

2018

# Massachusetts Land Conservation Conference

Leading Locally in a Changing World

Saturday, March 24

Worcester Technical High School Worcester, MA

Convened by the Massachusetts Land Trust Coalition



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Massachusetts Land Trust Coalition

www.MassLand.org

18 Wolbach Road  
Sudbury, MA 01776



Photo: Norm Eggert Photography

# 2018 Massachusetts Land Conservation Conference

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Saturday, March 24  
Worcester Technical High School Worcester, MA

Register online today! Space is limited.  
[www.massland.org/conference](http://www.massland.org/conference)



Photo: Norm Eggert Photography

# 2018 Massachusetts Land Conservation Conference

Leading Locally in a Changing World

The Massachusetts Land Conservation Conference provides an opportunity for staff and volunteers from land trusts; urban and rural community groups; colleagues from federal, state and local government agencies; students; and philanthropists to participate in a full day of workshops and discussions that focus on fostering a green future in our state through land conservation and greening strategies.



Massachusetts Land Trust Coalition, Inc. is the association of nearly 150 organizations dedicated to increasing the conservation impact of Massachusetts land trusts.

The Coalition plays a crucial role in advancing key conservation legislation, improving communication and collaboration with state environmental agencies, providing a forum for the exchange of ideas and information, and serving as an important educational resource for the land trust community.

[www.massland.org](http://www.massland.org)

We are grateful for the generous support of our 2018 sponsors:

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### Conservator Level



### Steward Level

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Essex County Greenbelt  
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Kestrel Land Trust  
LandVest, Inc.  
Mount Grace Land Conservation Trust  
Nantucket Conservation Foundation  
New England Forestry Foundation

Open Space Institute  
Sudbury Valley Trustees  
The Compact of Cape Cod Conservation Trusts  
The Conservation Fund  
Wildlands Trust

# 2018 Conference Day Schedule

Saturday, March 24

Timeline	8:00 – 8:45	Registration, Networking, First Timers' Drop-in <i>Light Continental Breakfast</i>
	8:45 – 10:10	Concurrent Workshops Session 1
	10:10 – 10:30	Morning Break
	10:30 – 11:45	Plenary Session Welcome Richard K. Hubbard – <i>Massachusetts Land Trust Coalition</i>  Keynote Address: <i>The Healing Power of the Land</i> Rand Wentworth – <i>Louis Bacon Senior Fellow in Environmental Leadership, Harvard University</i>
	11:45 – 12:45	Lunch <i>Bring your own lunch or order one when you register</i> Lunch Discussion ( <i>Please pre-register</i> ): <i>Inspiring Stories of Conservation Success</i> – Bob Wilber, <i>Mass Audubon</i> – Bill Allan, <i>Mass Audubon</i> – To Be Announced, <i>Trust for Public Land</i>
	12:45 – 2:10	Concurrent Workshops Session 2
	2:10 – 2:30	Afternoon Break
	2:30 – 3:55	Concurrent Workshops Session 3

### Register by March 9th and SAVE!

We will process registrations on a first-come, first-served basis. Registration will close when the conference is fully subscribed or on March 19, 2018—whichever comes first. We cannot guarantee space for walk-in registrations. Walk-ins are not eligible for any discounts. [www.massland.org/conference](http://www.massland.org/conference)

### Can you pitch in behind the scenes?

This annual conference is organized by the conservation community, for the conservation community. Would you volunteer a few hours on March 16, 23 and/or 24? To sign up or get more details, please visit [www.massland.org/conference](http://www.massland.org/conference)

### Exhibitor Space

For information on organization and vendor exhibitor space, or to reserve space, go to [www.massland.org/exhibit](http://www.massland.org/exhibit) or contact Kara Campbell at [kcampbell@massland.org](mailto:kcampbell@massland.org)

## Leading Locally in a Changing World & Emerging Issues

Coordinated by Trustees

## Land Management & Stewardship

Coordinated by East Quabbin Land Trust

## Land Protection Tools & Techniques

Coordinated by Mass Audubon

## Legal, Tax & Compliance Matters

Coordinated by Mass Land Trust Coalition

## Organizational Management & Fundraising

Coordinated by Land Trust Alliance

## Urban & Community Conservation

Coordinated by Trust for Public Land

## Massachusetts Land Conservation Conference

March 24, 2018

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@ [www.massland.org/conference](http://www.massland.org/conference)

**1A Be the Change: Tools and Tips for Better Advocacy**  
- Anne Wright, *Environmental League of Massachusetts Action Fund*  
- Jen Ryan, *Trustees*

**1B Land Trusts: On the Front Lines of Nature-Based Solutions to the Climate Crisis**  
- Sharon McGregor, *Biodiversity for a Livable Climate*  
- Leigh Youngblood, *Mount Grace Land Conservation Trust*

**1C Hot Topics in Land Stewardship**  
- Richard Muehke, *Groton Conservation Trust*  
- Tom Mullin, *Unity College*  
- Liz Newlands, *MA Division of Fisheries & Wildlife*

**1D Enhancing the Edibility of Conserved Lands with Native Species**  
- Russ Cohen, *Naturalist*

**1E Land Conservation 101**  
- David Santomenna, *Trustees*  
- Kate Buttolph, *Mass Audubon*  
- Chris LaPointe, *Essex County Greenbelt*

**1F Troubleshooting Land Negotiations**  
- Rob Warren, *Trustees*  
- Bob Wilber, *Mass Audubon*

**1G Analyzing Exciting Boilerplate Clauses in Conservation Restrictions**  
- Elizabeth Wroblicka, *Etheredge & Steuer*  
- Ray Lyons, *Attorney*

**1H Accounting & Financial Reporting for Massachusetts Land Trusts**  
- Brendan Toolin, *Anstiss & Co.*

**1I Modernizing Your Website for Effective Engagement**  
- Shelley Raymond, *Essex County Greenbelt*  
- Abby Harding-Moss, *Essex County Greenbelt*  
- Rachel Calderara, *Wildlands Trust*  
- Roxey Lay, *Wildlands Trust*

**1J Really, Another Plan? How to Make Fundraising Planning Fit**  
- Nancy Moore, *Conservation Consulting Group*  
- Jennifer Fusco, *American Farmland Trust*

**1K A Walk to the Park: 10 Minutes or less**  
- Charlie McCabe, *Trust for Public Land*  
- Alexandra Hipple, *Trust for Public Land*

**1L A Team Effort: Securing Community Gardens in Boston**  
- Jeremy Dick, *Trustees*

**2A Forest Carbon Offsets: A Primer for Land Trusts**  
- Tom Lautzenheiser, *Mass Audubon*  
- Chris Pryor, *NE Forestry Foundation*  
- Elizabeth Wroblicka, *Etheredge & Steuer*

**2B Creating Bird Habitat & Environmentally Friendly Local Wood Products**  
- Bob O'Connor, *MA EEA*  
- Sean Mahoney, *MA DCR*  
- Mike Mauri, *Forester*  
- Jeff Ritterson, *Mass Audubon*

**2C Protecting Indigenous Ceremonial Stone Landscapes with Tribal Nations**  
- Bettina Washington, *Wampanoag Tribe of Gay Head (Aquinnah)*  
- Doug Harris, *Narragansett Indian Tribe*  
- Harvey Buford, *Hopkinton (RI) Land Trust*

**2D Tackling Invasive Plants: A Guide for Land Stewards**  
- Chris Polatin, *Land Stewardship, Inc.*

**2E Division of Conservation Services and MassWildlife Grant Programs, Open Space & Recreation Plans**  
- Melissa Cryan, *MA EEA, DCS*  
- Emmanuel Owusu, *MA EEA, DCS*  
- Jon Regosin, *MA Division of Fisheries & Wildlife*

**2F Data Sources and Tools for Prioritizing Land Conservation**  
- Scott Jackson, *UMASS Amherst*

**2G Tips for Getting It Right AND Staying Out of Trouble with the IRS, And More**  
- Stephen Small, *Law Office of Stephen J. Small*

**2H Amendments for Perpetuity: Flexibility vs. Precision**  
- Moderator: Kevin Case, *Land Trust Alliance*  
- Buzz Constable, *Lincoln Land Conservation Trust*  
- Rob Warren, *Trustees*

**2I Raising Major Gifts for Land Conservation**  
- Sarah Shrewsbury, *Vineyard Consulting*

**2J Shaking Up the Status Quo: Becoming an Effective Change Agent**  
- Nancy Moore, *Conservation Consulting Group*  
- Leigh Youngblood, *Mount Grace Land Conservation Trust*

**2K Building Volunteer Engagement and Service Learning in Stewardship**  
- Moderator: Laura Mattei, *Sudbury Valley Trustees*  
- Malin Clyde, *Nature Groupie*  
- Camille Duquet, *TerraCorps*  
- Tom Mullin, *Unity College*

**2L The Merrimack River Trail**  
- Brad Buschur, *Groundwork Lawrence*  
- Susan Stott, *Andover Village Improvement Society*

**3A Using Wildlife Cameras to Inspire Land Protection**  
- Laura Marx, *The Nature Conservancy*  
- Sally Naser, *Trustees*  
- Julie Richburg, *Trustees*

**3B The Water is Coming: Vulnerability, Adaption, and Nature-Based Solutions**  
- Sara Burns, *The Nature Conservancy*  
- Stefanie Covino, *Mass Audubon*  
- Tom O'Shea, *Trustees*  
- Ted Wickwire, *Woods Hole Group, Inc.*

**3C Engaging Woodland Owners in Climate-Informed Management**  
- Maria Janowiak, *Northern Institute of Applied Climate Science*  
- Lisa Hayden, *NE Forestry Foundation*  
- Kelly Watkinson, *Land Trust Alliance*  
- Morgan Smith, *American Forest Foundation*

**3D Eyes in the Sky: Using New Technologies to Protect Resources**  
- Peter Jones, *Wellesley Conservation Council*  
- Michael Tobin, *Wellesley Conservation Council*  
- Kevin Hanron, *Wellesley Conservation Council*

**3E How to Make the Economic Case for Your Work**  
- Jennifer Plowden, *Trust for Public Land*  
- Nicholas Moreau, *Trust for Public Land*

**3F Horse Meadows Knoll: A Case Study in Partnerships & Complexity**  
- Christa Collins, *Sudbury Valley Trustees*  
- David Outman, *Harvard Conservation Trust*

**3G Today's Legal Issues and Solutions**  
- Moderator: Buzz Constable, *Lincoln Land Conservation Trust*  
- Irene Del Bono, *Attorney*  
- Sharon Lincoln, *Casner & Edwards*  
- Stephen Small, *Law Office of Stephen J. Small*  
- Elizabeth Wroblicka, *Etheredge & Steuer*

**3H Working with the Division of Conservation Services on Conservation Restrictions**  
- Bob O'Connor, *MA EEA*  
- John Gioia, *MA EEA, DCS*  
- Denise Pires, *MA EEA, DCS*

**3I Show Me the Money: Back to Fundraising Basics**  
- Sharon Danosky, *Danosky & Associates*

**3J Newsletters that Work: Tips for Better Content, Impact and Fundraising**  
- Judy Anderson, *Community Consultants*  
- Janet Milkman, *Barnstable Land Trust*

**3K Placemaking & Art: Making it Relevant, Keeping it Real**  
- Colin Novick, *Greater Worcester Land Trust*  
- Jane Calvin, *Lowell Parks & Conservation Trust*

**3L Connecting with New Audiences: Making Conservation Lands Relevant to More People**  
- Lucy Gertz, *Mass Audubon*  
- Rose Arruda, *MA Department of Agricultural Resources*

### Workshop Preferences

Fill in one workshop per session:  
First Timers' Drop-in  Lunch Discussion  *Space is limited; please register*

Session 1  1A  1B  1C  1D  1E  1F  1G  1H  1I  1J  1K  1L

Session 2  2A  2B  2C  2D  2E  2F  2G  2H  2I  2J  2K  2L

Session 3  3A  3B  3C  3D  3E  3F  3G  3H  3I  3J  3K  3L

**Contact**

Name	Title	
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Organization   Company	<hr/>	
Address	City	
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State	Zip	Phone
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Email	<hr/>	

**Fees**

Mass Land Trust Coalition Members		
Basic Member	\$50	One (1) registration at \$50, before/on March 9th
Plus Member	\$50	Four (4) registrations at \$50, before/on March 9th
Basic/Plus Members	\$70	After March 9th
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General Attendee	\$60	Before/on March 9th
	\$80	After March 9th
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Students*	\$20	Before/on March 9th
	\$30	After March 9th
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Lunch*	\$14	Please select choice below <i>*Feel free to bring your own</i>
		<input type="checkbox"/> Chicken Sandwich, Salad, Dessert
		<input type="checkbox"/> Vegetarian Sandwich, Salad, Dessert
Total Payment	\$ _____	

**Payment**

Check payable to:	Massachusetts Land Trust Coalition
Return form to:	Massachusetts Land Conservation Conference c/o Delaney Meeting & Event Management 1 Mill Street #315, Burlington, VT 05401
Questions?	Call: 802 865 5202 Email: <a href="mailto:info@delaneymeetingevent.com">info@delaneymeetingevent.com</a>



Session 1 8:45 - 10:10

Session 2 12:45 - 2:10

Session 3 2:30 - 3:55