



## GARDEN BOARD MEMBER EXPERIENCE TENTATIVE PROGRAM SCHEDULE OMNI SHOREHAM HOTEL, WASHINGTON, DC

THURSDAY, JUNE 20, 2019

6:30 AM - Noon – Registration Desk Open

12:00 pm - 1:15 IDEA CAFÉ

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. Though 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 WELCOME & ORIENTATION

*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.

2:00 - 3:00 NOT JUST THE BOSS: The Board/CEO Partnership

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? Board members with stellar CEO partnerships and introduce the topics; the conversation continues at individual tables of board members based on relevant garden attributes.

3:15 - 3:45 SUSTAINABILITY IN THE BOARDROOM: Beyond the Spreadsheets

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? Are your policies and procedures flexible enough for the changes in society? 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.

## **BREAKOUT SESSIONS:**

### **3:45-4:45 LOOK TO YOUR LEFT, LOOK TO YOUR RIGHT: Recruiting & Onboarding New Board Members**

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.

### **3:45-4:45 WHO'S NEXT? Successfully Developing New Leaders**

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.

### **3:45-4:45 A DELICATE BALANCE: Programming for Mission & Revenue**

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.

**4:45 - 5:15 BUS LOADING AND TRAVEL TO US NATIONAL ARBORETUM**

**6:00 - 9:30 RECEPTION AND DINNER AT US NATIONAL ARBORETUM (all Conference attendees)**

## **FRIDAY, JUNE 21, 2019**

**6:30 AM - Registration Desk Open**

**8:00-9:15 Breakfast: The RISING GENERATION:** What does the next generation want in philanthropy and board service? Presented by the Blackbaud Institute.

**9:30 - 11:00 FOLLOW YOUR INTEREST: Attend a general session**

Join fellow Conference attendees at one of seven different sessions open to the entire assembly. Follow your own interest or plan to connect with your garden staff to attend a session of particularly applicable to your institution. Then join back up with your peer board members for lunch and afternoon sessions.

**11:15 - 11:45 WHERE DO WE STAND? Benchmarking your garden against your peers**  
American Public Gardens Association has a benchmarking tool with three years of comprehensive information from hundreds of public gardens. CEOs can request data so you can see where your garden compares to the 25th and 75th percentiles. Filter results by adjusting any of up to ten variables to match comparable gardens or create a specific peer group. This session tells you about the benchmarking program, and how different gardens have used the data to structure & justify a capital campaign, enhance grant proposals, develop informed strategies for making important decisions about the future.

**11:45 – 12: 45 GLOBAL LUNCH FORUM**

What are the issues facing the world of public gardens? How is climate change affecting gardens? Is the insect apocalypse a threat to gardens, an opportunity for education, or both? How are gardens responding? As you approach these issues, the Association has resources to help you think about how your garden can respond to the challenges.

**1:00-1:45 NOSE IN FINGERS OUT: Navigating the Governance/ Management Divide**

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?

**2:00-3:00 THE ELEPHANT IN THE ROOM: Cases in Board Dynamics**

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.

**3:00-3:30 WRAP-UP**

The Garden Board Network is new, and this conference experience is only the beginning. 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.

**4:00 BUS LOADING AND TRAVEL TO BROOKSIDE GARDENS**

**5:00 - 9:30 BROOKSIDE GARDENS RECEPTION (all Conference attendees)**