

2021 SOUTHEAST Land Conservation Conference



The Land Trust Alliance invites you to the 2021 Southeast Land Conservation Conference. Join your peers online for quality sessions and networking tailored to address land trust's greatest needs for information and resources. Offerings run the gamut—from nuts-and-bolts conservation content to best practices on sustaining operations while adapting to today's changing conditions. Plus, tools to lead on climate change and time to investigate the intersections of land conservation and racial, economic and environmental justice. Join professionals, volunteers, agency staff and conservation advocates from a spectrum of land, water and community conservation organizations across the region for this exciting event.

Conference Highlights

April 28 – 30

Welcome remarks from the Land Trust Alliance
Educational workshops and plenary speaker

May 4 and 11

Educational workshops continue
Networking opportunities

May 13

Educational workshops continue
Virtual Tour from Lookout Mountain Conservancy

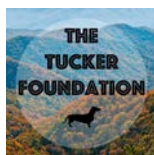
Sponsors

The Land Trust Alliance thanks our generous sponsors for their support of this year's conference!

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Choose sessions from these timely tracks:

- Addressing Climate Change
- Emerging Issues and Engaging Community
- Land Conservation and Stewardship
- Organizational Development

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

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:

Robyn Carlton; Lookout Mountain Conservancy (TN)
Melissa Hill; Alachua Conservation Trust (FL)
Mary Alice Holley; Conservation Trust for NC
Joel Houser; Open Space Institute (TN)
Sarah O'Rear; Land Trust for Tennessee (TN)

Alice Hudson Pell; TennGreen Land Conservancy (TN)
Sally Price; Land Trust of Virginia (VA)
David Ray; Lowcountry Land Trust (SC)
Kelly Presley; Land Trust Alliance
Lindsay Blair; Land Trust Alliance

Schedule of Events

Wednesday, April 28

10 – 10:30 a.m.

WELCOME REMARKS

by Land Trust Alliance

Join friends and colleagues for virtual remarks as we kick off the Southeast Conference!

11 a.m. – noon

A01. Can Development and Conservation Coexist?

A compelling story of building 50-acre urban park in a brackish area of Chattanooga... where the old money meets poverty, where city meets suburbs. Park amenities include: Housing, bouldering, multipurpose trail system, pollinator garden, teaching garden and greenhouse, multipurpose pavilion, amphitheater and hostel. Lessons learned will be shared and questions that will be addressed are WHY is this project important? WHO is involved (partners)? WHERE is the park located? and WHAT community needs is it addressing? WHEN will the park be completed? (Emerging Issues and Engaging Community | Basic)

Robyn Carlton, President & Chief Executive Officer, Lookout Mountain Conservancy (TN)

1 – 2 p.m.

A02. Old Growth Forests No Cut Easements: Functions and Values

Old-growth forests are our most endangered forests. The few that remain outside national parks and wilderness areas are becoming increasingly threatened. In the Eastern states, they account for only one quarter of one percent of all forests—a huge loss. Forests were here long before man, but human remaking of the landscape that began thousands of years ago has rapidly accelerated, halving the earth's forest cover. Now our forests face the threats of climate change, while a global economy has introduced tree-killing fungi and insects along with non-native invasive plant species that multiply rapidly and crowd out native species. This session will entail learning about the unique circumstances and conservation values of Old Growth Forest No-Cut easements. (Land Conservation and Stewardship | Intermediate)

Mary Elfner, Program Director, 500-Year Forest Foundation (GA)

McChesney Goodall, Acquisition of Conservation Easements Director, County of Albemarle (VA)

2:30 – 3:30 p.m.

A03. Metrics Matter: What your Digital Communications Metrics Mean and How to Use Them for Communications Decision-making

In the new age of digital everything, it can be hard to know how to best talk to your audiences. How do you track what messages are working? Should you send another email? Post on social media again? Or is Twitter just screaming into the void? To answer these questions, its best to point back to data. But where do you start? And what do these numbers even mean? How do you know if you're actually doing well? This session will focus on email, website and social media data and address the following: Why are metrics important? How to set goals using metrics? What metrics you can use and what each means; How to set baselines to measure against; How can you present your metrics to non-Comms staff and board? (Organizational Development | Intermediate)

Laura Fagen, Digital Communications Manager, Land Trust Alliance (DC)

4 – 5:30 p.m.

Conservationists of Color Happy Hour

Come out and grab a 'virtual' drink with the South Carolina and North Carolina Conservationists of Color! BIPOC conservationists are welcome to join us for an informal happy hour and evening of connecting and sharing stories to build community. Come meet, network, and celebrate with fellow conservationists of color across the southeast. We hope to see you online! Please follow this [Eventbrite link to RSVP](#) directly with the hosts for this event.

Sam Cook, Executive Director of Forest Assets, North Carolina State College of Natural Resources (NC)

Janae Davis, Associate Director of Conservation, American Rivers (SC)

Kerri Forrest, Lowcountry Program Director, Gaylord & Dorothy Donnelley Foundation (SC)

Mavis Gragg, Director, Sustainable Forestry and African American Land Retention Project, American Forest Foundation (NC)

Thursday, April 29

9:30 – 10:30 a.m.

PLENARY

The Past, Present and Promise of the Black Land Commons

Black land loss continues to be a consequence of racial discrimination, predatory lending practices, and legal barriers caused by heirs property. The 2018 Farm Bill allows African American farmers operating on land with undivided interests and heir property meaningful access to critical USDA programs to protect the soil and water while building wealth through fair credit access and various risk management tools. The Implementation of the Emergency Relief Act for Black, Indigenous and People of Color Farmers and the proposed legislation of the Black Farmer Justice Act offer the land trust sector opportunities to support BIPOC farmers' work to protect and grow land tenure within the framework of these federal initiatives. The non-profit land trust sector has a significant role to play in working with African American farmers, landowners and communities in this land justice space in order to counter land loss and rebuild landholdings in small African American communities that are vulnerable to rural and urban gentrification. The challenge is to fulfill the promise of the commons for BIPOC farmers.

Savi Horne, Executive Director, Land Loss Prevention Project (NC)

11 a.m. – 12:15 p.m.

B01. The Power of Birds to Amplify Conservation, Stewardship and Community Outreach

Land trusts are an increasingly popular and proven mechanism to protect private lands, create climate resiliency in protected areas and conserve wildlife within these habitats. In light of a 2019 paper in the journal Science that finds a net population loss of almost three billion birds since 1970, supporting the efforts of land trusts with implementation of practices on private lands can make a significant difference. The Cornell Lab of Ornithology believes land trusts can help birds, and birds can benefit land trusts. This workshop will introduce the Cornell Land Trust Bird Conservation Initiative, its various resources and birding tools such as eBird, and introduce a case study from the Southern Appalachian Highlands Conservancy—all illustrating how birds can be useful in making decisions about your conservation investments, foster partnerships and reach diverse audiences, and accelerate and amplify conservation and land stewardship on land trust properties and easements. (Land Conservation and Stewardship | Basic)

Sara Barker, Program Director, Cornell Land Trust Bird Conservation Initiative (NY)

Marquette Crockett, Roan Stewardship Director, Southern Appalachian Highlands Conservancy (NC)
Sarah Sheeran, Stewardship Director, Southern Appalachian Highlands Conservancy (NC)

1 – 2 p.m.

B02. Canceled

2 – 3:30 p.m.

B03. Applying Climate Messaging to Your Communications Strategy

For communications teams that are already spread thin, adding a new project or priority can feel overwhelming and unachievable. In partnership with Land Trust Alliance, Mary Alice Holley has worked with southeast land trusts to build a how-to guide for communicating climate change and resilience issues more effectively. Join this webinar to learn how to make these strategies and recommendations work for your communications team (no matter the size)! (Addressing Climate Change | Basic)

Mary Alice Holley, Director of Community Innovation, Conservation Trust for North Carolina (NC)

Friday, April 30

9 a.m. – noon

HALF-DAY SEMINAR

9 – 10:30 a.m.

SEM-01. Land Protection to Curb Impacts from Freshwater Flooding: Part 1

Freshwater flooding is a growing threat to water quality, human lives, and built infrastructure as climate change brings increased precipitation to the Southeast. Strategic land protection is an effective and cost-saving strategy to mitigate flood impacts to communities, while securing multiple other benefits for people and nature. This two-part seminar will frame the important role that land trusts can play in addressing flood impacts through their conservation planning, acquisitions, and partnerships.

Part 1, Introduction to Freshwater Flooding: Science and Strategies for Land Trusts, will provide an overview of freshwater flood hazard and introduce a range of flood mitigation strategies, including science-based approaches to consider flood hazard in conservation planning. Attendees will learn how a public-private partnership focused on the Waccamaw River layered multiple land protection and policy strategies to mitigate flood risk in Conway, SC. Small group discussions will allow participants to discuss the relevance of flood hazard mitigation to their land protection work. (Addressing Climate Change | Intermediate)

Hallie Schwab, Conservation Planning Coordinator, Open Space Institute (NY)

Maria Whitehead, Southeast Senior Project Manager, Open Space Institute (NC)

11 a.m. – 12:30 p.m.

SEM-01. Land Protection to Curb Impacts from Freshwater Flooding: Part 2

Part 2, Addressing the Inequitable Burdens of Flood Risk, will examine racial and economic disparities in flood risk and outcomes following flood disasters and walk through several efforts to build local partnerships that support community priorities around flood resilience. A moderated conversation between land trust practitioners will offer attendees a window inside the formation of a partnership in Princeville, NC, and an emerging collaborative along the Black River in SC and invite reflection on challenges and lessons learned. The session will include small group discussions to explore participants' experience and challenges in developing community-based conservation strategies that address inequities. (Addressing Climate Change | Intermediate)

Hallie Schwab, Conservation Planning Coordinator, Open Space Institute (NY)

Mary Alice Holley, Director of Community Innovation, Conservation Trust for North Carolina (NC)

Maria Whitehead, Southeast Senior Project Manager, Open Space Institute (NC)

Tuesday, May 4

9:30 – 10:30 a.m.

C01. Connected Roots: Developing Relationships Through Conservation Burial

Organizations in the southeast are at the forefront of an emerging form of land conservation called “conservation burial;” places that are inclusive, affordable, equitable, green spaces that provide the choice of a natural burial on conserved land. Conservation burial invites participants to engage more deeply with their grief and sense of connectedness through greater participation in and ownership of the burial process. Through the act of burial, the conserved land becomes part of the final chapter in the story of the person who died, and their family who will come to visit after. Whether as an easement holder, landowner, or direct operator, land trusts and their work also have the opportunity to become a part of the stories families tell. Conservation burial grounds are community resources that expand our conception of the meaningful impact of natural spaces can have to diverse groups, increase donor engagement and volunteerism, and generating revenue for land acquisition and restoring native habitats. More importantly, they represent an opportunity for land trusts build more deep relationships with the communities they work with. (Emerging Issues and Engaging Community | Intermediate)

David Ponoroff, Assistant Director, Larkspur Conservation (TN)

Tom Kay, Executive Director, Alachua Conservation Trust (FL)

11 a.m. – noon

C02. Voluntary Urban Carbon Offset Program

Voluntary urban carbon offset programs are a new and exciting tool for land trust that do conservation work within city limits. This program incorporates using your existing land to offset carbon footprints, encourage social environmental responsibility and education and to impact your financial bottom line. (Addressing Climate Change | Basic)

Robyn Carlton, President & Chief Executive Officer, Lookout Mountain Conservancy (TN)

Holly Odell, Community Outreach Coordinator, Lookout Mountain Conservancy (TN)

1 – 2 p.m.

C03. Leveraging the ROI from Your Strategic Plan

Do you (does your land trust) have a love-hate relationship with Strategic Planning? Or maybe 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 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. (Organizational Development | Basic)

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

Tuesday, May 11

9:30 – 10:30 a.m.

D01. Conservation and Carbon Mitigation: Approaches to Maximize the Carbon Impact of Conservation Projects

This workshop will help land conservationists understand the critical role they can play in addressing the climate crisis at the project scale. Focusing on non-market approaches to carbon mitigation, participants will learn how to evaluate projects and land holdings for carbon storage potential, develop a framework for integrating carbon considerations into conservation easement language, and deepen their understanding of managing conserved lands to maximize carbon storage and sequestration. This session will have an interactive component where participants work in small groups to evaluate hypothetical projects for their carbon potential and develop conservation and management strategies for maximizing future sequestration. (Addressing Climate Change | Intermediate)

Joel Houser, Southeast Field Coordinator, Open Space Institute (TN)

10:30 – 11:30 a.m.

Virtual Office Hours: The Land Trust Alliance and Finite Carbon's Forest Carbon Offset Pilot Program

Land trusts are increasingly seeking alternative sources of revenue for land protection and stewardship. Forest carbon offset programs have been a key emerging opportunity for revenue generation and climate resiliency work. The Land

Trust Alliance and Finite Carbon will be holding office hours for Southeast land trusts interested in asking questions and exploring if the Forest Carbon Offset Pilot Program could be a good fit for your land trust. If you would like to let us know you are coming or have specific questions you would like to submit in advance, please reach out to Kelly Watkinson at kwatkinson@lta.org.

Kelly Watkinson, Land and Climate Program Manager, Land Trust Alliance (VA)

Caitlin Guthrie, Director of Forest Carbon Origination, Finite Carbon (PA)

Dylan Jenkins, Vice President, Portfolio Development, Finite Carbon (PA)

11 a.m. – noon

D02. Nuts and Bolts of Remote Monitoring

Many land trusts are turning to remote monitoring to supplement their stewardship programs with new perspectives and keep staff and landowners safer during the pandemic. In this session, we'll dive into the nuts and bolts of remote monitoring to share some practical tips to help you understand how to look at imagery and spot potential changes on your properties, document findings, follow up on potential issues and keep landowners engaged when you aren't visiting properties in person. (Land Conservation and Stewardship | Intermediate)

Jake Faber, NRCS Remote Monitoring Pilot Project Manager, Land Trust Alliance (DC)

Naomi Brattlof, Easement Stewardship Director, Society for the Protection of NH Forests (NH)

Ethan Inlander, Project Director, Stewardship and Restoration, The Nature Conservancy (CA)

Mike Heneghan, Director of Stewardship, Georgia-Alabama Land Trust (AL)

1 – 2 p.m.

D03. Conservation Finance 101: Where's the Money

The term "conservation finance" pops up everywhere, but it can be difficult to understand what it means—let alone how it applies to your work. This session will run through the range of innovative—or just plain effective—funding and financing tools and strategies, including examples of how they have been put into practice. The session attempts to demystify conservation finance and provides attendees with a practical resource library of toolkits to continue their exploration. (Organizational Development | Basic/Intermediate)

Leigh Whelpton, Program Director, The Conservation Finance Network (DC)

Jackson Moller, Associate, The Conservation Finance Network (CO)

Thursday, May 13

9:30 – 10:30 a.m.

E01. Essentials of Fundraising

Back to Basics. Focus on the Fundamentals. If there's one thing that the 2020 pandemic has taught us, it's that the fundamentals of raising money remain relevant, even as we struggle to distance, travel, and gather. But what are those "fundamentals?" In this introductory session, we will engage in a conversation about some of the most basic tenets of fundraising. Along the way, we will examine – and dismantle – some of fundraising's most persistent myths and fake news as well. And we'll keep it light and fun – appropriate for staff and volunteers who are brand new to fundraising, those who may have a little more experience and perhaps even those NOT inexperienced or terrified. (Organizational Development | Basic)

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

Alice Hudson Pell, Associate Director, TennGreen Land Conservancy (TN)

11 a.m. – 12:30 p.m.

E02. Strengthening the Conservation Workforce Pipeline: Scholars for Conservation Leadership Program Panel Discussion

Panelists from the Land Trust Alliance, USDA Forest Service, North Carolina State University and Conservation Florida are coming together to shine a light on this impactful career and leadership development program that is expanding opportunities for students of underrepresented and minority backgrounds by empowering them to more readily pursue careers in conservation. It's giving us hope for the conservation community's more inclusive and equitable future. Program partners will share why they're committed to the initiative and students will give perspective on their experiences with the leadership development program and year-long paid fellowship experience with a land trust. You'll

learn about the barriers keeping minority students away from conservation jobs, what students need, and, perhaps, about how you and your land trust can be a change agent. (Emerging Issues and Engaging Community | All Levels)

Karena Mahung, Consultant, Indufor North America (DC)

Lillian Dinkins, Conservation Programs Fellow, Conservation Florida (FL)

Traci Deen, Executive Director, Conservation Florida (FL)

Dr. Zakiya Leggett, Assistant Professor, NC State University (NC)

4:30 – 5:30 p.m.

Virtual Tour: Bouldering Tour and Virtual Vistas from Above

Join Lookout Mountain Conservancy and REI for a tour of the 27 boulders on Old Wauhatchie Pike. Climbers and non-climbers alike will enjoy this virtual visit including a lesson in bouldering technique and terminology plus a birds-eye view of the park located at the base of Lookout Mountain. This networking event will give attendees a front row seat to hear about why the park was established, how the creative process worked and the efforts of LMC interns who built the bouldering pads. It will all wrap up with a happy hour including Q&A with our gracious Chattanooga hosts.

Registration Information

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

Registrations will be processed on a first-come, first-served basis. Registration questions? Email registration@lta.org or call (202) 800-2225.

To reduce potential delays in registration processing, we ask those that do not wish to register online to contact Regan Grimmatt at (202) 800-2225 for processing over the phone. A credit card payment can be taken over the phone directly at that time, or an invoice will be emailed if you would rather pay by check.

Conference registration fees

Conference registration includes access to all virtual events and available recordings, including workshops, plenaries and any virtual tours.

Basic registration (*April 13 – May 13*)

- Alliance Land Trust Members and Affiliates: **\$175** (*staff and board of dues-paying land trusts and Affiliates*)
- Full-Time Student/Current AmeriCorps Volunteer: **\$100**
- General Admission: **\$225** (*all other individuals*)

Want a discount on your conference registration?

Join the **Land Trust Alliance!** Land trust members: If you are a board member, volunteer or staff of an Alliance 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 [land trust member](#) or [Affiliate](#), or to review the status of your membership.

Standard cancellation policy

The Land Trust Alliance will not be offering refunds for the virtual Southeast Land Conservation Conference. All sales are final and will be non-transferable to any other Land Trust Alliance offerings or events. If you wish to add to your registration, or transfer to a different person, please submit a request to registration@lta.org.

*Please note all virtual sessions will be recorded. Any audio, chat, and other information sent through the sessions' Zoom accounts may be discoverable in a legal matter. By joining these sessions, you automatically consent to these recordings.