2014 Conference
Michigan Lighthouse Alliance

Great Lakes, Great Lights:
Sustainability for a Successful Future

“SUSTAINING OUR FUTURE”

TRAVERSE CITY
MICHIGAN
MAY 21-23, 2014

Organized by the
MICHIGAN LIGHTHOUSE ALLIANCE
Welcome to Traverse City!

MLA and Traverse City welcome you to the area. We hope you enjoy the conference and are able to visit the area’s shops and sites to see what makes Michigan so special. There’s plenty to do and see in Traverse City. In fact, your biggest problem may be finding time to do everything!

Here are a few ways to enjoy some of this area’s unique cultural, recreational and scenic features.

- The most stunning features of Traverse City are its sandy shorelines along Grand Traverse Bay and Lake Michigan, and its crystal clear lakes. Make some memories by treasure hunting, beach bumming or building sand castles.
- Associated with the lakes and shorelines are five (5) lighthouses:
  1. Pt. Betsie marks the southern entrance to the Manitou Passage and is a favorite sunset viewing spot.
  2. South Manitou Island Lighthouse is accessed via Manitou Island Transit’s passenger ferry out of Leland.
  3. Grand Traverse Lighthouse Museum is located at the tip of the Leelanau Peninsula, open daily for tours.
  4. Old Mission Point is at the tip of Old Mission Peninsula and is open for visitors.
- Museums and organizations, both small and large, are plentiful and share the rich history of the area.
- Walk, bike, skate, or jog along the Traverse Area Recreational Trail (TART), a paved 10-mile trail that takes you from one end of town to the other. Take one of the many hikes, bird watching excursions, canoe or kayak trips available in the area. Golf courses abound.

Event Overview

After several extremely successful conferences and in response to overwhelming interest in establishing a biennial lighthouse preservation conference, the Michigan Lighthouse Alliance (MLA) is proud to announce its next conference, to be held May 21-23, 2014 at the Great Lakes Maritime Academy in Traverse City, Michigan.

MLA’s mission is to preserve, advocate for, be stewards of, and tell the stories of Michigan’s historic lighthouses and associated Great Lakes maritime heritage.

Among the numerous presentations, meetings, and celebrations offered during this multi-day, multi-faceted event will be sessions about properly maintaining a lighthouse, getting tourists into lighthouse towers, and re-lighting tower lights with replica Fresnel lens. Lighthouse transfer ceremonies will top off the three-day event.

You may choose to participate for the entire conference or a single day, based on which sessions you want to attend and what works best for your schedule.

The event will feature:

- Conference sessions & Panel Presentations: addressing aspects of lighthouse preservation, light and port partnership development to aid tourism and economic development, and “what next” opportunities for long-time lighthouse groups;
- Speakers: representing a wide range of individuals, corporations, private businesses, federal and state agencies, local governments, and nonprofit organizations;
- How-to educational sessions: presenting step-by-step practical advice;
- Formal & informal learning opportunities: enhancing your management and technical know-how;
- Ask-the-expert: finding solutions to your light/s/port’s unique challenges; and
- Networking opportunities: building relationships with your port and lighthouse partners and industry professionals, all of which are critical to successful organizations and goal achievement.

Great Lakes Lighthouse Preservation Conferences and Michigan Port Collaborative Meetings provide great opportunities to get inspired, share ideas, and learn from practitioners, various industry professionals, and others involved in preservation of lighthouses and sustainable development of multi-function working ports, all part of our collective maritime heritage.
HOTEL INFORMATION

The Maritime Academy, the site of our 2012 conference, sits on the shore of beautiful West Grand Traverse Bay. It does not have lodging accommodations, so we have selected hotels on either side of it. Both are within walking distance of the Academy on a warm, sunny day. Both hotels we selected also sit directly on Grand Traverse Bay and have beautiful beaches and lots of other amenities to offer. Special rates are through 4/18/2014, however group rates will be honored as long as the room types are available.

BAYSHORE RESORT
833 East Front St.
Traverse City, MI  49686-2703
Phone: 1-800-634-4401
www.bayshore-resort.com

Features include: indoor pool/whirlpool-fitness room, game room. Complimentary Breakfast. Check in: 4 PM Check out: 11 AM

Rooms have been reserved May 21-23.
Prices are:
- No view, single bed  $99 per night
- No view, double bed  $99 per night
- Partial view, single bed  $107 per night
- Partial view, double bed  $107 per night
- Full view, two queen beds  $129 per night

They also have rooms with kings and spas. All rates are plus tax and are based on single/double occupancy.

EVENT PROGRAM

Thursday, MAY 21
3:00 pm  Registration Opens
3:00-7:00 pm  Meet and Greet Reception
Greetings: Michigan Lighthouse Alliance
Elks Club- 625 Bay St., Traverse City, MI

Thursday, MAY 22
9:00-9:15 am  Opening Comments and Welcome
8:30-10:15 am  ASSETS & CHALLENGES FOR LIGHTS AND PORTS OF THE NORTHWEST LOWER PENINSULA
Regional leaders present their assets and challenges
10:45-11:45 am  MICHIGAN LIGHT AND PORT INITIATIVES
MLA and MPC
Statewide issues, advocacy and partnerships
12:00-1:30 pm  Lunch Session
THUMB LIGHTS AND PORTS ALLIANCE
Thumb partners present their work to link area historic and cultural resources to regional economic development
2:00-4:00 pm  CONCURRENT SESSIONS
1. MLA ANNUAL MEMBERSHIP MEETING
2. REGIONAL PORTS ROUNDTABLE
Discussing next steps
4:15-5:15 pm  GETTING THE WORD OUT: MEDIA AND PROMOTION
PR Strategies Advertising, promotional materials, writing press releases and articles and how to get them published, trade shows
6:15-8:30 pm  Cocktails, Dinner
LIGHTS AND PORTS: PURE MICHIGAN
Keynote address by George Zimmerman, Pure Michigan

Friday, MAY 23
8:30-9:45 am  LIABILITY AND EMERGENCY MANAGEMENT
Disaster/emergency planning, legal paperwork–waivers, medical issues and requirements, liability, contingency planning
9:45-10:45 am  TOURISM AND OUR HISTORIC MESSAGE/PROGRAMS
11:00 noon  FROM PRESERVATION TO PUBLIC ACCESS
Transforming lights into educational facilities, providing public access and historic interpretation
12:15-1:30 pm  Lunch Session
BIRDING AND BEACONS
Migratory birds and their unique relationship with light stations and ships
1:45-2:45 pm  OUR VITAL VOLUNTEERS
Soliciting, training, growing, using and keeping
3:00-4:00 pm  HOW TO PUT THE LIGHT BACK IN THE LIGHTHOUSE
Videos, YouTube, websites
3:30-4:30 pm  GENERAL FORUM
NPS/GSA/USCG/SHPO
A panel on NOA’s and what is in motion for the future for lighthouse transfer
4:15-5:00 pm  GENERAL FORUM NPS/GSA/USCG/SHPO
A panel on NOA’s and what is in motion for the future for lighthouse transfer
4:00-5:30 pm  AMERICAN LIGHTHOUSE COORDINATING COMMITTEE MEETING (ALCC)
6:00 pm  Cocktails, hors d’oeuvres
LIGHTHOUSE TRANSFER CEREMONIES
MICHIGAN LIGHTHOUSE ALLIANCE CONFERENCE
REGISTRATION INFORMATION

Please register online at the following website:
PUT URL HERE

For up to date, current conference details visit the Michigan Lighthouse Alliance website at:

www.michiganlighthousealliance.org

OR

contact Ann Method Green at:

info@michiganlighthousealliance.org
(906) 322-4486