

The Land Trust Alliance invites you to the 2020 New York Land Conservation Conference. This interactive one-day, statewide conference will be held at The Gideon Putnam, a resort surrounded by the beauty of Saratoga Spa State Park in the heart of Saratoga Springs. Choose from an array of sessions that will strengthen your conservation and leadership skills while networking with a diverse and enthusiastic group of colleagues. Join professionals, volunteers, agency staff and conservation advocates from a spectrum of land, water and community conservation organizations across the state for this exciting event.

Conference Highlights

Thursday, May 7 Optional pre-conference seminars

Registration Desk opens at noon

Welcome reception

Dinner on own | Optional dine-arounds at various restaurants

Land Trust Short Video Screening

Friday, May 8 Registration and Exhibits

Continental Breakfast

Morning Concurrent Sessions A Morning Concurrent Sessions B

Buffet Lunch
Plenary Session

Afternoon Concurrent Sessions C Conference concludes at 5 p.m.

Choose sessions from these timely tracks:

- Climate Issues
- Communications, Outreach and Marketing
- Community Conservation

- Fundraising and Organizational Development
- Land Conservation and Stewardship

Congratulations to all the New York land trusts which have achieved, or are working toward land trust accreditation! For a full list of accredited land trusts, please visit www.landtrustaccreditation.org

Sponsors

The Land Trust Alliance gratefully thanks our conference sponsors:

Patron





Benefactor

Columbia Land Conservancy, Inc.

NYC Department of Environmental Protection (DEP)

Supporter

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Alliance for Clean Energy New York
Ducks Unlimited, Inc.
Genesee Land Trust
Marshall & Sterling Upstate, Inc.
The Trust for Public Land
Tug Hill Tomorrow Land Trust

Friend

Adirondack Land Trust Lake George Land Conservancy Western New York Land Conservancy

Program Committee

This committee is made up of conservation professionals who volunteered their time to help us deliver an outstanding conference. We extend our appreciation to:

Marissa Codey, *Columbia Land Conservancy*Zoraida Lopez-Diago, *Scenic Hudson*Lori Ensinger, *Westchester Land Trust*Michelle Pleim, *Westchester Land Trust*

Kevin Farrell, Genesee Land Trust

Jake Tibbles, Thousand Islands Land Trust

Benjamin Gajewski, Genesee Valley Conservancy Kathy Woughter, Adirondack Land Trust

Linda Garrett, *Tug Hill Tomorrow Land Trust*Lindsay Blair, *Land Trust Alliance*

Becca Halter, Adirondack Land Trust Daron Blake, Land Trust Alliance

James Huffman, Indian River Lakes Conservancy Meme Henley, Land Trust Alliance

Jeff Jones, Jeff Jones Strategies Katrina Howey, Land Trust Alliance

Schedule of Events

Thursday, May 7

Noon - 5:30 p.m.

REGISTRATION DESK OPEN AND EXHIBITOR SET UP

1 p.m. – 4 p.m.

PRE-CONFERENCE SEMINARS (space is limited, pre-registration is required)

Sem-01. Understanding Your Appraisal's Story

In this session, you will walk through a sample appraisal with the guidance of certified appraisers who will highlight and explain common sections found in most appraisals. We will cover requirements by the Uniform Standards of Profession Appraisal Practice (USPAP), Uniform Appraisal Standards for Federal Land Acquisition (Yellowbook) and the IRS Appraisal Standards. Learn how to best present this information to your board and the landowner and what land trusts should ask for in an appraisal report. (Basic)

Robert Guay, Viewpoint Ag Valuation & Consulting (NY) Greg Snyder, President, Snyder Appraisal Associates (PA)

Sem-02. Making Sense and Relevance of Land Conservation – Basics for Administrative Professionals, New Board Members and Staff

This half day seminar offers a training and networking opportunity developed specifically for administrative professionals, board members and staff new to land conservation. Whether you provide administrative support, manage office logistics, or are a staff or board member newly immersed into the work of land conservation this seminar will give you the opportunity to engage in a learning and networking opportunity unique to this community. (Basic)

Cari Watkins-Bates, Assistant Land Conservation Director, Scenic Hudson (NY)

Marlena Lange, Board Member, Orange County Land Trust (NY)

Maryanne McGovern Kenyon, Attorney, Schwartzberg & Kenyon, PLLC (NY)

Eva Perez, Administrative Assistant, Scenic Hudson (NY)

Yasemin Unal-Rodriguez, Program Assistant, Open Space Institute (NY)

Sem-03. Justice for the Land: Honoring Indigenous Land Tenure in New York State

Indigenous people are reclaiming their place as the oldest stewards of land and waters through a variety of legal instruments and partnership approaches. Access and tenure to land enhances the ability for communities to enact place-based indigenous practices and stewardship. Indigenous worldviews recognize the rights of the lands and waters to carry out their own duties and responsibilities, following pre-contact protocols for building relationships with land. Land trusts and other private conservation tools can provide unique opportunities to protect sacred sites, cultural landscapes and restore human relationships with land lost to historic injustice. In New York State, courts have often failed to honor Native land rights extending back thousands of years. Conservation groups (including land trusts), educational institutions, and government agencies are now exploring ways to reverse these historic wrongs. This seminar focuses on the role of land trusts in NY to enact such "justice for the land." (All Levels)

Catherine Landis, Board member, Central New York Land Trust, Post-doctoral Associate, Center for Native Peoples and the Environment, SUNY College of Environmental Science and Forestry (NY)

Peter Forbes, Conservationist, First Light, Knoll Farm (VT)

Christopher Jage, Land Protection Manager, The Nature Conservancy Adirondack Chapter (NY)
Neil Patterson, Tuscarora Nation, Assistant Director, Center for Native Peoples and the Environment, SUNY

College of Environmental Science and Forestry (NY)

2 p.m. - 3 p.m.

Self-Guided Walking Tour of Saratoga Spa State Park's Famous Mineral Springs

Pick up a map and meet your companions for a self-guided excursion to visit some of the last 12 springs left in the park. Wander through the trees and along beautiful trails and streams while stopping to learn about the various springs, each with its own unique mineral combination and history.

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 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) and will be led by a land trust staff or board member knowledgeable in the topic.

7:30 p.m. - 9 p.m.

LAND TRUST SHORT VIDEO SCREENINGS

Videos are a great way to share your land trust's story! Join your colleagues for an informal gathering where we will show examples of land trust videos from around the state and discuss the best way to take advantage of this effective outreach and marketing tool.

Friday, May 8

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 A

A01. Healthy Forests in a Changing Climate: A Panel Discussion on Risks to Biodiversity

Managing forest health continues to evolve as climatic factors influence both native and invasive species. Join New York State Department of Environmental Conservation's ecosystem health team in an audience-panel discussion that addresses the successes, failures and lessons learned in managing forested land. Specialists in topics such as oak wilt, kudzu, hemlock woolly adelgid, and southern pine beetle will explore the intersection between climate change, pests, and pathogens. With an eye towards the future panelists will highlight current management tactics, emerging issues, and strategies for mitigating future threats. (Basic)

Jason Denham, Forester, New York State Department of Environmental Conservation (NY)
Naja Kraus, Forest Health Scientist, New York State Department of Environmental Conservation (NY)
Jessica Cancelliere, Research Scientist, New York State Department of Environmental Conservation (NY)
Bryan Ellis, Forester, New York State Department of Environmental Conservation (NY)
Nathan Hudson, SPB Incident Commander, New York State Department of Environmental Conservation (NY)

A02. Engaging Your Volunteer Base in Invasive Species Citizen Science Efforts

During this interactive workshop, you will be given tools, tips and strategies to engage your volunteer base on the issue of invasive species. Learn about iMapInvasives, New York State's invasive species database and mapping tool, and how to use it for citizen science efforts. Hear from organizations across the state, such as Cornell University's Hemlock Initiative, on their invasive species outreach efforts and how they engage and retain volunteers. We'll also connect you to your local Partnership for Regional Invasive Species Management (PRISM) to help foster future collaboration. By the end of the workshop, attendees should feel confident in their ability to implement invasive species education and outreach programming within their organizations. (Basic)

Emma Antolos, Invasive Species Education & Outreach Coordinator, New York State Department of Environmental Conservation (NY)

Jennifer Dean, Invasive Species Biologist, New York State Department of Environmental Conservation (NY)
Charlotte Malmborg, Education and Outreach Coordinator, NYS Hemlock Initiative, Cornell University (NY)
Patty Wakefield-Brown, Invasive Species Outreach and Volunteer Coordinator, Finger Lakes Institute and the
Finger Lakes PRISM (NY)

Meg Wilkinson, Invasive Species Database Program Coordinator, New York State Department of Environmental Conservation (NY)

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

A03. Developing Programming to Increase Youth Engagement

In this session we will describe the techniques that Scenic Hudson and Kingston Land Trust have used to engage and empower youth and increase equity, access and inclusion. We will use our programs as case studies, and look at how to build unique partnerships and techniques to create and revitalize green spaces and engage youth in stewardship efforts in urban communities. After looking at the challenges and successes of various projects, we will take questions and brainstorm together ways that you could incorporate new techniques to create or diversify your educational and/or youth programs. (Basic)

Kate Phipps, Education and Community Engagement Coordinator, Scenic Hudson (NY) Julia Farr, Executive Director, Kingston Land Trust (NY) Preyah James, Education and Community Engagement Assistant, Scenic Hudson (NY)

A04. Fundraising Metrics: Too Much Data, Too Little Information

Fundraising metrics matter. But not the metrics that many people think of and not the way in which many people use them. Metrics shouldn't be used to justify our existence. They should be used to change our behavior and adapt to our changing environment. They should be used to help predict what will happen in the coming months and years to help us stay on track to meet our strategic goals. And the one metric that tells us the most about the health of our fundraising? Few people are tracking that one at all. Join fundraising expert David Allen to explore the metrics you should be measuring and how to use the information you get back. (Intermediate)

David Allen, Principal Consultant, Development for Conservation, LLC (WI)

A05. How a Small Land Trust Tackled a Big Water Protection Project

Mohawk Hudson Land Conservancy took on a project protecting 6,601 acres for the City of Albany's drinking water supply - doubling our conserved acres from the last 25 years in a year and a half. Presenters will review the Alcove Reservoir lands and the significance of the drinking water supply for the State Capital of New York as well as the municipality's want and need for better forest management. The Nature Conservancy's Carbon program was the solution to this need, providing the guidance and funding for long-term forest management for the watershed. Attendees will learn about this program, what it entails and how it was applied to this acreage. The final component of the project was to ensure the perpetual protection of the forests for the watershed through a locally held conservation easement. Mohawk Hudson Land Conservancy, with a staff of 5.5 people, share how they successfully took on this project with limited resources, the tools they used and the partnership necessary to take on a project of this size. Small land trusts can do big work too and we will show you how. (All Levels)

Sarah Walsh, Conservation Director, Mohawk Hudson Land Conservancy (NY) Gabe Chapin, Working Woodlands Coordinator, The Nature Conservancy (NY) 10:30 a.m. - Noon

CONCURRENT WORKSHOP SESSIONS B

B01. Creating a Messaging and Engagement Strategy around Climate Change

New York's climate goals mean that land trusts will need to play a role in bringing their communities along with the changes necessary to accomplish them. Yet land trusts often wrestle with how to talk about it in a manner that builds trust, a desire for action, and doesn't alienate more conservative-leaning supporters. Furthermore, small and mid-sized land trusts often lack dedicated time and capacity to tackle the messaging and engagement needed. This workshop will be example based, featuring two mid-sized land trusts who both work with agricultural and woodland protection. They will talk about their different approaches, and the community feedback they have received, as they increase their communications and engagement around climate change. We will also present current statistics on different demographics related to climate change acceptance, past Land Trust Alliance communication survey work, the role of natural climate solutions, and what desired for actions the land trusts are working towards so as to help participants envision their regional strategy. (Intermediate)

Linda Garrett, Executive Director, Tug Hill Tomorrow Land Trust (NY)
Teri Ptacek, Executive Director, Agricultural Stewardship Association (NY)
Judy Anderson, Principal, Community Consultants (NY)

B02. Enhancing Visitor Experience through Maps and Wayfinding

A picture is worth a thousand words; a map may be worth far more than that if it entices a new supporter to explore your preserve or keeps a hiker from getting lost. Maps are a vital outreach tool for land trusts, but developing and updating them can be intimidating. Drawing on Mohonk Preserve's experience in overhauling their visitor maps and wayfinding signs, this session will demystify the map-making process, helping participants answer questions such as: Why do we want a map? Who is our audience? What stakeholders do we need to consult and how will we engage them? What map format or formats will meet our needs? How can we make our maps accessible? How can we leverage our maps for multiple purposes? What if we do not have a mapping expert on staff? Participants will leave the session energized, confident, and ready to harness the power of maps. (Basic)

Ed Pestone, Land Projects Manager, Mohonk Preserve (NY)
Cathy Shiga-Gattullo, Education Coordinator for Interpretation, Mohonk Preserve (NY)

B03. Land for All: Increasing Accessibility and Agency through Community-Led Conservation

In this workshop, we'll share lessons learned from a community-led process for evaluating barriers to land access and community conservation in an urban community garden network. Participants will also have a chance to evaluate their own organization's relationship with the communities they serve and which parts of the community they may not be serving due to their own implicit biases, lack of funding, lack of capacity, etc. We'll also consider engagement strategies and the organizational change needed to bring such movement forward. (Basic)

Jeanette Koncikowski, Executive Director, Grassroots Gardens Western New York (NY) Geraldine Wilson, Accessibility Task Force Coordinator, Grassroots Gardens Western New York (NY)

B04. Understanding and Leveraging the ROI from Your Strategic Planning

Do you (or does your land trust) have a love-hate relationship with strategic planning? Is your plan collecting a little dust? You are not alone. Strategic planning, however important, requires a significant investment – in time and money. Too often, the return on that investment (ROI) is not recognized, understood or leveraged. In this interactive session, we'll discuss various planning processes, share our successes and challenges with planning, learn how to re-kindle the strategic planning fire, use your plan internally to keep the fire burning, and just as important, use your Plan to generate exciting new support for your land trust – all guaranteeing your ROI is strong. (Basic/Intermediate)

Nancy Moore, Managing Partner, Conservation Consulting Group (WI)

B05. Exploring an Alternative Farmland Conservation Tool: The Agricultural Ground Lease

In this session, participants will explore the basics of the Agricultural Ground Lease, learn where and how this tool is been utilized by conservation land trusts through the results of a national survey of land trusts and case studies, and hear from experienced practitioners of these tools about the benefits and challenges that Agricultural Ground Lease Projects present. (Intermediate)

Samuel Calhoun, FARM Program Intern, Columbia Land Conservancy (NY)
Marissa Codey, Director of Conservation Programs, Columbia Land Conservancy (NY)

Noon – 1 p.m.

LUNCH

1:30 p.m. - 2:30 p.m.

PLENARY SESSION

Dive deeper with your conference experience and join friends and colleagues at the Plenary Session. *Speaker to be announced soon.*

2:30 p.m. – 2:50 p.m.

COFFEE BREAK

3 p.m. - 4:30 p.m.

CONCURRENT WORKSHOP SESSIONS C

C01. Compatible Solar: Examples of the Changing Face of Solar and How to Maximize Conservation Benefits

With New York State's climate goals ramping up, moving to clean energy is going to be an important part of the state's conservation efforts as well as our communities' health and wellbeing. Yet it also puts pressure on NYS's farmland as a logical place to install solar. Yet not all solar development is installed in a manner that is beneficial to farms. This workshop will talk about what kinds of solar are compatible with working farmland, as well as pollinators, what they need to be successful, and how land trusts can help ensure that farmers, and farmland conservation advocates, end up with projects that are beneficial to farmers and the community alike. We will provide information on project selection, design, management, and the impacts on farming and soil resources. (Intermediate)

Judy Anderson, Principal, Community Consultants (NY)

Samantha Levy, New York Policy Manager, American Farmland Trust, Northeast Region (NY)

Jake Marley, Manager, Hyperion Systems, LLC (MA)

Ethan Winter, Senior Community Engagement Manager, Cypress Creek Renewables (NY)

CO2. 101 Ways to Engage Local Municipalities

With constantly changing local officials and changing issues, building relationships with local municipalities can be a challenge, but is extremely important. Finding a trusted partner can help open doors and start conversations. This session will explore how Tug Hill Tomorrow Land Trust and the Tug Hill Commission work together with local officials, and discuss a myriad of ways to build relationships and ensure your work is serving the community needs. In addition, we will look at a case study of 3,230- acre project with The Conservation Fund and New York StateDepartment of Environmental Conservation that hinged on the Tug Hill Commission and the Tug Hill Tomorrow Land Trust's good relationship with town officials. (Basic)

Linda Garrett, Executive Director, Tug Hill Tomorrow Land Trust (NY)
Katie Malinowski, Director of Land Protection, Tug Hill Tomorrow Land Trust (NY)

CO3. Planning Successful Projects in Environmental Justice Communities

Learn about the importance of reaching out to stakeholders to get buy-in before planning projects to increase and magnify successes. Panel will discuss tree planting projects from New York's Urban & Community Forestry and Environmental Justice grant programs as examples in building partnerships to sustain projects. (Basic)

Rosa Mendez, Director of the Office of Environmental Justice, New York State Department of Environmental Conservation (NY)

Gloria VanDuyne, Urban and Community Forestry Program Coordinator, New York State Department of Environmental Conservation (NY)

Rebecca Walker, Communications and Grants Manager, Columbia Land Conservancy (NY) Tamar Adler, Founder and Director, Friends of Oakdale Lake (NY)

C04. Common Misconceptions about Capital Campaigns

Most people don't know what a capital campaign is or does, except that it results in a slug of money raised all of a sudden. This workshop provides a lot of information about what a capital campaign IS and uses the contrivance of common misconceptions. Like "Every fundraising effort for a specific project is a capital campaign," or "Capital campaigns can help us find major donors to help with operating funds," or "Capital campaigns wear your donor base out – donor fatigue – and your operating fund suffers." The obvious problem with each of these misconceptions is that there is a grain of truth to each one. In this workshop, we'll explore those grains of truth and help participants get a more comprehensive understanding of how campaigns work and how land trusts can use them strategically. (Basic/Intermediate)

David Allen, Principal Consultant, Development for Conservation, LLC (WI)

CO5. Bad Language, Scrivener's Errors, Unenforceable Terms and Other Conservation Easement Issues

Participants will join us for a game of bingo where the squares will represent examples of bad language, scrivener's errors and unenforceable terms sometimes found in conservation easements. The presenters will be using actual examples from their own portfolios and those of other New York land trusts, but participants will be encouraged to commiserate and share examples from their own organizations. After we've had some fun with bingo and have been through enough examples, we will present a few ideas on how to manage these types of issue. (Intermediate)

Dawn Haight, Director of Stewardship, Open Space Institute (NY) Chris Olney, Director of Stewardship, Finger Lakes Land Trust (NY)

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 rgrimmett@lta.org or mail to: Land Trust Alliance, 1250 H Street NW, Suite 600, Washington, DC 20005.

Register Early – Save Money! Register by **Wednesday, April 15** to receive the early registration rate. After April 15, there will be an additional \$50 administrative fee with pre-conference registration closing **Friday, April 24.** Registrations will be processed on a first-come, first-served basis. No phone registrations, please. Registration questions? Email registration@lta.org or call 202-800-2225.

Early Bird Registration (on or before April 15, 2020):

- 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 16 - Friday, April 24, 2020):

- 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

We are pleased to offer a discounted rate of \$139/night (plus tax) for a single/double room at <u>The Gideon Putnam</u> (link is external). **Individuals should book their accommodations directly with the hotel no later than Wednesday, April 15.**

<u>Reservations may be made online</u>, or by calling their toll-free number at 866-746-1077 — please reference the group code (**9NE338**). Limited rooms available.

THE GIDEOM PUTNAM
24 Gideon Putnam Road
Saratoga Springs, NY 12866
T: (866) 890-1171 | The Gideon Putnam

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 <u>via email</u> for questions about joining as an <u>organizational member</u> or <u>affiliate</u>, or to review the status of your membership.



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 rgrimmett@lta.org.

Name:	Title:
Organization:	
Address:	City/State/Zip:
Email:	Phone:
Conference Registration Fees Conference registration includes the welcome reception on Thursday, May 7, and the concurrent workshops and plenar session on Friday, May 8. A continental breakfast, buffet lunch, as well as morning and afternoon refreshments on May are also included. Please note the seminars have limited space and spots are available on a first-come, first-served basis	
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Please include a \$50 fee for registrations received at	fter the early bird deadline on Wednesday, April 15.
Special Events (no added fees, this is simply to he	elp us with planning)
Seminar-01. Understanding Your Appraisal's Story	1 p.m. – 4 p.m. Thursday, May 7 (space is limited)
Seminar-02. Making Sense and Relevance of Land Co Board Members and Staff 1 p.m – 4 p.m Thursda	onservation – Basics for Administrative Professionals, New ay, May 7 (space is limited).
Seminar-03. Justice for the Land: Honoring Indigeno May 7 (space is limited)	us Land Tenure in New York State 1 p.m. – 4 p.m. Thursday,
Self-Guided Walking Tour of Saratoga Spa State Park	c's Famous Mineral Springs 2 p.m. – 3 p.m. Thursday, May 7
☐ Welcome Reception 5 p.m. – 7 p.m. Thursday, M	lay 7
Short Land Trust Video Screening 7:30 p.m. – 9 p.n	n. Thursday, May 7 (space is limited)

Session Choices Please refer to the workshops in the brochure and select those you are likely to attend on Friday, May 8. 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 B _____ Session C **TOTAL PAYMENT DUE: Payment Information** Please make checks payable to Land Trust Alliance. No telephone registrations please. Charge my: Visa MasterCard Discover AMEX Check enclosed Credit Card Number: 3-Digit Security Code (4-Digit for AMEX) **Expiration Date:** Cardholder's Name: Signature: **Special Requests** ADA Accommodations: please specify 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

Attendee List Opt-Out

vegetarian, vegan, and gluten-free diets.

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: