2016 Great Lakes Fisheries Heritage Trail Conference
Alpena, MI ~~ November 2-3, 2016

“Netting Your Audience”

Wednesday, November 2\textsuperscript{nd}
Besser Museum for Northeast Michigan

1:00 p.m. **Lunch, networking, and guided tours** of Besser Museum boats and exhibits.
4:00 p.m. **Business meeting** of Great Lakes Fisheries Heritage Consortium (open to all)
5:30 p.m. Dinner and evening on your own**

** Optional invitation to join informal get together and to continue networking over dinner at The Fresh Palate

Thursday, November 3\textsuperscript{rd}
NOAA Great Lakes Maritime Heritage Center,
Thunder Bay National Marine Sanctuary

GREAT LAKES FISHERIES HERITAGE TRAIL- NETTING YOUR AUDIENCE!

8:00 a.m. **Continental networking breakfast**

9:00 a.m. **Welcome**, introductions, and opening remarks – Brandon Schroeder, MI Sea Grant
Netting your Audience

9:30 a.m. **Audiences abound**: How can we better connect Great Lakes Fisheries Heritage with a variety of audiences? Gain a perspective from a diversity of potential audiences including schools and educators, fisheries science and stakeholders, and community and tourism travelers.

**Panelists speaking:**
- Cory Brant, Univ. Michigan/Great Lakes Fishery Commission – fisheries stakeholder perspective
- John Caplis, Alpena Public Schools - educational perspective
- Mary Beth Stutzman, Alpena CVB –community, tourism perspective

10:30 a.m. **Marketing & Messaging**: How can a statewide network and partnership better collaborate in marketing and promoting Great Lakes Fisheries Heritage opportunities? Gain new ideas and innovations, best practices and lessons learned from experienced experts and model partnerships that have excelled on this front.

Updated 10.27.16
Panelists speaking:
- **Katie Wolf** - NOAA Thunder Bay National Marine Sanctuary
- **Chris Witulski** - US 23 Heritage Route Discovery Tour partnership
- **Rhett Register** - Michigan Sea Grant Communications Team

11:30 a.m. **Keynote speaker** – Jeff Gray, Superintendent, NOAA Thunder Bay National Marine Sanctuary: Partnerships through the Great Lakes Maritime Heritage Trail

12:00 p.m. **Networking lunch**

1:00 p.m. **Building a GLFH Trail website that serves:** Identified as a network priority, development of a GLFH Trails website could both foster networking and sharing among partners, while enhancing educational and tourism development opportunities among our communities. This panel – with YOUR input - explores insights, ideas, and new opportunities toward a website that serves these network goals.

Panelists speaking:
- **Brandon Schroeder, Michigan Sea Grant** – current GLFH web resources and efforts toward a new networking website opportunity.
- **Land Information Access Association** – building high quality websites, lessons from LIAA’s proven community-driven website model.
- **Laurie Sommers, Cultural Consulting** – exploring content and information of value to our network and potential community audiences.

Interactive panel discussion and audience feedback; your input and discussion will guide future GLFH network funding proposal and projects.

2:15 p.m. **Final remarks**

2:30 p.m. **Adjourn and safe travels**

**Post Conference Opportunities:**

**Staying in town a bit longer? Keep exploring!**

Join the NOAA Thunder Bay National Marine Sanctuary or Besser Museum for Northeast Michigan teams for guided tour of their museums and educational exhibits.

…or join a **traveling fossil tour to Rockport State Park** – discover fossilized life from ancient Devonian saltwater seas, Michigan’s maritime heritage through a geological lens!