

2017 American Public Gardens Association
Volunteer Engagement Symposium



American
Public Gardens
Association

October 11-13, 2017

Sponsored by Cornell Botanic Gardens and Berends Hendricks Stuit Insurance

Remarkable, Resilient, and Rewarding





Self-guided optional Tour of Cornell Botanic Gardens



1:00 - 2:30 pm - *(Transportation on-your-own)*

Volunteer docents/greeters in gardens. Audio tours available by cell phone and on Cornell's website.

2:00 pm - *Buses depart hotel for the garden (only 1 departure time)*

Welcome and Opening Remarks

3:00 pm

Casey Sclar, Executive Director, American Public Gardens Association; Judy Cashen, Director, Volunteer Administration & Engagement, Chicago Botanic Garden; and Dr. Christopher Dunn, Elizabeth Newman Wilds Director, Cornell Botanic Gardens

Keynote Presentation -*Land Stewardship and the Volunteer Connection – Lessons Learned from the World of Land Trusts*

3:30 - 5:00 pm – *Nevin Welcome Center classroom*

Andrew Zepp, Executive Director, Finger Lakes Land Trust

This presentation will focus on the design and implementation of successful volunteer land stewardship programs – sharing both successes and some not so successful experiences from the field of land conservation. Practical information will be shared as well as case studies involving the use of volunteers for site monitoring, trail development, the control of invasive plants, and on-site educational programs. The linkage of volunteer programs to broader community outreach strategies will also be discussed.

Dinner and Remarks

5:30 - 7:30 pm



Breakfast On Your Own

7:45 - 8:00 am – Buses depart hotel for Cornell Botanic Gardens

Welcome Remarks & Introduction – Judy Cashen, Chicago Botanic Garden

8:30 am - Nevin Welcome Center classroom

SESSION 1 - 8:40 – 9:25 am

“Building Your Best Practices Toolbox”

Keelin Purcell, Rose Kennedy Greenway Conservancy and Sally Kutyla, Longwood Gardens

New to Volunteer Management? Looking for fresh ideas? Maybe you're starting a new program and not sure how to begin. At this session, we'll review key lessons learned in developing our best practices and the importance of resources and advocacy for our profession.

As someone fairly new to this field, Keelin will talk about her recent experience with industry resources, from free webinars to the process of completing the Certificate in Volunteer Administration. Sally has more than 20 years' experience managing volunteer programs in three very different settings. She will talk about the resources she found to be most helpful, such as building a network of volunteer management peers and community resources that promote professional development.

We'll blend presentation with open discussion in a session that we hope will be helpful to all and will reinforce the camaraderie and advocacy that's so important to the field!

SESSION 2 - 9:35 – 10:20 am

Got Students?!

Amy Somchanbavong, Associate Director, Service-Learning and Partnership, Cornell Public Service Center

Students are a vibrant, energetic resource with a high level of social awareness and volunteer spirit. Cornell University's Public Service Center offers over 30 programs that engage students in both local and national volunteer service, as well as leadership and PreK-12 Outreach programs. This session will share the Center's experience, approach and lessons learned in engaging, involving and partnering university students with off-campus community organizations.

SESSION 3 - 10:30 – 11:15 am

Retention, Retention, Retention!

Kevin Moss, Cornell Botanic Gardens and Chloé Wieland, San Francisco Botanical Garden

How can you tell if your volunteer program is a success? People stick around! In this session, Kevin will discuss the importance of retention and share ideas for how to measure and support volunteer retention. At San Francisco Botanical Garden, Chloe has applied this approach and will share some of the resulting challenges and successes.

SESSION 4 - 11:25 am -12:10 pm

Risk Management

Kim Slager, Berends Hendricks Stuit Insurance

Public Gardens are constantly changing with new visitor experiences, special events and programming which means the role our volunteers play is changing as well. During this session we will answer your common questions and concerns. We will share best practices & solutions to what concerns you the most. This will be a casual question and answer session to explore ways we can support you further in your safety and risk management practices in working with volunteers.

BHS has been protecting public gardens for over 20 years with a proprietary insurance and risk management program. Our ultimate goal is to help support the work you with thoughtful and careful risk management practices to preserve and protect the mission of the garden.



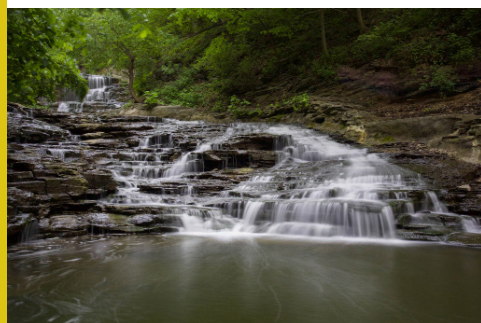
Roundtable Lunch

12:15 – 2:00 pm

	Topic	Discussion Leader
1	Working with Volunteer Groups	Mary Snyder, Denver Botanic Gardens
2	Got Students? (continued)	Amy Somchanhmavong, Cornell Public Service Center
3	Positioning and Budgeting for a Volunteer Program	Arlene Ferris, Fairchild Tropical Botanic Garden; Chuck Hemric, Sarah P. Duke Gardens
4	Volunteer Councils	Kathy Castañeda, The Santa Barbara Botanic Garden
5	Volunteer Resources 101	Drew Asbury, Hillwood Estate, Museum, and Gardens
6	Retention: Staying Connected!	Chloe Wieland, San Francisco Botanical Garden
7	Risk Management, continued	Kim Slager, Berends Hendricks Stuit Insurance
8	Event Volunteer Training & Staffing	Sally Kutyla, Longwood Gardens

Tours

2:15 pm - *Load buses & depart (by 2:30 pm). Choose between two options -*



Cascadilla Gorge Hike

Find out why “Ithaca is Gorges” on this guided hike to learn about the history of, a beautiful and iconic natural area connecting the Cornell campus with downtown Ithaca. The gorge – managed as part of CBG’s Natural Areas program - offers a stunning combination of waterfalls, trees and exposed Devonian bedrock. The one-mile hike is moderately strenuous and involves some steep stair climbing. Space is limited to 2 groups of 20.

Arboretum Tour

Experience the 150-acre F.R. Newman Arboretum by bus in this narrated driving tour through CBG’s extensive tree and shrub collections, during the northeast’s annual fall foliage display. Discover the diverse plantings, rolling hills and panoramic views that helped CBG earn its #1 ranking as the most beautiful college arboretum (Best College Reviews). The tour includes opportunities to step off the bus at key locations.

Wine & Cheese Networking

4:00 – 5:30 pm - *Nevin Welcome Center, Cornell Botanic Gardens*

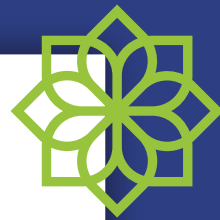
Dinner at Cornell Botanic Gardens

6:00 - 7:45 pm - *Nevin Welcome Center private tent*

Enjoy a casual buffet-style dinner with wine and beer from New York’s Finger Lakes region, and featuring the world-famous Cornell chicken barbecue and Cornell Dairy ice cream!

Buses depart for hotel

8:00 pm



Breakfast On Your Own

8:00 am - Load buses & depart for the Cornell Lab of Ornithology

Lifelong Learning at the Cornell Lab of Ornithology

9:00 – 10:00 am - Lisa Kopp, Visitor Experience Manager, Lab of Ornithology Auditorium

The Cornell Lab of Ornithology welcomes the APGA Volunteer Engagement Symposium with a presentation entitled “Lifelong Learning at the Cornell Lab of Ornithology”. The presentation will provide an overview of public participation at the Cornell Lab featuring presentations on our educational resources, citizen science projects, and the budding Visitor Center volunteer program. After a brief question and answer session, enjoy three unique experiences: a bird walk on the trails of Sapsucker Woods, a behind the scenes tour of the Lab of Ornithology, and time to explore the Visitor Center on your own.

The Cornell Lab of Ornithology

10:00 – 11:30 am

Attendees will be split into three groups, rotating between the following activities:

- Bird Walk (outdoors) – Enjoy the trails of Sapsucker Woods and take in migratory birds of the fall.
- Behind the Scenes tour (indoors) – Get an insider’s view of the workings of the Cornell Lab of Ornithology.
- Visitor Center exploration (indoors) – Take in world class art, the popular gift shop, and interactive exhibits.

Presenter Bios

Dr. Christopher Dunn, Elizabeth Newman Wilds Director, Cornell Botanic Gardens

Dr. Christopher Dunn is the Elizabeth Newman Wilds Director of Cornell Botanic Garden. Dr. Dunn came to Cornell in 2014, after serving as director of the Lyon Arboretum at the University of Hawaii, Manoa, and before that, as Executive Director of Research at Chicago Botanic Garden. At Cornell, Dr. Dunn oversees Cornell’s 3,500 acres of botanical gardens, arboretum and diverse network of 43 nature preserves, its 70 full- and part-time employees, and its \$3.8 million operating budget.

Andrew Zepp, Executive Director, Finger Lakes Land Trust

Andrew Zepp is the Executive Director of the Finger Lakes Land Trust. He has worked in the land conservation field for more than 25 years and is one of the founders of the Land Trust. After six years with the Nature Conservancy, Zepp served as Vice President for Programs for the Land Trust Alliance in Washington, D.C., where he was responsible for the creation of a network of field programs to provide increased support for land conservationists across the country. Zepp returned to the Finger Lakes Land Trust in 2003 to serve as its Executive Director. Today, he oversees a growing non-profit organization that has protected more than 18,000 acres of the region’s most significant open space lands. He also serves on New York State’s Regional Open Space Committee, the NY Advisory Board for the Land Trust Alliance, Tompkins County’s Planning Advisory Board and Strategic Tourism Planning Board, and the board of the SUNY-ESF Foundation.

Amy Somchanhmvong, Associate Director, Service-Learning and Partnership, Cornell Public Service Center

Amy Kuo Somchanhmvong is the Associate Director for Community Service-Learning and Partnership at the Public Service Center at Cornell University. Amy has dedicated herself to purposeful work that produces lasting impact, from student-centered programs like the Public Service Scholars and Public Achievement, to faculty engaged scholarship via action research in teaching and practice, to delivering collective empowerment initiatives for improved community health and wellbeing.



Presenter Bios Continued

Sally Kutyla, Volunteer Services Manager, Longwood Gardens

Sally's first volunteer management experience was in the 1990s as Members' Activity Manager at the Pennsylvania Horticultural Society. In 2001, she launched and managed the volunteer program at the Kimmel Center for the Performing Arts. In 2012, Sally returned to horticulture, joining Longwood Gardens as Volunteer Services Manager. She is responsible for leading and advancing Longwood's program which engages 700+ volunteers on a year-round basis. She earned a BA in Liberal Arts from Penn State and holds a Certificate in Basic Mediation Training, Conflict Resolution Program, from the University of Delaware.

Keelin Purcell, Associate Director of Programs, Rose Kennedy Greenway Conservancy

Keelin joined the Rose Kennedy Greenway Conservancy in 2014 and is responsible for leading the volunteer and play-based education programs, including volunteer recruitment, event organization, and development of partnerships with individuals, schools, and corporate groups. Keelin's previous experience includes education positions at The Farmers' Museum in Cooperstown, NY, Longwood Gardens, and Brooklyn Botanic Garden. She holds a BS in Plant Science from Cornell University and an MS in Public Horticulture from the Longwood Graduate Program at the University of Delaware.

Kevin Moss, Adult Education & Volunteer Coordinator, Cornell Botanic Gardens

Kevin Moss has been involved in informal education, program coordination and volunteer management for 25+ years. At Cornell Botanic Gardens, he is responsible for administration of the volunteer program, and supervising and training volunteer docents. This corps of 100+ adult and student volunteers support gardening and natural areas maintenance, education, and more. Kevin also coordinates adult/community education, including enrichment classes, events, tours, and other programs, serving both the Cornell community and greater Ithaca region. Kevin is a lifelong resident of upstate New York, having grown up exploring the local hills of Otsego County. Kevin holds degrees in Communications & Media from Fredonia State University and in Natural Resources Conservation from Finger Lakes Community College, and has worked in a variety of environmental and educational positions. He recently received accreditation as a Certified Volunteer Administrator, a program offered by the Council on Certification in Volunteer Administration (CCVA).

Chloé Wieland, Volunteer Services Manager, San Francisco Botanical Garden

At San Francisco Botanical Garden, Chloé recruits, trains, and provides support for more than 500 active volunteers. She enjoys being involved in the many aspects of operating a Botanical Garden, including propagation and plant sales, horticultural support, docent and guide programs, youth education, special events, visitor services, and an array of project-based volunteers. By working closely with staff in all departments, Chloé ensures that volunteer time and skills are used to support the needs of the Garden, while fostering a strong community among volunteers and lovers of the Garden. Chloé has a M.S. in Community Development & Applied Economics from the University of Vermont, and a B.A. in History from the University of Virginia. Her experience includes winery management and development finance, and she is very happy to have found her way to public horticulture. She has been involved with San Francisco Botanical Garden since 2013, originally as a volunteer, and has been in her current role since October 2014.

Kim Slager, Insurance and Risk Management Consultant, Berends Hendricks Stuit Insurance Agency

Kim Slager joined Berends Hendricks Stuit Insurance Agency, Inc. (BHS) in 2012 and is an expert within our Garden, Arboreta, and Cultural Institution program which is endorsed by the American Public Gardens Association. With 20 years of industry experience, Kim currently insures over 60 public gardens across the United States. In addition to the best possible insurance coverage, Kim is committed to provide valuable services and support to her clients by creating safe places for employees and volunteers to work, accident investigation and claims management, risk mitigation and most importantly provide a positive visitor experience. Kim has a strong understanding and focuses on contractual risk transfer when working with governmental entities, vendors, caterers, contractors and special events. Kim graduated from Hope College in 1994 with a Bachelor's Degree in Business Administration and Psychology. Kim sits on the board of directors at the Visser Family YMCA, and is active in her kids sports, school and church. She is a native of Grandville, MI and currently lives in the city with her husband and two children.

Lisa Kopp, Visitor Experience Manager, Cornell Lab of Ornithology

Lisa Kopp joined the Cornell Lab of Ornithology in June of 2015 to help grow the in-person public offerings of this world-famous organization. Lisa received a B.A. in Art History from Illinois Wesleyan University and a M.A. in Museum Studies from Georgetown University. Previous to her time at the Lab, Lisa wrote curriculum for the National Building Museum before moving on to the National Geographic Society where, as the Director of Visitor Services, she built the Museum's first visitor services and education teams from the ground up.

SCHEDULE AT A GLANCE



Wednesday, October 11, 2017

1:00 - 2:30 pm	Self-guided optional Tour of Cornell Botanic Gardens
2:00 pm	Buses depart for the garden
3:00 pm	Welcome and Opening Remarks
3:30 - 5:00 pm	Keynote Presentation - <i>Land Stewardship and the Volunteer Connection – Lessons Learned from the World of Land Trusts</i>
5:00 - 5:30 pm	Break
5:30 - 7:30 pm	Dinner and Remarks
8:00 pm	Buses depart for the hotel

Thursday, October 12, 2017

7:45 - 8:00 am	Buses load and depart hotel for Cornell Botanical Gardens
8:40 - 9:25 am	Session 1: <i>Building Your Best Practices Toolbox</i>
9:35 - 10:20 am	Session 2: <i>Got Students?!</i>
10:30 - 11:15 am	Session 3: <i>Retention, Retention, Retention!</i>
11:25 am - 12:10 pm	Session 4: <i>Risk Management</i>
12:15 - 2:00 pm	Roundtable Lunch
2:15 - 2:30pm	Load buses and depart for excursions: <i>Cornell Arboretum or Cascadilla Gorge</i>
4:00 - 5:30 pm	Wine & Chesse Networking
6:00 - 7:45 pm	Dinner at Cornell Botanical Gardens
8:00 pm	Buses depart for hotel

Friday, October 13, 2017

8:00 am	Buses depart for Cornell Lab of Ornithology
9:00 - 10:00 am	Lifelong Learning at the Cornell Lab of Ornithology
10:00 - 11:30 am	Group Activities at the Cornell Lab of Ornithology
11:45 am	Load buses and depart for hotel



Please register online at: www.publicgardens.org

There will be a \$25 processing fee for paper registration.

Name	Name for Badge	
Job Title		
Garden Affiliation		
Street Address		
City	State	Zip
Phone	Fax	
E-mail		

Membership Status

(Please check the correct box.)

- Individual Member Student Member
 Corporate Member Nonmember
 Work at Member Garden

Fee Schedule

- Association Member \$350
 Student Member \$195
 Non-member \$450

*Guest fees apply for the dinner events on
Weds. and Thurs. - \$25 per guest per event.

Cancellation Policy

All requests for cancellation refunds will be subject to a cancellation fee of \$100 and must be received by -----.
No refunds will be given after that date for cancellations or no-shows.

Lodging

The Hotel Ithaca
222 South Cayuga Street
Ithaca, NY 14850
T: (607) 272-1000
Room rate: \$139

For reservations, visit www.thehotelithaca.com and use the online group code "APGA". Booking deadline is **September 5, 2017**.

Special Needs

- Vegetarian Vegan Gluten Free Other needs

Please specify:

Tally Your Registration

Registration Fee	\$
Processing Fee	\$
Number of Registrants	#
Total Amount Due	\$

Payment Information

- Check MasterCard Visa

Card #: _____

Expiration Date: _____ CVV: _____

Signature: _____

Questions?

Contact us at 610.708.3010 or info@publicgardens.org

American Public Gardens Association

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