



2022 Massachusetts Land Conservation Conference

Communicating Conservation: Building the Message for the 21st Century

Schedule

[Register here.](#)

[Session Descriptions](#)

[Speaker Bios](#)

Thursday, March 24

2:00 p.m. / 2:30 p.m. Concurrent Sponsor Talks (suggested logon time: 1:55 p.m. or 2:25 p.m.)

- Mass Audubon (2:00 - 3:00): Stories of Nature's Restoration
- Vineyard Wind (2:00 - 3:00): Leading on Offshore Wind Energy: Project Updates from Vineyard Wind & Avangrid Renewables
- LandVest (2:30 - 3:30): How Exactly Does LandVest Help Conservation in Massachusetts?
- The Trustees (2:30 - 3:30): Responding to a Changing Coast: Strategies for Climate Resilience

3:50 p.m. Suggested logon time (to allow for technical logistics)

4:00 - 5:15 p.m. Concurrent Sessions

- How To Do Climate-Smart Forest Management...and Get Paid for It!
- Division of Conservation Services Grant Programs and Diversity, Equity and Inclusion
- Land Trusts & Climate Change: Practical Pointers
- How to Run a Land Trust Responsibly: Standards and Practices
- Raise More Money, Reach More Hearts: Appeal Letters
- Open Space Network: Critical Role of Open Space Committees & Volunteers
- Using MAPPR and Other GIS Resources to Identify Land Conservation Priorities

6:50 p.m. Suggested logon time (to allow for technical logistics)

7:00 - 8:15 p.m. Concurrent Sessions

- Landing Your Communications Strategy
- Working with Municipalities to Find Common Ground in a Changing Climate
- Incorporating Affordability for Farmers into Farmland Conservation
- Forest Stewardship Program: New Priorities & Technical Support to Landowners
- Whose Story Do You Tell? Considering the Land's History.
- Preserving Perpetuity and Reducing Headaches: CR Drafting Basics
- Will Being Outdoors Make You Smarter, Healthier and Happier?

Friday, March 25

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| 9:50 a.m. | Suggested logon time (to allow for technical logistics) |
| 10:00 - 11:15 a.m. | Conference Welcome and Keynote Conference Welcome from Buzz Constable and Robb Johnson |
| | "Reconsidering Conservation - Building an Inclusive Message for the 21st Century" Keynote presentation by Reverend Mariama White-Hammond , Chief of Energy, Environment and Open Spaces for the City of Boston Also advocate, pastor, facilitator, and farmer. |
| 2:00 p.m. | Concurrent Outdoor Walk-n-Talks (Space is limited – separate registration required! No additional cost.) |

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 | Engaging Youth in the Community at April Hill Education and Conservation Center | 2 - 3:30 | open |
| Northampton / Connecticut Valley | Restoration and Climate Adaptation in Northampton | 2 - 4:30 | 25 |
| Longmeadow / Connecticut Valley | Fannie Stebbins Wildlife Refuge - A Collaboration to Protect and Restore Floodplain Habitat | 2 - 4 | 25 |
| Brookfield / Central | Demonstrating Forest Management: Synergies and Tradeoffs | 2 - 4:30 | 25 |
| Hubbardston / Central | Sharing the Story of a Timber Harvest on Conservation Land | 2 - 4 | 25 |
| Pembroke / Southeast | Collaborative Signage with Indigenous Community Members at Indian Head River Preserve | 2 - 4:30 | 15 |
| Littleton / MetroWest | Multi-faceted Invasive Plant Control | 2 - 4 | 16 |
| Brewster / The Cape | A Community Approach to Conservation | 2 - 4:30 | 20 |
| Moraine Farm, Beverly / Northeast | Conservation & Agriculture in an Olmsted-Designed Landscape | 2 - 4 | 25 |

Saturday, March 26

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|-------------------|----------------------|
| 8:55 a.m. | Suggested logon time |
| 9:00 - 10:15 a.m. | Concurrent Sessions |

- Strategies for Community Engagement in Urban Watershed Restoration
- Land Trusts as Partners in Building Pollinator Corridors
- Emerging, Advanced Conservation Finance Tools
- Communicating the Value of Land Conservation to Municipal Decision-Makers







2022 Massachusetts Land Conservation Conference: **Schedule**

- Troubleshooting Land Negotiations
- Growing Interest in Farmland Conservation
- How Sea Level Rise is Impacting Our Coastal Salt Marshes and What We Can Do About It

10:25 a.m. Suggested logon time
10:30 - 11:45 a.m. Concurrent Sessions

- Communicating Conservation through Poetry
- Hot Legal Topics
- What Donors Want
- BioMap3: A Modern Vision for a Changing Massachusetts
- Nurturing Trail Volunteers
- Identifying and Managing Invasive Insects
- Protecting Bear Hole: Challenges and Lessons Learned Conserving 1400 acres

A huge thanks to our generous conference sponsors!

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| <p>Lead</p>   <p>Patron</p>     | <p>Supporter</p> <p><u>Berkshire Natural Resources Council</u> <u>Buzzards Bay Coalition</u> <u>Essex County Greenbelt Association</u> <u>Franklin Land Trust</u> <u>Horsley Witten Group</u> <u>Land Stewardship Inc.</u> <u>Land Trust Alliance</u> <u>Nantucket Conservation Foundation</u> <u>New England Forestry Foundation</u> <u>USDA Natural Resources and Conservation Service (NRCS)</u> <u>Parterre Ecological</u> <u>Sasaki</u> <u>Sheriff's Meadow Foundation</u> <u>Sudbury Valley Trustees</u> <u>Wildlands Trust</u></p> <p>Friend</p> <p><u>Community Preservation Coalition at The Trust for Public Land</u> <u>The Compact of Cape Cod Conservation Trusts</u> <u>The Conservation Fund</u> <u>Durand & Anastas Environmental Strategies</u> <u>Ecopixel</u> <u>Jankowski & Spencer P.C.</u> <u>Kestrel Land Trust</u> <u>Landscape Land Conservation Software</u> <u>Law Office of Stephen J. Small</u> <u>The Trust for Public Land</u> <u>Upstream Tech</u></p> |
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