

# KEEP FLORIDA BEAUTIFUL

## ANNUAL CONFERENCE

### - AGENDA -

#### Wednesday, June 7, 2017

- 11:30 am – 1:00 pm ..... KFB Board Lunch with the Youth Council & Affiliate Council
- 1:30 pm – 4:00 pm ..... KFB Board Meeting
- 1:30 pm – 4:00 pm ..... Executive Director Training – For New & Not So New Directors  
*Cecile Carson, Vice President, Litter & Affiliate Relations Keep America Beautiful*
- 5:30 pm – 7:30 pm ..... KFB Awards Dinner

#### Thursday, June 8, 2017

- 7:30 am – 8:30 am ..... Continental Breakfast
- 8:30 am – 8:45 am ..... Welcome & Opening Remarks  
*Craig Ahal, Board President-Keep Martin Beautiful*  
*Mary Jean Yon, Executive Director-Keep Florida Beautiful*
- 8:45 am – 9:30 am ..... Recognition of Retiring Affiliates, Years of Service & KABAF Update
- 9:30 am – 10:00 am ..... Keep America Beautiful Update  
*Helen Lowman, President & CEO Keep America Beautiful*
- 10:00 am - 10:15 am ..... BREAK
- 10:15 am – 11:15 am ..... KAB Behavior Change  
*Cecile Carson, Vice President, Litter & Affiliate Relations*  
*Keep America Beautiful*
- 11:15 am – 12:00 pm ..... Media & Outreach – Panel Discussion  
*Angela Spears, Keep Florida Beautiful*  
*Stacy Ranieri, Keep Martin Beautiful*  
*Stephanie Lawler-Ellington, Keep Pinellas Beautiful*
- 12 noon – 1:30 pm ..... LUNCH & AFFILIATE SHARING
- 1:45 pm – 2:30 pm ..... Keep America Beautiful Dashboard & Data Management Training  
*Cecile Carson, Vice President, Litter & Affiliate Relations Keep America Beautiful*
- 2:30 pm – 3:15 pm ..... CARE: Strategically Communicating about Recycling - Project Update  
*Vaughan James, MS, MAMC - College of Journalism & Communication University of Florida*
- 3:15 pm – 3:45 pm ..... BREAK
- 3:45 pm – 4:30 pm ..... FDOT / Florida Affiliates Grants Update & Training  
*Steve Liner, Programs Manager, Office of Maintenance*  
*Florida Department of Transportation*
- 4:30 pm – 4:45 pm ..... WRAP-UP & ADJOURN
- 5:30 pm – 7:00 pm ..... Poolside Networking/Social
- DINNER ON YOUR OWN**

#### Friday, June 9, 2017

- 7:00 am – 8:00 am ..... Sunrise Yoga (Optional)
- 8:00 am – 9:00 am ..... Continental Breakfast
- 9:00 am – 9:45 am ..... Legislative Panel Discussion  
*Moderator, Keyna Cory, President Public Affairs Consultants, Inc.*  
*Gayle Harrell, State Representative - District 83*  
*Clay Henderson, Executive Director of the Institute for Water and Environmental Resilience at Stetson University*  
*Martin County Commission Vice-Chair Ed Ciampi*
- 9:45 am - 10:30 am ..... The Secrets of Fundraising – Group Discussion  
*Moderator, Mary Jean Yon, Executive Director Keep Florida Beautiful*
- 10:30 am – 11:15 am ..... How to Find, Retain & Motivate Board Members  
*Cecile Carson, Vice President, Litter & Affiliate Relations Keep America Beautiful*
- 11:15 am – 11:30 am ..... WRAP-UP & ADJOURN
- 12:00 pm – 1:30 pm ..... Florida Oceanographic Institute Site Visit & Lunch (Optional)

**HUTCHINSON ISLAND MARRIOTT**  
555 N.E. Ocean Blvd. Stuart, Florida  
June 7-9, 2017

