National Fish Habitat Partnership Workshop

Gaylord National Resort and Convention Center
201 Waterfront Street
National Harbor, MD 20745
Room: National Harbor 13

Sunday - November 2, 2014

8:30 – 8:45	**Greeting, ground rules, introductions**
8:45 – 9:15	**Marketing NFHP and the NFHP Rebranding Process (Johnny Le Coq/Eli Gerson/Joe Starinchak/Ryan Roberts)** - What is marketing and re-branding? - Why is marketing and re-branding important? - What does marketing and re-branding mean for FHPs?
9:15– 10:30	**Guided Rebranding Break-outs** *Theme 1: Ownership Exercises* *Theme 2: Laying the foundation for future work*
10:30 – 10:40	Break
10:40 – 11:10	**Pulling it All Together: Marketing, Re-Branding, and Fundraising** - Timeline for future webinars and next steps
11:10-11:40	**Building Awareness about Habitat Conservation (Communications and Outreach) Case Study Panel: Collaboration with the national level, across FHPs, and within FHPs** Suggested Panel: Ryan Roberts on a successful National – FHP collaboration example; Lindsay Gardner on Whitewater to Bluewater collaborative communication efforts; and Roger Harding on the SeAK Film Festival.
11:40-12:10	**Communications Break-outs: Building upon existing collaborations and identifying new opportunities** *Regional Break-outs*
12:10 - 1:10	**Lunch**

1:15 – 1:45	**NFHP Performance Evaluation and USFWS Allocation (Stan Allen and Cecilia Lewis)** - Summary of purpose and approved process for NFHP Performance Evaluation - Presentation of options for a path forward - FHP questions and comments for Board consideration -USFWS Allocation FY15 Process
1:45 - 2:45	**501(c)(3) - National Fish Habitat Fund (Mike Andrews/Matt Menashes)** - National Fish Habitat Fund overview - Road map & tools for FHP participation - 501(c)(3) Question and Answer Session
2:45 - 3:00	Break
3:00 – 3:30	**Funding Case Study Panel: Collaboration with the national level, across FHPs, and within FHPs** Suggested Panel: Ryan Roberts on MSCGP; PMEP/CFPF report on west coast FHP joint funding (tentative); Therese Thompson on leveraging funding from non-traditional partners.
3:30 – 4:00	**Funding Break-outs: Building upon existing partner collaborations and identifying new opportunities** *Regional Break-outs*
4:00 - 4:30	**Habitat Assessments and Symposia Case Study Panel: Collaboration with the national level, across FHPs, and within FHPs** Suggested Panel: Gary Whelan on status of 2015 assessment and a successful National-FHP collaboration example; Donovan Henry on Mid-west FHP Science collaboration; Steve Perry on Brook Trout status assessment, science symposium and LCC collaboration
4:30 – 5:00	**Science Break-outs: Building upon existing collaborations and identifying new opportunities** *Regional Break-outs*
5:00 – 5:30	**Break-Out Report Backs: priority topics for further discussion and next steps**
5:30 – 7:00	Break – refreshments; Social Gathering; Discussion of topics from summary