

Robert Stone, photographer

NEW YORK LAND TRUST SYMPOSIUM

Investing in Healthy Communities



The Land Trust Alliance invites you to join the 2018 New York State Land Trust Symposium. This interactive gathering will be held at the Albany Capital Center, located in the heart of downtown Albany within walking distance of restaurants, hotels, museums and more. Albany's history and heritage have shaped the city's urban footprint, complementing its setting along the Hudson River with historic architecture, major institutions and a diversity of residents. Network with an enthusiastic group of colleagues and choose from an array of sessions that will strengthen your conservation and leadership skills.

Symposium Highlights

Monday, April 23

Field Trips
Registration
Welcome Reception

Tuesday, April 24

Registration and Continental Breakfast
Morning Concurrent Sessions
Lunch
General Plenary Session
Afternoon Concurrent Sessions
Symposium Adjourns

Choose Sessions from Four Timely Tracks:

- Best Practices in Land Conservation and Stewardship
- Building Leaders
- Partners in Public Policy
- Climate and Energy Issues

Sponsors

The Land Trust Alliance Northeast Program gratefully thanks our Symposium sponsors:

Patron

Columbia Land Conservancy
Open Space Institute
Mohawk Hudson Land Conservancy
NYC Department of Environmental Protection
The Nature Conservancy of New York

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April 23-24, 2018 / ALBANY CAPITAL CENTER / Albany, New York

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Christine Vanderlan, Columbia Land Conservancy
Ethan Winter, Land Trust Alliance

Schedule of Events

Monday, April 23

Noon – 6:30 p.m.

REGISTRATION DESK OPEN

1 p.m. – 4 p.m.

FIELD TRIPS

All field trips participants will meet at the Albany Capital Center and carpool to the various locations. Additional details will be provided to attendees closer to the date of the Symposium.

1 p.m. – 4 p.m.

FIELD TRIP 1: Hike the Postenkill Community Forest | \$25

Join the Rensselaer Plateau Alliance for a short hike to learn about this successful community forest model. Purchased in 2014, the Poestenkill Community Forest is a 350-acre forested parcel that is used by the land trust to offer educational programs, provide recreational trails for the public and serves as a demonstration site for best practices in forest management. The hike will visit a variety of wetlands and natural communities as well as several sites of historical interest. During the hike, learn about the history of the project and discuss the benefits of the community forest model, as well as the site's unique ecological features. The hike will be easy to moderate and anywhere from 2-4 miles depending on time and interest. *Pre-registration is required as there are limited spots available.*

1:15 p.m. – 4 p.m.

FIELD TRIP 2: Helderberg Escarpment Conservation Stories and Hike | \$25

Join the Open Space Institute and Mohawk Hudson Land Conservancy for a visit to Thacher Park and a tour of the new Thacher Park Center. Located atop the Helderberg Escarpment, the new visitor center is a prime location to learn about partnerships and land protection success stories that have built and protected this popular Capital District Park, as well

as its viewsheds, local habitat connectivity and working lands. Attendees will tour Thacher Park center, take a short hike along the limestone escarpment and end their visit with refreshments at Indian Ladder Farms, an active farm, complete with trails, a cider house and a brewery. Please wear comfortable/sturdy walking shoes or sneakers. *Pre-registration is required as there are limited spots available.*

1:30 p.m. – 4 p.m.

FIELD TRIP 3: Albany Pine Bush National Natural Landmark Hike and Discovery Center | \$25

Join the Albany Pine Bush Preserve Commission for an in-depth look at the unique ecology and conservation of one of the best remaining inland pitch-pine scrub oak barrens in the world. This extraordinary fire-dependent and fire-managed ecosystem provides habitat for the endangered Karner blue butterfly and 75 other New York State-designated wildlife Species of Greatest Conservation Need. The preserve provides more than 20 miles of recreational trails and is a National Natural Landmark, a Hudson River Valley National Heritage Area Site, a New York State Unique Area, a NYS Bird Conservation Area and a National Audubon Society Important Bird Area. The total hiking distance is 2.6 miles over gently rolling sand dunes and the group will also visit the LEED Gold certified Discovery Center. Please wear comfortable hiking shoes and bring an extra layer in case of weather change. Pre-registration is required as there are limited spots available.

5 p.m. – 7 p.m.

WELCOME RECEPTION

Hosted by Land Trust Alliance

Join friends, colleagues, elected state representatives, agency and legislative staff and other invited Albany insiders for networking and conversation as we kick off the New York Symposium! Light refreshments provided.

DINNER ON OWN

Albany offers a wide range of tasty delights. For a guide to restaurants in the area, please visit this [online guide](#) or stop by the Registration Desk for recommendations. Explore and enjoy!

Tuesday, April 24

7:30 a.m. – 8:30 a.m.

REGISTRATION AND CONTINENTAL BREAKFAST

8:30 a.m. – 8:45 a.m.

WELCOME AND SYMPOSIUM OVERVIEW

9 a.m. – Noon

MORNING CONCURRENT SESSIONS

A01. Assessing and Mitigating Common Risks

All land trusts face the challenges of addressing risks in fee land acquisitions and conservation easement amendments. Come and interact with panels of your peers as they provide real-world examples of issues that they face in their day-to-day work. This session is divided into three segments; the first focuses on risks posed by contamination on potential fee lands and how to understand and mitigate those risks. The second looks at common title problems that arise during due diligence and how to address those problems. The third and final segment features a mock tax court trial that will delve into the implications of amending conservation easements. (All Levels)

Moderator: Mark Pennington, Attorney, Mark Pennington, LLC

Jeff LeJava, Vice President and Associate General Counsel, Open Space Institute

Seth McKee, Land Conservation Director, Scenic Hudson, Inc.

Phillip Oswald, Attorney, Rupp, Baase, Pfalzgraf, Cunningham, LLC

Lisa Wachtel, Real Estate Closing Manager, Streamside Acquisition Program, Catskill Center

B01. Reshape the Future: Take Charge of Staff Leadership and Succession

What's the best-kept secret in staff development and succession planning? Growing your own! Land trusts recognize that recruiting and retaining talented staff is challenging. In addition, research shows up to 70% of nonprofit executives

plan to step down in the next 3-5 years. This session will focus on strategies to help land trusts reshape what it means to be a land trust leader so the position works for the organization and the individual. What does it mean to deepen your land trust's bench of leaders and managers? What will you have to do differently to recruit and retain talent with diverse backgrounds and the right experience? And if you are early in your land trust career, what skills and abilities are most important to build? During this interactive session, you will learn answers to these questions and receive tools you can use to take charge of transition planning (Land Trust Standard 7.D). You will also hear from peers and colleagues about what works and what doesn't in succession and growing your own. (Intermediate/Advanced)

Moderator: Karen Buck, Vice President of Consulting, Conservation Impact
Additional Speakers on Land Trust experiences and diversity issues TBD

C01. Speaking Truth to Power: How to Influence Policy and Public Funding Discussions

This timely session will provide an overview of the New York State budget and legislative process, giving participants an opportunity to understand when and how to work to influence decisions that can further their conservation objectives. Participants will learn about building effective relationships with government partners and effective advocacy and outreach techniques to influence local, state and federal officials. The session will include real-life examples of successful campaigns and demonstrate advocacy and communications tools; including media campaigns, grassroots activation and trustee engagement in policy work that land trusts of any size can put to work on their priorities. Participants will also hear from key legislative staff (TBD) who will provide insights and guidance on how to be highly effective ambassadors and advocates. (General/Basic)

Moderator: Jessica Ottney Mahar, Policy Director, The Nature Conservancy in New York
Andy Bicking, Director of Public Policy, Scenic Hudson, Inc.
Jeff Jones, Principal, Jeff Jones Strategies
Althea Mullarkey, Public Policy and Special Projects Analyst, Scenic Hudson, Inc.

D01. Renewables on the Ground: Empowering New York's Land Trust Community to Engage and Lead

Join us for an interactive discussion on the increased risks of climate change related to land conservation. Panelists will share updates on New York's clean energy initiatives and what it all means for regional planning, communities and local land trusts. This session will feature lessons from the successful Rethink Energy NJ campaign, led by the New Jersey Conservation Foundation. Experts involved in the development of the recent Renewables on the Ground Roundtable project will also share insights on how New York land trusts can work with communities to become well-informed stakeholders and understand the impacts and opportunities of wind and solar development as they accelerate across the state. This session is intended to empower land trusts both large and small to consider a range of roles in renewable energy and conservation. Participants will share questions and ideas on how their organizations can engage in communities to guide intelligent project siting and to more effectively participate in conversations to balance immediate and longer-term conservation and climate needs. (Intermediate/Advanced)

Moderator: Ethan Winter, New York Senior Program Manager, Land Trust Alliance
Judy Anderson, Community Consultants
Michele Byers, Executive Director, New Jersey Conservation Foundation
Audrey Friedrichsen, Land Use and Environmental Advocacy Attorney, Scenic Hudson, Inc.
Tom Gilbert, Campaign Director for Energy, Climate and Natural Resources, New Jersey Conservation Foundation
David Kay, Cornell University Community and Regional Development Institute
Amanda Lefton, Deputy Policy Director, The Nature Conservancy of New York
Maureen Leddy, Project Manager, New York State Energy Research and Development Authority

10:30 a.m. – 10:45 a.m.

COFFEE BREAK

Noon – 12:45 p.m.

LUNCH

1 p.m. – 1:45 p.m.

GENERAL SESSION

Join us as our president, Andrew Bowman, shares his perspective on the state of conservation in America, celebrates New York's conservation success and unveils the Land Trust Alliance's strategy moving forward. In addition, we are pleased to welcome Venetia Lannon, Deputy Secretary for the Environment for Governor Andrew Cuomo, who will also be sharing remarks at the plenary.

2 p.m. – 5 p.m.

AFTERNOON CONCURRENT SESSIONS

A02. Exploring New Technologies for Conservation Professionals

New technologies are presenting opportunities for land trusts to increase their impact and improve efficiencies. This mixed-format session will provide an interactive overview of the best new technologies for land trusts. All experience levels will benefit from an up-to-date comparative review of features, accuracy, prices and user-friendliness of applications, digital forms, databases, storage and hardware. A panel of stewardship and land acquisition staff will present their optimal work flows and address how *Land Trust Standards & Practices* inform smart choices about what technology to use. A "tech speed dating" session will give hands-on experience, including stations for advanced data management and "my first app" installation. Following a review of data stewardship, the session will close with a lively Q&A with the panel. (All Levels)

Moderator: Nicole Wooten; Stewardship Manager, Hudson Highlands Land Trust
Charles Burgess, Land Steward, Open Space Institute
Mikael Cejtin, Wildlife Monitoring Technician, Lake Placid Land Conservancy
Emily Hague, Land Project Manager, Scenic Hudson, Inc.
Shelby Perry, Stewardship Director, Northeast Wilderness Trust

B02. Empowering Your Organization: Leadership Strategies and Growing Your Collaborative Capacity

This highly interactive two-part session will present the theory and practice of leadership skills and collaboration strategies. First, the session will present practical leadership skills to create a workplace culture that balances the empowerment of staff with the needs of the organization. Learn methods to more effectively motivate staff, encourage independence, enhance cooperation and stimulate innovation. Discussion also will explore means to develop more positive conflict resolution. Second, the session will examine the range and risks of collaborative opportunities for land trusts. Collaborations occur along a continuum that spans from informal networking, to staff and project sharing, all the way to merger. Participants will discuss lessons and strategies for building durable collaborations that enable groups to leverage combined efforts for greater impact. (All Levels)

Tony Grasso, Co-President, Genesis Associates II, LLC
Jim Morris, Senior Consultant, Solid Ground Consulting

C02. Role of Land Trusts in Source Water Protection

Access to clean water is a leading global challenge for the coming decades. Land conservation and enlightened land use practices play a major role in protecting water quality. New York State is in a fortunate position where good planning today will protect our water for many generations to come. This session will explore the unique and critical role that land trusts can play in protecting our precious water supplies – through land conservation, land use advocacy and facilitating inter-municipal dialog. Panelists will first discuss the most effective land-based strategies for protecting water, including land parcel prioritization, high impact land-use practices, and inter-municipal cooperation. They will then discuss common challenges to implementing these strategies. The second half of the panel will cover financing strategies, and provide practical advice and action steps for land trusts getting more involved in source water protection. (All Levels)

Moderator: Michelle Smith, Executive Director, Hudson Highlands Land Trust
Kali Bird, Associate Director, Catskill Center
Elisa Chae, Source Water Specialist /Hudson River Estuary Program, NYS Department of Environmental Conservation
David Church, Orange County Commissioner of Planning
Dan Shapley, Water Quality Program Director, Riverkeeper

David Tobias, Director, Land Acquisition Program, NYC Department of Environmental Protection
Andrew Zepp, Executive Director, Finger Lakes Land Trust

D02. Climate Change and Clean Energy: Mission Drift or Strategic Imperative?

This practical, highly interactive session will help you deliberately and systematically address clean energy initiatives. In a recent survey, 84% of New York land trusts wanted more guidance in incorporating energy issues into their plans. How does your organization incorporate public interest and state goals for expanded clean energy without risking mission drift or over-extension? How do you position to optimize opportunities, integrate energy so it is not an isolated activity and ensure sustainability for impact? How do you develop messaging and communicate authentically to new audiences? Participants will be introduced to a comprehensive planning tool to guide land trust decisions and to objectively define the strategy, audiences, messaging, funding and capacity implications related to the intersection of clean energy, climate policy and land conservation. The Northeast Clean Energy Council business plan blueprint will be shared as an example, along with effective clean energy communication strategies. (Intermediate/Advanced)

Shelli Bischoff, President, Conservation Impact

Kate Plourd Johnson, Senior Director of Communications and Public Relations, Northeast Clean Energy Council

3:15 p.m. – 3:30 p.m.

COFFEE BREAK

5 p.m.

SYMPOSIUM ADJOURNS

Registration Information

Symposium Registration will open **Thursday, February 8**.

Register Early – Save Money! Register by **Friday, March 23** to receive the early registration rate. After March 23, there will be an additional \$50 administrative fee with pre-registration closing **Monday, April 9**. 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 Symposium 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. If you would like more information on how your land trust can become a member, or are unsure of whether your land trust is a member, contact the Alliance at 202-638-4725, or email membership@lta.org

Land Trust Alliance Member Rate - \$130

Alliance Member Board and Volunteer Rate - \$100

General Admission - \$175

Lodging

Limited discounted lodging is available at the Renaissance Hotel (connected to the Albany Capital Center) and the nearby Fairfield Inn and Suites. Individuals should book their accommodations directly with the hotel of their choice no later than **Friday, March 23**.

Renaissance Hotel Rates: \$189/day – single/double accommodations. [Reserve your room online >>](#)

Fairfield Inn Rates: \$129/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 **April 9**. Refunds will not be considered after this day. Non-refunded payment for the NY Symposium 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 April 9.

Registration Form

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

Or return form to: Land Trust Alliance, 1250 H Street NW, Suite 600, Washington, DC 20005, or email to 202-559-4022.

Name:

Title:

Organization:

Address:

City/State/Zip:

Email:

Phone:

Symposium Fees (April 23-24)

Symposium registration fee includes the Welcome Reception, breakfast and lunch on Wednesday, refreshment breaks and concurrent sessions.

General Admission ☐ Full Conference (\$175)

Alliance Member Land Trust Staff ☐ Full Conference (\$130)

Alliance Member Volunteers and Board ☐ Full Conference (\$100)

Symposium Faculty ☐ Full Conference (\$65)

☐ Please include a \$50 fee for registrations received after March 23

Field Trips (*space is limited*)

☐ \$25 | Field Trip 1: Hike the Postenkill Community Forest | Monday, April 23

☐ \$25 | Field Trip 2: Helderberg Escarpment Conservation Stories and Hike | Monday, April 23

☐ \$25 | Field Trip 3: Albany Pine Bush National Natural Landmark Hike and Discovery Center | Monday, April 23

Special Events

☐ Welcome Reception | Monday, April 23

Session Choices

Please refer to the workshops in the brochure and select those you are likely to attend. You are not committed to attend the sessions you choose, this is simply to help us with planning and is not necessary to notify us of any change:

Session A _____

Session C _____

Session B _____

Session D _____

TOTAL PAYMENT DUE:

Payment Information

Please make checks payable to Land Trust Alliance. No telephone registrations please.

☐ Check enclosed Charge my: ☐ Visa ☐ MasterCard ☐ Discover ☐ AMEX

Credit Card Number: / / / 3-Digit Security Code (4-Digit for AMEX)

Expiration Date: /

Cardholder's Name:

Signature:

Special Requests

☐ ADA Accommodations: please specify

Dietary Restrictions

☐ Vegetarian ☐ Vegan ☐ Gluten-Free

The Alliance may not be able to accommodate all dietary restrictions and/or requests. If you have food allergies or are on a special diet, please be prepared to provide your own meals. We make every effort to accommodate vegetarian, vegan, and gluten-free diets.

Attendee List Opt-Out

Every participant in our trainings and conferences receives a list of all other attendees that may include their name, title, organization, address, phone number and e-mail address when they check-in onsite. If you **do not** want to be included on this list, please check here: ☐