

THE CHANGING CLIMATE OF CONSERVATION

July 8 – 12, 2007

The Eastover Resort

Lenox, MA

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Sunday : July 8

9:30 – Noon Awards Committee

1:00 – 5:00 ACI Board of Directors

2:00 Conference registration opens
Enjoy the Grounds
Room check-in available after 3:00 PM

5:30 -- 6:00 Welcome and Orientation

6:00 – 10:00 Opening Reception

Sponsored by The Outdoor Channel



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Monday July 9

Sponsored by J.F. Griffin Inc.

7:30 – 8:30

BREAKFAST

9:00 – Noon

First Plenary Session

9:00 – 9:30

Opening Remarks

Welcome to MA

Wayne F. MacCallum,

Director Mass Division of Fisheries & Wildlife

Welcome to the Berkshires

George L. Darey

Chairman, MA Fisheries & Wildlife Board

Welcome to ACI

Marianne Burke

President, ACI

Setting the Stage

9:30

Confronting Climate Change

Dr. Stephen Nodvin, Int. Union of Concerned Scientists

10:10

Changing Demographics

Charles Jordan, President, The Conservation Fund Suburban

10:45 – 11:00 Break

11:00

Our Professional Shift: From the Sports Page to the Front Page;

Jim Martin, Conservation Director, Berkley Conservation Institute

11:30 – Noon

Q & A for all morning speakers

Noon – 1:00

LUNCH

Changing Management Paradigms and Audiences

1:00 – 1:30

Changing Perceptions of Wildlife:

Valuable Natural Resource or Intolerable Pests?

Dr. Rob Deblinger, Deputy Director, Mass. Div. of Fisheries & Wildlife

1:30 – 2:00

Changing Attitudes Toward Predators – the Coyote Story

Tom O'Shea, Asst. Director, Mass. Div. of Fisheries & Wildlife

2:00 – 2:30 Reaching into the Cities
Brother Yusuf, New York Dept of Environmental Conservation

2:30 – 3:00 **Restless Travellers**
Mary Jean Packer, Fermata Inc.

3:00 – 5:00 **Sharing New Programs**
Tales from Two Communication Directors:
How Research Makes the Difference in Agency Success

Reputation Management

Best Practices in Reputation Management

Judy Stokes, New Hampshire Fish and Game

Involving the Media

Rachel Brittin, Association of Fish and Wildlife Agencies

Wildlife Issues Panel: Bouncing ideas and seeking buy-in.

Chuck Schlueter, SD Fish and Game

Diversity Issues

Minority Imagery in State Conservation Magazines

Lydia Saldaña, Texas Parks and Wildlife Department

Environmental Education and Outreach to Minority Audiences

Yvonne Garcia, Lina & Me Family Center, Holyoke, MA

“The Color of Tomorrow” An NCTC Webcast

Jim Stewart, Recreational Boating and Fishing Foundation

Recreation News

Archery in Schools

Tom Bennett

4:30 – 6:00 Enjoy Eastover Grounds
Swimming (indoors or out)
Horseback riding
Tennis
Basketball
Enjoy Eastover’s Trails
Hors d’oeuvres at poolside

6:30 – 7:30 DINNER

8:00 – 9:30 Evening Program
Explore Massachusetts

Tuesday, July 10

Sponsored by My Outdoor TV



7:30 – 8:30 BREAKFAST

Marketing Day

(with Technical Roundtables in the afternoon)

9:00-9:30am Introduction of State Presentations Panel

9:30-10:30am Marketing and Outreach Efforts - Success Stories/Lessons Learned

Take Me Fishing in Idaho - Angler Recruitment and Retention
Roger Fuhrman, OR Dept. of Fish & Wildlife

Florida's Five-Year Fishing Promo and Sustainable Market Strategies
Scott Ball, FL Fish & Wildlife Conservation Commission

10:30-11:00am Break

11:00-12:00pm Marketing and Outreach Efforts - Success Stories/Lessons Learned
(cont'd)

Break Free Tennessee! A Hunting License Sales Campaign
Jay Langston, TN Wildlife Resources Agency

Hooking Iowa Anglers: A Fishing License Marketing Campaign Success Story
Kevin Baskins, IA Dept. of Natural Resources

12:00-1:00pm LUNCH

1:00-1:30pm Marketing and Outreach Efforts - Success Stories/Lessons Learned
(cont'd)

How to Get the Best Creative Campaign Money Can't Buy
Darcy Bontempo, TX Parks & Wildlife Dept.

1:30-2:30pm **Marketing Initiatives in Planning/Underway**

Gift Cards - Making our Product and Services More Convenient
Michael Gray, KY Dept. of Fish & Wildlife Resources

Stop the Drop - Utah's Fishing License Retention Campaign
Robin Thomas, UT Division of Wildlife Resources

1:00 – 2:30 **Technical Roundtables:**

A. Look Inside InDesign

Rob Underwood

An introduction to InDesign, with a focus on the advantages of InDesign over Quark and vice-versa. The beginning of the workshop will introduce the group to the basics of Workspaces, Navigation, Frames, Text, Images, and basic page management. The second half of the workshop will focus on more advanced features inside of InDesign including Object Styles, Microsoft Word Import Options, Nested Styles, Next Styles, Color Management, Effects, and Output. Following the lecture/demo, there will be ample time for Q&A.

B. The Ten Most Dynamic Steps for Talking to the Media **Karen Shadow**

Talking in Sound-Bites, Staying on Message, Comfort in Front of the Camera, On-Camera Techniques, Controlling the Interview, The On-Camera Look, Answering 2-Part Questions, Controlling Your Surroundings on Camera, Camera Angles & Lighting and Their Effects, On-Camera Make-up, and The Professional Look.

2:30-3:00pm

Break

3:00-3:30pm

Marketing Initiatives in Planning/Underway (cont'd)

States Program - Marketing Made Easier for All States

Stephanie Hussey, Recreational Boating & Fishing Foundation

3:30 - 4:30pm

Facilitated Open Discussion & Wrap-Up

3:00 - 4:30pm

Technical Roundtables

D. Digital Video Tools & Solutions

Peter Shanelaris, Great Northern Video

Great Northern Video of Concord, NH will be presenting the latest tools and cost-effective solutions available to agencies for producing and distributing materials for broadcast television, video and audio productions, DVDs, and streaming or podcasting on the web. Gear to be featured will include the latest video cameras and nonlinear editing systems including Apple Final Cut Pro. The presentation will be followed by a roundtable discussion.

E. Working with Editors

Trudy Tynan, Assoc. Press, ret. & Judy Cartwright, Newsday

Trudy and Judy will bring their years of experience as members of the press to the table providing guidelines and suggestions for ways to catch the attention of reporters, editors and editorial boards. The Californian and Texan became friends when both were reporters for the Middletown, N.Y., Times-Herald Record in the 1960s. (They were, of course, in eighth grade at the time.)

4:30 - 5:30

Enjoy Eastover (Sponsors on Display)
Northeast I & E Assn Business Meeting

5:30 -- 10:00

DINNER and Boston Pops Concert at Tanglewood
busses leave Main Parking Lot at 5:30 and 5:45

Wednesday: July 11

Sponsored by Kittery Trading Post



Field Trip Day

7:00 – 8:00 **BREAKFAST**
Field Trip Options are:

1) **Shooter's Day**

Visit Smith & Wesson's factory which turns out the finest in handguns and try a variety of their firearms at S & W's modern Shooting Academy. Then review the chronicle Massachusetts' tradition of fine firearms at the Springfield Armory.

2) **Fishing**

Fish Quabbin Reservoir built by damming the Swift River in the 1930s. Learn about the incredible project that wiped out six towns and built a reservoir for Boston and 26 other communities -- 25,000 acres, 47 miles of shoreline, 415 billion gallons of water. Fish the shallows for smallmouth and largemouth bass and white perch or troll the deep waters for landlocked salmon, lake trout and rainbows.

3) **Behind the Scenes at the Springfield Science Museum**

Learn how to build compelling, interactive exhibits on a shoestring budget. There will also be time to visit the Springfield Art Museum and the Dr. Seuss Museum

4) **Canoe the Housatonic River (½ day trip)**

This is a flatwater river which meanders through wildlife/conservation areas.

5) **Berkshire's Special Sites**

Visit some of the Berkshire's special places chosen from a list which includes the Norman Rockwell Museum, Hancock Shaker Village, Naumkeag Estate, Edith Wharton Restoration and other special locations in the beautiful Berkshires.

6) **Hike Mt. Greylock**

7) **On your own**

6:30 –9:30 **DINNER & AUCTION** **Sponsored by KTP, assisted by Liberty Press**



9:30 –11:00 **Hospitality Room Open**

Thursday, July 12

Sponsored by The Weatherby Foundation



7:00 – 8:00 BREAKFAST

8:00 – 9:00 ACI Business Meeting

9:00 – 10:30 **Second Plenary Session**

Reaching out to Youth

The Ecology of Hope **Cheryl Charles**, President, Children & Nature Network

No Child Left Inside, Reconnecting Today's Youngsters to the Outdoors
Gina McCarthy, Comm., CT Dept of Environmental Protection

10:30 – 11:00 Break

11:00 – 12:30 **Building Your Toolbox**

AFWA's Conservation Education Initiatives **Rachel Brittin**, AFWA

Working through Faith Communities **Rev. Brendan Whittaker/Steve MacAusland**

State Expositions **Dave Lockman & Gary Zima**

12:30 – 1:30 LUNCH

1:30 – 3:30 Choice of Sessions

- A) **New Communications Technologies** **Larry Bouthillier**, Harvard Business School
Basics of web usage evolution with stats on connectivity, changing usage patterns, and demographics. We will explore a combination of Blog (RSS) and Audio/Video technology, target devices, formats. Also iTunes – how to publish to iTunes, or to your own site and how to publicize your Podcast

- B) **Putting Your Best Voice Forward -- How to Make the Most of Your Voice and Keep Your Audience Spellbound** **Karen Schadow**
How to go from Dull to Dynamic: Working on a Polished Voice -- It's all in the Breathing! Plus, Working on Your Articulation, Resonance, Eye Contact & Body Language; Controlling Nerves; Using Your Energy & Enthusiasm; Staying in Charge of the Event

3:30 – 4:00 Break

4:00 – 5:30 **How Do we Know if it Worked?**

This session will include:

A review of the Myths of Evaluation

Six super steps to a data driven program

What to do with the data once you have it

How to make your data work for you and more

Katie Paine, KD Paine & Assoc.

Jim Stewart, Recreational Boating & Fishing Foundation

5:30 – 6:30 Enjoy Eastover

6:30 – 7:15 Poolside Hors d'Oeuvres

7:30 – 9:00 AWARDS BANQUET

9:00 – 11:00 Hospitality in Heritage Room

(Museum Open This is the largest private collection of civil war memorabilia in the US)

Friday, July 13

7:30 – 8:30 **Breakfast and Depart**

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