



# Professional Leadership Institute

January 13-17, 2015 at Ashland Nature Center, Hockessin, DE

## AGENDA

### TUESDAY, JAN. 13

**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, Associate Director of Natural Resources Conservation, Delaware Nature Society (DNS)*

### WEDNESDAY, JAN. 14

**9:00-9:45 Welcome** with *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 DNS Board member) how to be the best leader you can be and motivate outstanding performance from your teams.  
*Pat Lindner, President, DuPont Performance Materials*

**11:30-12:30 Nonprofit Accounting/Budgeting** – Gain an understanding of basic concepts and procedures needed to account for and budget for your organization.  
*Bill Bochow, Director, Business and Finance*

**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.  
*Director, Development and Marketing, DNS*  
*Joanne Malgiero, Membership & Annual Giving Coord., DNS*

**3:15-4:30 Education, Advocacy, Land trusts** – one on one meetings with DNS staff

**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.  
*Director, Development and Marketing, DNS*

### THURSDAY, JAN. 15

**7:30 Winter Birding** (optional)  
*Joe Sebastiani, Member Programs Team Leader, 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 and Bill Bochow*

**1:00-2:30 Mind the Message** – 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*

**3:00-4:00 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** – *Brian Winslow*

### FRIDAY, JAN. 16

**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, Environmental Advocate, 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 Team Leader, DNS*  
*Joe Sebastiani, DNS*

**11:15-12:00 Risk Management** – Have you assessed your risks? What policies and training does your organization have in place to keep everyone safe?  
*Helen Fischel, Director Education, DNS*

**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 DNS manages this preserve and other properties for education and biodiversity.  
*Jim White*

### SATURDAY, JAN. 17

**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*

### MUSEUM VISITS

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

**Registration deadline: Dec. 12**

# PLI Conference 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 hours from BWI. DNS 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.delawarenaturesociety.org](http://www.delawarenaturesociety.org).

DNS has three other main program and experiential sites:

Coverdale Farm Preserve in Greenville, Abbott's Mill Nature Center in Milford and the DuPont Environmental Education Center in Wilmington. DNS 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 of our region.

### LODGING

Lodging is located in the 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 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: **DNS**  
(call to pay with credit card)
- 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 the Delaware Nature Society and the Association of Nature Center Administrators

Approved provider for Continuing Education



## 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](http://www.delnature.org/PLI)

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

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

## Professional Leadership Institute Application

**JANUARY 13-17, 2015**

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 preferred):

Email: \_\_\_\_\_

Phone: Work: (\_\_\_\_) \_\_\_\_\_

Cell/Home: (\_\_\_\_) \_\_\_\_\_

Address: \_\_\_\_\_

**BE SURE TO REGISTER BY DEC. 12!**