



# YOU GOTTA HAVE FRIENDS

## STATEWIDE FRIENDS CONFERENCE 2017

**December 1-2, 2017**  
**Gideon Putnam, Saratoga Spa State Park**

**Friday, December 1**

2:00-5:30	<b>Registration</b>	Lobby
3:00-4:00	<b>Tour of Saratoga Spa State Park</b> <i>Allie Schweizer, Environmental Educator, Office of Parks, Recreation and Historic Preservation</i> One mile walking tour covering the history of the park, tasting of five different mineral spring waters, and iconic Island Spouter Terrain: Flat, one short downhill section, one set of stairs	Lobby
6:00-7:00	<b>Reception</b> Meet your fellow Friends group members for hors d'oeuvres and a cash bar	Gallery
7:00-9:00	<b>Dinner</b> <b>Welcome and Remarks</b> <i>Robin Dropkin, Executive Director, Parks &amp; Trails New York</i> <i>Lucy Rockefeller Waletzky, Chair, State Council of Parks, Recreation and Historic Preservation</i> <i>Rose Harvey, Commissioner, Office of Parks, Recreation and Historic Preservation</i> Reception and dinner sponsored by Barton & Loguidice (B&L)	Orenda/Geyser

**Saturday, December 2**

7:00-8:15	<b>Registration and Breakfast</b>	Gallery
8:15-8:30	<b>Opening and Welcome</b> <i>Alison Jenkins, Parks Program Director, Parks &amp; Trails New York</i> <i>Erik Kulleseid, Senior Vice President, Open Space Institute, and Executive Director, Alliance for New York State Parks Program</i> <i>Alane Ball Chinian, Regional Director, Capital Region District, Office of Parks, Recreation and Historic Preservation</i>	Orenda/Geyser
8:30-10:00	<b>Session 1: Fundraising Tips for Winning Hearts and Minds (and wallets): Becoming a More Welcoming Organization</b> <i>Judy Anderson, Community Consultants</i>	Coesa

Connect with the right people in the right way to maximize your success.

	<b>Session 2: Taking Your Organization to the Next Level</b> <i>Kate McNally, New York Council of Nonprofits</i> Strategies to create and sustain an optimized organization.	Hathorne
10:05-11:35	<b>Eye on the Prize: Working Towards Common Goals</b> <i>Tom Alworth, Deputy Commissioner, and Sally Drake, Director of Community Relations, Office of Parks, Recreation and Historic Preservation</i> After hearing about the roles and responsibilities of park and site managers and Friends groups, huddle up with your park or site manager and Friends group to discuss challenges and opportunities.	Orenda/Geysler
11:40-12:25	<b>Lunch</b>	Orenda/Geysler
12:25-1:10	<b>Lunch presentation: Social Media Made Easy</b> <i>Alison Krawczyk, Director of Public Relations, Lisa Barone, Chief Marketing Officer, Overit – a nationally recognized creative agency</i> What your group can do to be “seen” on social media.	Orenda/Geysler
1:15-2:45	<b>Panel 1: Finding and Keeping (happy) Volunteers</b> <i>Facilitator: Beth Tailleur, NYS Commission on National and Community Service</i> <i>Panelists: Representatives from Grafton, Walkway, and Allegany</i> Hear success stories about best practices for finding, organizing, rewarding and keeping good volunteers.	Coesa
	<b>Panel 2: Planning Events that Knock Participants’ Socks Off</b> <i>Facilitator: Carol Rathbun, Friends of Letchworth</i> <i>Panelists: Representatives from Knox Farm, Fort Ontario, Caumsett Foundation</i> Event planning can be fun! Learn from groups that regularly organize successful events.	Hathorne
2:50-4:00	<b>Roundtable Discussions – Learn From Your Peers</b> <ul style="list-style-type: none"><li>• Member Recruitment</li><li>• Historic Site Needs</li><li>• Support/Sponsorships from Local Businesses</li><li>• Tech Tools for Fundraising</li><li>• Park and Trail Partnership Program Grants</li><li>• Capital Projects for Parks and Sites</li><li>• 501(c)(3) Dos and Don’ts</li><li>• Financing Capital Projects through the Consolidated Funding Application</li></ul>	Orenda/Geysler
4:00-4:30	<b>Closing Remarks and Raffle Drawing To Win a Special Saratoga Goodie Basket</b> <i>Alison Jenkins, Parks Program Director, Parks &amp; Trails New York, and Alane Ball Chinian, Regional Director, Capital Region District, Office of Parks, Recreation and Historic Preservation</i>	Orenda/Geysler