



The **2017 Friends Peer-to-Peer Conference** will be hosted by the "Ding" Darling Wildlife Society - Friends of the J.N. "Ding" Darling National Wildlife Refuge, Sanibel Island, FL **June 8-10, 2017**. The itinerary is complete, the speakers are booked, and it is now time for YOU to register!

*Because of limited space, please only plan to send 3 people to represent your Friends Group/Refuge staff. If there are more spaces available, we will re-open registration at the beginning of May to include additional representatives from your group.*

**Meet the Presenters & See the Itinerary**

**USFWS Staff**

Understanding and Appreciating the USFWS & Friends Partnership



**Jim Kurth**  
Deputy Director  
of the USFWS



**Kathleen Burchett**  
Area II Refuge  
Supervisor



**Sallie Gentry**  
Southeast Region Friends,  
Volunteer, Youth, and CMS  
Coordinator



**Toni Westland**  
Supervisory Refuge  
Ranger and Friends  
Liaison at "Ding" Darling

## Kirk Weisler

### Keynote Speaker

*Kirk is currently the Chief Morale Officer for companies and organizations around the globe. He offers coaching, keynote addresses, and workshops for companies of all services and sizes. Kirk is a past leader of the National Speakers Association, a master team builder, and a professional storyteller. He has been a part of 7 start ups, 4 of which were widely successful. One of these startups created over 1,000 jobs for aspiring IT professionals. With over eighteen years of executive coaching, speaking, research, and professional experience, Kirk's perspective is simple and unpretentious and his suggestions are applicable and undiluted. Kirk understands that your work life is more than a commute and a paycheck.*



## Joe Wiegand and Tom Milligan

*a.k.a. Theodore Roosevelt and Jay Norwood "Ding" Darling*

*Two of America's most important conservationists will be brought back to life through the reprisals of Joe Wiegand and Tom Milligan!*



*Joe Wiegand is considered the world's premiere Theodore Roosevelt reprisor. As an actor and historian, Joe's portrayals of Theodore Roosevelt in live performances and in television and film have people wondering if TR has come back to life.*

*Tom Milligan has spent 45 years as a working theater artist in Iowa, "Ding" Darling's home state. As an actor, director, scenic designer as well as producer, his work has been seen throughout Iowa and the Midwest. In his presentations, Jay N. "Ding" Darling visits with the audience, as an old friend, in his 11th office at The Des Moines Register.*



## Samantha Scott

### Being Seen and Heard Effectively to Engage the General Public and Potential Donors

*Samantha Scott, APR is the President of Pushing the Envelope, Inc., a marketing communication firm established in 2006. With expertise in marketing strategy, performance measurement and enhancement, and digital media, she's worked with brands such as Harley-Davidson, West Marine and California Closets. She's accredited in public relations, has been published numerous times and is a national-level speaker. From producing flagship store grand openings for international brands to advanced digital marketing tactics and garnering media placements in The New York Times, USA Today online, UK Daily, and more, she brings her experience as a marketing leader to every presentation she gives.*





## **Chelle Koster Walton**

### **Being Seen and Heard Effectively to Engage the General Public and Potential Donors**

*A professional travel, food, and feature writer, Chelle Koster Walton works with many clients overseeing publicity, media relations, and web site content. With her journalism background and education at the University of Minnesota, Chelle knows the who, what, when, where, and how of writing press releases that get results.*

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## **Cindy Moran**

### **Team Building and People Planning**

*Specializing in Human Capital Strategy, Cindy Moran brings 20+ years of experience in Learning and Development to her work with clients spanning a wide variety of industries nation-wide. Her expertise includes talent acquisition and development, leadership and succession planning, change management and growth strategy, all leading to measurable ROI that directly impacts the bottom line. Cindy's education includes a BA in Philosophy/Business from Villanova University and graduate work in Philosophy at Penn State University. She has a certificate in Strategic Organizational Leadership, is a certified facilitator for The Leadership Challenge, Predictive Index Analyst, Learning Indicator Practitioner, expert in Customer Focused Selling and overall assessment 'geek'.*



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## **Mary Silverstein**

### **Board Member Selection & Engagement; Grant Writing Crash Course**

*Mary Silverstein is a senior consultant for RMG, based in Fort Myers, Florida. Her background includes nearly 30 years of experience as an executive manager in the private and public sectors. As a consultant, she coaches private and public organizations in strategic planning, fund development, program development and evaluation, non-profit financial reporting, compliance, and board governance. Her consulting clients range from non-profits to trusted community leaders. Born and raised in Alaska, Ms. Silverstein has a BBA in Management from University of Alaska, Anchorage and an MBA from UC Berkeley, Haas School of Business. A former adjunct for Antioch University in Los Angeles, she now consults with FGCU's Institute of Government.*



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## **Bob DeGroot**

### **Listening to Your Visitors**

*Robert "Bob" DeGroot, M.Ed., DCH FAPA is the president of Sales Training International and best-selling author. He's written 44 books in customer service, sales, sales management and hypnosis. Bob is an Associate School Psychologist, Doctor of Clinical Hypnotherapy, Board Certified Hypnotherapist, and a Fellow in the American Psychotherapy Association. There will be no dozing off in this session - guaranteed.*





## David Allen Fundraising 101

*David Allen assists conservation organizations raising money from individual donors by improving renewal, cultivation, and major gift systems. David brings 30 years experience to the practice, including thirteen years with The Nature Conservancy. He has devoted his professional career to helping conservation organizations and land trusts pursue excellence in all aspects of their conservation endeavors. David is a skilled seminar presenter, particularly in major gift fundraising. Specialties include Development Audits, Board training, and campaigns.*

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## Tarpon Bay Explorers

### Concessionaire of the J.N. "Ding" Darling National Wildlife Refuge

*Tarpon Bay Explorers is the official concession to the J.N. "Ding" Darling National Wildlife Refuge that provides low-impact recreational and educational opportunities to the community and visitors alike. Tarpon Bay Explorers provides excellent customer service and quality educational tours, rentals & merchandise all while being superior stewards to Sanibel's unique natural environment & community. Tarpon Bay Explorers also sponsors and hosts outreach programs such as fishing events & summer camps to the Sanibel community along with school & charity organizations within the greater Ft. Myers area. They will be offering discounts to all conference attendees.*

