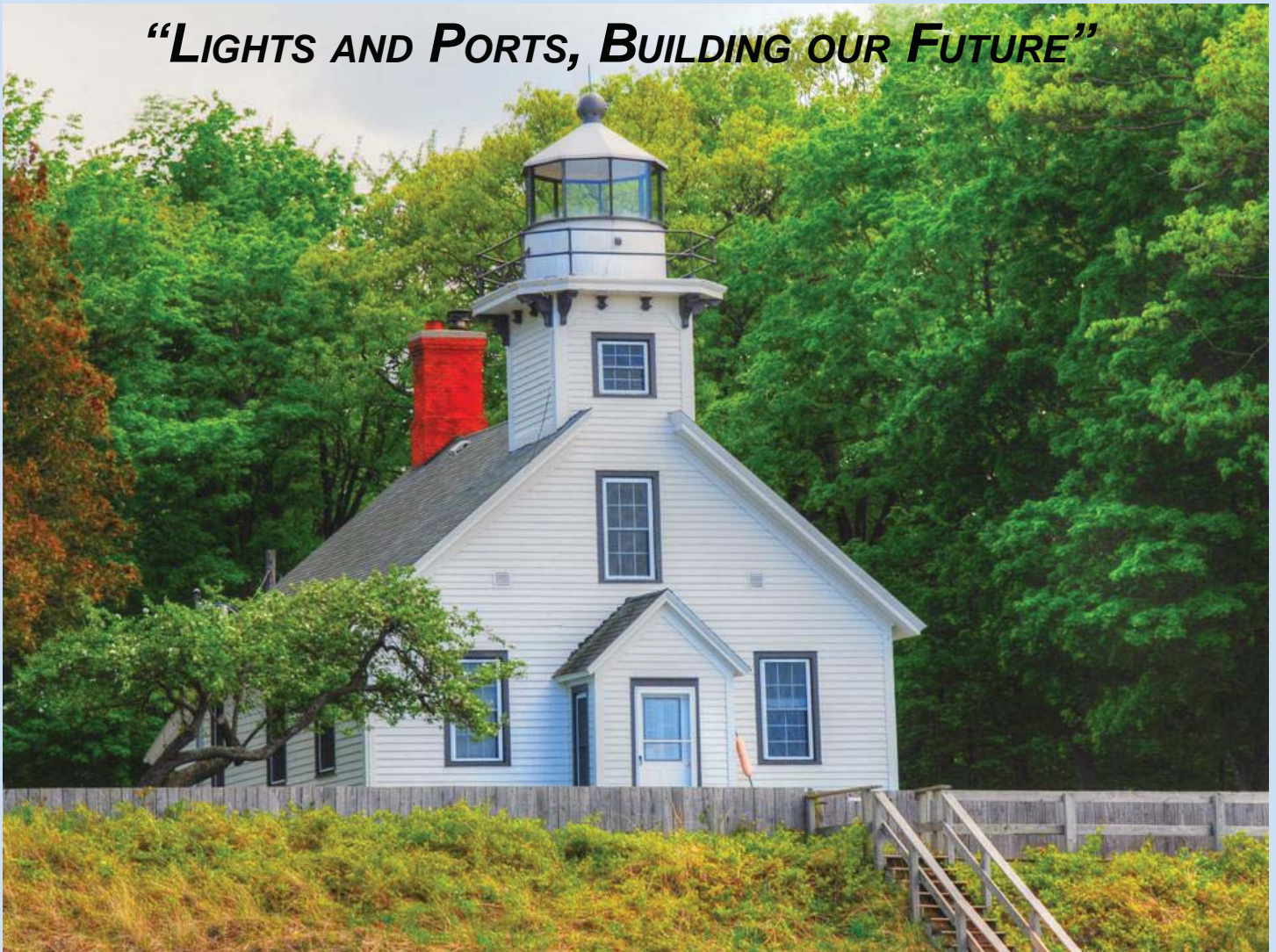


**The Michigan Lighthouse Alliance
&
Michigan Port Collaborative**

Proudly Announce the

**2012 Great Lakes
Lighthouse Preservation Conference
&
Port Collaborative Summit**

“LIGHTS AND PORTS, BUILDING OUR FUTURE”



www.michiganlighthousealliance.org

Thank you for your interest in lighthouse preservation and our ports.

The Michigan Lighthouse Alliance

&

Michigan Port Collaborative

2012 Conference Information



After several very extremely successful conferences and overwhelming interest in establishing a biennial lighthouse preservation conference, the Michigan Lighthouse Alliance is proud to announce its next conference, which will be held May 22-24, 2012 at the Great Lakes Maritime Academy in Traverse City, Michigan. New this year, MLA is collaborating with the Michigan Port Collaborative to feature a joint Michigan Ports Summit.

This conference will provide sessions about properly maintaining a lighthouse, getting tourists into the lighthouse towers and re-lighting tower lights with replica Fresnel lenses. Lighthouse transfer ceremonies will top off the conference!

All of this and more will be presented in this multi-day, multi-faceted conference/summit. As a participant, you can come for individual days or for the entire conference, based on which sessions you want to attend and what works best for your schedule.

The Michigan Port Collaborative's mission is to unite port communities working to develop our Great Lakes and coastline as "Michigan's Front Door".

For more information on the conference, please check back soon for conference pricing, hotel information, etc., which will be posted shortly.

To stay updated on the conference with our e-news blasts, please e-mail your contact information to info@michiganlighthousealliance.org to be included in mailings only pertaining to the conference.

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Tentative Conference Program - 2012

“LIGHTS AND PORTS, BUILDING OUR FUTURE”

TUESDAY, MAY 22, 2012

5:00 p.m. Registration Opens

**6:00-8:00 p.m. Meet and Greet Reception
Greetings from MLA & MPC Leaders
–Elks Club- 625 Bay St., Traverse City, MI**

WEDNESDAY, MAY 23, 2012

**8:30 -10:15 a.m. Opening Comments and
Welcome**

**LIGHTS AND PORTS OF OUR NORTHWEST
LOWER PENINSULA**

**Regional leaders present their assets and
challenges**

**10:45 -11:45 a.m.
MICHIGAN LIGHT AND PORT INITIATIVES
MLA and MPC present statewide issues,
advocacy and partnerships**

**12:00-1:30
THUMB LIGHTS AND PORT ALLIANCE
Thumb partners present their work to link area
historic and cultural resources to regional
economic development
Including Noble Odyssey-Luke Clyburn**

**2:00-4:00
CONCURRENT SESSIONS
1. MLA ANNUAL MEMBERSHIP MEETING
2. REGIONAL PORTS ROUNDTABLE
Discussing Next Steps**

**4:15 – 5:15 p.m.
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**

**6:00-8:30
LIGHTS AND PORTS: PURE MICHIGAN
KEYNOTE ADDRESS BY GEORGE
ZIMMERMAN, PURE MICHIGAN
Cocktails, Dinner**

THURSDAY, MAY 24, 2012

**8:30-9:45 a.m.
LIGHTHOUSE LEGAL ISSUES
Disaster/emergency planning, legal paperwork-
waivers, medical issues and requirements,
liability, contingency planning**

**9:45-10:45 a.m.
TOURISM AND OUR HISTORIC MESSAGE/
PROGRAMS**

**11:00 a.m. - Noon
OUR VITAL VOLUNTEERS
Soliciting, Training, Growing, Using and
Keeping Them**

**12:15-1:30 p.m.
THE NATIONAL REGISTRY AND ALCC
Lunch**

**1:45-2:45 p.m.
HOW WE GET THEM THERE: PUBLIC ACCESS
& ACCESSIBILITY
Handicap accessibility, ease/difficulty of
access, cost effectiveness, staffing**

**3:00-4:00 p.m.
HOW TO PUT THE LIGHT BACK IN THE
LIGHTHOUSE
Videos, YouTube, Websites**

**3:30-4:30
GENERAL FORUM
NPS/GSA/USCG/SHPO- a panel on NOA's and
what is in motion for the future for lighthouse
transfer**

**6:00
LIGHTHOUSE TRANSFER CEREMONIES
Cocktails, dinner**

Conference pricing will be announced soon, please save the date and sign up to receive more information!

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