



PARTNERSHIPS FOR PARKS
FIRST CITYWIDE CONFERENCE BY AND FOR PARKS SUPPORTERS

SATURDAY, MARCH 12, 2011

Hunter College, New York City
695 Park Avenue
West Building

PLEASE NOTE: Building entrance is located on the south-west corner of East 68th Street and Lexington Avenue (not on Park Avenue)

PROGRAM

- 9:30AM Registration and Breakfast** West Building Lobby
- 10:00AM Welcome Remarks** West Building 8th Floor Dining Room
Jason Schwartz, Director, Partnerships for Parks
Adrian Benepe, Commissioner, NYC Department of Parks & Recreation
- 10:30AM Plenary:** West Building 8th Floor Dining Room
Building Healthy and Livable Communities
This plenary session will focus on the challenges and opportunities in building healthier and more livable communities by working with parks and green spaces.
Moderator: Tim Tompkins, Times Square Alliance
Panelists: Linda Cox, Bronx River Alliance | Katie Ellman, Green Shores NYC | Dr. Lourdes J. Hernandez-Cordero, City Life Is Moving Bodies (CLIMB)
- 11:45AM Breakout Sessions:**
- Speed Networking: Learn How to Create a Five Minute Connection*** Thomas Hunter Building 505
In this interactive session participants will work on developing elevator pitches and concise, targeted descriptions about your group. Participants will practice their pitch with each other and hear from partner groups who have crafted successful pitches.
Facilitators: Brandy Cochrane, Friends of the Woods | Dawson Smith, New York City Mountain Bike Association | Obed Fulcar, Friends of Sherman Creek | Millie Gonzalez, Marcus Garvey Dog Run Group | Kerry Sullivan, NRPA | Jennifer Beaugrand | Zina Skachinsky, ARF ARF | Chip Cafiaro, Shore Road Parks Conservancy | Anthony Feliciano, Frank Filatro & Yekaterina Gluzberg, Partnerships for Parks
- Creative Solutions: Addressing Park Group Dilemmas*** Thomas Hunter Building 518
In this interactive session participants will work together with limited resources to develop skills to deal with common challenges faced by community groups. Participants will hear from a community partner who has navigated through similar challenges.
Facilitator: Anthony Martinez, Partnerships for Parks
Resource Speaker: Dorothea Poggi, Friends of Ferry Point Park

*Space is limited. Please arrive early.

Mapping: Explore, Engage, Connect

Thomas Hunter Building 520

This session will showcase how the creation of maps can be an effective and powerful tool for groups to increase their capacity, raise awareness of critical issues, and identify new opportunities for community development.

Moderator: John Mattera, Planning Project Manager, NYC Department of Parks & Recreation

Panelists: Wendy Brawer, Green Map System | James J. Connolly, STEW Map | Richard Melnick, Green Shores NYC | Karyn Williams, Velo City

12:45PM Lunch

West Building 3rd Floor Cafeteria

2:00PM Breakout Sessions:

Building Bridges: How to Engage Diverse Communities

West Building 615 Lecture Hall

Drawing upon successful neighborhood coalitions, this session will highlight strategies for engaging diverse communities and explore visual tactics to make local campaigns and park events more inclusive.

Moderator: Nancy Bruning, Friends Committee of the Fort Tryon Trust

Panelists: Len Maniace, Friends of Travers Park | Anna Dioguardi, Queens Community House | Phoebe Zinman-Winters, Creative Arts Workshops for Kids | Anne Frederick, Hester Street Collaborative

Creative Solutions: Addressing Park Group Dilemmas*

Thomas Hunter Building 518

In this interactive session participants will work together with limited resources to develop skills to deal with common challenges faced by community groups. Participants will hear from a community partner who has navigated through similar challenges.

Facilitator: Joseph Block, Partnerships for Parks

Resource Speaker: Brandy Cochrane, Friends of the Woods

| Coffee & Tea Available in the West Building 3rd Floor Cafeteria at 3:00PM |

3:15PM Breakout Sessions:

Power and Value of Volunteerism: Success on a Shoestring

West Building 615 Lecture Hall

This session features partner groups who have gained success in diverse ways with limited resources. Videos, presentations, and discussion will highlight projects or events which embody their volunteer efforts.

Moderator: Dart Westphal, The Support Center for Nonprofit Management

Panelists: Kangela Moore, Friends of Brookville Park | Michael Palma, Montefiore Park Neighborhood Association | Charles Pomaro, Shore Road Parks Conservancy

Speed Networking: Learn How to Create a Five Minute Connection*

Thomas Hunter Building 505

This interactive session will focus on developing elevator pitches; concise and targeted descriptions about your group. Participants will practice their pitch with each other and hear from partner groups who have crafted successful pitches.

Facilitators: Jo Anne Simon, Friends of Douglass Greene Park | Tina Johnstone, Kayak Staten Island | Laverne Taylor, Save a Park Save a Child | Frederick Kress, Cornucopia Society | Anita Flanagan, West 181st Street Beautification Project | Basia Nikonorow, Montefiore Park Neighborhood Association | Zina Skachinsky, ARF ARF | Anthony Feliciano, Frank Filatro & Yekaterina Gluzberg, Partnerships for Parks

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Beyond the Logo: Effective Branding for Community Parks Groups

Thomas Hunter Building 520

This session will explore how effective visual materials and verbal messaging can communicate a group's mission and build capacity. Participants will hear from a partner group that has worked with Partnerships to create a publication. Participants can bring their own materials for feedback.

Workshop Leaders: Anne LaFond & Joe Salvatore, Partnerships for Parks

Panelists: Martha Lopez-Gilpin, Jules Corkery & Elizabeth Bloch, Astoria Park Alliance

4:30PM

Closing Remarks

Brandy Cochrane, Friends of the Woods

West Building 8th Floor Dining Room

5:00PM

Reception

West Building 8th Floor Dining Room

**Please Visit the Following Ongoing Activities on the
3rd Floor of the West Building from
11:30AM – 5:00PM**

“Parks Stories” Storytelling Booth

Do you have a favorite memory about your park that you want to share? If you do, we invite you to come participate. You can make an audio recording of your story or write your memory down on a “story page” and display it with your photo for all to see. Share your story to receive an “I Heart Park Stories” button. Don't delay, tell your park story today!

iShare Resource Booth

Share your knowledge and get a chance to win terrific Parks-related prizes! We're brainstorming the next wave of tools we'll offer to groups in 2011, and we need your help! Tell us about a PfP resource you found useful (or would have if we had it!), or offer up a skill you've gained/resource you've learned about through your volunteer work. Share with us and you'll be entered into a raffle to win some terrific Parks-related prizes!

Community Gallery

Celebrate the many ways volunteers help parks by visiting our Community Gallery, showcasing images of community groups, great volunteer projects, and events! Add your story to the Gallery and help inspire others through photos of group activities, projects, and brochures, too. Please submit any printed materials to the Registration Table between 9:30 – 11:00 AM.

Resource Tables

Learn about free resources, training opportunities, programs, and how to get connected to the following NYC organizations:

City Parks Foundation

Citizens Committee for New York City

City Harvest, Inc.

Foundation Center

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Materials for the Arts

Metropolitan Waterfront Alliance

Million Trees NYC

NYC Compost Project

NYC Parks & Recreation

NYC Service

NY Lawyers for Public Interest

Trees New York

Urban Park Rangers

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