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Thoughtful Investing.

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Field Workshop Sponsors
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Jennifer and George Reynolds

Hospitality Table Sponsor
Anonymous

Additional support comes from the Terral and Lynn Jordan Fund, a Donor Advised Fund of T. Rowe Price Charitable.
AN ACKNOWLEDGEMENT

Irvine Nature Center is located on land which served for millennia as a shared place for seasonal hunting, trapping, and trade by Indigenous Peoples living along the Chesapeake Bay and Susquehanna River. The majority of these came from Algonquin tribes, most notably the Piscataway people, located to the south, and several groups of Iroquoian speakers, especially the Susquehannock tribe, to the north.

Today the Baltimore area remains home to descendants of these tribes, as well as to several thousand members of the Lumbee and Cherokee tribes, many of whose parents or grandparents relocated from Virginia and North Carolina to pursue industrial jobs in Baltimore following World War II.

Irvine respectfully recognizes both the Indigenous Peoples who were the original caretakers of the forests and fields of the Maryland Piedmont and their descendants who carry on the rich cultural traditions of their heritage. These communities are our friends and neighbors today. We acknowledge the violent and painful history of forced displacement, which Indigenous People suffered at the hands of white colonists. We affirm that through our educational programming we will strive to honor the legacy of the Indigenous generations before us, to validate the loss of tenured and sacred land, and to ensure that the deep spiritual connections between this special place and its stewards remain steadfast for generations to come.

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WELCOME TO THE SUMMIT

Welcome to the *Thrive Outside* Summit, ANCA’s first in-person Summit since 2019. We’re thrilled to gather the ANCA community at Irvine Nature Center, which provides Summit participants the opportunity to connect with each other as well as with Maryland’s natural landscape.

ANCA’s hiatus from in-person Summits was of course challenging, but it also offered the opportunity to reflect on the Summit experience. We asked ourselves, what needed to change? We also considered what our community needs at this moment to move forward and heal from the difficult past few years.

These reflections have informed the experiences before you. Significant elements of this Summit include:

- **An emphasis on outdoor and hands-on programming.** This is exemplified by a new Summit program format, Field Workshops, in which you can visit nature education sites and learn firsthand from their operations.

- **An integrated program schedule.** Each day contains multiple program formats so that you can experience a variety of learning environments.

- **More time for Open Space.** This allows all participants to cooperatively create the Summit experience.

The theme this year, *Thrive Outside*, affirms all nature center missions while also reinforcing that we as nature center professionals need the outdoors to thrive. Here we will walk the talk, and incorporate nature into the event in order to inspire and invigorate our work. We hope that you will depart the Summit with energy and tools so that your own organization can increase outdoor access and ensure everyone will flourish in nature. It’s time for all to thrive.

Jen Levy, ANCA Executive Director
Brooks Paternotte, Irvine Nature Center Executive Director
Irvine Nature Center

Physical Address: 11201 Garrison Forest Road, Owings Mills, MD 21117
Physical Spaces: See the map on pages 10-11.

Summit activities will take place in and around the Harry and Jeanette Weinberg Environmental Education Building. Meeting spaces include:

- **Fern Rooms A & B:** indoor meeting rooms on the main floor, accessible by the side entrance
- **Upstairs Classroom:** located on the main floor, accessible by the side and front entrances
- **Downtown Classroom:** located in the lower floor, accessible by an exterior door, under the deck
- **Under The Deck:** located down the steps (next to the tent) and adjacent to the downstairs classroom
- **Amphitheater:** located behind the main building
- **Tent:** located to the left of the main building
- **Picnic Area:** located at the back of the Outdoor Classroom, accessible next to the amphitheater

**WI-FI:**
Network: INC_Guest
Password: No-Planet-Beta

**HIKING:** Irvine Nature Center offers 8+ miles of trails through forests, wetlands, and meadows. Refer to the trail map for inspiration. When out on property, look for the green arrows, which always point back to the parking lot.

**FOOD AND DRINK:** Summit meals will be served at both Irvine Nature Center and Garrison Forest School. See daily schedules for meal locations. Refreshments will be available in the Exhibit Hall daily.

**IMPORTANT PHONE NUMBERS:**
Irvine Nature Center: 443-738-9200
Local Police: 410-887-6975
Emergencies: 911

Walking at Irvine Nature Center:
All meeting rooms and spaces are within a 2-3 minute walk. If you choose to explore the 8+ miles of trails, consider visiting these unique landmarks and spaces:

<table>
<thead>
<tr>
<th>Location</th>
<th>Distance</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robert A Mardiney Aviary</td>
<td>0.1 mi.</td>
<td>2-3 min.</td>
</tr>
<tr>
<td>Therapeutic Herb Garden at Wedding Point</td>
<td>0.4 mi.</td>
<td>7 min.</td>
</tr>
<tr>
<td>Woodland Garden</td>
<td>0.2 mi.</td>
<td>4-5 min.</td>
</tr>
<tr>
<td>Wetlands</td>
<td>0.7 mi.</td>
<td>12-15 min.</td>
</tr>
<tr>
<td>Native American Site</td>
<td>0.7 mi.</td>
<td>12-15 min.</td>
</tr>
</tbody>
</table>

Garrison Forest School

Address: 300 Garrison Forest Road, Owings Mills, MD 21117
Physical Spaces: See the map on pages 12-13. Alumnae Hall contains the Dining Hall that we will use for meals. Senior House, Shriver Hall, Meadowood, and Lohr Hall are dormitories for Summit participants.

**WI-FI:**
Network: GFSGuest (no password required)

**PHONE NUMBERS:**
Main phone: 410-363-1500
Campus Safety & Security: 443-744-3708

**Summit Transportation**

Shuttles will be operating between Irvine Nature Center and Garrison Forest School every 15 minutes during the time periods listed below:

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-8:30pm (as needed)</td>
<td>7:30-8:45am</td>
<td>7:30-9:30am</td>
<td>7:30-9:30am</td>
</tr>
<tr>
<td>5-6:15pm</td>
<td>11:30am-12pm</td>
<td>11:30am-12pm</td>
<td>4:30-5:15pm</td>
</tr>
<tr>
<td></td>
<td>1:15-1:45pm</td>
<td>1:15-1:45pm</td>
<td>8-10pm</td>
</tr>
<tr>
<td></td>
<td>5:30-6:30pm</td>
<td>5:30-6:30pm</td>
<td></td>
</tr>
<tr>
<td></td>
<td>8-9pm</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ABOUT SUMMIT PROGRAMS

Through the variety of Summit programs, you can connect with peers and experts in a supportive learning environment, while also building a network of professional relationships that will strengthen your work throughout the year.

Program Formats

Facilitated Discussions
Facilitated Discussions are collaborative sessions where all participants contribute to the discussion; the result is a shared dialogue that brings out an abundance of perspectives, possibilities, and renewed energy. Facilitators guide the dialogue but do not give a formal presentation. These discussions are an excellent opportunity to share with your peers, learn new ideas, discuss trends in the profession, and work together to find solutions.

Workshops
Workshops are presentation-based sessions where you can learn in-depth on a single topic, expand your skill set, and engage directly with experts.

Field Workshops
Field Workshops are your opportunity to visit nature education sites around the Baltimore area and learn firsthand from their operations. Representatives from the organization will host each workshop and demonstrate how they put their missions into action. Here’s where you can engage in-depth on the workshop topic while going beyond the theory, and into practice.

Open Space
Open Space sessions provide an opportunity for you to create your own meeting, continue a session that needs more time, or find a group to address an issue that was not presented elsewhere during the Summit.

Field Trips
Field Trips add to your professional development experience while taking advantage of unique opportunities to visit additional sites, spend time with local experts, and interact with peers.

Principles of Open Space & Facilitated Discussions

We share these principles for meaningful participation in Open Space sessions and Facilitated Discussions:

1. Whatever happens is the only thing that could happen. Don’t worry about what should have happened.
2. Whoever shows up are the right people to be there. There is always wisdom in the room.
3. Whenever it starts is the right time.
4. When it’s over, it’s over! If you finish early, take the time to find a quiet place to reflect, take a nap, or go for a walk with a new friend.

Lastly, we apply the Law of Mobility to these sessions — this law states that if you find yourself in a situation where you are neither learning anything or contributing anything, you are responsible for moving to another place, for example to another session.

ANCA has gone hi-tech.

Use the online Summit Guide on your phone, tablet, or computer. Scan the QR code or type natctr.org/2022 in your browser.
# SCHEDULE AT A GLANCE

All events take place at Irvine Nature Center unless otherwise noted. Off-site Field Workshops will depart from and return to Irvine. Field Trips on Friday will depart from and return to Garrison Forest School.

## MONDAY

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>3pm</td>
<td>Registration Open</td>
<td>Exhibit Hall</td>
</tr>
<tr>
<td>5pm</td>
<td>Networking Social</td>
<td>Tent</td>
</tr>
<tr>
<td>6pm</td>
<td>Dinner</td>
<td>Tent</td>
</tr>
<tr>
<td>7pm</td>
<td>Summit Welcome</td>
<td>Tent</td>
</tr>
</tbody>
</table>

## TUESDAY

### Field Workshops

<table>
<thead>
<tr>
<th>DEPART TIME</th>
<th>EVENT</th>
<th>DEPART LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:05am</td>
<td>Ladew Topiary Gardens: Turning Global Challenges into New Opportunities for Nature Education</td>
<td>Irvine Parking Lot</td>
</tr>
<tr>
<td>8:10am</td>
<td>Marshy Point Nature Center: Public/Private Partnerships</td>
<td>Irvine Parking Lot</td>
</tr>
<tr>
<td>8:20am</td>
<td>Cylburn Arboretum: Nature Education in an Urban Setting</td>
<td>Irvine Parking Lot</td>
</tr>
<tr>
<td>8:30am</td>
<td>Pearlstone Retreat Center and Outdoor Education Campus: Sustainability as a Guiding Principle (lunch included)</td>
<td>Irvine Parking Lot</td>
</tr>
<tr>
<td>8:45am</td>
<td>Soldiers Delight Natural Environment Area: State Legislature Support for Endemic Species Protection</td>
<td>Irvine Parking Lot</td>
</tr>
<tr>
<td>9am</td>
<td>Native American Site at Irvine Nature Center: Indigenous Recognition &amp; Collaboration</td>
<td>Weinberg EE Building</td>
</tr>
<tr>
<td>9am</td>
<td>Intro to Forest Bathing at Irvine Nature Center</td>
<td>Weinberg EE Building</td>
</tr>
<tr>
<td>12:15-1:15pm</td>
<td>Lunch</td>
<td>Tent</td>
</tr>
</tbody>
</table>

## TUESDAY (continued)

### Concurrent Sessions

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30-3pm</td>
<td>Hiring and Retaining a Diverse Staff in the 2020’s</td>
<td>FD Upstairs Classroom</td>
</tr>
<tr>
<td>1:30-3pm</td>
<td>Maximizing Our Marketing</td>
<td>FD Under the Deck</td>
</tr>
<tr>
<td>1:30-3pm</td>
<td>Succession Planning Doesn’t Suck!</td>
<td>FD Fern Room B</td>
</tr>
<tr>
<td>1:30-3pm</td>
<td>Food Justice</td>
<td>FD Picnic Area</td>
</tr>
<tr>
<td>1:30-4:30pm</td>
<td>Sustainable Investing 101: Panel Discussion</td>
<td>FD Fern Room A</td>
</tr>
<tr>
<td>1:30-4:30pm</td>
<td>Roots &amp; Fruits: How Campaigns Can Ground and Grow Your Organization</td>
<td>WS Downstairs Classroom</td>
</tr>
<tr>
<td>3:30-5pm</td>
<td>Giving Gratitude</td>
<td>WS Under the Deck</td>
</tr>
<tr>
<td>3:30-5pm</td>
<td>Inspiring Climate Change Action for the Next Generation</td>
<td>FD Picnic Area</td>
</tr>
<tr>
<td>3:30-5pm</td>
<td>Mission-aligned Investment Policy: How to Stay the Course in a Challenging Market Environment</td>
<td>WS Fern Room A</td>
</tr>
<tr>
<td>3:30-5pm</td>
<td>Building, Engaging and Maintaining a Great Board of Directors</td>
<td>WS Fern Room B</td>
</tr>
</tbody>
</table>

| 6:00pm | Dinner and Campfire Networking at Garrison Forest School | Garrison Forest School |

## WEDNESDAY

### Early Morning Activities

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:45-8:45am</td>
<td>Birding</td>
<td>Outdoor Classroom</td>
</tr>
<tr>
<td>7:45-8:45am</td>
<td>Tai Chi &amp; Yoga</td>
<td>Amphitheater</td>
</tr>
<tr>
<td>7:45-8:45am</td>
<td>Mindfulness Walk</td>
<td>Outdoor Classroom</td>
</tr>
<tr>
<td>9-11:45am</td>
<td>Open Space</td>
<td>Tent</td>
</tr>
<tr>
<td>12-1:15pm</td>
<td>ANCA Leadership Awards Luncheon</td>
<td>GFS Dining Hall</td>
</tr>
<tr>
<td>1:30pm</td>
<td>Field Workshops</td>
<td>GFS Dining Hall</td>
</tr>
<tr>
<td></td>
<td>Explore the Visitor Experience through Irvine Nature Center (networking/dinner at Irvine)</td>
<td>GFS Dining Hall</td>
</tr>
<tr>
<td></td>
<td>Vision for the Future: The National Aquarium and Brown Advisory (networking/dinner at Brown Advisory)</td>
<td>GFS Dining Hall</td>
</tr>
</tbody>
</table>
### THURSDAY

#### Early Morning Activities

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:45-8:45am</td>
<td>Birding</td>
<td>Outdoor Classroom</td>
</tr>
<tr>
<td>7:45-8:45am</td>
<td>Tai Chi &amp; Yoga</td>
<td>Amphitheater</td>
</tr>
<tr>
<td>7:45-8:45am</td>
<td>Mindfulness Walk</td>
<td>Outdoor Classroom</td>
</tr>
</tbody>
</table>

#### Concurrent Sessions

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>9am-12pm</td>
<td>Site &amp; Facility Master Planning: An Overview &amp; the Role of ANCA Consults</td>
<td>Downstairs Classroom</td>
</tr>
<tr>
<td>9-10:30am</td>
<td>Historical Giving Analysis: Is Your Organization Ready to Consider a Capital Campaign?</td>
<td>Upstairs Classroom</td>
</tr>
<tr>
<td>9-10:30am</td>
<td>Pareidolia: What Is That?</td>
<td>Fern Room A</td>
</tr>
<tr>
<td>9-10:30am</td>
<td>The New Field Trip Landscape — Engaging Schools Post-Pandemic</td>
<td>Picnic Area</td>
</tr>
<tr>
<td>9-10:30am</td>
<td>Risk Management for Outdoor Programs</td>
<td>Fern Room B</td>
</tr>
<tr>
<td>9-10:30am</td>
<td>ANCA Peer Consults — A Review</td>
<td>Under the Deck</td>
</tr>
<tr>
<td>11am-12:30pm</td>
<td>Leveraging Public Funds for Capital Improvements</td>
<td>Under the Deck</td>
</tr>
<tr>
<td>11am-12:30pm</td>
<td>Unpack Your Strategic Plan! How to Maximize Your Nature Center with Strategic Planning</td>
<td>Downstairs Classroom</td>
</tr>
<tr>
<td>11am-12:30pm</td>
<td>Living Your Mission: Lessons Learned from Sustainable Building Projects</td>
<td>Upstairs Classroom</td>
</tr>
<tr>
<td>11am-12:30pm</td>
<td>Revitalize Your &quot;Post&quot; Pandemic Fundraising</td>
<td>Fern Room A</td>
</tr>
<tr>
<td>11am-12:30pm</td>
<td>How Do We Do Less?</td>
<td>Fern Room B</td>
</tr>
</tbody>
</table>

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### THURSDAY (continued)

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:30-1:15pm</td>
<td>Lunch</td>
<td>Tent</td>
</tr>
<tr>
<td>1:30pm-5pm</td>
<td>Open Space Sessions</td>
<td>Tent</td>
</tr>
<tr>
<td>5:30pm</td>
<td>Networking Social, Dinner, Dessert Auction, and Summit Closing</td>
<td>Tent</td>
</tr>
</tbody>
</table>

### FRIDAY

#### Field Trips

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
<th>DEPART LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>9am-2pm</td>
<td>Robinson Nature Center</td>
<td>GFS</td>
</tr>
<tr>
<td>8am-2pm</td>
<td>Canoeing at Eden Mill</td>
<td>GFS</td>
</tr>
<tr>
<td>8am-1:30pm</td>
<td>Boat Trip on the Chesapeake Bay</td>
<td>GFS</td>
</tr>
</tbody>
</table>

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### PACIFIC UNIVERSITY

**Online Master of Nonprofit Leadership**

- Earn a master’s in as little as 13 months of online classes.
- Optional concentrations in rural or environmental nonprofit leadership.
- Network with emerging and expert nonprofit leaders.
- Gain field experience in your job or other real-life nonprofit settings.

Corky McReynolds, Director  
715-490-1273 | corky.mcreyolds@pacificu.edu  
pacificu.edu/nonprofit-leadership
Succession Planning Doesn’t Suck!

What is succession planning and why is it important for your organization? Let’s focus on the “success” in succession planning and how it can set your organization up for long-term sustainability. Whether you have done a succession plan before or not, come join us to delve into the different types of succession plans, common misconceptions, when is the right time to do one, how much it costs, how long it takes, how to convince your Board to do it, and resources to help get you started. Bring your experience and your questions and let’s help each other plan for success so that succession planning doesn’t suck!

Facilitators:
- Kay Carlson, President/CEO, Nature Center at Shaker Lakes
- Kitty Pochman, Executive Director, the Linda Loring Nature Foundation

Sustainable Investing 101:
A Panel Discussion

Sustainable Investing is an investment approach that considers environmental, social and governance (ESG) factors. At Brown Advisory, we strongly believe that we make better business and investment decisions when we consider ESG factors as part of our research. We help our clients use their capital in many different ways, from traditional investment programs that pursue financial returns to philanthropic strategies that prioritize positive societal outcomes. During this session, Brown Advisory’s investment professionals will discuss sustainability from both a corporate and investment lens, including sustainable trends, company and manager ESG integration and how we work with clients to align their goals with their capital allocation in consideration of the current market environment, but with a long-term outlook for impact.

Moderator:
Erika Pagel, CIO of Sustainable Investing, Portfolio Manager, Brown Advisory

Panelists:
- Carey Buxton, Head of Sustainable Investing Business, Brown Advisory
- Morgan Kinsey, Sustainable Investment Research Analyst, Brown Advisory
- Elizabeth Hiss, Equity Research, Sustainable Investing, Brown Advisory
SESSION DESCRIPTIONS

Food Justice
PICNIC AREA

We talk about sustainable farming, seed saving and urban gardening, but are we missing an opportunity to truly fight for food justice? How do we build authentic relationships with Black-led organizations and Indigenous people to reframe the narratives on key issues such as land access, food sovereignty and the “alternative food movement.” Let’s have a conversation and share ideas on how our nature centers and organizations can take an active, supportive, intentional role in expanding food access and championing food education in our communities.

Facilitators:
• Rachel Anderson, Naturalist, Warner Park Nature Center
• John Harrod, Director of Outreach, Delaware Nature Society

Hiring and Retaining a Diverse Staff in the 2020’s
UPSTAIRS CLASSROOM

In this facilitated discussion you will learn best practices from each best practices on recruiting fundamentals, promoting diverse and inclusive workplace culture, and developing an engaging onboarding plan. We will build a tool box for you to walk away with to impress newcomers & make them feel welcome.

Presenters:
• Leigh Ann Miller, Executive Director, Grange Insurance Audubon Center
• Sara Beesley, Director, Mitchell Lake Audubon Center

Maximizing Our Marketing
UNDER THE DECK

A marketing professional at a nature center often wears many hats: copywriter, photographer, videographer, graphic designer, public relations specialist, social media manager, website designer, fundraiser, and more. How do we balance it all? In this discussion we’ll talk about strategies to prioritize time, how small teams (or teams of one) can get the most out of their work, and the best tools and resources for marketing at nature centers.

Facilitators:
• Kristen Cooper, Director of Marketing and Communications, Irvine Nature Center
• Asa Duffee, Director of Marketing and Communications, the Association of Nature Center Administrators

Roots & Fruits: How Campaigns Can Ground and Grow Your Organization
DOWNSTAIRS CLASSROOM

This workshop will teach you how to design, implement and execute a campaign using real cases, decisions, and examples. We’ll review best practices and emerging issues in campaign preparation, communications, and the ability to adjust in this changing environment. You will walk away understanding the how and way of fundamentals and enhanced steps to manage and develop a comprehensive campaign.

Presenters:
• Jason Sanders, Executive Director, Dodge Nature Center and Preschool
• Jake Muszynski, Principal, Creative Fundraising Advisors

Giving Gratitude
UNDER THE DECK

In this session, we will focus on the importance of giving gratitude in our day-to-day work. From thanking donors (acknowledgment letter, special thanks for specific giving levels, new donor thank you, special events, etc.) to acknowledging the good work of staff (job preference, special skills, etc.), these interactions can make or break a relationship. As a group, we’ll discuss tips and tricks for making this action a priority in your day-to-day life. You’ll find that no matter the mission, budget, or location, acknowledging the good in others is a key for success!

Facilitators:
• Jenn Wright, Executive Director, Grass River Natural Area
• Dennis Pilaskie, Executive Director, Chippewa Nature Center

Building, Engaging and Maintaining a Great Board of Directors
FERN ROOM B

Developing a well-functioning board of directors is Job #1 for organizations committed to achieving their mission. Burnout is a common phenomenon, with a few heroic board members carrying the freight for the entire group. In this workshop Cathy Allen, aka “The Board Doctor,” will discuss high-yield strategies for analyzing your board’s composition and building a well-rounded board with all the skills and characteristics needed to meet current and future goals.

Presenter: Cathy Allen, Trainer and Mentor, Nonprofit Board Governance
Inspiring Climate Change Action for the Next Generation

The Howard County Conservancy in Maryland recently launched two climate change education programs for students in grades 6-12, bringing current climate science, realistic solutions, and action projects to thousands of students within Howard County Public Schools. Join the managers of these programs to learn how to implement informal climate change education programming using hands-on experiences, real local data, team building exercises, and student-inspired action projects. We’ll discuss how to present activities that address one or more “Big Ideas” in climate change science and solutions (such as urban heat islands, increased storm intensity, carbon sequestration, etc), and also explore how to build local and national partnerships to support climate change programming for diverse audiences.

Presenters:
• Bess Caplan, Climate Change Program Manager, Howard County Conservancy
• Jessica Kohout, Youth Climate Institute Manager, Howard County Conservancy

Mission-Aligned Investment Policy: How to Stay the Course in a Challenging Market Environment

In the last decade, adoption of sustainable investment strategies has gained momentum and evolved from screening for “worst offenders” to identifying and investing with best-in-class ESG companies. More recently, however, the higher interest rate environment, slowing growth, challenges with “greenwashing,” and geopolitical tensions are leading some investors to question their mission-aligned policies. This workshop will address how endowments and foundations can design a long-term mission-aligned investment policy, which can not only weather short-term headwinds, but also benefit from rising opportunities by applying an ESG lens to the entire portfolio.

Presenters:
• Brigid Peterson, JD, Head of Endowments & Foundations, Brown Advisory
• Adela Skenderasi, CFA, Portfolio Manager, Brown Advisory

TUESDAY

NATURE NERD PINS

Donate $30 to ANCA and receive a Blue Crab Nature Nerd pin.

Since 2015, ANCA Donors have supported the Richard Haley Memorial Fund and the ANCA Operational Reserve through the ANCA Nature Nerd Campaign. With a contribution, donors may choose to receive a Nature Nerd pin to proudly display their support and their nature nerdiness. Each year’s pin is unique and a celebration of the ANCA Community.

Your $30 donation, along with all of the 2022 Nature Nerd donations, will be invested in the ANCA Operational Reserve. Make a donation and receive your pin at the ANCA Table. Past years’ pins are also available.

No blue crabs are harmed in the pin-making process.
Site & Facility Master Planning: An Overview & the Role of ANCA Consults

This session will provide an overview of the typical environmental center site and facility master planning process, including selected case study examples. Learning objectives include:

1. Understand essential pre-planning to be considered before engaging a planning firm.
2. Understand key steps involved in the planning process.
3. Discuss strategies for stakeholder engagement and for gaining consensus on planning priorities.
4. Discuss the importance of integrating planning outcomes and materials with an overall funding strategy.
5. Discuss how an ANCA consult can help lay the groundwork for a successful site and facility planning process.

Presenters:
- Wayne Reckard, Marketing Director and Project Manager, The Kubala Washatko Architects
- Erik Hancock, AIA, Partner, The Kubala Washatko Architects

Historical Giving Analysis: Is Your Organization Ready to Consider a Capital Campaign?

Thinking critically, honestly, and strategically about your organization’s philanthropic track record should be the first step to considering whether to launch a capital campaign. This process should be informed by actual data and a detailed historical giving analysis. Often, nonprofit leaders have important subject matter expertise, but limited fundraising experience. In this session, consider:

1. What historical giving analysis is,
2. How it can benefit your planning,
3. How to complete one internally, and
4. How to use the recommendations that flow from it to inform your leadership’s decision-making and planning.

This topic feels particularly relevant to nature centers, which often have serious capital needs as they work hard to care for extensive physical infrastructure that needs to be maintained, replaced, and endowed.

Presenter: Heather DeGaetano, Managing Director and General Counsel, Reflection Riding Arboretum & Nature Center

Pareidolia: What is That?

This interactive session introduces an eye-opening experience (literally) that enhances hikes in the woods. It introduces the little-known pareidolia instinct — the ability to smell and see familiar objects in unfamiliar places — that enables near magical observations of previously unnoticed natural formations nestled on trees, rocks and mud piles. As children, we used this instinct when identifying animals and faces in the clouds. This session shares ways of adapting this unique experience to educate and attract visitors.

Presenter: Pat Bernstein, Founder, Blink to See

The New Field Trip Landscape: Engaging Schools Post-Pandemic

Since the pandemic, public school partnerships have changed dramatically for many of us. How do we re-engage teachers, principals and school districts and capitalize on the growing trend of taking students outside to learn science? Let's discuss successes, failures and strategies for challenges such as reduced funding, communication, teacher buy-in and evaluating program effectiveness.

Facilitator: Rachel Anderson, Naturalist, Warner Park Nature Center

Risk Management for Outdoor Programs

This workshop aims to help nature center administrators take advantage of the best contemporary thinking on incident prevention and mitigation to help ensure their outdoor programs exhibit excellence in risk management. Participants will leave the workshop with practical ideas they can use right away to improve safety at their organization. The workshop is most applicable to programs that offer activities in remote outdoor settings, or provide adventure experiences (like whitewater or backpacking trips).

Presenter: Jeff Baierlein, Director, Viristar
**SESSION DESCRIPTIONS**

**ANCA Peer Consults — A Review**  
UNDER THE DECK  
**FD**  9-10:30am

ANCA conducted its first Peer Consult 30 years ago. Since then, the organization has done nearly 150 more. While they all have followed the same general format, each has borne the unique stamp of the host’s special situation and the Consult Team’s special talents. But what should be the essential elements of a Peer Consult? What works? What doesn’t? What are tools, tips, and tricks that contribute to optimal success? This session will be a forum for that discussion. If you have ever hosted a Consult, led one, participated as a Team Member, or considered doing any of those things, join us!

**Facilitators:**
- Bob Mer, Retired Director, Silver Lake Nature Center
- David Catlin, Principal, David Catlin Consulting, LLC

**Public Funds, Partnerships, and Capital Campaigns:**  
**FD**  11am-12:30pm

Is your nature center part of a public/private partnership? Need some capital improvements? Join the discussion about how to leverage public funds to kick-start or contribute to your capital campaign! Learn and discuss how working with public partners such as your city councilperson or county commissioner can lead to supporting capital improvements. Let’s discuss what it takes to get to the next step — taking those public funds and multiplying them with private funding.

**Facilitator:** Sara Beesley, Director, Mitchell Lake Audubon Center

**Unpack Your Strategic Plan!**  
**WS**  11am-12:30pm

How to Maximize Your Nature Center with Strategic Planning  
DOWNSTAIRS CLASSROOM

Strategic planning is a key tool for nature centers to envision a future that meets the needs of an organization and its community. Unpack what goes into making action-packed and effective strategic plans that meet your nature center’s vision. We will use BLM Campbell Creek Science Center as a case study on how strategic planning creates dynamic change in an organization. Practice developing your own simple plan — and come away with something tangible to take home and put into action!

**Presenter:** Nancy Patterson, Director, Campbell Creek Science Center

**Revitalize Your “Post”**  
**WS**  11am-12:30pm

Pandemic Fundraising  
FERN ROOM A

Throughout the pandemic, everything changed... and so should your fundraising strategies! Donors have changed when and how they give, as well as how they communicate. Even with limited staff time, it’s possible to increase your fundraising and cement donor relationships. In this workshop, we’ll cover a range of actionable tips and topics: mailed solicitations (annual fund), a formula for cultivation, board member templates, and creative marketing ideas. You’ll walk away with lots of examples, your own year-long development calendar, and more.

**Presenter:** Heather Hahn Sullivan, Chief Operating Officer, Dunes Learning Center

**How Do We Do Less?**  
**FD**  11am-12:30pm

FERN ROOM B

In late May, Third Space Studio’s Good Thinking Blog, asked the question “What if you did less?” The post recognized the burnout in nonprofit leaders and how “our enthusiasm for even the most meaningful of work wanes when the emotional, physical, and mental toll of prolonged stress is high.” Typical suggestions to burnout include ‘take a sabbatical’, ‘find a new job’, ‘take a vacation’, ‘try self-care’. But can we all afford to step away from our responsibilities? Together, let’s discuss insights and ideas as we respond to burnout on a more systemic level.

**Facilitator:** Jen Levy, Executive Director, Association of Nature Center Administrators
Following the ANCA Leadership Awards Luncheon, you will participate in one of two Field Workshops, which you chose during Summit registration. Please note that each Field Workshop includes its own dinner and networking event.

**Explore the Visitor Experience: Irvine Nature Center**  
**Workshop Sponsors: GWWO Architects and Taylor Studios, Inc**

Often we think of “education” in the form of programs — but what if every aspect of the visitor’s experience was educational, not just the program? Here we’ll explore how to create an educational and memorable experience through building, exhibit, and site design. Associates from GWWO, Taylor Studios, and Irvine Nature Center will share how to integrate these design elements so that they work together, rather than providing unconnected experiences. Using Irvine as a hands-on example, these experts will explore how the nature center is adding event space and classrooms to its site, while also reimagining its exhibit space.

Following the workshop, participants will have some downtime at Irvine. This could be an opportunity to relax, explore the nature center, network informally, or catch up on work. Later, we will enjoy dinner (provided on-site), a campfire, and storytelling at the Irvine Nature Center campsite.

**Vision for the Future: The National Aquarium and Brown Advisory**  
**Workshop Sponsor: Brown Advisory**

Participants will first visit the National Aquarium to see why it’s a world-class destination for science and education. After time to explore the Aquarium on our own, we will hear from Featured Speaker John Racanelli, President and Chief Executive Officer of the Aquarium. Racanelli will present on the Aquarium’s efforts to have net-zero carbon emissions by 2025, as well as share how the organization managed the financial impacts of the COVID pandemic.

Following the Aquarium tour we will take a water taxi to the offices of Brown Advisory, our Summit Presenting Sponsor, for a cocktail reception and dinner overlooking Baltimore’s Inner Harbor. While at Brown Advisory we will hear from Featured Speaker Dr. Mamie Parker, who serves on the board of Brown Advisory. Dr. Parker made history serving as the first African American Fish & Wildlife Service Regional Director of the 13 Northeastern states, and she has an extensive amount of experience in building bridges to nontraditional partners in the conservation community. Dr. Parker will speak to us about safe spaces for nontraditional partnerships in conservation.

*Please note that participants in this Field Workshop will be in downtown Baltimore for the full afternoon and part of the evening.*
EARLY MORNING ACTIVITIES

If you’re looking for a creative way to jumpstart your day, attend one of these early morning activities, 7:45-8:45am on Wednesday and Thursday.

**Birding**
Late summer is a quiet time in the bird world, but the silence can be deceiving; look closely, as it’s also the season when bird populations are their highest. Come explore our woods, meadows, and wetlands with Irvine naturalists, as we search for recent fledglings and post-breeding parents, all single-mindedly foraging in preparation for the coming fall migration. Discover why Irvine Nature Center is considered one of Maryland’s best birding spots for reliable varieties.  
*Meet at the entrance to the Outdoor Classroom.*

**Qigong & Tai Chi**
Qigong is a moving or stationary meditation, dating back over 4,000 years, evolving into the Chinese tradition of Tai Chi. Originators knew that surviving and thriving could be optimized by accessing three fundamental energies: Universe energy, Earth energy, and Man’s own internal energy. Participants will enjoy practicing moving meditative forms of body, mind, and spirit to deepen their connection to nature.  
Led by NQA Level II Instructor Mary Pinkard.  
*Meet at the Amphitheater.*

**Mindfulness Based Gratitude Walk**
Science shows that gratitude is a simple, yet effective practice to encourage happiness, improved health, and resilience. Mindfulness has been shown to help train the mind to experience what is here in the moment. Nature has the ability to calm our nervous systems as we connect with landscapes using these techniques. Join Phillip McKnight, Certified Mindfulness Meditation Teacher from Chesapeake Mental Health Collaborative’s Center for Nature Informed Therapy, where we will engage in techniques to ground our energy.  
*Meet at the entrance to the Outdoor Classroom.*
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Nature centers make our communities livable and sustainable. ANCA helps to lead these organizations forward.

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