

# SWAT

STATE WIDE ADMINISTRATOR TRAINING

June 3—6, 2019

*Arrowpeak Lodge*

A Montana Farmers Union Facility

Upper Highwood Creek Rd, Highwood MT

800-234-4071

The **MONTANA ASSOCIATION OF CONSERVATION DISTRICTS EMPLOYEE ORGANIZATION** is pleased to host this year's state wide training opportunity for administrators, employees, supervisors, and agency partners.

Registration fees cover all meals and non-alcoholic beverages. To get the most out of the training, please bring the following: Binoculars, laptop computer, cell phone with photo capability or digital camera. If you plan on roasting marshmallows by the camp fire, you may want to bring a camp chair, too.

We had a lot of fun planning this event and hope that you find the training provided worthwhile. Please note that some things may change before the training due to circumstances beyond our control.

## AGENDA

Monday, June 3, 2019

|                       |   |
|-----------------------|---|
| 12:00 pm—2:00 pm      | Check-in  |
| 2:00 pm - 4:00 pm     | EO Meeting + Insurance Presentation   |
| 4:00 pm - 5:30 pm     | Administrators Panel  |
| 6:00 pm               | <b>Casual Potluck Dinner</b><br><br>Enjoy the relaxed pace of summer with a potluck featuring foods like potato salad, baked beans, watermelon, and popsicles.<br><br>Or imagine a big family gathering where you brought your family favorite like mac & cheese, cheesy potato casserole or cornbread?<br><br>Who doesn't love finger foods like chips, dips, and countless desserts?<br><br>The EO will provide pulled pork sliders, you bring a dish to share. |
| After dinner activity | "Minute to Win it" Games<br><br>Camp fire   |

## DAY 1

Tuesday, June 4, 2019

|                       |   |
|-----------------------|---|
| 7:30 am—8:00 am       | Breakfast   |
| 8:00 am—8:30 am       | Welcome/Introductions   |
| 8:30 am—10:00 am      | <b>Your Personal Brand: Sarah Elkins</b><br><i>Build understanding of personal brand, and how that relates to personal success of the organization. Share basic components of storytelling as a means to demonstrate personal brand. Participants develop a more intentional personal brand, understand how and why demonstrating it is important, and learn to begin collecting key personal stories to share with a variety of audiences.</i>   |
| 10:00 am              | Break   |
| 10:15 am – 11:15 am   | <b>Video presentation, Instagram: Daniel Kosel</b><br><i>What is this powerful social media tool and how can you harness its considerable power to effectively represent your services, products, branding, and educational messages to the “right audience?” See examples of “what good looks like.” Witness and/or participate in live creation and development of a page. A discussion of motive and target strategy for building an effective Instagram for YOU.</i>  |
| 11:15 am – 12:00 pm   | Taking photos around Arrowpeak Lodge  |
| 12:00 pm – 1:00 pm    | Lunch   |
| 1:00 pm – 2:30 pm     | <b>Stepping out of your comfort zone: Sarah Elkins</b><br><i>Building on the first workshop, this session is designed to dig deeper into the development of personal stories, particularly in taking risks in order to be a “story-maker.” The session is discussion based, with a focus on specific strategies to make stepping out of your comfort zone more ...well ... comfortable!</i>   |
| 2:30 pm – 3:15 pm     | <b>Canva: Katie Mumford</b>   |
| 3:15 pm               | Break   |
| 3:30 pm – 5:30 pm     | <b>PowerPoint Presentations, Public Speaking: Daniel Kosel</b><br><i>What can you actually do with PP and how can you quickly gain an “expert apprentice” skill level to effectively use it at your office? Explore the fonts, the photos, formatting, and navigation efficiencies of PP and become comfortable with the most popular presentation application of the century. Just the idea of speaking in front of other humans can induce a host of negative ideas and feelings in most people. Let’s define our comfort zone and create a professional approach to our non-verbal and verbal style that will allow a positive public speaking experience. Open discussion and review of effective speaking styles and the psychology behind it.</i> |
| 6:00 pm               | Dinner  |
| After dinner activity | <b>Owls &amp; Bat Surveys: Josh Schrecengost</b><br>Camp fire   |

## Day 2

Wednesday, June 5, 2019

|                       |   |
|-----------------------|---|
| 6:30 am—7:30 am       | <b>Birding: Josh Schrecengost</b>   |
| 7:30 am – 8:00 am     | Breakfast   |
| 8:00 am —10:00 am     | <b>Websites, professional writing, other media: Daniel Kosel</b><br><i>How am I able to effectively and accurately understand websites and their design intentions related to effective messaging and attracting clientele? What really needs to be considered when creating a press release or a flyer? How do I design written media that is attractive and to the point?</i> |
| 10:00 am              | Break   |
| 10:15 am– 12:00 pm    | <b>Google, MailChimp, e-Newletters: Daniel Kosel</b><br><i>What is Google other than an online search database? What exists within its robust “family” of icons and applications that I can use to make my professional life better? What is MailChimp and how do I use it effectively? How can I optimally format, create, and distribute e-Newsletters?</i>                   |
| 12:00 pm – 1:00 pm    | Lunch   |
| 1:00 pm – 2:30 pm     | MACD/SWCDM & DNRC Media Collaboration + Q & A   |
| 2:30 pm – 3:30 pm     | EO Wrap-up Meeting  |
| 3:30 pm – 5:00 pm     | Clean-up & Free time  |
| 5:30 pm               | Dinner  |
| After dinner activity | “Sip & Art”<br><br>Camp fire  |

## Day 3

Thursday, June 6, 2019

|                              |                       |
|------------------------------|-----------------------|
| 7:30 am – 8:00 am            | Continental Breakfast |
| Clean-up, Pack up and depart |                       |