GARDEN BOARD MEMBER EXPERIENCE
JUNE 20-21, 2019
OMNI SHOREHAM HOTEL, WASHINGTON, DC

Member Pricing:
$575 by Early Bird registration (deadline April 17th 5:00 PM ET)
$650 after that
Non-Members: $100 additional

Every public garden has governing and/or advisory boards that support the garden’s leadership and ensures the success of the organization. That success also depends on how well you fulfill your responsibilities, understand our industry’s trends and challenges, maintain rapport with garden leadership, and what kind of professional resources you have available to help inform your decision-making.

The American Public Gardens Association can help you with that. In fact, did you know that as a board member, you are already part of a professional member network of more than 570 public gardens? Imagine having a direct connection with other board members from hundreds of other gardens around the U.S. – and beyond.

The Association is deeply committed to building a roadmap to leadership at all levels, and that includes helping you be the best board member possible. To that end we have created an “experience” like no other to help you.

The Garden Board Member Experience is a NEW, 1-1/2-day-conference-within-a-conference especially geared for board members of public gardens of all types. Integrated deliberately into the THRIVE TOGETHER: Diversity Grows Gardens 2019 Annual Conference, the Garden Board Member Experience is a curated balance of lively facilitated discussion with thought leaders, plenty of time to network, and the opportunity to tour and experience some of greater Washington D.C.’s finest gardens.

This is not a bunch of “talking heads.” We encourage YOU to be the active participant and connect with others on what issues matter most to YOU. We have built in closed-session gatherings for board members only to talk frankly and openly, along with other sessions containing topics of mutual interest to all. You also have the option to extend your registration and enjoy the full Conference, an incredible opportunity combining best-of-class professional sessions, networking and exhibits, plus tours of scores of many other D.C. gardens.
GARDEN BOARD MEMBER EXPERIENCE
PROGRAM SCHEDULE

THURSDAY, JUNE 20, 2019
6:00 a.m. – 6:45 p.m. – Registration Desk Open

12:00 – 1:15 p.m. IDEA Café
Location: Regency Ballroom

Garden Board Member Experience registrants are invited to join all Conference attendees for a facilitated seated lunch to tee up the “human side” of diversity and inclusion. Storytelling provides launching points for audience interaction and participation via interactive table dialogue, their smartphones, or other technology that builds on attendees’ shared experience. Through participation in this “IDEA Café,” the Association hopes to develop a new Member resource that will guide gardens as they address various IDEA (Inclusion/Diversity/Equity/Accessibility) issues.

1:30 – 2:00 p.m. Welcome and Orientation
Location: Empire Ballroom

Brian Vogt, Board President, American Public Gardens Association and CEO, Denver Botanic Garden kicks off the event with fellow board members of public gardens along with an overview of what to expect over the next two days. Take time to meet your peers.

Moderator: S. Detwiler, President, The Detwiler Group, Wilmington, Delaware

2:00 – 3:00 p.m. Not Just the Boss: The Board/CEO Partnership
Location: Empire Ballroom

Whether your garden is a public nonprofit, attached to a larger institution, or a government agency, the board and the CEO share a special relationship. What makes this relationship successful? Two garden CEOs and their Board Chairs will discuss their experiences to introduce the topic; you continue the discussion at your table based on relevant garden attributes.

Presenters: J. Downing, Executive Director and A. Rose, Board Chair, Mt Cuba Center, Hockessin, Delaware; C. Bass, CEO and S. McIntyre, Board Chair, Santa Fe Botanic Gardens, Santa Fe, New Mexico

3:15 – 3:45 p.m. Sustainability in the Boardroom: Beyond the Spreadsheets
Location: Congressional A

We all know that a board is responsible for watching the dollars, but sustainability is much more than just looking at numbers. What does sustainability mean in the boardroom? Is your board ready to take your garden into the future? Do your programs move the mission forward AND generate revenue? After a 30-minute overview of different aspects of public garden
sustainability, participants can choose to focus on one of three aspects of sustainability that are the purview of boards.

**Moderator:** S. Detwiler, President, The Detwiler Group, Wilmington, Delaware. **Presenters:** Dr. J. Allen-Davis, Trustee Emerita, Denver Botanic Garden, Denver, Colorado; B. LeFevre, Executive Director, Sarah P. Duke Gardens at Duke University, Durham, North Carolina; H. Saunders, President Board of Trustees, John J. Tyler Arboretum, Media, Pennsylvania

**3:45 – 4:30 p.m. Breakout Sessions (various locations):**

**Look To Your Left, Look To Your Right: Recruiting & Onboarding New Board Members**  
**Location:** Congressional A

Recruiting new board members has never been a simple matter. Changes in social expectations and the need for diversity and inclusion has made it more complex. Expectations of rising generations may be different from those currently on the board. How do you decide whom to invite to your board? How do you find them? How do you invite them so they understand the expectations? And how do you bring them on board so they can be productive from day one? Join a facilitated discussion that starts with discerning your needs and leads to recommended practices for onboarding.

**Presenter:** Dr. J. Allen-Davis, Trustee Emerita, Denver Botanic Garden, Denver, Colorado

**Who’s Next? Successfully Developing New Leaders**  
**Location:** Congressional B

Excellent board chairs and CEOs don’t magically happen. The best ones have leadership experience and know how to build great relationships among their peers while keeping everyone focused. How do you identify potential leaders and help them build on that potential, so when the time comes you have several possible candidates? How else can their leadership qualities serve your garden? This facilitated discussion acknowledges the challenges of finding the right board chair or CEO, and how to build a pipeline of board members to serve as leaders in the future.

**Presenter:** B. LeFevre, Executive Director, Sarah P. Duke Gardens at Duke University, Durham, North Carolina

**A Delicate Balance: Programming for Mission & Revenue**  
**Location:** Forum

Sometimes programs that have the greatest mission impact aren’t the ones that cover their own costs. But selecting programs solely on the basis of whether they generate revenue can have a negative impact on how well you serve your mission. The delicate balance between serving the mission and generating revenue is critical to the sustainability of your garden. In this session, learn questions to ask about your programs and tools to
focus board discussion on the balance between programming for both mission and revenue.

*Presenter: H. Saunders, President Board of Trustees, John J. Tyler Arboretum, Media, Pennsylvania*

**4:45 – 5:15 p.m. Buses Depart to United States National Arboretum**
Buses will begin loading at 4:45 p.m., departing as they fill, with the last bus departing the hotel at 5:15 p.m. Please arrive promptly within the bus loading window.

**6:00 – 9:30 p.m. An Evening at the National Arboretum: Reception**
An oasis in the city, where science meets beauty—a perfect description of the United States National Arboretum and your evening here. Join us to unwind and wander our core collections. You'll enjoy light hors d’oeuvres, beverages, and conversation in the Grass Roots Exhibit, Friendship Garden, Washington Youth Garden, or National Bonsai & Penjing Museum. Everyone will move to the Capital Columns meadow for dinner. Dress is casual—wear your walking shoes so you can explore.

All Conference attendees

**FRIDAY, JUNE 21, 2019**
**6:30 a.m. – 12:30 p.m. Registration Desk Open**

**8:00 – 9:15 a.m. Food for Thought Breakfast: The Changing Tides**
*Location: Empire Ballroom*

Join us for a sit-down breakfast where we'll share groundbreaking highlights from the Blackbaud Institute for Philanthropic Impact's Next Generation of Giving report. Is the much-heralded and unprecedented transfer of wealth to Baby Boomers going as expected? How are Gen X and Millennials giving, and how do they view their philanthropic impact and desired engagement? Plus, what other trends should you as a board be paying attention to now? We’ll tee up several questions for group discussion.

*Presenter: A. Thompson, Managing Director, Blackbaud Institute for Philanthropic Impact, Austin, Texas; Moderator: S. Detwiler, President, The Detwiler Group, Wilmington, Delaware*

**9:30 – 11:00 a.m. Follow Your Interest: Attend a General Session**
Join fellow Conference attendees at one of seven different sessions open to the entire assembly.

- **Art in the Garden – More than Just Icing on the Cake**
  Track: The Living Landscape
  Location: Congressional B

- **Creating a More Diverse, Equitable, and Inclusive Garden**
  Track: Leadership, Innovation, and Advocacy
  Location: Ambassador Ballroom
Embracing Indigenous Values in Public Gardens and in Our Communities
Track: Leadership, Innovation, and Advocacy
Location: Palladian Ballroom

Green Spaces, Migratory Birds, and Our Latinx Community
Track: Leadership, Innovation, and Advocacy
Location: Cabinet Room

IMP360: Interpretive Master Planning from Every Angle
Track: Education and Communication
Location: Diplomat Ballroom

People Pollinating for Crop Diversity: Collective Action Across Food, Agriculture, and Garden Networks
Track: Education and Communication
Location: Executive Room

Public Private Partnerships: Opportunities, Strategies, and Advice
Track: Making Friends, Making Money
Location: Congressional A

11:15 – 11:45 a.m. Where Do We Stand? Benchmarking Your Garden Against Your Peers
Open to all Conference attendees
Location: Empire Ballroom

BE-hold! Benchmarking! The mysteries of how your garden grows, revealed through the power of the Association’s Benchmarking Platforms. The Association’s benchmarking platforms provide a suite of tools that help you assess and plan your garden’s growth. Simple to use, yet seriously powerful. Quick and comprehensive downloadable reports combined with its ability to define your parameters and compare to peers on hundreds of metrics. We'll provide an interactive demonstration of the full capabilities of the platforms and the measures they track. Examples will be provided from all of the platforms including Gardens Benchmarking, Compensation and Benefits, and Conservation Benchmarking (jointly conceived with BGCI-US). From cost of living indexed salary data, to infinite comparisons from facilities, events, governance, and staffing, all the way to your garden’s research and conservation commitments. Want to see how your garden grows? Join us to learn more about the tool to show how it thrives!

Presenter: D. Casey Sclar, Executive Director, American Public Gardens Association, Kennett Square, Pennsylvania

11:45 a.m. – 12: 45 p.m. Global Lunch Forum
Location: Empire Ballroom

Public gardens are not immune to global issues. How does changing climate affect gardens? Along with a threat, is there an opportunity for leadership and education? How are gardens responding, and what is the role of the board in directing or participating in this response? As
you approach these issues, the Association has resources to help you think about how your garden can respond to the challenges.

Presenter: R. Piacentini, President & CEO, Phipps Conservatory and Botanical Gardens, Pittsburgh, Pennsylvania

1:00 – 1:45 p.m. Nose In Fingers Out: Navigating the Governance/Management Divide
Location: Empire Ballroom

What’s the difference between governance and management, and where is the line? What roles do board members play in supporting the garden? What about that gray area where both the CEO and the board have responsibility? How is it different if you have staff or if you’re an all-volunteer garden or something in-between, and how do you transition your board from management to governance?

Presenter: John DeWald, Board Chair, San Diego Botanic Garden, Encinitas, California

2:00 – 3:00 p.m. The Elephant in the Room: Cases in Board Dynamics
Location: Empire Ballroom

Boards are made up of many different people, with different temperaments, talents and opinions. How do you handle a domineering trustee? What do you do when you find a director has an undisclosed conflict of interest? How do you remove an ineffective or uncivil committee chair? What if the offending trustee is also a major donor? How do you decide if something is a breach of ethical behavior? During this hour, different cases are presented, followed by guided table discussions. Following discussion, opinions and decisions will be shared across all participants.

Presenter: Barcy Fox, Board Chair, Santa Fe Botanic Gardens, Santa Fe, New Mexico

3:00 – 3:30 p.m. Wrap-Up
Location: Empire Ballroom

You’ve just taken part in an important Association initiative to further Board leadership among our public gardens. What were your takeaways, and where do we (and you) go from here? What would make it possible for you to continue learning and sharing with your peers? What topics would you like to explore in the coming year, and in what format? Take this time to give the Association your initial feedback and learn how to maintain the connections you’ve made this week.

Moderators: D. Casey Sclar, Executive Director, and Joan Thomas, CFRE, Director External Relations, American Public Gardens Association, Kennett Square, Pennsylvania

4:00 p.m. Bus Departs to Brookside Gardens
The bus will load 15 minutes prior to the stated time and depart outside the Blue Room Prefunction on the East side of the conference hotel promptly at 4:00 p.m.
5:00 – 9:00 p.m. A Maryland Summer Solstice: Tour and Reception
Open to all Conference attendees
Location: Brookside Gardens

Celebrate the Summer Solstice with a relaxing evening at Brookside Gardens. Commemorating its 50th anniversary in 2019, the Gardens were named for the winding brooks and streams that surround the beautifully designed garden spaces, tranquil walking trails, comfortable benches, peaceful ponds, and shady gazebos. The Wings of Fancy Live Butterfly and Caterpillar Exhibit will be open for your exclusive viewing. Explore the Gardens newer features such as the renovated Japanese-style Gude Garden, sustainable parking garden, and Maryland-themed children’s garden while sampling delicious small plates showcasing Maryland’s agricultural and culinary specialties.

Enjoy live music, local beer, wine, a Maryland signature cocktail, and top off the evening with a floating lantern Summer Solstice celebration as you mingle with old and new friends.