

# VASWCD DIRECTOR & DISTRICT ADMINISTRATIVE RETREAT TRAINING

**Tuesday, June 20, 2017 – Wednesday, June 21, 2017**

Starting at 9:00AM Tuesday; 8:00AM – 3:00PM Wednesday

**The Stonewall Jackson Hotel – Staunton, VA**

Meeting Room: TBD Salon AB or C

## **Tuesday, June 20, 2017– TBD Salon AB or C Room**

Registration and material pick up in the Foyer prior to our start time of 9:00AM. Lunch and snack breaks will be provided with your registration costs of \$50.00.

9:00AM-9:15AM	<p><b>General Session: Welcome, Introduction &amp; Opening</b></p> <p>Break the ice and become acquainted with fellow attendees through an organized networking activity. VASWCD staff will provide an overview of the program itinerary, introduce partners and briefly highlight the newest happenings of your Association.</p>
9:15AM-9:45AM	<p><b>Meet &amp; Greet with your New Attorney General Contact</b> <b>Speaker: Robert Drewry, Office of the Attorney General</b></p> <p>The Office of the Attorney General is undergoing an organizational change and shifting the SWCD contact. Join us to meet Robert Drewry, the new SWCD representative, learn his background on a family farm, and better understand the OAG transition process.</p>
9:45AM-12:00PM	<p><b>The Power of Communication and Outreach: Enhancing the SWCD Message</b> <b>Speaker: Dr. Julie Gochenour, School of Communication Studies – James Madison University</b></p> <p>Dr. Gochenour is a communication professional with three decades of experience as an editor, publisher, communications director, and web content developer. In addition to a Ph.D. in Interdisciplinary Studies (communication studies, religious and spiritual communication), she has extensive experience in the areas of organizational, religious, and environmental and agricultural communication, including public relations and journalism. She began her career with Virginia Farmer &amp; Southern Dairy as an editor and understands the SWCD audience and its work.</p> <p>Marketing is the creation, communication, and delivery of value as well as the management of relationships for a lifetime. One of the most common traps for SWCDs is believing their conservation work speaks for itself. Marketing is critical to gaining visibility and credibility. SWCDs cannot grow, flourish without marketing. This session will discuss how to market effectively so to enhance SWCD name recognition and work.</p> <p>Additionally, we'll tackle communication and branding/outreach needs of a district from the angle of asset based capacity building. We'll discuss storytelling for a purpose. Most associate storytelling with our childhood fairytales and fables. Many of these stories called us to action or taught us our most memorable life lessons. Even as adults in the workplace stories are still a powerful tool to get our message across in an unforgettable way. In this workshop, we will:</p> <ul style="list-style-type: none"><li>• Understand asset based capacity building as it relates to communication and marketing</li><li>• Recognize the value of storytelling in the organizational setting</li><li>• Learn a process for planning, developing, &amp; delivering compelling stories w/ key objectives</li><li>• Practice the use of stories and plan how to use them in your organization</li></ul>
12:00PM-1:00PM	<p><b>Lunch – 24 Market Room</b></p> <p>The Stonewall Jackson will set up lunch in the adjacent Kilby Room. We will reconvene at 1:00PM and continue the program. Lunch is included with your registration.</p>
1:00PM-3:00PM	<p><b>“Incentivizing Your Employees: Personnel/Human Resources Mgmt. Topic”</b> <b>Speaker: Terri Higgins, Associate Director Henricopolis SWCD &amp; Loudoun SWCD/Senior HR Specialist for Henrico County/Member Society for Human Resource Management</b></p> <p>The workplace of today requires constant change and increasingly challenging situations. And without a doubt, our employees are our best assets that help us through those challenges. As a result, we need to be certain we're providing a workplace that is enjoyable for our valuable staff or we're unlikely to reach our full potential.</p> <p>How can you ensure retention of those valuable staff members? Research from <i>BlessingWhite</i> shows employees favor personal development over career progression. They are more likely to stay loyal to a company if given opportunities to develop while feeling appreciated. This session</p>

	<p>will help directors, managers, supervisors and team leaders learn and apply skills and strategies to successfully manage the work while inspiring employees to give their best. We'll review the keys to happy, informed, and engaged employees and will speak to incentivizing employees through non-financial means. You'll hear many strategies that could be implemented in your own SWCD. Participants will examine case studies and role play to gain interactive experience in applying the course material to their work lives.</p> <p>This session will focus on staff retention topics, including how to incentivize your SWCD staff, as well as provide an overview on key personnel resources available to your district. Topics include:</p> <ul style="list-style-type: none"> <li>• Key concepts behind staff retention &amp; application of a model for retention strategy</li> <li>• The role of leadership and management in creating "retention-savvy" relationships</li> <li>• Recognizing additional ways to incentivize staff via non-financial means yet still provide significant value to employees</li> </ul> <p>Learn it all first hand from an expert in the field of HR that also knows and understands the SWCD Audience. Bring your own ideas on how to incentivize staff and come with questions!</p>
3:00PM-3:50PM	<p><b>Local Outreach Spotlight – Tips &amp; Testimony from a Successful Envirothon Program</b>  <b>Speaker: Brent Hull, Teacher at Fort Defiance High School &amp; Envirothon Coach</b></p> <p>Hear the moving testimonial from the 2011 VASWCD Teacher of the Year on the impact the Dominion Virginia Envirothon program has on students and mentors, the importance of your SWCD in the program, and engage in conversation on how to build on your own SWCD education outreach with community members like Brent Hull.</p>
3:50PM-4:15PM	<p><b>Virginia Conservation Assistance Program (VCAP) Outreach Efforts of your VASWCD</b></p> <p>Learn about the latest work of your VASWCD through its VCAP program, an urban cost share program. Understand the funding streams for VCAP, the eligible practices, and review successful completed projects and process and how it can be applied in your own SWCD. Opportunity for questions, program feedback and discussion.</p>
4:15PM-4:30PM	<p><b>In Classroom Training Wrap-Up &amp; Discussion</b></p> <p>Learn about the latest work of your VASWCD and how your SWCD can become involved. Review training session info and discuss what may apply to your own SWCD. Recognize the many partners available to help with implementing lessons learned today. Review of evening itinerary and VASWCD quarterly board meeting agenda for June 21.</p>
	<p><b>Dinner on Your Own</b></p> <p>Historic Staunton area is home to many excellent restaurants, all nearby or adjacent to the hotel. Learn more about other attractions and restaurants in the historical area/riverfront at the Visit Staunton tourism desk on the ground floor or at the lobby desk.</p>
7:30PM-8:30PM	<p><b>VASWCD Networking Reception – Hospitality Suite</b></p> <p>Join for a quick beverage and to round off the day with discussion in the Hospitality Suite.</p>

**Wednesday, June 21, 2017 – TBD Salon AB or C Room**

Morning coffee and snacks are provided in the Salon Room with registration. Lunch Wednesday will be provided with your registration costs of \$50.00. We encourage you to stay and join for the Foundation & Assn Quarterly Board Meeting, network with partners, learn about activities, and provide input.

8:00AM	<p><b>VASWCD Board of Directors Quarterly Meeting Call to Order</b></p> <p>The Board will begin business promptly at 8:00 in the Salon and discuss matters of the Foundation first followed by the Association agenda. The meeting will adjourn when business is completed, though no later than 3pm.</p>
12:30-12:45PM	<p><b>Boxed Lunch Break, Working Lunch</b></p> <p>Please take a few minutes break, network, and pick up a boxed lunch. Our program includes a working lunch. Lunch is included with your registration of \$50.</p>
1:00PM-3:00PM	<p><b>VASWCD Board of Directors Quarterly Meeting</b></p> <p>We will reconvene no later than 1PM and have a working lunch as needed.</p>
3:00PM	<p><b>Adjourn</b></p> <p>Safe travels home. Next Board Meeting: September 2017 in Richmond, VA</p>