



Professional Leadership Institute

March 14–18, 2017 at Ashland Nature Center, Hockessin, DE

Agenda

TUESDAY, MAR 14

3:00–5:00 Arrival & Orientation

5:30–7:00 Dinner

7:00–8:30 Evening Program

Share a video, power point presentation, or printed materials.

Ginger North, Director of Conservation, Delaware Nature Society (DNS)

WEDNESDAY, MAR 15

9:00–9:45 Welcome & Introductions

Brian Winslow, Executive Director, DNS

10:00–11:15 Leadership

This dynamic presentation distills the universal elements of leadership that apply in the for-profit and nonprofit worlds. Learn from an experienced leader (and a Delaware Nature Society Board member) how to be the best leader you can be and motivate outstanding performance from your teams.

Diane Gulyas, Retired Group Vice President, DuPont Performance

11:30–1:00 Attracting New Audiences

How do you keep your organization relevant?

Jeff Downing, Executive Director, Mt Cuba Center

Chante Coleman, Deputy Director, Choose Clean Water

2:00–3:30 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.

Joanne McGeoch, Director of Development & Marketing, DNS and our Membership & Annual Giving Coordinator, DNS

5:30–7:00 Forum

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.

Joanne McGeoch, Director of Development & Marketing, DNS

Stephanie Sturmfels, Marketing Manager, DNS

THURSDAY, MAR 16

7:30 Winter Birding (optional)

Joe Sebastiani, Manager, Ashland Nature Center, DNS

9:00–11:30 Personnel, Administration, & Strategic Planning

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.

Brian Winslow, Executive Director, DNS

Bill Bochow, Director of Business & Finance, DNS

1:00–4:00 Mind the Message Workshop

Just as you only board a train once you know where you are going, you should only represent your organization, make a presentation or participate in an interview once you know what you want to say. Developing effective communication skills is an on-going process that strengthens self-confidence, leadership, and interactions throughout a career.

Barbara Garland, Founder, ImageVisions

4:00–5:00 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

6:00–9:00 Open Forum & Dinner

Helen Fischel, Director of Education & Organizational Development, DNS

FRIDAY, MAR 17

9:00–10:00 Advocacy: Benefit or Obstacle?

More and more organizations are investigating “advocacy” and what that means for the organization. Discover what 501(c)(3)’s are allowed to do, best management practices for advocacy based organizations and the current environmental issues facing Delaware.

Brenna Goggin, Advocacy Manager, DNS

10:10–11:00 Connecting to Nature through Citizen Science

While many people are disconnected from nature, others are searching for meaningful boots-in-the-water or binoculars-in-the-hand opportunities to enjoy nature while making a difference. This session will discuss the ups and downs of initiating, maintaining and developing programs that are meaningful for both volunteers and for your organization.

Kristen Travers, Watershed Stewardship Team Leader, DNS

Joe Sebastiani, Manager, Ashland Nature Center, DNS

11:15–12:15 Education, Advocacy, Land trusts, and Sites

One-on-one meetings with Delaware Nature Society staff.

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 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 Delaware Nature Society manages this preserve and other properties for education and biodiversity.

Jim White, Senior Fellow for Land and Biodiversity Management, DNS

Dave Pro, Ashland Land Steward, DNS

SATURDAY, MAR 18

8:00–2:00 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, Senior Fellow for Land and Biodiversity Management, DNS

MUSEUM VISITS

On your own, visit nearby world-famous Longwood Gardens, Brandywine River Museum, or Winterthur Museum & Gardens.

Registration deadline: Feb 23

PLI Conference Information

ABOUT ASHLAND NATURE CENTER AND DELAWARE NATURE SOCIETY

Ashland Nature Center is the headquarters of Delaware Nature Society, and is located less than an hour from Philadelphia International Airport and less than two hours from BWI. Delaware Nature Society is a non-profit, membership organization, established in 1964, that fosters understanding, appreciation and enjoyment of the natural world through education, preservation of ecologically significant areas, and advocacy of stewardship and conservation of natural resources. Visit us online at www.DelNature.org.

We have three other main program and experiential sites in Delaware: Coverdale Farm Preserve in Greenville, Abbott's Mill Nature Center in Milford, and DuPont Environmental Education Center in Wilmington. We own or manage more than 1000 acres of wildlife habitat for education and biodiversity. Additionally, we are the Delaware affiliate of the National Wildlife Federation (NWF), offering input on national issues that concern citizens of our region.

LODGING

Lodging is located in our Ashland Nature Center Lodge dorms. Built in 1990, the Lodge is furnished with a fireplace, Great Room, kitchen, and heated dormitories with restrooms and showers.

FEES

Option 1: Full Package (conference, meals & lodging):
\$745 + ANCA membership*

Option 2: Next Best Package (conference & meals):
\$584 + ANCA membership*

Option 3: Pay By Day: \$150/day No membership required.
Information about other nearby lodging is available upon request.

Scholarships are available. Personal Statement for Scholarship Request is required by Feb 14. Up to 500 words, include:

- 1) Reason you feel you should receive scholarship
- 2) How PLI will impact your career
- 3) Statement of need

REGISTRATION AND MEMBERSHIP

- Check payable to:
Delaware Nature Society
(to pay with credit card, call 302.239.2334 ext.114)
- Completed **application form**
(see detachable form below)
- If applicable, **Personal Statement for Scholarship Request**

Mail all checked items to:

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

The Professional Leadership Institute is co-sponsored by **Delaware Nature Society** and **Association of Nature Center Administrators**



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

"...the most worthwhile training I've been to...I am now reenergized to go back to work with a load of new ideas..."

Questions?

Online:
www.DelNature.org/PLI
Call:
302.239.2334, ext. 114
Email:
Helen@DelNature.org

Professional Leadership Institute Application

MARCH 14-18, 2017

Days I will attend (please circle): Tue Wed Thr Fri Sat Sun

Payment option I've chosen (check one):

- Full Package: \$745 + \$ _____ * = \$ _____ **TOTAL**
- Next Best Pkg: \$584 + \$ _____ * = \$ _____ **TOTAL**
- Pay By Day: # _____ days (\$150/day) = \$ _____ **TOTAL**
- Scholarship Request (Personal Statement required, see above)

* ANCA membership required for Full and Next Best Packages.
Choose a level: \$60 professional, \$100 organization, \$25 grad student

Name: _____

Date of Birth: ____/____/____

How to contact me (check preference):

Email: _____

Phone: Work: (____) _____

Cell/Home: (____) _____

Address: _____

BE SURE TO REGISTER BY FEB 23