2017 Great Lakes Fisheries Heritage Trail Conference
<< Fishtown, Leland, MI << October 12-13, 2017 >>

“Our Past is Always Present”

**Thursday, October 12th**
Fishtown

1:00 p.m. **Registration and networking lunch** at Fishtown (206 W Cedar Street or ‘Avenue A’)

2:00 p.m. **Guided tour of Fishtown** (approximately one hour) exploring history, fishery heritage, and interpretive efforts (and future ideas and opportunities!)

4:00 p.m. **Business meeting** of Great Lakes Fisheries Heritage Consortium (open to all) – held at: Historic Shanty

5:00 **Evening Experiences of Fishtown:** Cruises aboard *Janice Sue* (for those with reservations); and Historic Shanty gathering to enjoy snacks, beverages, good company and conversations (open to all)

6:30 p.m. Dinner gathering at *The Cove* or enjoy evening on your own**

**Invitation to join informal get together to continue networking over dinner (you pay) at The Cove ([www.thecoveleland.com](http://www.thecoveleland.com) – 231-256-9834)**

**Friday, October 13th**
Leland Township Munnecke Room (2013 E Cedar Street, Leland)

GREAT LAKES FISHERIES HERITAGE TRAIL - *Our Past is Always Present!*

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

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

9:30 am **Fisheries: Stories in our past reflected in Great Lakes fisheries issues and management today**

- Dan O’Keefe – Michigan Sea Grant
- Titus Seilheimer – Wisconsin Sea Grant

10:30 a.m. **People: A Fishtown perspective about how people have valued and fished Great Lakes historically and still today**

National Working Waterfronts Network Video – **Oral History: Preserving Maritime History in Fishtown** with commentary provided by

Updated 10.3.17
• Laurie Sommers, folklorist and historic preservation consultant
• Amanda Holmes, Executive Director of Fishtown Preservation Society.
• Brian Price, retired commercial fisherman and Fishtown Preservation Society Board of Directors - perspectives from fishing out of Leland and experiencing changes that have shaped Fishtown as we know it today.

**Coffee Break**

11:15 a.m.  *Sharing our Stories: new opportunities for making online connections*

• Brandon Schroeder, Michigan Sea Grant  
  Launching a project to develop a statewide GLFH network website – online connections among ourselves and our audiences

• Kelly Wolgamott, Travel Michigan, MI Economic Development Corp.  
  Opportunities to partner with Travel Michigan’s statewide tourism marketing initiatives and website to more effectively share our stories.

12:00 p.m.  *Networking lunch*

12:45 p.m.  *Keynote speaker – Peter Payett, Interlochen Public Radio (IPR)*  
  Building our past into stories of present: Peter shares insight from years of covering Great Lakes fisheries issues for public radio, and he’ll show how 200 years of history can be connected to the current story of the lakes and the people who use them.

1:15 p.m.  *Finding the Story – Daniel Stewart*  
  An interactive activity that will benefit your local interests and inform development of our collective Great Lakes fisheries heritage trail website

We live in a golden age of stories, from live storytelling events like “The Moth” to marketing advice about using stories to “build your brand.” As scholar Jonathan Gottschall puts it, “Story is for a human as water is for a fish.” So we’re all getting on board the story train! Except … what, exactly, is “a story”? This interactive session is about answering that question. Good stories share some basic common elements which we’ll explore through examples and exercises, so bring the tools you use for writing. Our goal is to discover and then practice ways to build stories that are meaningful about (and for) both individuals and organizations.

2:45 p.m.  *Final remarks*

3:00 p.m.  *Adjourn and safe travels*

**Post Conference Opportunities:**

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

Visit the fish tug Aloha and the Cannery Boat Museum on the Lake Michigan shores of Glen Haven at [Sleeping Bear Dunes National Park](https://www.nps.gov/sorb/index.htm).

…or explore the museum, education center, and programs of [Inland Sea Seas](http://www.inlandseasea.org)!