

2021 MACDEO Statewide Employee Training
Ready, SET, Go!
October 20-21, 2021
Pollard Hotel, Red Lodge MT

DETAILS

- Pollard hotel costs are paid for by the grant
- The Pollard Hotel is now full. If you want to register, please pay for your lunches by registering on Eventbrite and make your own hotel reservation. You can submit your bill to the EO for at least partial reimbursement.
- If you want to pay by check, you can make that choice on the Eventbrite app and mail your check to Sharon Flemetis at the Stillwater CD, made out to the EO
- Breakfast is included for those who stay at the Pollard
- Lunches are part of the registration expense
- Dinners will be on your own
- You may apply to MWCC for travel expenses

Wednesday, October 20th

8:30 am-9 am – Welcomes and Introductions-Ice Breakers (Emma Link)

9:00 am-10:30 am – 310 Training and Employee Discussion-Panel

- Jason Garber
- Sharon Flemetis, Becky Clements, Julie Ralston, Hailey Graf
- 10:30 am-10:45 am – Break

10:45 am-noon – Conservation Conversations – Attendees will rotate through these tables, 15 minutes at a time. Audience members, bring your burning questions for the table hosts!

Rotating table Conversations including:

- Veteran Administrators-Julie Ralston, Chris Evans, Julie Goss
- Success Stories-NACD TA grants, Pollinator efforts, etc. (Heidi Fleury, David Laufenberg, Connor Mertz, Katie Mumford)
- Education Committee/CDOWG-David Martin
- MACD-Rebecca Boslough, Eric Rannestad
- DNRC-Stephanie Criswell, Mary Hendrix, Jason Garber

Noon-1 pm – Lunch

1 pm-2:30 pm – Eric Rannestad, MACD

- Eric's Role at MACD
- Role of the CDOWG
- Discussion about the CD Toolkit on the MACD Website

2:30 pm-4:30 (or 5) pm – Leadership for CD Employees-Liz Moore-Montana Non-Profit Association

- Leading from behind
- Individual leadership style
- Conflict Management
- Effective Board/Staff relationship

5 pm-6 pm Happy Hour/Games (Becky Clements)

Thursday, October 21st

8 am-11 am – Marketing/Outreach Breakout Sessions 8-10 am (This section may end up running back to back based on room size availability. If so, they will be 3 one hour sessions with flexibility)

- A: Basic Marketing/Outreach introduction to CDs-Eric Rannestad, MACD
- Various types of outreach/marketing that are simple, low-cost, not time consuming
 - WordPress-basic information and skills
- B: More advanced Marketing/Outreach-Laura Parvey-Connors, Meld Media
- Topics will be based on survey responses

Second Session-10 to 11 am-Whole Group

Sarah Klaus, Lake CD, Samantha Tappenback (on screen), Flathead CD, open discussion with CDs

- CD limitations
- Marketing plans
- Metrics used?
- News/Media (local newspapers, radio and television)
- Social Media
- Lake CD Junior Conservationist program (possibly)

11 am-11:15 am – Break

11:15 am-noon – EO Website and Resource Overview-Chris Evans

- Women’s History Project-Gail Cicon
- Review of the EO Website changes – request for feedback and recommendations
- Feedback on the draft of the Employee Handbook and Field Guide
- Take a look at the DNRC website and the MACD website

Noon-1 pm – Lunch then free to leave – Lunchtime conversation will center on the upcoming strategic planning for the EO. Bring your ideas and energy!