Statewide Friends Conference
November 15–16 | 2019

Friday, November 15

12:00-7:00  Registration  Passageway
1:00-4:00  Special Session: In-Depth Fundraising  Blue Room
  Judy Anderson, Community Consultants
  Get the tools and tips needed to ramp up your fundraising in this small group session.
3:00-4:00  Tour of Saratoga Spa State Park Historic Baths  Main Lobby
  Alli Schweizer, Environmental Educator, OPRHP
5:00-6:00  Reception  Gallery
  Meet your fellow Friends group members for hors d'oeuvres and a cash bar.
6:00-8:00  Dinner & Remarks  Orenda/Geyser
  Welcome | A. Joseph Scott, III
  Chairman of the Board
  Parks & Trails New York
  Keynote | Erik Kullesaid
  Commissioner
  Office of Parks, Recreation and Historic Preservation

Saturday, November 16

7:00-8:15  Registration & Breakfast  Passageway/Gallery
8:15-8:30  Opening & Welcome  Orenda/Geyser
  Lisa Pepe
  Project Coordinator
  Parks & Trails New York
  Eileen Larrabee
  Vice President of Communications, Associate Director Parks Program
  Open Space Institute
8:30-10:00  Morning Sessions  Coesa
  Choice 1: Fundraising Basics
  Judy Anderson, Community Consultants
  Tap into different tools to connect with your community, donors and volunteers throughout the year.
  Choice 2: Building a Better Board
  Susan Weinrich, NYCON
  Strategies to create a more diverse & dynamic Board to grow your organization.
10:00-10:30  Coffee Break & Tabling  Gallery
10:30-11:35  Full Group Session: Better Together  Orenda/Geyser
  Alane Ball Chinian
  Regional Director, Saratoga - Capital Region District
  Office of Parks, Recreation and Historic Preservation
  Connetquot River State Park Preserve
  Ginny Fields, Friends Group
  Susanne Wuehler, Park Manager
  Letchworth State Park:
  Carol Rathbun, Friends Group
  Doug Kelly, Park Manager
  Schuyler Mansion State Historic Site
  Kate Storms, Friends Group
  Heidi Hill, Site Manager
11:40-12:25  Lunch & Remarks  Orenda/Geyser
  Lucy Rockefeller Waletzky
  Chair
  State Council of Parks, Recreation and Historic Preservation

A Special Thank You to our Sponsors:
Saturday, November 16, Continued...

12:25-1:10  Presentation: Diversity/John Brown Lives!  Orenda/Geyser
Martha Swan
Executive Director, John Brown Lives!
Melanie Reding
Outreach and Administrative Coordinator, John Brown Lives!

1:15-2:45  Afternoon Panels
Choice 1: Grant Basics & Park and Trail Partnership Grants  Coesa
Paul Mastrodonato, Nonprofit Works
Learn the fundamentals of successful grant seeking and hear success stories from your peers that have been awarded Park and Trail Partnership Grants.
Panelists Include:
Meg Joseph, Ganondagan
Fred Martin, Little Stony Point Citizens Association
Derrick Pratt, Chittenango Landing Canal Boat Museum

Choice 2: Building Your Facebook Footprint  Hathorne
Michael Roach, Micahel Roach Creative
Learn current tips and tricks on how to accomplish your goals and give staff and volunteers the tools to fundraise and promote the organization's message.
Panelists Include:
Matthew Elliott, The Friends of the Nature Center, Inc
Emily Kane, Friends of Ulysses S Grant Cottage
Kathleen York, Friends of Knox Farm State Park

2:50-4:00  Peer to Peer Discussions, Topics Include:  Orenda/Geyser
• Historic Site Needs
• Park and Trail Partnership Grants
• Partnering With Other Groups
• Trail Focused Stewardship
• Youth programming

• Diversity
• Community Programming
• Social Media
• Planning for I Love My Park Day

4:00-4:15  Closing Remarks & Raffle Drawing  Orenda/Geyser
(You must be present to win raffle)
Lisa Pepe
Project Coordinator
Parks & Trails New York

Alane Ball Chinian
Regional Director, Saratoga - Capital Region District Office of Parks, Recreation and Historic Preservation

About the Session Facilitators:

Judy Anderson | Community Consultants
Judy has worked in the conservation and nonprofit sector for over 25 years. She currently coaches nonprofit organizations across the country on practical strategic conservation initiatives incorporating local communities, trail and natural area development designed to connect people to people and to the land/water/cultural landscapes, and fundraising and marketing. In addition, she works with nonprofits on climate change messaging and engagement, governance, and integrated community-based communications strategies to create a more welcoming and inclusive organization. Judy is a regular presenter at national and regional land trust conferences and trainings.

Paul Mastrodonato | Nonprofit Works
In 1999, Paul established Nonprofit Works, a New York-based consulting firm that specializes in training nonprofits and municipalities in fund development, strategic planning, board training, and communications. He regularly trains organizations and professional associations in related topics. Paul has served as Vice President of Professional Development for the Association of Fundraising Professionals (AFP) and as Chairperson of AFP’s National Philanthropy Day. He currently serves on the boards and committees of several nonprofit organizations, and holds a master's degree in public administration with a focus on organizational management from State University of New York at Brockport.

Michael Roach | Michael Roach Creative
Michael Roach is a certified marketer and founder of Michael Roach Creative, a consulting firm that helps businesses and nonprofits solve marketing and communications problems, as well as better engage their audiences. He is also an immediate past president of the American Marketing Association New York Capital Region chapter. Michael thrives in fast-paced environments and enjoys training and speaking with groups about marketing, design, business, and technology.

Susan Weinrich | NYCON
Susan has over 25 years of experience working with nonprofits as an advisor, teacher and consultant and has been at NYCON since 2003. NYCON’s members rely on Susan’s expertise to provide them with a wide range of training and technical assistance in areas such as organizational assessment and development, strategic planning, board development, and performance measurement, as well as community needs assessments and program development.