#Winning: The Art of Getting Voters to Open their Wallets for Parks

Seattle, WA
August 8 - 10, 2018

**Wednesday, August 8**

5:30pm – 7:30pm  
**Welcome Reception:** Friends of the Waterfront Office (1400 Western Ave)

**Thursday, August 9**

8:30 – 8:45 am  
**Breakfast:** Seattle Central Library 4th Floor Room #1 (enter via 1000 4th Ave)

8:45 – 9:00 am  
**Welcome**

Speakers: Kevin O’Hara, NRPA | Christopher Williams, Interim Superintendent, Seattle Parks and Recreation

9:00 – 10:15 am  
**Panel: The Seattle Parks Legacy – Passing Proposition 1**

Speakers: Christopher Williams, Interim Superintendent, Seattle Parks and Recreation | Ben Noble, Budget Director, City of Seattle | Thatcher Bailey, President and CEO, Seattle Parks Foundation | Ken Bounds, Former Superintendent, Seattle Parks and Recreation

10:15 – 10:30 am  
Break

10:30 – 11:45 am  
**Panel: Win, Lose, or Draw - Park and Rec Campaigns Across the Country**

Speakers: Susan Trautman, CEO, Great Rivers Greenway | Wade Walcutt, Director, Cincinnati Parks and Recreation | Joe Brady, Chief Strategy Officer, Metro Parks Tacoma

11:45 am  
Travel to Lake Union Park

12:30 pm  
**Argosy Cruise from Lake Union Park to Downtown Waterfront with working lunch**

3:30 pm  
**Walking tour of Waterfront Park site** en route to Port of Seattle, Pier 69, (2711 Alaskan Way- Commission Chambers Room)

3:45 – 5:00 pm  
**Session: Park Financing 101**

J. Dee Frankfourth, Assoc. National Conservation Strategies Director, TPL

5:00 - 7:00 pm  
**Evening Reception**

Mithun Associates, Pier 56, (1201 Alaskan Way, #200)
Friday, August 10

8:00 - 8:30 am  Bus to Arboretum (2300 Arboretum Dr E)
8:30 – 9:00 am  Breakfast
9:00 – 9:30 am  **Keynote: Key Components of a Successful Campaign**
                  Speaker: Patrick Guerriero, Civitas Public Affairs
9:30 am - 12:30 pm  **#Winning - Workshop and Competition: Designing Your Funding Campaign**
                  Facilitator: Dr. Stephen Page, University of Washington's Evans School of Public Policy and Governance
12:30 – 1:00pm  Lunch and Debrief
1:00 pm  Group #1: Bus return to hotel | Group #2: Optional hike of Seattle Japanese Garden
3:00 pm  Group #2: Bus return to hotel