

# 2022



# HYBRID STAFF CONFERENCE

## WHEN

**Wednesday February 16**

9:00am—4:30pm

**Thursday February 17**

8:00am—12:00pm

## WHERE

**Wyndham Garden State College**

310 Elks Club Road, Boalsburg PA

## FEATURING

- Stress, Resilience & Humor • Dealing with Difficult People •
- **What They Say About Why Your Work Matters** •
- Outreach Post-covid • Cybersecurity • Grants Tracking •
- Content Production • Promoting Conservation with Landowners •
- and the 2nd ANNUAL CONSERVATION DISTRICT VIDEO AWARDS!



**Two Days  
of Learning &  
Networking**

**Two Ways  
to Participate**

**Registration**

**In-Person Attendees \$100**

**[Click Here to Register](#)**

**Virtual Access \$75/district**

**[Click Here to Register](#)**



# Day 1 - Wednesday February 16

**8:00am- 9:00am Registration & Networking**

**9:00am-12:00pm General Session Workshop**  
**Dealing with Difficult People & Situations**

*presented by Rita Coleman Graham, Coleman-Graham*

This interactive workshop will empower district staff to apply skills that will help improve their encounters with difficult people and increase their confidence in difficult situations. Staff will learn to how to improve self-awareness in dealing with conflict and how to practice the two key tools of conflict management: active listening and assertive messaging, as well as additional techniques to de-escalate uncomfortable situations and reduce stressful encounters, and when to step away and seek assistance.

**12:00pm-1:00pm Lunch**

**1:00pm- 2:45pm Keynote General Session**  
**Resilience, Stress and the Value of Humor**

*presented by Jonathan Cleck, Greencastle Consulting*

Think your job is stressful? Try leading a Navy SEAL team, starting a business, or performing stand-up comedy. This presentation will provide insights and tips on stress management that will help you develop the habits of mental resilience, and will include concepts, skills, and applications to help inoculate yourself from the negative effects of stress, reduce anxiety, and enhance your performance.

**3:00pm- 4:30pm Recognizing Excellence**  
**CWA Awards for Training Completion**

*presented by Jay Braund, DEP & Nick Yeagy, PACD*

**2<sup>nd</sup> Annual Conservation District Video Awards**

*presented by Matt Miller, PACD*

In what is becoming a yearly tradition, we are showcasing the best video content produced by districts in 2021, which was scored by a panel of judges on overall production value, presentation/delivery, and messaging effectiveness. Clips from finalists in three audience categories will be screened, and the 2021 Conservation District Video Awards will be presented to the top-scoring entries in each category.

**Video Production Panel Discussion**

Video contest finalists will discuss the technical, creative, and planning aspects of producing content for their districts.



Rita Coleman Graham, Owner Coleman-Graham, brings decades of experience in the environmental field to provide facilitation and training for individuals, teams, and organizations on communication, conflict resolution and leadership development to empower them to succeed.



Jonathan Cleck is Director of Leadership Development for Greencastle Consulting. He served 24 years as a Navy SEAL, worked with the FBI's National Joint Terrorism Task Force, has been involved in several small business startups, is a doctoral candidate in Organizational Leadership & Innovation, and dodges flying tomatoes on Philly's amateur stand-up comedy circuit.



Who will bring home the coveted CONDIVA trophy? Join us on February 16 to find out!

# Day 2 - Thursday February 17

## 8:00am- 9:00am **Keynote General Session** What They Say About Why Your Work Matters

*presented by Eric Eckl, Water Words That Work*

Take a journey through conservation insights from social scientists and market researchers. The findings are sometimes heartening, sometimes frustrating, but always fascinating! We will explore what polls, surveys, focus groups, and other research tools teach us – and how they mislead us – about the public’s attitudes towards you and your work.

## 9:00am- 10:00am **Breakout 1A** Cyber Security for Workplace & Home

*presented by Robert Hoster, SEK*

Flexible/remote workplaces mean that internet safety and secure documentation are more important than ever before. This session will review best practices to avoid internet danger in your work and personal life.

## 10:00am- 11:00am **Breakout 1B** Grant Management Tools & Tracking

*presented by Kevin Stouffer & Bonnie Aleshire, SEK*

Learn tips and tricks from the pros to help ensure accuracy in tracking and reporting, the foundation of successful grant management.

## 11:00am- 12:00pm **Breakout 1C** Outreach and the New Normal

*facilitated by Matt Miller, PACD*

The pandemic has provided both challenges and opportunities for district outreach. This roundtable session is intended for staff to share and compare successful outreach strategies and tactics, and to discuss new tools, technology, and best practices to help get the most out of your virtual events.

## 9:00am- 12:00pm **Breakout 2** Working with Rural Landowners

*presented by Eric Eckl, Water Words That Work*

Part 1: Helping Landowners to Reach a Decision will explore the demographics and decision-making factors for rural landowners, including the importance of cultivating your personal reputation. Part 2: The Value of Persistence & Customer Service will focus on delivering good customer service to your clients while managing an ever-expanding workload.

## 12:00pm **Closing & Boxed Lunch**



Eric Eckl, Owner/Principal of Water Words That Work, has over 20 years of expertise in environmental outreach and communications. Drawing from his experience in both the private and public sectors, Eric is a sought-after speaker, has appeared on CNN, and been quoted in the New York Times.



Kevin Stouffer, CPA, has over 17 years of experience working with local governments. Kevin is an instructor for SEK’s in-house training programs on governmental accounting, serves as a member on the firm’s Accounting & Auditing Committee, and presents on topics including grant guidance, fraud prevention, internal controls, and audits.

Bonnie Aleshire has over 15 years of experience in accounting and is a QuickBooks Certified ProAdvisor facilitating QuickBooks User Group sessions for SEK.



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