



Zenda Farm,
Protected by
Thousand Islands
Land Trust

NEW YORK LAND CONSERVATION CONFERENCE

Building Healthy Communities

Located in the heart of downtown Saratoga Springs, the Saratoga Springs City Center and Saratoga Hilton are within a few blocks of shops and boutiques and a host of renowned restaurants. Join professionals, volunteers, agency staff and conservation advocates from a spectrum of land, water and community conservation organizations across New York state for this exciting event.

Conference Highlights

Thursday, May 2 Optional Pre-Conference Seminar and Field Trips
Registration Opens at Noon
Welcome Reception

Friday, May 3 Registration and Continental Breakfast
Morning Concurrent Sessions A
Morning Concurrent Sessions B
Lunch
Plenary Session
Afternoon Concurrent Sessions C
Conference Adjourns

Choose sessions from these timely tracks:

- Communications, Outreach and Marketing
- Emerging Issues
 - *Sponsored by Columbia Land Conservancy*
- Fundraising and Finance
- Land Conservation and Stewardship
 - *Sponsored by NYC Department of Environmental Protection (DEP)*
- Organizational Development



We ask attendees to consider the overarching themes of climate and resiliency—how we plan, adapt, mitigate and respond to the multifaceted implications of a changing climate will affect the long-term resilience and relevance of our land (and water) conservation efforts. Sessions with a climate focus have been sponsored by **The Nature Conservancy** and are identified with the leaf symbol.

Congratulations to all the land trusts working across New York for achieving land trust accreditation! For a full list of accredited land trusts, please visit www.landtrustaccreditation.org

Sponsors

The Land Trust Alliance Northeast Program gratefully thanks our Conference Sponsors:

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Program Committee

Matt Decker, Orange County Land Trust
Lori Ensinger, Westchester Land Trust
Ben Gajewski, Genesee Valley Conservancy
Linda Garrett, Tug Hill Tomorrow Land Trust
Wylie Huffman, Indian River Lakes Conservancy
Jeff Jones, Jeff Jones Strategies
Gay Mills, Genesee Land Trust

Michelle Pleim, Westchester Land Trust
Mary Thill, Adirondack Land Trust
Jake Tibbles, Thousand Islands Land Trust
Christine Vanderlan, Columbia Land Conservancy
Lindsay Blair, Land Trust Alliance
Meme Hanley, Land Trust Alliance
Katrina Howey, Land Trust Alliance

The New York Land Conservation Conference project was supported with funding from New York's Environmental Protection Fund through the New York State Conservation Partnership Program (NYSCPP). The NYSCPP is administered by the Land Trust Alliance, in coordination with the state Department of Environmental Conservation.



May 2-3, 2019 / SARATOGA CITY CENTER and SARATOGA HILTON / Saratoga Springs, New York

Schedule of Events

Thursday, May 2

Noon – 5:30 p.m.

REGISTRATION DESK OPEN AND EXHIBITOR SET UP

1 p.m. – 4 p.m.

PRE-CONFERENCE SEMINAR (space limited to first 50 people that sign up)

SEM-01. Pathways to Diversity, Equity and Inclusion: Structural and Outreach Tools

Lack of diversity in the field of conservation is hardly a secret, but many of us struggle with how to start. We all want as many people as possible to enjoy and benefit from the beautiful places we protect and we need to broaden support in a changing political environment. There are myriad approaches for increasing organizational diversity, from broadening constituents to diversifying leadership. This session will review a selection of approaches. The workshop will introduce Diversity, Equity and Inclusion (DEI) and will feature examples of successful organizational and community outreach efforts, including employee resource groups, strategic plans, recruitment strategies, urban gardens, multilingual programming and interaction with environmental justice organizations and leaders. Panelists will discuss present successes and challenges. We will also share a list of resources for participants to bring back to their organizations to help begin their own initiatives. (Basic/Intermediate)

Jessica Watson, Conservation Communities Director, Open Space Institute (NY)

Nancy Amo, Deputy Director of Operations, The Nature Conservancy (NY)

Tally Blumberg, Chief Program Officer, Open Space Institute (NY)

Kevin Carter, Executive Director, Teatown Lake Reservation (NY)

Julia Farr, Executive Director, Kingston Land Trust (NY)

Glenn Hoagland, President and Chief Executive Officer, Mohonk Preserve (NY)

Jeff Jones, Consultant, Jeff Jones Strategies (NY)

Demetrice Mills, Board President, Brooklyn Queens Land Trust (NY)

FIELD TRIPS

All field trips participants will meet at the Registration Desk in the Saratoga City Center and carpool to the various locations. Additional details will be provided to attendees once the field trips sell out or conference registration closes.

1 p.m. – 4 p.m.

Field Trip 1: Into the Woods: Hemlock and Woolly Adelgid Survey Trip to East Brook Preserve | \$25

Hosted by the New York State Hemlock Initiative and Lake George Land Conservancy

This field trip will be in conjunction with workshop session C04 the following day, and will provide context for the discussion on hemlock conservation for land trusts. We will visit Lake George Land Conservancy's newly acquired East Brook Preserve, about 30 minutes from the City Center conference venue. East Brook has upland, riparian and seasonal wetland hemlocks. We will visit the different systems, discuss the ecological benefits of hemlocks in varying landscape settings, survey hemlock health and look for hemlock woolly adelgid (HWA). In addition, if HWA infestations are found, we will report findings in the field. Attendees will learn how to identify hemlocks and HWA, hemlock health assessment, proper surveying technique and reporting protocols. Please bring a refillable water bottle, comfortable/sturdy walking shoes or sneakers and layered, weather-appropriate clothing. *Pre-registration is required as there are limited spots available.*

1:15 p.m. – 4 p.m.

Field Trip 2: Bike Ride to Bog Meadow Trail | \$25

Hosted by Saratoga PLAN

Join Saratoga PLAN on a casual bike ride to the Bog Meadow Brook Nature Trail, a 2-mile trail developed in 1993 by Saratoga PLAN in cooperation with the City of Saratoga Springs, and updated in 2018. Participants will have the chance to learn about Saratoga PLAN's work to connect people to nature by partnering with local municipalities to ensure smart, well-planned, community-based conservation and development, while enjoying one of Saratoga's most popular trails! For beginner to intermediate level riders. **Please plan to bring your own bicycle** (a very limited number of bike share bikes may also be available), refillable water bottle, comfortable/sturdy walking shoes or sneakers and layered, weather-appropriate clothing. *Pre-registration is required as there are limited spots available.*

1:45 p.m. – 3 p.m.

Field Trip 3: Group Yoga Class | \$20

Begin the conference with an hour of stretching the mind and body, all while preparing yourself to experience the day ahead more fully focused. *Pre-registration and additional fee required. Held at the nearby [Yoga Mandali Studio](#).*

5 p.m. – 7 p.m.

WELCOME RECEPTION

Hosted by Land Trust Alliance

Join friends and colleagues for networking and conversation as we kick off the New York Conference! Light refreshments provided.

DINNER ON OWN or DINE AROUND TOWN

Saratoga Springs offers a wide range of wonderful restaurants. For a guide to dining in the area, please stop by the Registration Desk for more information. Want to keep the conversations going? Sign up to join a Dine around Town topical dinner. You'll enjoy a meal at a local restaurant to discuss an emerging issue and network. It's dutch treat (every person pays for their own meal) led by a land trust staff or board member knowledgeable in the topic.

Friday, May 3

7 a.m. – 5 p.m.

REGISTRATION DESK AND EXHIBITS OPEN

7 a.m. – 8:15 a.m.

CONTINENTAL BREAKFAST

8:30 a.m. – 10 a.m.

CONCURRENT WORKSHOP SESSIONS

A01. Lights! Camera! Impact! How to Tell Engaging Stories through Video

Join us for a one-of-a-kind session where you will learn how to use video to connect with supporters, policymakers and donors through telling engaging, video-based stories on a budget. This session will include hands-on instruction and techniques on how to find compelling content, how to record content on your smartphone, including using smartphone applications, and how to strategically upload video content to web-based and social media platforms. Participants will leave the session with a list of video editing tools, a better understanding of how to utilize existing resources and skills within their organization to create videos and learn how to work with videographers. Faculty will host a follow-up call after the conference to further engage participants and review post-session progress. Through this holistic approach that combines seminar, conversation and a deeper dive into video-based storytelling, we will exchange ideas, build relationships and, ultimately, increase your capacity to tell compelling stories. (Basic/Communications, Outreach and Marketing)

Zoraida Lopez-Diago, Communications Coordinator, Westchester Land Trust (NY)

Olivia Fuller, NY Program & Outreach Coordinator, American Farmland Trust (NY)

A02. Connecting Around Climate Change: Tips and Strategies to Make a Difference



The science is clear: Left unchecked, climate change will have severe impacts on our communities and the lands we have protected. With a closing window to make a difference, land trusts can raise awareness of how to slow down climate change in their own communities and service areas. This workshop will focus on creating a simple climate communication strategy, including a variety of examples to help inspire your community to slow climate change and connect on shared values. (Intermediate/Emerging Issues)

Judy Anderson, Principal, Community Consultants (NY)

A03. Raising Money and Awareness Through Art

This session will highlight two different events that have found a very specific target audience vested in the local landscape: the art community (artists and art-lovers). One event, Landscapes for Landsake, run by Agricultural Stewardship Association is a large and intensive effort that raises \$60,000+ annually and attracts over 2,000 people for a weekend. The other is by Genesee Valley Conservancy where an art council grant (available in every county of NY) funded a project that is more passive and aimed at raising awareness of the conservancy. The presenters will discuss key decisions on the structures of each event as well as lessons learned, and participants will leave with practical ideas on how to use art as a means of engaging a specific segment of the community to expand conservation efforts. (Intermediate/Fundraising and Finance)

Ben Gajewski, Executive Director, Genesee Valley Conservancy (NY)

Katie Jilek, Communications and Outreach Manager, Agricultural Stewardship Association (NY)

A04. How Can Engaging Local Governments Support Your Conservation Mission?

Land trusts in New York state frequently interact with local governments, whether for discrete transactions or long-term partnerships. Building productive relationships with local officials can be an essential part of achieving a land trust's conservation mission and staying relevant to the community. However, the work can be resource intensive, and land trusts may question the value of such an effort. In this interactive workshop, we'll explore how to engage with community leaders and create positive working relationships that benefit both land trusts and local governments. Because there are many ways to engage local governments effectively, we will describe examples from three land trusts that have worked in communities with a range of conservation interests and needs. Participants will have the opportunity to share obstacles they face in working with local officials and discuss how they can build stronger relationships with local governments that advance their mission and goals. (Intermediate/ Land Conservation and Stewardship)

Karen Strong, Principal, Strong Outcomes LLC (NY)

Jim Bonesteel, Executive Director, Rensselaer Plateau Alliance, Inc. (NY)

Karen Doyle, Public Policy and Planning Manager, Hudson Highlands Land Trust (NY)

Christine Vanderlan, Community Projects Manager, Columbia Land Conservancy (NY)

A05. How a Small Organization Becomes a Great Land Trust

How does a small, under-resourced organization become a highly effective, successful and sustainable land trust? A consultant with many years' experience watching land trusts grow will moderate a panel discussion with leaders who helped their land trusts develop from young organizations into three of the strongest land trusts in New York state. Three land trusts will share their thoughts on building strong boards, earning community trust and support, building a dynamic staff, and how they helped lead the change that transformed their organizations. They did it—and you can, too! (Basic/Organizational Development)

Henrietta Jordan, Principal Consultant, Trailmarker Associates (NY)

Mike Carr, Executive Director, Adirondack Land Trust (NY)

Teri Ptacek, Executive Director, Agricultural Stewardship Association (NY)

Linda Garrett, Executive Director, Tug Hill Tomorrow Land Trust (NY)

John Halsey, President, Peconic Land Trust (NY)

10 a.m. – 10:20 a.m.

COFFEE BREAK

10:30 a.m. - Noon

CONCURRENT WORKSHOP SESSIONS

B01. Waysides and Kiosks—Beyond the Bulletin Board

Nearly every land trust preserve has a welcome bulletin board at its entrance. But more often than not, the materials on it remind one of the bulletin board at the grocery store. Learn the fundamentals and share your experiences on creating interactive and mission-based kiosks and waysides that visitors will read. Featured will be case studies of interpretive wayside projects of the Mohawk Hudson Land Trust and Scenic Hudson. (Basic/Communications, Outreach and Marketing)

Tom Mullin, Associate Professor, Parks and Forest Resources, Unity College (ME)

Sawyer Cresap, Stewardship and Volunteer Coordinator, Mohawk Hudson Land Conservancy (NY)

Rita Shaheen, Director of Parks & Community Engagement, Scenic Hudson (NY)

B02. Resolving Conservation Litigation Outside of the Courthouse: Settlement Negotiations and Alternative Dispute Resolution

The session will be divided into two segments. The first segment will provide an overview of settlement negotiations, mediation and arbitration, including summaries of each, differences between each, the pros and cons of employing each, and specific legal rules relating to each in New York (to be presented by Jeffrey LeJava and Phillip Oswald). The second segment will include a discussion of specific, real-life examples of how conservation organizations have utilized settlements and ADR to resolve a dispute, including firsthand accounts and suggestions from those involved in those disputes (to be presented by all presenters). Questions will be invited during both segments, and the audience also will be invited to share their own experiences with settlements and ADR during the second segment.

(Intermediate/Emerging Issues)

Phillip Oswald, Attorney, Rupp Baase Pfalzgraf Cunningham LLC (NY)

Ben Gajewski, Executive Director, Genesee Valley Conservancy (NY)

Jeff LeJava, Vice President & Associate General Counsel, Open Space Institute (NY)

Jake Tibbles, Executive Director, Thousand Islands Land Trust (NY)

B03. The Recipe for a Successful Special Event

Are special events the missing ingredient in your fundraising recipe? Whether you're launching a new event or need to improve and refresh an existing event, this workshop will explore unique ideas to dazzle your donors and keep them engaged after the "last course". Learn and share best practices for planning and executing your next 5-star special event. (Basic/Fundraising and Finance)

Michelle Pleim, Development and Events Coordinator, Westchester Land Trust (NY)

Michele DeRossi Vidarte, Community Engagement and Events Manager, Lake George Land Conservancy (NY)

Laurie LaFond, Executive Director, Grassland Bird Trust (NY)

Sophie Neumann, Development Manager, Greenwich Land Trust (CT)

B04. Leveraging Trails Users to Advance Conservation: Long Distance Trails and Recreational Resource Maps

Lands with viable public access have a broader constituency, which translates into more support and funding for conservation. This session will highlight two strategies for emphasizing user groups. First, long-distance trail systems can create constituencies and organizing principles for conservation. We will use case studies around conservation related to national, as well as state trails, to discuss how land trusts can work with partners to develop integrated strategies for real estate acquisitions that protect trail segments, enhance connections and access and also the viewshed, habitat corridors and broader landscape. Second, this session will highlight new resources that are available to quantify and map resident and visitor recreational preferences and recreational resources within cities and also within a 30-, 60- and 90-minute drive time. (Intermediate/ Land Conservation and Stewardship)

Carter Strickland, State Director, New York/New Jersey, The Trust for Public Land (NY)

J.T. Horn, Senior Project Manager, The Trust for Public Land, Vermont State Office (VT)

Sona Mason, West Hudson Program Coordinator, The New York-New Jersey Trail Conference (NY)

Fred Gifford, GIS Director, The Trust for Public Land (NM)

B05. Advancing a Regional Conservation Vision: Opportunities for Conservation, Recreation and Economic Development Planning



How can land trusts play a pivotal role in shaping regional conservation, recreation and economic development planning, and how can they integrate the newest science on climate resilience and mapping to assist in those efforts? In this session, we will look at a regional planning effort in the Southern Adirondack foothills - as a case study to explore the land trust role in shaping community planning efforts. We will look at new data and mapping tools that land trusts can use to integrate adaptation of biodiversity into regional planning, in order to add a climate lens to broad planning efforts that involve multiple partners. (Intermediate/ Organizational Development)

Katharine Petronis, Northern Program Director, Open Space Institute (NY)

Maria Trabka, Executive Director, Saratoga PLAN (NY)

Abby Weinberg, Director of Conservation Research, Open Space Institute (NY)

Noon – 1 p.m.

LUNCH

1:30 p.m. – 2:30 p.m.

PLENARY SESSION

Join us as **Leah Penniman**, co-director and program manager at Soul Fire Farm, and **Stephanie Morningstar**, co-coordinator of the Northeast Farmers of Color Land Trust discuss how **access to land is the number one barrier for farmers of color** to advance conservation priorities, feed their communities and honor their culture. *Support for this presentation generously provided by Scenic Hudson.* [See here for a complete description and for full presenter bios.](#)

3 p.m. – 4:30 p.m.

CONCURRENT WORKSHOP SESSIONS

C01. Telling the Story of Protection: Using Story Maps to Build Conservation Support

A “Story Map” is an innovative, interactive storytelling platform that combines maps with narrative text, images and multimedia content. Produced by global mapping company Esri, the Story Map platform holds special promise for communicating the value of land conservation. Led by the creator of successful Story Maps that have garnered some 10,000 views, this session will delve into the basics of how to make a compelling Story Map, and how to publicize your finished product. (Intermediate/Communications, Outreach and Marketing)

Kelly Proctor, Communications Specialist, Open Space Institute (NY)

Susan Carver, Environmental Educator, New York State Office of Parks, Recreation, and Historic Preservation (NY)

C02. A New Carbon Map to Identify Mitigation Opportunities for Conservation



With every passing day the impacts from global warming become more apparent and the role land conservation can play in mitigating them more important. The role and value conserved lands play in carbon sequestration is an important element in the future of our climate and in demonstrating the value of land conservation. The Trust for Public Land, in partnership with American Forests, is developing a first of its kind decision support tool focused on land conservation and forest carbon sequestration. The Carbon Mapping Decision Support Tool is envisioned to help policymakers and planners at state government agencies, nonprofits and foundations assess and differentiate forest-based opportunities to protect and enhance carbon sequestration and uptake. This presentation will provide an overview of the tool and how it can be used. (Advanced/Emerging Issues)

Fred Gifford, GIS Director, The Trust for Public Land (NM)

Tom Langen, President, St. Lawrence Land Trust (NY)

Francis O’Shea, Project Manager, The Trust for Public Land, New York State Office (NY)

Jake Tibbles, Executive Director, Thousand Islands Land Trust (NY)

C03. Demystifying Grants for Land Trusts

While most not-for-profit organizations receive grant funding in some form, grants are often the most woefully misunderstood aspect of an organization's financial support. This presentation addresses the fundamentals of what grants are and what they are not, and explores how they can and should be used to support organizational capacity and financial stability. Specific attention will be paid to developing grant project budgets that help rather than hurt the organization's bottom line, and to hearing directly from both grant writers and grant funders about what makes a successful funding proposal. (Basic/Fundraising and Finance)

Eric Roth, Grants Manager, Mohonk Preserve (NY)

Katrina Howey, Grants Management Specialist, Land Trust Alliance Northeast Program (NY)

C04. Hemlock Conservation for New York Land Trusts

In partnership with NYS DEC, the Lake George Land Conservancy, the Finger Lakes Land Trust and the Finger Lakes and Capitol-Mohawk PRISMS, the NYS Hemlock Initiative will present a panel discussion on the ecological importance of hemlocks, the threat posed by hemlock wooly adelgid (HWA), and how hemlock management can protect ecological investments and engage the constituency of a land trust. Over 75% of New York's forest is privately owned, and land trusts are critical partners for hemlock conservation. The NYS Hemlock Initiative will provide information on the ecological importance of hemlock, HWA management strategies available to NY land trusts, and community science programs that contribute to hemlock conservation and biocontrol research. The panel will then provide their experience with hemlock conservation programs and resources available to land trusts for management. (Intermediate/Land Conservation and Stewardship)

Caroline Marschner, Invasive Species Extension Associate, NY State Hemlock Initiative, Cornell University (NY)

Jamie Brown, Executive Director, Lake George Land Conservancy (NY)

Jason Denham, Forester, New York State Department of Environmental Conservation (NY)

Charlotte Malmborg, Education and Outreach Technician, NY State Hemlock Initiative, Cornell University (NY)

Hilary Mosher, Finger Lakes PRISM Coordinator, Finger Lakes Institute (NY)

Kristopher Williams, Capitol-Mohawk PRISM Coordinator, Cornell Cooperative Extension of Saratoga County (NY)

Jason Gorman, Nature Preserve Manager, Finger Lakes Land Trust (NY)

C05. Developing the Millennial Leaders that Land Trusts Need

It's time to cultivate Millennials as the next generation of land trust leaders. Join us for an interactive session led by Millennial land trust staff members, designed for board members, executive directors, supervisors and other Millennials. We'll focus on what young staff members need and can offer (based on over 500 responses to the recent Land Trust Alliance Millennial Career Survey), learn how other conservation-minded professions are using mentorship programs to develop young leaders, and consider how to best retain millennial leaders in the land trust community. You'll have several chances to share ideas and connect with others. (Basic/ Organizational Development)

Rebecca Dahl, Zenda Farms Program Director, Thousand Islands Land Trust (NY)

Alison Delaney, Development Officer, Peconic Land Trust (NY)

4:30 p.m. – 5 p.m.

CLOSING COFFEE BREAK

5 p.m.

CONFERENCE ADJOURNS

Registration Information

Go Paperless! Please [register online](#) (preferred).

You can also return the form at the end of this brochure via email to sstill@lta.org; or mail to: Land Trust Alliance, 1250 H Street NW, Suite 600, Washington, DC 20005.

Register Early – Save Money! Register by **Friday, April 5** to receive the early registration rate. After April 5, there will be an additional \$50 administrative fee with pre-conference registration closing **Thursday, April 18**. Registrations will be processed on a first-come, first-served basis. No phone registrations, please. Registration questions? Email registration@lta.org or call 970-986-4005.

Want a Discount on Your Conference Registration?

Join the Land Trust Alliance! Land trust members: If you are staff, board or a current member land trust, you receive the reduced fees noted on the registration form. **Questions about membership or the affiliate program?** Please contact Jorge Astorga at (202) 347-7475 or [via email](#) for questions about joining as an [organizational member](#) or [affiliate](#), or to review the status of your membership.

Early Bird Registration (on or before April 5, 2019):

- Alliance Land Trust Members and Affiliates: **\$135** (staff and board of dues-paying land trusts and affiliates)
- Full-Time Student/Current AmeriCorps Volunteer Registration: **\$100**
- General Admission: **\$185** (all other individuals)

Basic Registration (April 6 – April 18, 2019):

- Alliance Land Trust Members and Affiliates: **\$185** (staff and board of dues-paying land trusts and affiliates)
- Full-Time Student/Current AmeriCorps Volunteer Registration: **\$150**
- General Admission: **\$235** (all other individuals)

Lodging

Limited discounted lodging is available at the Saratoga Hilton (connected to the Saratoga Springs City Center). Individuals should book their accommodations directly with the hotel no later than **Friday, April 5** in order to receive the discount.

Hilton Hotel Rates: \$179/day – single/double accommodations. [Reserve your room online >>](#)

Standard Cancellation Policy

The Land Trust Alliance must receive a written request for refund before close of business on **Thursday, April 18**. Refunds will not be considered after this day. Non-refunded payment for the New York Conference will not be credited toward any other service or contribution to the Alliance. There will be a \$50 administrative fee for all changes and cancellations resulting after your initial registration. Please email your refund request to training@lta.org prior to Thursday, April 18.

Upcoming Training Events in 2019!

Advanced Legal Topics in Land Conservation Symposium

June 13-14 | Providence, RI



Rally 2019: The National Land Conservation Conference

October 17-19 | Raleigh, NC

Don't miss our 2019 webinar series!

More information at www.lta.org/webinars