Professional Leadership Institute
January 12–16, 2016 at Ashland Nature Center, Hockessin, DE

Agenda

TUESDAY, JAN 12
3:00–5:00 Arrival & Orientation
5:30–7:00 Dinner
7:00–8:30 Evening Program
Share a video or power point. Ginger North, Director of Conservation, Delaware Nature Society (DNS)

WEDNESDAY, JAN 13
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, Jill Witkowski Heaps, Director, Chesapeake 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, Joanne Malgiero, 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 Sturmfeils, Marketing Manager, DNS

THURSDAY, JAN 14
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, JAN 15
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 Krapanski, 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

SATURDAY, JAN 16
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: Dec 11
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 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

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<tr>
<th>Option</th>
<th>Description</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Full Package</td>
<td>Conference, meals &amp; lodging</td>
<td>$745 + ANCA membership*</td>
</tr>
<tr>
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<tr>
<td>Pay By Day</td>
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Information about other nearby lodging is available upon request.

Scholarships are available. Personal Statement for Scholarship Request is required by Dec 4. 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
- 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

Questions?

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

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...”

Professional Leadership Institute Application

JANUARY 12–16, 2016

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: $50 individual, $90 institution, $25 grad student

Name: _________________________
Date of Birth: ______/_______/______

How to contact me (check preference):

Email: ___________________________________________
Phone: Work: (______)______________________________
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