

# PROFESSIONAL LEADERSHIP INSTITUTE

## January 13-18, 2009 @ Ashland Nature Center Hockessin, Delaware

- **GAIN** insight and expertise in key components of operating a non-profit institution
- **NETWORK** and share with colleagues your successes and lessons learned from experience
- **ACQUIRE** techniques in recognizing and preparing for challenges
- **REFRESH** and focus your vision

### AGENDA

#### Tuesday, Jan. 13

2:00-5:00 Arrival, Orientation

5:30-7:00 Dinner

7:00-8:30 Evening Program; share a video or slides. *Michael Riska, Executive Director, DNS*

#### Wednesday, Jan. 14

9:00-9:45 Welcome

10:00-11:15 Leadership – This dynamic presentation distills the universal elements of leadership that apply in the for-profit and non-profit worlds. Learn about an approach to management that encourages employees to excel. *Diane Gulyas, Group Vice President, DuPont Performance Materials*

11:30-12:30 Volunteers – A volunteer program that attracts, retains, and rewards volunteer team members can be vital to your success. Learn about the tools and benefits of volunteer coordination. *Angela Williamson, Volunteer Coordinator, Hagley Museum and Library*

1:30-3:00 Fund Development – Successful fundraising is an integral part of any non-profit organization. This session will focus on a variety of fund development areas including annual giving campaigns and capital development programs. *Linda Chambers, Associate Director, Development & Marketing, DNS and Michael Riska*

3:15-4:30 Education, Natural Resources Conservation, Land & Biodiversity Management, Business & Finance – Free time to meet with DNS staff

5:30-7:00 Directors Forum & Dinner – Marketing your organization in an increasingly competitive world can be challenging. This session will discuss practical strategies on how to present your organization in the most effective way to your customers. *Linda Chambers & Michael Riska*

#### Thursday, Jan. 15

7:30 Winter Birding (optional) – *Joe Sebastiani, Member Programs Team Leader, DNS*

9:00-11:30 Personnel Administration & Goals – Learn about personnel policies, job descriptions, performance reviews, and hiring and firing (including legal ramifications). A strategic plan establishes short and long term goals. Realistic and accountable goals with input from all team members will produce an excellent working document. *Michael Riska and David Toman, Associate Director, Business & Finance, DNS*

1:00-2:30 Public Relations – Solid public relations begin with the organization's community of staff and volunteers. This session will give participants insights for creating new programs, strengthening existing ones and harnessing your potential to encourage involvement. *Joan Priest, CFRE, Senior Consultant, Farr Healey Consulting*

3:00-4:30 Finding Time & Money to Plan – Putting the horse before the cart: explore avenues of planning for administrative improvements, operational enhancements and program expansion. *Dede Long, Executive Director, Briar Bush Nature Center*

5:00-6:30 Dinner & Open Forum - Bring a challenge and explore opportunities with your peers. *Michael Riska*

#### Friday, Jan. 16

9:00-12:00 Fund Development – Learn about the philosophy, proven techniques, successful materials and effective management associated with fund raising for non-profit organizations. *J. Cameron Yorkston, Yorkston Consulting and DNS fundraising consultant for more than 20 years*

1:00-3:00 Board of Directors - Developing a Dynamic Board – Take a look at the structures and strategies for developing an active and dynamic board, including selection, recruitment, training, recognition, and separation of the roles of the board and Executive in a non-profit organization. *George Krupanski, Executive Director, Boys & Girls Clubs of Delaware, Inc.*

3:30-5:00 Public/Private Governance – In today's atmosphere of less government, many facilities are asked to cut back. Another option is to create or expand a joint governance structure where a not-for-profit works hand in glove with the operations of the facility. This arrangement can be a blessing that provides strong community support, new sources of revenue, and expanded outreach and flexibility. *Robert Mercer, Director, Silver Lake Nature Center; past board member, Association of Nature Center Administrators*

#### Saturday, Jan. 17

9:00-12:00 Land Management for Biodiversity - Burrows Run Preserve, near Ashland Nature Center, includes two of Delaware's outstanding Natural Areas and is a remarkable 352-acre piedmont stream valley known for its abundant bluebirds and wildflowers. Surveys have revealed 178 bird, 32 butterfly and 115 wildflower species. Learn how DNS manages this preserve for education and biodiversity. *Jim White, Associate Director, Land & Biodiversity Management, DNS*

1:00-5:00 Eagles at Conowingo or Delaware Coastal Habitats – Witness eagles hunting along the Susquehanna River in nearby Maryland. As fish pass through the Conowingo Dam, eagles, great blue herons, ospreys and thousands of gulls (including some rare species) capitalize on the bounty. Or travel to Delaware Bay coast in search of wintering birds. Stops will include Bombay Hook National Wildlife Refuge and various state wildlife areas. *Jim White*

#### Sunday, Jan. 18

9:00-12:30 Museum Visit – On your own, visit nearby world-famous Longwood Gardens, Brandywine River Museum or Winterthur Museum & Gardens.

**REGISTRATION DEADLINE: DEC. 12, 2008!**

## INFORMATION

### About Ashland Nature Center / Delaware Nature Society (DNS)

Ashland Nature Center is the headquarters of the Delaware Nature Society, and is located less than an hour from Philadelphia International Airport and less than two from BWI. DNS is a non-profit, membership organization, established in 1964 that fosters understanding, appreciation and enjoyment of the natural world through education, preserves ecologically significant areas, and advocates stewardship and conservation of natural resources. Visit us on the web at [www.delawarenaturesociety.org](http://www.delawarenaturesociety.org).

DNS has two other main program and experiential sites: Coverdale Farm in Greenville and Abbott's Mill Nature Center in Milford and it owns or manages more than 1000 acres of wildlife habitat for education and biodiversity. Additionally, DNS is the Delaware affiliate of the National Wildlife Federation (NWF), offering input on national issues that concern citizens in our region.

*"The Professional Leadership Institute was just the thing I needed as a young manager of one of Audubon's oldest nature centers. It was just the right mix of staff management, fundraising, goal setting, and of course birding. I would recommend this course to a new manager for helpful ways to hit the job running or for a seasoned veteran who's looking for new ways to stay on top of changing trends."* Aaron Virgin, Executive Director, Theodore Roosevelt Sanctuary & Audubon Center, 2008 PLI participant.

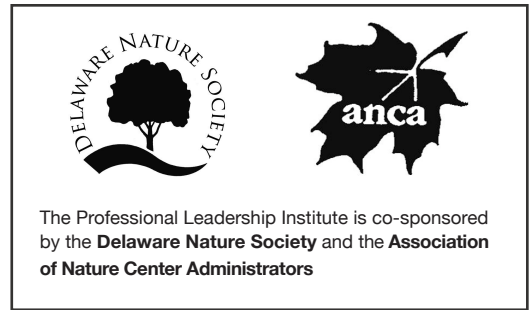
### Fees

- Course registration (Jan. 13-18): \$350 for ANCA members  
If you are not a member, you may join ANCA for \$70 (individual) or \$110 (institution) at this time.  
Your membership will extend through December 2009.
- Lodging in Nature Center dorms and 14 meals: \$395 (please advise in writing of special needs)  
Built in 1990, the Lodge is furnished with a fireplace, Great Room, heated dormitories with restrooms and showers, and kitchen.

### – TOTAL MEMBER'S COST: \$745 –

- For those not wanting the full package: \$150/day (lunch included)  
Information about other nearby lodging is available upon request.
- Registration fee: Make check payable to Delaware Nature Society
- ANCA membership: Make check payable to ANCA
- Mail check(s) with completed form to:

**Professional Leadership Institute**  
c/o Delaware Nature Society  
P.O. Box 700  
Hockessin, DE 19707



## QUESTIONS?

**Web:** [www.delawarenaturesociety.org](http://www.delawarenaturesociety.org)

**Call:** 302-239-2334, ext. 114

**Email:** [helen@delawarenaturesociety.org](mailto:helen@delawarenaturesociety.org)

## PROFESSIONAL LEADERSHIP INSTITUTE

January 13-18, 2009

I will attend the following days (please circle):

▶ Tuesday   ▶ Wednesday   ▶ Thursday   ▶ Friday   ▶ Saturday   ▶ Sunday

Registration fee \$ \_\_\_\_\_ Lodging & meals \$ \_\_\_\_\_

ANCA membership dues \$ \_\_\_\_\_ TOTAL AMOUNT \$ \_\_\_\_\_

Name \_\_\_\_\_

Job Title \_\_\_\_\_

Institution \_\_\_\_\_

E-Mail \_\_\_\_\_

Phone #s: Work ( \_\_\_\_\_ ) \_\_\_\_\_ Home ( \_\_\_\_\_ ) \_\_\_\_\_

Cell ( \_\_\_\_\_ ) \_\_\_\_\_ FAX # ( \_\_\_\_\_ ) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

**BE SURE TO  
REGISTER BY  
DECEMBER 12!**