – needs and expectations
 - Being relevant to the younger generations
 - Aging population needs
 - Ensuring first timers have a good experience
 - Working with third parties to provide first time experiences
 - Providing exceptional Park experiences – custom-tailored group programs, unique experiences, the comfort factor
- Emilyn Sheffield – Professor, Chico State University

No Host Reception and Dinner at 6:00pm – Dinner at 7:00pm: Mairead Hennessy - Aramark and Tom Stienstra, San Francisco Chronicle

Session Three: Partnerships by both choice and necessity- the future of parks – Public and Private Best Practice Cases – Round 2 – 8:45-10:15am

(Anne, Moderator) (acknowledge Quagga Inspection Services Sponsor)

- **Three partnership case studies presented by the partners**
- Redwood National and State Parks – Barney Riley, Acting Superintendent – Jeff Bomke , Maintenance Chief, North Coast Redwoods District, California State Parks
- Woody Smeck, Deputy Superintendent - Yosemite National Park and Renae Rippentrop, Manager, Delaware North Parks and Recreation at Yosemite
- Steve Werner, American Land and Leisure - 3 State Parks – Teresa Montijo – Acting Chief of Concessions, California State Parks

Break 10:15-10:45am - provided by Natural Food Service Brokers and Odwalla

Session Four: Promoting healthy outdoor lifestyles in parks 10:45-12:00pm (Mimi Waluch - Moderator) (acknowledge Sysco Foods Sponsor)

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- Volunteer Projects – Wendy Tokuda – East Bay Regional Park District, Redwood Regional Park - Di Rosario, Park Supervisor, East Bay Regional Park District
- Healthy Food Choices & Programs with Food Events in Parks - Nicholas Kinsey – Assistant Director, Property Management, San Francisco Recreation and Parks
- Yosemite Valley Food and Exercise Guide – Teri Marshall, Marketing Manager, Delaware North Parks and Recreation at Yosemite

Lunch 12:00-1:00 pm

Session Five: Ensuring social connections through park experiences 1:15-2:25pm- (John Koeberer - Moderator) (acknowledge Regional Parks Foundation Sponsor)

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- Healthy Parks - Healthy People – Robert E. Doyle – General Manager, East Bay Regional Park District and Stephanie Duncan - Program Manager, Institute at the Golden Gate
- Exploding Range of Special Events - Tiffany Margulici, East Bay Regional Park District, Reservations Supervisor
- Capture California – Sean Senti, California Parks Company

Break 2:25-2:45pm - provided by Natural Food Service Brokers and Odwalla

Session Six: Communications and Marketing Partnerships to build visitation and a community-based constituency for parks 2:45–3:45pm (Ray Murray- Moderator)

- Ways to increase visitation - reach out and embrace local community
- Marketing and promotion partnerships and strategies
- Pooling limited resources
- Social media, shared park experiences and viral marketing
- Lynn Carpenter-Schumann – Vice President of Marketing, Visit California
- John Poimiroo - Director, National Park Promotion Council

Wrap-Up, Raffle Prize Award and Evaluations 3:45pm – John Koeberer and Team

Adjourn 4:00pm