ELEVATE,
EMPOWER,
EMBOLDEN
Welcome! We are thrilled you are joining us for the Women in Conservation Leadership Summit!

For the second year running, we are excited to provide a venue for women within the conservation movement to build strong leadership skills, have open and honest conversations about our similarities and differences, and explore how we can come together to build a stronger, more empowered community of women.

THIS YEAR WE WELCOME WOMEN who represent many voices across the movement as well as those who are integral partners to conservationists. The rich mix of voices attending this year’s Summit is an important step in moving women’s leadership forward within conservation and beyond. We encourage you to embrace honesty, respect, open-mindedness, and at times, discomfort. This gathering is an opportunity to build new relationships, listen to and learn from one another, enjoy the beautiful outdoor surroundings, spend time with friends old and new, and enjoy the company of the talented and bright women in attendance.

We are incredibly grateful for all of the women who, in the past year, have put their ideas, resources, time, and energy into making the second Women in Conservation Leadership Summit a reality. We thank YOU for taking time away from work, family, and life schedules to join us. It is our hope that you will come away from the Summit feeling empowered, refreshed, and emboldened to build your leadership and your future.

Sincerely,

THE WOMEN IN CONSERVATION LEADERSHIP PLANNING COMMITTEE

Chanté Coleman
Jennifer Hill
Geralyn Hoey
Elizabeth Lillard
Claudia Malloy
Over the past 20 years, Martha Darling has picked up where her relative Ding Darling left off: building power and clout for conservation through the National Wildlife Federation. Now part of NWF’s President’s Leadership Council - comprised of the Federation’s most generous donors and ardent supporters - Martha began her conservation journey on Darling family camping trips to the national parks of the American West. Years later she joined NWF and became a founding member of the Wolfpack, a groundbreaking organization of Michigan civic and business leaders who have won major water, air, and land policy victories, and has raised millions of dollars for NWF causes.

Martha helped resurrect the NWF Action Fund; bringing her political passions to the national advocacy scene. Through her leadership, the NWF Action Fund has provided vital support to wildlife champions on Capitol Hill, engaged shoulder-to-shoulder with state affiliates on ballot measures, and continues to grow its grassroots efforts. In addition to hosting candidate fundraisers in their home, Martha and her husband, Dr. Gilbert Omenn, were on the 2008 Obama Michigan Finance Committee and the 2009 Obama Inauguration Finance Committee. Martha also served as Treasurer for Debbie Dingell’s 2014 Congressional campaign and was a 2000 Democratic National Convention Michigan delegate.

Prior to her national conservation work, Martha was a senior manager at Boeing, Vice President for Strategic Planning at Seattle-First National Bank, and Executive Director of the Washington Business Roundtable’s Education Study. As a White House Fellow, she served as Executive Assistant to Secretary of the Treasury W. Michael Blumenthal and then was Senior Legislative Aide to U.S. Senator Bill Bradley. In 2016 Martha was recognized by NWF as its Conservationist of the Year.

As an avid sportswoman, Nicole recognizes conservation is the top priority for the continuation of the great American traditions of hunting and fishing. Nicole serves as a board member for the Conservation Federation of Missouri and Region 5 board member for National Wildlife Federation. In 2017, she was selected to serve as one of four state Commissioner’s for the Missouri Department of Conservation. Nicole manages 20,000-acres of land in the beautiful Missouri Ozarks for her family business, Wood Land & Cattle. Nicole remains thankful that she and her fiancé, Scott, are able to raise their three beautiful girls in a part of the country where a connection to the outdoor world is still a normal aspect of life.
We are pleased to have Terramar Consulting Group, Wolf & Heron, and The Raben Group providing their expertise in the design, facilitation, and implementation of the Summit Agenda.

THE TERRAMAR CONSULTING GROUP

The Terramar Consulting Group, founded by long-time social change strategist Cristina Mormorunni, is a collective of social change experts who exists to craft elegant solutions to the critical problems of our time: land, sea, water, energy, wildlife, food, indigeneity, justice, equity, policy, politics, people and communities. TERRAMAR believes that the current environmental and socio-cultural crises mandate a whole new approach to social change. Success requires nothing less than breaking down barriers, sparking synergy, discovering connections, catalyzing collaboration, fostering resilience, and restoring the most beautiful elements of our inspired humanity.

TERRAMAR has over two decades of field experience advancing this approach to social change in partnership with a variety of organizations from the Hewlett, Leonardo DiCaprio and Moore foundations, to the Wildlife Conservation Society and Global Partnership for Sharks and Rays. TERRAMAR guided the strategic planning and visioning process for the National Wildlife Federation Artemis Initiative, which is building a coalition of sportswoman working on public lands issues. TERRAMAR has worked with NWF to design and curate all aspects of the Women in Conservation Leadership Summit.

Dulce Anayasaenz, TERRAMAR Strategic Advisor, will provide core leadership and facilitation at the Summit. Dulce is an expert in leadership training and development within the political context and has worked on a range of policy issues including immigration reform, education equity, and climate change. Dulce has been an ardent Latino community advocate since she started Students for Compressive Immigration Reform at the University of Denver nearly a decade ago, where she received a Political Science degree. She is an alumna of various leadership development programs, including the Circle of Latina Leadership, Front Line Leaders Academy, Emerge Colorado, and the Latino Leadership Institute at the University of Denver.
Wolf & Heron was founded in 2017 to create experiences that change how people think and act. Using their point of view on influence and learning design, they advise clients on how to address their organization’s influence debt.

Kara Davidson has over 10 years of professional experience, including extensive experience engineering transformational change initiatives throughout global organizations with over 100,000+ employees. She specializes in creating experiences that create positive culture, common vision, and behavior change and loves to explore ways to be positively deviant. Kara holds a Bachelor of Arts from Tufts University, an MBA from the Ross School of Business, and an M.S. in Natural Resources and the Environment from the University of Michigan.

Stephanie Judd has over 10 years of professional experience, including launching culture change initiatives across national and international franchise organizations several times. She specializes in leadership development and high performing team dynamics. Stephanie holds a Bachelor of Computer Science from Cornell University, an MBA from the Ross School of Business, and a M.S. in Natural Resources and the Environment from the University of Michigan. She is also trained as a Coactive Coach by the Coaches Training Institute.

The Raben Group is a national public affairs and strategic communications firm committed to making connections, solving problems, and inspiring change across the corporate, nonprofit, foundation and government sectors.

Whitney Tome is currently a principal at the Raben Group within the diversity, equity, inclusion and justice practice. She has served as the director of diversity and inclusion at the National Parks Conservation Association, a Program Manager and Mediator at the Meridian Institute, and as a senior program manager in Environmental Defense Fund’s Oceans program where developed, launched and grew the Fisheries Leadership and Sustainability Forum – a partnership between EDF, Duke and Stanford. Whitney earned a bachelor’s degree in political science from Middlebury College and a J.D. from American University’s Washington College of Law.
THANK YOU

to all of the sponsors of the Women in Conservation Leadership Summit!

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WOMEN IN CONSERVATION LEADERSHIP

SUMMIT AGENDA
Women in Conservation Leadership

Tuesday March 13, 2018

Registration and Check In / 10:00AM - 8:00PM
Chesapeake Registration Counter

Welcome Happy Hour / 3:00PM - 5:00PM
Lobby Bar
Please join us in the Lobby Bar when you arrive - the first opportunity of many to meet new people and see old friends! This event will have a cash bar

Welcome & Framing the Work Ahead - The Summit’s Objective / 5:00PM - 5:45PM
Chesapeake Ballroom A/B/C/D
Understanding our personal and organizational realities as women leaders
• Claudia Malloy, Associate Vice President, Campaigns, National Wildlife Federation
• Chanté Coleman, Director, Choose Clean Water Coalition, National Wildlife Federation
• Marcia Pradines, Project Leader, U.S. Fish and Wildlife Service

Build Your Winner’s Circle / 5:45PM - 6:15PM
Chesapeake Ballroom A/B/C/D
Identify who you have in your corner today, map out the champions and mentors you seek and build your network intentionally.
• Stephanie Judd and Kara Davidson, Wolf and Heron

Opening Remarks / 6:15PM - 6:30PM
• Collin O’Mara, Chief Executive Officer, National Wildlife Federation

Dinner / 6:30PM - 7:30PM
Chesapeake Ballroom E/F/G

Women Building Power and Influence for Conservation / 7:30PM - 8:30PM
Chesapeake Ballroom A/B/C/D
Moderator: Hilary Folk, Vice President, Regional Conservation, National Wildlife Federation
Panelists:
• Theresa Pierno, President and Chief Executive Officer, National Parks Conservation Association
• Margaret Everson, Chief Policy Officer, Ducks Unlimited
• Mamie Parker, Founder and Principal, MA Parker and Associates
• Mary Mitsos, President and Chief Executive Officer, National Forest Foundation
Wednesday March 14, 2018

**Breakfast / 6:00AM – 8:00AM**
Chesapeake Front Foyer

**Welcome / 8:00AM – 8:10AM**
Chesapeake Ballroom A/B/C/D

**Coaching Pop up: Non – Verbal Communication / 8:10AM – 8:20AM**
Chesapeake Ballroom A/B/C/D
- Malea Stenzel, Senior Director, National Wildlife Federation
- Courtney Sullivan, Senior Manager, National Wildlife Federation

**Public Narrative – Story of Self / 8:20AM – 9:50AM**
Chesapeake Ballroom A/B/C/D
Learn to share your story of self with tools to make the implicit explicit
- Dulce Anayasaenz, Terramar Consulting Group

**Group Picture and Break / 9:50AM – 10:15AM**

**Public Narrative – Story of Conservation / 10:15PM – 11:45AM**
Chesapeake Ballroom A/B/C/D
Learn to share a more diverse, inclusive, equitable, and just conservation narrative
- Dulce Anayasaenz, Terramar Consulting Group
- Tina Wong, Sustainability Coach, National Wildlife Federation

**Lunch / 11:45AM – 12:45PM**
Chesapeake Front Foyer
- Speaker: Dune Thorne, Brown Advisory

**Caucus Hour / 12:45PM – 1:45PM**
This is an opportunity for people to get together and have further conversations on specific issues and shared experiences.

**Coaching Pop up: Asking Questions / 1:50PM – 2:00PM**
Chesapeake Ballroom A/B/C/D
- Meg Haenn, Deputy Director, National Wildlife Federation
- Fran Agnone, Sustainability Coach, National Wildlife Federation

**Empathy as a Leader / 2:00PM – 3:00PM**
Chesapeake Ballroom A/B/C/D
Discover and practice how to use empathy to create a stronger network and better personal and organizational health
- Stephanie Judd and Kara Davidson, Wolf and Heron

**Field Trips / 3:15PM – 6:00PM**
- Harriet Tubman Museum
- Blackwater National Wildlife Refuge
- Clay Shooting

**Dinner on Your Own / 6:00PM – 8:00PM**
Several onsite restaurants and local Cambridge MD restaurants available

**Conservation Partners Reception / 8:00PM – 9:30PM**
Chesapeake Ballroom A/B/C/D
Thursday March 15, 2018

Breakfast / 6:00AM - 8:00 AM
Chesapeake Front Foyer

Welcome / 8:00AM - 8:15AM
Chesapeake Ballroom A/B/C/D

Own Your Future / 8:15AM - 9:45AM
Take charge of your career by developing a clear vision for your life and then develop short and long-term action steps to make it happen
• Stephanie Judd and Kara Davidson, Wolf and Heron

Break / 9:45AM - 10:00AM

Coaching Pop up: Building Rapport / 10:00AM – 10:10AM
• Avalon Bristow, Conservation Specialist, National Wildlife Federation
• Elizabeth Jespersen, Communications Manager, National Wildlife Federation

Group Dynamics / 10:10AM - 11:00AM
Unpack how we all play a role in group dynamics and explore how to make those group dynamics positive and productive
• Stephanie Judd and Kara Davidson, Wolf and Heron

Closing the Women’s Leadership Circle / 11:00AM - 12:00PM
• Dulce Anayasaenz, Terramar Consulting Group

Adjourn / 12:00PM

Social Media Guide
We encourage you to follow the coverage on NWF’s social media channels and share your insights and experience on social media using the #WomenLead2018 hashtag.

SAMPLE TWEET
“Networking with so many great women in the conservation & environmental movement at the #WomenLead2018 summit! Can’t wait for future collaborations!”

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Izaak Walton League / @IWLA_org
American Rivers / @AmericanRivers

SAMPLE TWEET
“Thanks @nature_org for sponsoring this summit! So many great discussions that will help #WomenLead2018.”

GET YOUR SWAG NOW!

To stock up on Women in Conservation Leadership Gear, please visit our webstore at NWFWCL2018.ITEMORDER.COM/SALE
THE LEADERSHIP COMMITTEE OF
Chanté Coleman, Jennifer Hill, Geralyn Hoey, Elizabeth Lillard, and Claudia Malloy;

THE PLANNING COMMITTEE OF
Mamie Parker, Marcia Pradines, Naomi Edelson, Hilary Falk, Jen Mihills, Davia Palmeri and Jessi Johnson.

THE LEADERS AND MEMBERS OF THE WCL WORKING GROUPS WITHIN THE NATIONAL WILDLIFE FEDERATION;

- Diversity, Equity and Inclusion Group: Chanté Coleman (Lead), Allison Dobscha, Andrea Auguiste, Anna Brunner, Anna Lindstrom, Avalon Bristow, Claire Grisham, Jennifer Dowd, Jennifer Hammonds, Kate McCarthy, Lucy Reyes, Mariah Davis, Meaghan Olwell, Meg Morris, Naomi Alhadeff, Stevie Parsons, Tina Wong, Raben Group
- Coaching Group: Kim Martinez (Lead), Avalon Bristow, Courtney Sullivan, Elizabeth Jespersen, Elizabeth Soper, Fran Agnone, Jen Mihills, Malea Stenzel, Meg Haenn, Rebecca Pritchett, Shelley Cohen
- Planning and Logistics Group: Meaghan Olwell (Lead), Carolyn Millard, Helen Rose Patterson, Jennifer Hammonds, Julienne Smith, Lacey McCormick, Maggi Macquilliam, Rebecca Neumann, Shelley Cohen
- Affiliate Group: Bijaya Shrestha (Lead), Allison Mulch, Amber Hewett, Angi Rosser, Annie Kellough, Carol Buie – Jackson, Jessica Kane, Kate McCarthy, Madeline Emde, Maggie Macquilliam, Morgan Parks, Rebecca Pritchett, Ruth Ann Lee, Sara Del Fierro

THANK YOU
A special thank you to the following people for their time, resources, effort and sheer willpower to ensure the success of the second Women in Conservation Leadership Summit.

COLLIN O’MARA, THE BOARD, AND STAFF OF NATIONAL WILDLIFE FEDERATION FOR THEIR ENTHUSIASM AND SUPPORT FOR THIS EFFORT.