



2022 Massachusetts Land Conservation Conference

Communicating Conservation: Building the Message for the 21st Century

Session Descriptions

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Thursday, March 24, 2:00 p.m. – 3:30 p.m. Concurrent Sponsor Talks

(suggested logon time: 1:55 p.m.)

LandVest

How Exactly Does LandVest Help Conservation in Massachusetts?

Slater Anderson, Vice President and Managing Director of Real Estate

Keith Ross, Senior Advisor

James DeNormandie, Project Manager/GIS Director

We will describe several recent conservation projects in which LandVest advisors played a key role in getting the transaction/project to completion. We will describe the recent purchase of a key parcel just to the south of Mt Watatic in Ashby and Ashburnham, the role that LandVest has played in conservation projects on the south coast and islands, often coordinating with Buzzards Bay Coalition, and an example of assisting a landowner with a simple conservation restriction.

Mass Audubon

Stories of Nature's Restoration

David O'Neill, Mass Audubon President

Tom Lautzenheiser, Mass Audubon Senior Conservation Ecologist

Danielle Perry, Mass Audubon Coastal Resilience Program Director

Enjoy a presentation by Mass Audubon scientists about restoration projects in a variety of locations and stages across the state. Introductory remarks by Mass Audubon President David O'Neill will highlight the importance of this work, in combination with land protection and community engagement, in addressing our collective climate change goals.

The Trustees

Responding to a Changing Coast: Strategies for Climate Resilience

Tom O'Shea, Managing Director of Resources and Planning

The Trustees stewards 120 miles of Massachusetts coastline, more than any other private landowner in the Commonwealth, and second only to the federal government. In order to effectively respond to a changing coast, The Trustees Coastal Strategy works to uplift coastal systems through targeted conservation, broad advocacy, cutting-edge land management, and robust stewardship. Over the past four years this strategy has focused on trialing innovative adaptation solutions, partnering with local stakeholders and thought leaders, and reaching the public through programming and communications—to protect, inform, and engage. An annual State of the Coast report (thetrustees.org/coast) details the impacts of sea level rise and storm surge on coastal landscapes and community infrastructure, profiling a different region each year beginning with the North Shore (2020) and Islands (2021). During this presentation, Tom O'Shea will detail the comprehensive work underway, dive into results for some of The Trustees most vulnerable places, and describe innovative adaptation projects currently ongoing to improve coastal resilience.

Vineyard Wind

Leading on Offshore Wind Energy: Project Updates from Vineyard Wind & Avangrid Renewables

Rosalie DeCosta, External Affairs Manager, Avangrid Renewables – Offshore Wind

Nathaniel Mayo, Director of Public Affairs, Vineyard Wind

Massachusetts is leading the way on responsibly-sited offshore wind energy projects that will power millions of households in the coming years. Learn more about three of the projects currently being developed 15+ miles south of Martha's Vineyard and Nantucket, including the nation's first commercial scale project, Vineyard Wind 1, currently under construction.

Thursday, March 24, 4:00 - 5:15 p.m.

Concurrent Sessions

(suggested logon time: 3:50 p.m.)

How To Do Climate-Smart Forest Management...and Get Paid for It!

Josh Rapp, Laura Marx

Forests help fight climate change by sequestering and storing carbon. At the same time, the impacts of climate change that we're already seeing in Massachusetts are damaging our forests and compromising their ability to store carbon into the future. The Nature Conservancy, Mass Audubon, and other partners have developed a list of climate-smart forest management practices that increase both forest carbon and forest resilience to climate change. We will explain how these practices were chosen with a wide range of stakeholders, what they look like on the ground, and how landowners can get access to funding to do the practices. In Massachusetts, some landowners and their foresters and harvesters have been doing this type of climate-smart forest management for years. With a new focus on their carbon benefits, there are several emerging incentive programs that can connect willing landowners with the funding, planning, and materials to carry them out.

Division of Conservation Services Grant Programs and DEI

Melissa Cryan, Vanessa Farny

The workshop will discuss how the Division of Conservation Services incorporates diversity, equity, and inclusion into its grant programs and Open Space and Recreation Plans. Each of the grant programs will be summarized so that participants will leave with an understanding of which DCS grant program may be a good fit for a potential project, as well as how they may best incorporate DEI into the application.

Land Trusts & Climate Change: Practical Pointers

Sarah Bois, PhD, Dr. Jen Karberg, Emily Molden

Land trusts and conservation organizations are in a unique position to bridge the impacts of climate change with the benefits of climate action. Protection of open space and areas of local ecological importance through various methods can provide great value in mitigating climate change. We will explore how three different organizations on the island of Nantucket do this work and open a conversation into the importance of open space, at both large and small scales, for providing mitigation for various climate change scenarios. Through this discussion you will gain new connections, ideas, confidence and motivation to address climate change issues at your scale of interest. We'll also discuss the potential role land trusts can play in climate based information.

How to Run a Land Trust Responsibly: Standards and Practices

Jennifer Plowden, Mary Burke, MaryKay O'Donnell

What practices do we need to follow to responsibly manage our finances and assets? How should we evaluate and select our conservation projects? What are the components of a sound transaction? How often do we need to monitor our easements? All these questions, and many more, can be answered by the Land Trust Standards and Practices, or the ethical and technical guidelines that were developed by land trusts, first in 1989, to ensure the responsible operation of land trusts. The Standards were most recently revised 2017 with input from hundreds of conservation leaders; as such, they represent the experience of diverse land trusts and have been adopted by more than 1,000 land trusts. During this session, staff from the Land Trust Alliance will provide an overview of the 2017 Standards and Practices in an interactive format that allows ample time for questions and answers.

Raise More Money, Reach More Hearts: Appeal Letters

Rich Montone

Want to make your fundraising appeal letters soar like never before? What do you say? How could you write it? What will you ask for? Why will people give money to the effort this season? We'll discuss these questions, as well as where people actually start reading your letters, how to segment your appeals, how the entire mailing package contributes to your success, and ideas for expanding the reach and power of your appeals through other channels like email, social media, and personal contact. All with an eye toward helping you raise more money than before. Big shops and small shops equally welcome!

Open Space Network: Critical Role of Open Space Committees and Volunteers

Paul Catanzaro, Sarah Wells

Permanently protected and well-stewarded land play a vital role in sustaining healthy communities, including enhancing human physical and mental health to managing fiscal health to helping address issues of climate resilience and DEI. Whether you are a member of an Open Space Committee or a Conservation Commission, a member of a volunteer land trust, or an interested citizen, you are in a very important position to help increase conservation in your community. Your role as a local community opinion leader is both unique and essential. Your local knowledge and relationships combined with the expertise of larger conservation organizations make for a winning combination. The new Open Space Handbook provides a resource for understanding the land conservation landscape, planning your community's open space, land protection tools, funding opportunities, and the stewardship of conserved land are all covered within the publication and will be the focus of this session.

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Using MAPPR and Other GIS Resources to Identify Land Conservation Priorities

Jeff Collins, Scott Jackson

Mass Audubon developed MAPPR (Mapping and Prioritizing Parcels for Resilience) to help land trusts and others access the current wealth of GIS conservation modeling data. This online decision-support tool allows users to combine GIS datasets to identify land conservation priorities in their area of interest in Massachusetts. In this session we will review several GIS resources for land conservation planning with a focus on MAPPR. We will demonstrate its use and engage the audience in a discussion of what capabilities would be most useful in an updated version.

Thursday, March 24, 7:00 - 8:15 p.m. Concurrent Sessions

(suggested logon time: 6:50 p.m.)

Landing Your Communications Strategy

Sue Dahling Sullivan

An effective communications strategy touches every aspect of an organization. Many are familiar with traditional tools like newsletters, eblasts, press releases, websites, and social media channels. But internal communications are often overlooked. How and what is being communicated to your board? Does your team (staff, part-time, consultants, and volunteers) have enough information to be articulate community advocates and champions? Are community issues like affordable/work force housing, environmental justice, or real estate development impacting how you communicate about conservation priorities? Learn how one small land trust on Cape Cod is taking a fresh approach at creating a 360-degree communications strategy to help it become "the organization that the community needs it to be".

Working with Municipalities to Find Common Ground in a Changing Climate

Abby Hardy-Moss, David Heacock, Jonathan Sherwood

In this session, Greenbelt staff and the City of Amesbury Open Space Committee will discuss the growing importance of centering climate change in the open space planning process. Greenbelt will share our recent prioritization project that analyzed parcels for their potential to preserve habitat, agriculture, drinking water, natural resilience, urban cooling and coastal and inland flood mitigation. We will provide a brief overview of the climate focused analyses and will detail how we incorporated our municipal partners in the process. We will also share case studies of how we worked with municipalities to integrate prioritization maps in municipal planning documents and to support individual town's open space planning needs. The City of Amesbury Open Space Committee will speak to the critical role of climate planning in the successful completion of their open space plan and will share their experience working collaboratively with Greenbelt on their open space plan priorities.

Incorporating Affordability for Farmers into Farmland Conservation

Vanessa Johnson-Hall, Chris LaPointe

Through two case studies, Greenbelt will review tools that are uniquely available to land conservation organizations to keep land affordable to future farmers: the Option to Purchase at Agricultural Value (OPAV), and the ground lease. The OPAV has long been used by the MA APR program and a handful of farmland conservation organizations in the region and country (e.g., Vermont Land Trust and Maine Farmland Trust). To our knowledge, Greenbelt is the first land trust in the state to work with MDAR to hold a private APR with an OPAV using language based primarily on Vermont Land Trust's OPAV. Second, we'll review ground leases and the process by which Greenbelt decided that a 99-year ground lease was the best fit for helping farmers have long-term, secure, affordable access to farmland owned by

Greenbelt. We will cover the process of educating and making the case to staff and board members that farmland affordability should be part of Greenbelt's mission.

Forest Stewardship Program: New Priorities & Technical Support to Landowners

Alicia Coleman, Michael Downey, Emily Boss

The USFS Forest Stewardship Program (FSP) is a non-regulatory program designed to help landowners protect the inherent ecosystem values of their forest. In Massachusetts, the FSP is administered by the Department of Conservation and Recreation and the Massachusetts Woodland Institute. This workshop will provide background of the FSP and the number of ways in which state service foresters are working to address biodiversity restoration (e.g. Foresters for the Birds), climate change resilience (e.g. trends in soil carbon capture), and the ongoing opportunities to reach new landowners. We will then present results of the USFS-required Priority Lands Analysis, which used publicly-available data and the Massachusetts Forest Action Plan to highlight parcel-level eligibility for the FSP. This includes examples across urban-to-rural landscapes of Massachusetts. Finally, we will present the ways in which FSP compliments local conservation and the importance of the technical support it provides for landowners in long-term planning for their land; experiences of the Franklin Land Trust service will be used as demonstration.

Whose Story Do You Tell? Considering the Land's History.

Susan Hughes, Ed McNierney, Rachel Calderara, Erik Boyer

Two land trusts will present case studies. The Groton Conservation Trust with the Moors slavery project and Wildlands Trust with their work with indigenous peoples, land names and an upcoming acquisition. A Q&A will focus on how one would navigate these discussions with their membership, constituency and town, and stakeholders for a successful outcome and to avoid strife.

Preserving Perpetuity and Reducing Headaches: CR Drafting Basics

Anna Wilkins, Nick Rossi

This workshop is a basic 101 presentation on the nuts and bolts of drafting CR's and doing a CR land project. Participants will learn about the basics of the Commonwealth of Massachusetts CR review process, due diligence, and tips on how to write CR provisions. In addition, this workshop will also include examples of how past well-intentioned CR provisions have gone wrong and how a well drafted CR makes an enormous difference.

Will Being Outdoors Make You Smarter, Healthier and Happier?

Joel Angiolillo, Sadiya Muqueeth, Bruce Meltzer

Why should we preserve and protect natural areas for public use? The two primary reasons most often giving are: 1) To protect a range of habitats that preserve biological diversity, diversity that can benefit current and future generations economically (e.g., lumber, flood protection, pollination, etc.). 2) To provide recreation opportunity for people (hunting, fishing, hiking, bird watching, etc.). However, there is a growing consensus in the behavioral science and medical communities that there is an important third reason for maintaining natural landscapes. It appears that being outdoors in nature promotes our cognitive and emotional well-being, not unlike the research that shows that eating healthy foods and exercise promote our physical well-being. This talk will critically summarize this new body of current research, with a focus on how we can use the results of current research to support the case for the preservation of open space in our communities.

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Friday, March 25, 10:00 - 11:15 a.m. Conference Welcome and Keynote Address

(suggested logon time: 9:50 a.m.)

Conference Welcome from MLTC President Buzz Constable and Executive Director Robb Johnson

Keynote: **Reconsidering Conservation - Building an Inclusive Message for the 21st Century**

By **Reverend Mariama White-Hammond**, Chief of Energy, Environment and Open Spaces for the City of Boston, overseeing policy and programs on energy, climate change, sustainability, historic preservation and open space.

Friday, March 25, 2:00 p.m. Concurrent Outdoor Walk-n-Talks

Space is limited. Separate registration required. In the event of inclement weather, walks may be cancelled or rescheduled to Saturday, March 26 at 2 p.m., at the discretion of the host. The host will contact registrants with directions to the walk and any weather-related updates. Attestation that you are fully vaccinated for Covid-19 or have had a recent negative test will be required at registration. In advance of the event, hosts may request additional COVID precautions such as masks or social distancing.

Area	Walk Title	Time (p.m.)	Capacity
South Egremont / Berkshires	<p>Engaging Youth in the Community at April Hill Education and Conservation Center <i>Elia Del Molino, Sarah Montiero, Aretha Whitehead</i></p> <p>Staff from Greenagers will lead a walking tour of the April Hill Education and Conservation Center, the 100-acre headquarters of Greenagers. The community wood bank, demonstration garden, food sovereignty program, trail crews, conservation crews, and climate action environmental education are some of the features and programs to be discussed.</p>	2 - 3:30	open
Northampton / Connecticut Valley	<p>Restoration and Climate Adaptation in Northampton <i>Tom Lautzenheiser, Kate Bentsen, Sarah LaValley</i></p> <p>This walk will showcase two climate adaptation projects in Northampton undertaken by a partnership including the Massachusetts Division of Ecological Restoration (DER), the City of Northampton, and Mass Audubon. The first, at Mass Audubon's Arcadia Wildlife Sanctuary, is a 14-acre floodplain forest restoration project in the Manhan Meadows, was completed in the fall of</p>	2 - 4:30	25

	<p>2021. Important design components included species selection and sourcing, site hydrology, and herbivory control. The second is the restoration of the former Pine Grove golf course, still in conceptual design, with opportunities to restore flood storage capacity, wildlife habitat, and natural stream processes on a 100-acre site. Both projects feature climate change adaptation and resilience prominently in their conceptualization and design.</p>		
<p>Longmeadow / Connecticut Valley</p>	<p>Fannie Stebbins Wildlife Refuge - A Collaboration to Protect and Restore Floodplain Habitat <i>Karen Lombard, David Sagan, Markelle Smith</i></p> <p>We would like to share our experience coordinating a floodplain protection and restoration project with two federal agencies and two non-profit organizations. The volunteer-led Fannie Stebbins Memorial Wildlife Refuge worked with The Nature Conservancy and the Silvio O. Conte National Fish and Wildlife Refuge to permanently protect their 370 acres of floodplain containing more than a mile of frontage along the mainstem of the Connecticut River. Federal funding secured from the Natural Resources Conservation Service's Wetlands Reserve Easement Program was used to complete a three-year restoration project on the site that included disease-resistant elm plantings and restoration of old fields to floodplain forest, one of the rarest and most threatened natural communities in the state. The Stebbins Refuge is the largest remaining protected area of intact floodplain forest on the Connecticut River. Participants will learn about the opportunities and challenges encountered during completion of the project, as well as tips and tricks for collaborating with multiple partners on complex projects.</p>	<p>2 - 4</p>	<p>25</p>
<p>Brookfield / Central</p>	<p>Demonstrating Forest Management: Synergies and Tradeoffs <i>Jeff Ritterson, Josh Rapp, Mike Barry</i></p> <p>We will tour our Elm Hill Wildlife Sanctuary, a Foresters for the Birds and Climate-Smart Forestry demonstration site. Participants will have the opportunity to see on-the-ground forest management for wildlife habitat, climate adaptation, and climate change mitigation. Leaders</p>	<p>2 - 4:30</p>	<p>25</p>

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	<p>will discuss the planning and implementation process, why certain decisions were made, and synergies and tradeoffs among forest management goals. Leaders will also discuss forest management programs and opportunities for land trusts and other forest landowners. There will be ample time for open discussion and networking among peers.</p>		
Hubbardston / Central	<p>Sharing the Story of a Timber Harvest on Conservation Land <i>Cynthia Henshaw</i></p> <p>Join us for a walk at our Henry's Grove preserve in central Massachusetts to view a timber improvement harvest one year after completion. We will discuss our communication strategy around the project. Our forester will be present to explain the goals and strategies undertaken with the timber harvest.</p>	2 - 4	25
Pembroke / Southeast	<p>Collaborative Signage with Indigenous Community Members at Indian Head River Preserve <i>Claire Johnston, Erik Boyer</i></p> <p>Throughout the last year, Wildlands Trust has worked with the Mattakeeset tribe to create signage for the Indian Head River Trail. This workshop will visit that signage, and review: 1. The importance of "who" creates publicly shared physical/digital history of trust preserves. 2. How to intentionally engage BIPOC voices in the creation process. 3. Community benefits of introducing BIPOC lenses to communication and outreach initiatives. Additionally, Team members involved in creation of the signage will share the challenges and lessons of their experience working on this project. We will also provide a casual Q & A session as we walk along the trail.</p>	2 - 4:30	15
Littleton / MetroWest	<p>Multi-faceted Invasive Plant Control <i>Laura Mattei</i></p> <p>We will review both the public relations and biological challenges of invasive plant control at Sudbury Valley Trust's Smith Conservation Land, a highly disturbed site in Littleton. In spite of the</p>	2 - 4	16

	<p>degraded habitats, the property boasts rare wildlife, scenic and high quality wetlands and cool geological features. SVT is utilizing a diverse array of mechanical techniques as well as standard herbicide best practices to control a heavy infestation of Asian bittersweet, and other invasive plants. We will tour the different mechanical control areas and discuss management challenges.</p>		
Brewster / The Cape	<p>A Community Approach to Conservation* <i>Mark H. Robinson, Peter Lombardi</i></p> <p>Almost immediately after the news broke in November 2020 that the Cape Cod Sea Camps would be permanently closing, conversations started about the future of the two properties that the camp owned. A once in a lifetime opportunity for the Town, 2021 was spent negotiating the purchase of the properties and setting the course to define their future. In this workshop, participants will be led on a walk around the 66-acre Long Pond Property, one of two properties that the Town purchased from the Sea Camps. Lying within the Town’s Zone II Wellhead Protection Area and with over 1200 feet of pond frontage on the Cape Cod’s largest pond, participants will see and hear why this parcel plays a critical role in conservation. They will also hear about the steps that led to the acquisition of the property, the process for determining its future, and what role the local land trust and other organizations have played in the process.</p> <p>* Parking instructions will be sent to registrants. Please do not park at Sea Camps.</p>	2 - 4:30	20
Moraine Farm, Beverly / Northeast	<p>Conservation & Agriculture in an Olmsted-Designed Landscape <i>Jennifer Hashley, Jared Bowers, Chris Lapointe</i></p> <p>Take a hike at Moraine Farm in Beverly, an Olmsted-designed estate protected with a joint conservation/preservation restriction held by Essex County Greenbelt, the home of New Entry Sustainable Agriculture Project (a Tufts affiliate), and the site of the Trustees’ newest reservation (not yet open to the public). This beautiful, yet complicated, property on Wenham Lake offers the opportunity to learn about the property’s</p>	2 - 4	25

	protection, stewardship and future as a public reservation.		
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Saturday, March 26, 9:00 - 10:15 a.m. Concurrent Sessions

(suggested logon time: 8:55 a.m.)

Strategies for Community Engagement in Urban Watershed Restoration

Rinku Roy Chowdhury, Stefanie Covino, Julia Wagner, Martha Gach

Learn how a local university researched, developed, and will be employing spatial data visualization and best practices in stakeholder engagement around an urban wetland restoration. Successful urban stream restorations require an understanding and consideration of not just the changing ecology, but also the area’s environmental justice neighborhoods and questions around stakeholder participation and equity. These wetland systems are often severely degraded, yet provide important ecosystem services including improved water quality, flood regulation, biodiversity, landscape connectivity, recreational opportunities, and sense of place. This workshop will summarize aspects of a pilot project developed by the Urban Ecology seminar at Clark University in Fall 2021, in collaboration with the Blackstone Watershed Collaborative and Mass Audubon in Worcester. Learn about case studies in community engagement around stream restoration, best practices identified, and how to effectively incorporate multimedia such as StoryMaps to convey the complexities of urban watershed change to influence future engagement efforts.

Land Trusts as Partners in Building Pollinator Corridors

Robert Gegear, Evan Abramson, Bryn Gingrich, Sara Lupkas

A biodiversity crisis is presently unfolding, and pollinators are particularly vulnerable. One million species are threatened with extinction globally and half the native bee species in North America are experiencing population declines. Private land and protected open space provide a wealth of opportunities for rebuilding regional biodiversity and climate resilience through the implementation of native pollination systems corridors. What happens at the pollination scale has repercussions all the way up the food chain to the largest predators and humans. The product of a two-year-long collaboration between scientists, designers, planners, conservation professionals and citizens, the *Lincoln Pollinator Action Plan* is a comprehensive guide for creating and maintaining habitat on a wide range of landscapes, to support at-risk pollinator species in the Northeast. Join the architects and organizers of Lincoln’s Plan as they discuss the science, regional analysis, landscape design and community engagement that has made the project successful; and learn how to apply the Plan’s varied designs, plant lists and management recommendations to your own communities and landscapes.

Emerging, Advanced Conservation Finance Tools

Buzz Constable (moderator), Steve Small, Reggie Hall, Jim Levitt

Conservation financing has long been grounded on donors and public funding. Climate, landowner demographics, land use conversion and the need to secure nature’s services all mandate new and expanded conservation finance tools. Three nationally respected conservation specialists will discuss new, underutilized and creative opportunities for financing conservation tools now available to land trust conservation projects and some which may be on the horizon.

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Communicating the Value of Land Conservation to Municipal Decision-Makers

Jessica Sargent, Christa Collins

Though land conservation provides a range of economic returns to communities, many local decision-makers view conserved land as antithetical to community development and tax revenue goals. How can we better make the case for the economic benefits of intact natural lands, including those related to locally sourced food and wood products, groundwater recharge, flood-risk mitigation, urban cooling and recreational opportunities? With funding from MLTC and partnering conservation organizations. Jessica Sargent (Primrose Research Group LLC) has distilled the latest regionally-relevant research on economic benefits of land conservation into a customizable PowerPoint and accompanying white paper that conservation advocates can use when making a case for municipal investment. In this workshop, she'll demonstrate how these materials can be customized and delivered to an audience of municipal decision-makers, including those who may be skeptical.

Troubleshooting Land Negotiations

Elizabeth Wroblecka, Bob Wilber, Rob Warren

Bring your negotiation challenges for collective troubleshooting! The presenters will provide an overview of negotiation basics, common deal obstacles, and a framework for responding. Most of the session however will be time for participants to get input from the presenters and other participants on your difficult negotiations. Distrustful landowner? Dueling appraisals? Feuding family members? We will discuss whatever challenges you are facing.

Growing Interest in Farmland Conservation

Al Averill, David Viale, Mark Wamsley

Think you know whether that farm can be protected? Don't be so sure. While Massachusetts boasts the oldest farmland conservation program of its kind in the nation, the options for protecting our local farms continue to evolve with the times. This workshop will explore how State and Federal programs are adjusting to ensure that interest in agricultural preservation continues and how, working with land trusts, we can together address the remaining agricultural preservation needs of the Commonwealth and New England region. Topics will include updates about the APR program, expanding farmland conservation eligibility by designating important farmlands at the local level, and a land trust case study of pursuing an Agricultural Land Easement through NRCS' Regional Conservation Partnership Program.

How Sea Level Rise is Impacting Our Coastal Salt Marshes and What We Can Do About It

Cynthia Dittbrenner, Russ Hopping, Danielle Perry

Sea level rise threatens the viability of coastal habitats in Massachusetts and throughout the region. Projections indicate that many salt marshes will lose much of their high marsh habitat or worse, convert to open water in the coming decades. The presenters in this session will discuss these projections and how restoration efforts can help improve the resilience of this critical habitat. Cynthia Dittbrenner will present findings from The Trustees' recently released State of the Coast reports to include projected climate change impacts to saltmarsh habitat, beaches, and communities in Massachusetts. Russ Hopping will share results from a pilot project currently underway in the Great Marsh that can serve as an inspiring model for improving salt marsh resiliency and habitat quality elsewhere along the coast. He will discuss the legacy of historical agriculture and mosquito control as a driver to current marsh degradation and several nature-based techniques being used to stop salt marsh subsidence and restore high marsh habitat. Danielle Perry will share the results of coastal climate vulnerability assessments completed by Mass Audubon describing expected sea level rise impacts on coastal habitats on their properties and the restoration strategies being implemented to protect these vital habitats. She will also share results of the runneling technique from past salt marsh restoration projects in Rhode Island and describe new climate adaptation projects where this technique is being implemented.

Saturday, March 26, 10:30 - 11:45 a.m. Concurrent Sessions

(suggested logon time: 10:25 a.m.)

Communicating Conservation through Poetry

Lis McLoughlin, Sophi Veltrop, Kathy Kremins, Sylvia Karman

Writing the Land pairs poets with land trust protected lands. Throughout the year poets write and their work is used in the land trust's outreach material, and posted on their and the project's website. At the end of the year an anthology with one chapter per land trust is published, available at wholesale to help with fundraising (sales or raffles) and as donor gifts and publicity to support the work of land protection. Events are also produced: poets read in small videos and online. Through poets, the land is able to help protect itself. Learn how this unique project works and how to become part of our creative community.

Hot Legal Topics

Buzz Constable (moderator), Steve Small, Elizabeth Wroblecka, Michael Tobin

Conservation law is ever-changing, affected by courts, agencies, legislatures and evolving best practices. This session brings together leading conservation attorneys and experts to discuss recent court cases, real estate and conveyancing law, organizational operations, due diligence, contractual and statutory obligations and responsibilities, taxes, and acquisition techniques. Ample time is allotted for problems posed by attendees wither in advance via Buzz@massland.org or posed in the session. Although discussion is often among legal practitioners in attendance, topics are presented to be of use to experienced lay conservationists.

What Donors Want

Megan Amundson

You need to raise money from individuals, but the thought of asking someone for money is stressful. You're not even sure what this conversation is supposed to be. But it doesn't have to be so hard. In this session, Megan will walk you through the components of a strategic conversation with a donor and show you that donor conversations aren't scary at all. In fact, they can be fun! You'll learn what donors are expecting in this conversation. And you'll receive step-by-step guidance about what you should be saying and how. Along with the training, you will receive access to a corresponding Stress-Free Donor Conversations Checklist. With practice using this checklist, you will build your skill and your confidence in talking to people about making donations. Never worry again that you're not having the right conversation.

BioMap3: A Modern Vision for a Changing Massachusetts

Andy Finton, Eve Schlüter, James DeNormandie

Resolving the twin crises of climate change and biodiversity loss have never been more pressing. BioMap3 is a cutting-edge synthesis of the latest and most robust biodiversity, climate change and resilience science. The data are interpreted and packaged to inform and support the land and water conservation community to protect enduring habitats and landscapes across Massachusetts. BioMap3 will not only incorporate new and innovative science and methodology, but will also provide users with many new features. A primary innovation is the addition of locally significant biodiversity data to complement statewide priorities and inform local decision-making. In addition, BioMap3 will include data and resources to inform habitat restoration and management actions. For continuity, all of the original components that were present in BioMap2 are being updated in BioMap3 with current information. In total, BioMap3 provides a unified conservation vision for Massachusetts, designed to ensure a thriving landscape for generations to come.

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Nurturing Trail Volunteers

Joel Angiolillo, Sonja Wadman, Judith Barr, Ryan Brown

Organizations like Weston Forest and Trail Association, Waltham Land Trust, Wellesley Land Trust and Lincoln Land Conservation Trust need boots-on-the-trail volunteers to fulfill its mission. We will talk about the various initiatives we have been exploring over the past three years to increase volunteerism. But more importantly we want to hear from others: What has worked and what hasn't for you. Topics will include: Outreach channels; partnerships between conservation departments and private groups; engaging local town and regional organizations; working with local schools; hosting regular "Stewardship Saturdays"; shared trail improvement project list; volunteer coordinator; purchasing tool and lumber supplies; pairing work plus education.

Identifying and Managing Invasive Insects

Jennifer Forman Orth, Nicole Keleher

Invasive pests threaten Massachusetts' forests and agricultural resources, as well as our urban trees and landscapes. With a changing climate further increasing introduction risks and altering the severity of invasive species impact, landowner and resource managers need to reassess their approach to invasive species management. Representatives from the Massachusetts' Dept. of Agricultural Resources and Dept. of Conservation and Recreation will discuss current and future invasive insect threats. They will provide resources and tools for identifying infestations and potential risk areas. There will also be a discussion on insect specific management and mitigation options. Included will be details about our newest invader, spotted lanternfly. A breeding population of this pest was discovered in Massachusetts this past September, in the city of Fitchburg.

Protecting Bear Hole: Challenges and Lessons Learned Conserving 1400 acres

Bob Wilber, Mark Noonan, Jennifer Howard

This workshop will showcase a successful multi-year effort to provide permanent protections for a large town-owned property in the southern CT River Valley – the Bear Hole Landscape – 1,400 acres of intact forest land (part of a larger corridor of connected, protected lands) once used for public water supply that had become vulnerable to sale or conversion. It will detail the sustained close collaboration of the private (Mass Audubon) and public (Massachusetts Department of Conservation & Recreation) conservation entities and the municipal officials they worked with to conserve the land. Content will include the specific steps involved, challenges they faced, and lessons learned in the process, as well as how these efforts will benefit the community and region now and in the future.

A huge thanks to our generous conference sponsors!

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