



Ashland Nature Center



Abbott's Mill Nature Center



Coverdale Farm Preserve



DuPont Environmental Education Center (DEEC)

PROFESSIONAL LEADERSHIP INSTITUTE January 10-14, 2012 @ Ashland Nature Center Hockessin, DE

AGENDA

Tuesday, Jan. 10

2:00-5:00 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, DNS

Wednesday, Jan. 11

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 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. *Diane Gulyas, Group Vice President, DuPont Performance Materials*

11:30-12:30 Non-profit Accounting/Budgeting- Gain an understanding of basic concepts and procedures needed to account for and budget for your organization. *David Toman, Associate Director, Business and Finance, DNS*

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. *Tom Shea, Director of External Affairs at Mary Campbell Center plus President of the DNS board and Joanne Malgiero, Membership and Annual Giving Coordinator, DNS*

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

5:30-7:00 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. *Stephanie Sturmfels, Marketing Coordinator, DNS and Margo McDonough, Public Affairs Coordinator DNS*

Thursday, Jan. 12

7:30 Winter Birding (optional) – *Joe Sebastiani, Seasonal 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. *David Toman, Helen Fischel, Associate Director Education, 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. *Donna Melton, CFRE, Just in Time Communications*

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*

6:00-7:30 Forum & Dinner

Friday, Jan. 13

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. *Cameron Yorkston, Yorkston Consulting and DNS fundraising consultant for more than 20 years.*

1:00-3:00 Facilities- Find out how the nature center buildings, staff houses and farm complex are maintained. Explore the use of alternative energy usage through solar and geothermal applications. *Jim White, Associate Director, Land & Biodiversity Management, DNS*

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. 14

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*

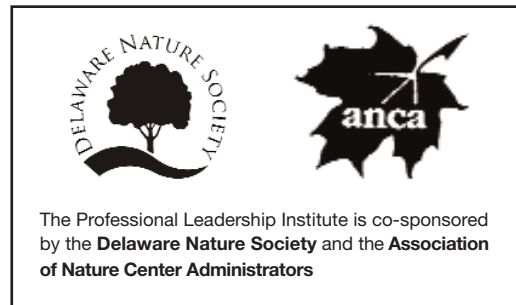
Museum Visits – On your own, visit nearby world-famous Longwood Gardens, Brandywine River Museum or Winterthur Museum & Gardens.

REGISTRATION DEADLINE: DEC. 9

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.



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 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. 10-14): \$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 2012.
- 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

Call: 302-239-2334, ext. 114

Email: helen@delawarenaturesociety.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

PROFESSIONAL LEADERSHIP INSTITUTE

January 10-14, 2012

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 9!**