



28th MASSACHUSETTS LAND
CONSERVATION CONFERENCE

Leading Locally in a Changing World

SATURDAY, MARCH 24, 2018
WORCESTER TECHNICAL HIGH SCHOOL



Photo: Norm Eggert

www.massland.org/conference

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- Over **80 workshop presenters, facilitators and panelists** who are generously contributing their time and talent today—their bios are available online at <http://www.massland/org/conference>.
- Over **40 wonderful volunteers**—their names are listed on page 16.

With special thanks to the Jim Catterton Memorial Fund and the Fields Pond Foundation for providing scholarships enabling 30 students to attend this conference.

Welcome!

We are delighted to once again hold the MA Land Conservation Conference at Worcester Technical High School, where we can offer you more than 30 workshops. Please find a map highlighting all areas used for conference activities in your folder. All of today's events take place on the **FIRST FLOOR** (A- and B-Wing) and on the **LOWER LEVEL**. Free Wi-Fi is available throughout the building. Please **ask for the password** at the registration desk located in the Cafeteria. We have a staffed coat check on the first floor (adjacent to Conference Room A171).

Conference Schedule

- 8:00 AM** Registration opens, exhibit areas, breakfast in the Cafeteria, First Timers Session in the Faculty Dining Room
- 8:45-10:10 AM** Workshops: Session 1
- 10:30-11:45 AM** Plenary Session
- 11:45-12:45 PM** Lunch in the Cafeteria, Lunchtime Discussion in the Faculty Dining Room
- 12:45-2:10 PM** Workshops: Session 2
- 2:25 PM** Raffle prize drawing in the Lobby
- 2:30-3:55 PM** Workshops: Session 3

Workshop Room Overview

| <u>A-Wing (First Floor)</u> | <u>B-Wing (First Floor)</u> |
|--------------------------------|-----------------------------|
| Auditorium | - B109, B110 & B111 |
| -A148 (Multi-Purpose Room) | - B164 |
| -A157 & A158 | - B166, B167 & B168 |
| -A171 & A172 (Conference Room) | |
| <u>Lower Level</u> | |
| Faculty Dining Room | |

Workshop Schedule-At A Glance

All workshops are **85 Minutes** long

| | 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 and Compliance Matters coordinated by Mass Land Trust Coalition | Organizational Management and Fundraising coordinated by Land Trust Alliance | Urban & Community Conservation coordinated by Trust for Public Land |
|---------------------------|---|---|--|--|--|---|
| Session 1 (8:45-10:10 AM) | <p>IA. Be the Change: Tools and Tips for Better Advocacy (Room- B168)</p> <p>IB. Land Trusts — On the Front Lines of Nature Solutions to the Climate Crisis (Conference Room-A171)</p> | <p>IC. Hot Topics in Land Stewardship (Multi-Purpose Room- A148)</p> <p>ID. Enhancing the Edibility of Conserved Lands with Native Species (Room- B166)</p> | <p>IE. Land Conservation 101 (Room- B110)</p> <p>IF. Troubleshooting Land Negotiations (Room- B167)</p> | <p>IG. Analyzing Exciting Boilerplate Clauses in Conservation Restrictions (Room- B109)</p> <p>IH. Accounting & Financial Reporting for Massachusetts Land Trusts (Room- A158)</p> | <p>Ii. Modernizing Your Website for Effective Engagement (Conference Room A172)</p> <p>Ij. Really, Another Plan? How to Make Fundraising Planning Fit (Room- B111)</p> | <p>IK. A Walk to the Park: 10 Minutes or less (Room- B164)</p> <p>IL. A Team Effort: Securing Community Gardens in Boston (Room- A157)</p> |
| Session 2 (12:45-2:10 PM) | <p>2A. Forest Carbon Offsets: A Primer for Land Trusts (Room- B166)</p> <p>2B. Creating Bird Habitat & Environmentally-friendly Local Wood Products (Room- B167)</p> | <p>2C. Protecting Indigenous Ceremonial Stone Landscapes with Tribal Nations (Conference Room-A172)</p> <p>2D. Tackling Invasive Plants: A Guide for Land Stewards (Multi-Purpose Room- A148)</p> | <p>2E. DCS and MassWildlife Grant Programs, Open Space & Recreation Plans (Room- B109)</p> <p>2F. Data Sources and Tools for Prioritizing Land Conservation (Room- B111)</p> | <p>2G. Tips for Getting it Right AND Staying Out of Trouble with the IRS, and More (Room- B164)</p> <p>2H. Amendments for Perpetuity — Flexibility vs Precision (Room- A158)</p> | <p>2i. Raising Major Gifts for Land Conservation (Room- B110)</p> <p>2j. Shaking Up the Status Quo: Becoming an Effective Change Agent (Room- B168)</p> | <p>2K. Building Volunteer Engagement and Service Learning in Stewardship (Conference Room-A171)</p> <p>2L. The Merrimack River Trail (Room- A157)</p> |
| Session 3 (2:30-3:55 PM) | <p>3A. Using Wildlife Cameras to Inspire Land Conservation (Room- B109)</p> <p>3B. The Water is Coming: Vulnerability, Adaption, and Nature-Based Solutions (Multi-Purpose Room-A148)</p> | <p>3C. Engaging Woodland Owners in Climate-Informed Management (Room- B166)</p> <p>3D. Eyes in the Sky: Protecting Resources with New Technologies (Room- B110)</p> | <p>3E. How to Make the Economic Case for Your Work (Room- B111)</p> <p>3F. Horse Meadows Knoll: A Case Study in Partnerships & Complexity (Room- A157)</p> | <p>3G. Today's Legal Issues and Solutions (Conference Room-A172)</p> <p>3H. Working with the Division of Conservation Services on Conservation Restrictions (Room- B167)</p> | <p>3i. Show Me the Money: Back to Fundraising Basics (Room- B168)</p> <p>3j. Newsletters that Work: Tips for Better Content, Impact and Fundraising (Room- A158)</p> | <p>3K. Placemaking & Art: Making it Relevant, Keeping it Real (Room- B164)</p> <p>3L. Connecting with New Audiences: Making Conservation Lands Relevant to More People (Conference Room-A171)</p> |



Online Resources

Please help us to reduce paper use and waste by using conference resources online. Look for

- Today's Workshop Materials (presentations, handouts etc)
- Today's Speaker Biographies
- AICP & CFE Credit Sheets
- Terms, Acronyms and Legislation Relating to Land Conservation

at: <http://www.massland.org/conference>

8:00 AM– 4:00 PM | EXHIBITS

Location: Lobby

Exhibitor Raffle

Have the “Exhibit Passport” in your conference folder stamped by 10 or more exhibitors, and enter to win one of our raffle prizes! Raffle prizes include an REI tent, Mass Audubon and Trustees memberships, local specialty baskets and much more! See the Exhibit Passport for details.

Special thanks to our raffle prize donors...

Russ Cohen, Rita Gibes Grossman, Rich Hubbard, Mass Audubon, Progressive Asset Management, REI, Mark Robinson, Trustees

Continuing Education Credits

We are pleased to be able to offer continuing education credits to Foresters and Planners. Stop by the Mass Land Trust Coalition table in the exhibit area (next to the Information Desk) for more information.

8:00 – 8:45 AM | REGISTRATION & CONTINENTAL BREAKFAST

(sponsored by A.D. Makepeace)

Location: Cafeteria (Lower Level)



8:00 – 8:45 AM | FIRST TIMERS SESSION

Location: Faculty Dining Room (Lower Level, adjacent to Cafeteria)

Welcome first time attendees! Meet and mingle with others who have never attended before. Get tips on how to navigate the event and get the most out of your conference experience. Ask questions in a casual setting. Hear from conservation professionals who started out as students/volunteers/interns and successfully landed a job at a conservation organization.

- *Matt Cannon, Chatham Conservation Foundation*
- *Ashley Davies, Sudbury Valley Trustees*
- *Felicia Bakaj, MA Department of Conservation & Recreation*

8:45 – 10:10 AM | SESSION I: CONCURRENT WORKSHOPS

IA. Be the Change: Tools and Tips for Better Advocacy

Location: Room B168

In this workshop we will dive into what makes a successful advocacy program: how to choose your goals, set your strategies, build support, communicate with government officials, and effect change. You'll leave with tools to create realistic and winnable goals and an understanding of how to set and follow a strategy to help you meet those goals.

- *Anne Wright, Environmental League of MA Action Fund*
- *Steve Long, The Nature Conservancy*

IB. Land Trusts: On the Front Lines of Nature-Based Solutions to the Climate Crisis

Location: Conference Room A171

Land Trusts have a role to play in stabilizing CO2 levels and removing legacy carbon from the atmosphere. This workshop will present the emerging science on the power of biology to restore carbon, water and nutrient cycles, draw down carbon from the atmosphere, maximize water retention on the land, boost crop yields and nutrition, ameliorate weather extremes, and enhance overall resilience of the landscape. The workshop will emphasize actions Land Trusts can take to benefit climate, including: prioritizing climate-resilient lands and high carbon sink habitats for protection; restoring and managing conserved lands to maximize resiliency and carbon sequestration; educating and assisting tenants and farm managers in methods and tools for farming in harmony with soil biology; hosting community workshops and guided walks about nature

solutions and applying them on public and private properties; and securing funding support for these climate system and ecosystem-directed actions. The Mount Grace Land Conservation Trust will present a model plan of action for land trusts to consider in crafting their own climate-benefitting and biodiversity/ecosystem enhancing practices.

- Sharon McGregor, *Biodiversity for a Livable Climate*
- Leigh Youngblood, *Mount Grace Land Conservation Trust*
- Connor Stedman, *Appleseed Permaculture*

IC. Hot Topics in Land Stewardship

Location: Multi-Purpose Room (A148)

Join our presenters in a panel discussion on three *hot* topics facing land trusts across the state: sustainable trails for wildlife, habitat and people; doggie do's and don'ts; and monitoring properties for fun and profit. This discussion will provide a review of the unintended impacts of trails and offer strategies to develop sustainable recreational trails; the issues and potential solutions to the challenges of dogs and wildlife, canine waste issues and visitor safety/responsibilities; as well as best practices for communication with landowners.

- Richard Muehlke, *Groton Conservation Trust*
- Tom Mullin, *Unity College*
- Liz Newlands, *MA Division of Fisheries & Wildlife*

ID. Enhancing the Edibility of Conserved Lands with Native Species

Location: Room B166

There's an increasing inclination to utilize more native species in conserved landscapes. Yet this alone may be insufficient motivation to "go native." Edible wild plants offer opportunities for people to connect to nature via their taste buds, building their enthusiasm and public support for conserving lands that offer foraging opportunities. Adding native edible plants to a landscape can boost biodiversity as well as "spice it up." This workshop will cover at least two dozen of the tastiest native species the Northeast U.S. has to offer, tips on how to grow and plant native edibles, and examples of where partnerships have increased edible native plants in conserved areas.

- Russ Cohen, *Naturalist*

IE. Land Conservation 101

Location: Room B110

This workshop will provide attendees with an overview of the arc that a typical conservation project will follow, with an emphasis on the elements of the real estate transaction, deal discipline, and funding sources. The presenters will address fee acquisitions, conservation restriction acquisitions, purchases, donations, and bargain sales, using a modified case study approach. This

workshop is designed for new participants in land conservation, or for those who may have experience in other aspects of land conservation who would like a primer on the "nuts and bolts" of conservation real estate. This workshop will also be applicable to municipal land acquisition, so will be appropriate for town staff or board/committee members with a role in land protection.

- David Santomenna, *Trustees*
- Kate Buttolph, *Mass Audubon*
- Chris LaPointe, *Essex County Greenbelt*

IF. Troubleshooting Land Negotiations

Location: Room B167

Bring your negotiation challenges for a collegial discussion! 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.

- Rob Warren, *Trustees*
- Bob Wilber, *Mass Audubon*

IG. Analyzing Exciting Boilerplate Clauses in Conservation Restrictions

Location: Room B109

Many CRs contain unnecessary or troublesome clauses. Should we always prohibit commercial uses, subdivision, and merger, or state the landowner must comply with all federal, state, and local laws? Should you include an amendment clause? What is an estoppel certificate? What do "should" and "reasonable" mean to a judge? We will explore these clauses, their legal context, and when to use, revise, or delete them. Bring your questions and join our lively discussion!

- Elizabeth Wroblecka, *Esq., Etheredge & Steuer*
- Ray Lyons, *Attorney*

IH. Accounting & Financial Reporting for Massachusetts Land Trusts

Location: Room A158

This session will cover basic accounting and financial management concepts, and the financial and informational reporting requirements for MA Land Trusts. Topics covered will include:

- Financial Record Keeping – Information that should be tracked in the accounting records
- Budgeting – How to develop a budget and how budgets help you manage an organization
- Internal Controls – Effective internal controls
- Accounting Software – Available products

- Basis of Accounting – The different types
- Accounting for contributions – When to record contributions, Restricted vs. Unrestricted
- Form 990 / 990-EZ / 990-N – Filing requirements
- Massachusetts Form PC – Filing requirements
- Financial Statements – Information included and how to understand them

- *Brendan Toolin, Anstiss & Company*

ii. Modernizing Your Website for Effective Engagement

Location: *Conference Room A172*

In 2017, Greenbelt underwent a complete redesign of their website to improve user experience, apply responsive design for mobile devices, and integrate new interactive mapping technology to improve access to our properties and trails. In 2015, Wildlands Trust redesigned their website using Squarespace, allowing multiple staff members to contribute and regularly update content. This workshop will detail the process and outcomes of both organizations' experiences. Some of the topics covered will include specifics on project goals, budget, timeline, staff involvement, and lessons learned. We will also highlight the key role of younger staff and discuss these projects as examples of how to utilize their input to better reach target audiences. Whether your organization is looking to update your website or create one from scratch, you can learn from the experiences of Greenbelt and Wildlands Trust.

- *Shelley Raymond, Essex County Greenbelt*
- *Abby Hardy-Moss, Essex County Greenbelt*
- *Rachel Calderara, Wildlands Trust*
- *Roxey Lay, Wildlands Trust*

Ij. Really, Another Plan? How to Make Fundraising Planning Fit

Location: *Room B111*

Preparing an annual budget is a common practice for most land trusts. Taking the time to think strategically and chart your organization's course is another step along the way to greater impact and effectiveness. A fundraising plan, or the process of discussing fundraising to meet strategic goals, is the bridge between budgeting for operations and positioning your organization to achieve its conservation vision. During this session, participants will learn about the components of a fundraising plan and how to adapt it to the culture and goals of your land trust.

- *Nancy Moore, Conservation Consulting Group*
- *Jennifer Fusco, American Farmland Trust*

IK. A Walk to the Park: 10 Minutes or Less

Location: *Room B164*

The Trust for Public Land believes that everyone living in America deserves a high-quality park or green space within a 10-minute walk of their home. Together with our core partners we have launched a nationwide campaign to encourage mayors and other civic leaders to commit to working to increase 10-minute walk access and park quality in their cities. Staff from the Trust for Public Land will talk about the campaign in a local context, and will discuss tools and resources available to help advocates improve access to parks in their community.

- *Alexandra (Ali) Hiple, Trust for Public Land*

IL. A Team Effort: Securing Community Gardens in Boston

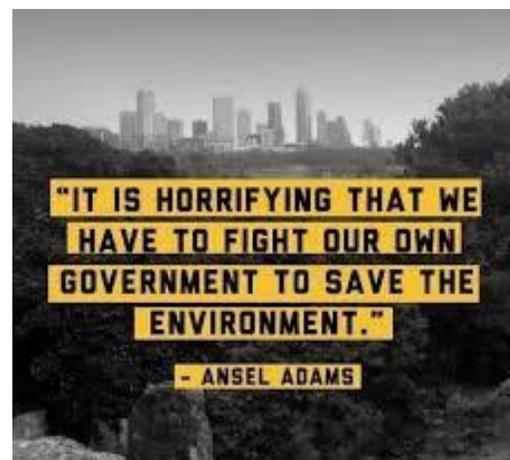
Location: *Room A157*

Learn how the City of Boston and The Trustees have collaborated to secure property for, fund the development of, and design and construct impactful community gardens. Focus will be on the structure of programs provided by both the City and The Trustees, and the manner in which the two have worked together to establish the Woolson and Windermere Community Gardens in recent years. This information is valuable to municipalities, NPOs, and professionals and community leaders working in urban greenspace development.

- *Jeremy Dick, Trustees*

10:10 – 10:30 AM | MORNING BREAK

Location: *Cafeteria ~ Beverages available*



10:30 – 11:45 AM | PLENARY SESSION

*Location: Auditorium**

****Please no coffee or food in the Auditorium!***

Welcome & Closing

*William (Buzz) Constable, President, Board of Trustees
Massachusetts Land Trust Coalition*

Introduction of our Keynote Speaker

*Loring Schwarz, Board Member
Massachusetts Land Trust Coalition*

Keynote Address

“THE HEALING POWER OF THE LAND”

*Rand Wentworth, Louis Bacon Senior Fellow in
Environmental Leadership at Harvard University and
President Emeritus of the Land Trust Alliance*



11:45AM - 12:45PM LUNCH in the Cafeteria

If you pre-ordered a lunch, bring your ticket to the buffet in the Cafeteria where we also have beverages available for everyone. Dine in the cafeteria or outside on the patio -- weather permitting.

**11:45AM - 12:45PM
LUNCHTIME DISCUSSION** (open to pre-registered participants)
Inspiring Stories of Conservation Success
Location: Faculty Dining Room

Help Us Keep the Conference Green!



Please help us minimize waste by finding the correct bin for your lunch leftovers (compostables, 5-cent returnables, paper and trash).

We use plates, cups and cutlery that are made from renewable resources like sugar cane or corn. These items are 100 % compostable, and can be put into our green composting bins along with your food scraps.

Compostables from the conference will be collected and turned into nutrient-rich soil for food production by City Compost of Gardner, MA. Information about their services is available at their exhibitor table in the lobby or online at www.citycompost.com.

11:45AM – 12:45 PM | LUNCHTIME DISCUSSION (Pre-registration required)

Inspiring Stories of Conservation Success

Location: Faculty Dining Room (Lower Level, adjacent to the Cafeteria)

This workshop, for conference attendees seeking some inspiration and entertainment during their lunch, will be a less heavy, less demanding session, highlighting a couple of interesting stories of conservation success. Showcasing private/public partnerships and conservation organizations operating at varying scales, this workshop is intended to "recharge batteries" of attendees and remind them of just how much conservation can accomplish.

Featured inspiring stories are “Saving Eastham’s Terrapin Cove” and the Ascutney Mountain conservation project in Vermont.

- *Facilitator: Bob Wilber, Mass Audubon*

- *Bill Allan, Mass Audubon*

- *Kelly Boling, Trust for Public Land*



12:45 – 2:10 PM | SESSION 2: CONCURRENT WORKSHOPS

2A. Forest Carbon Offsets: A Primer for Land Trusts

Location: Room B166

New England's forests represent an opportunity for landowners to participate in carbon markets through the production of offset credits, potentially adding an important revenue source for land trusts and other forestland owners. Yet the path to a successful forest carbon offset project is complicated, due to a variety of regulatory, technical, and ethical issues. This workshop will introduce important concepts for land trusts considering conducting offset projects, and offer some lessons learned from trusts that are involved in these projects in Massachusetts and New Hampshire.

- Tom Lautzenheiser, Mass Audubon
- Chris Pryor, New England Forestry Foundation
- Elizabeth Wroblecka, Esq., Etheredge & Steuer

2B. Creating Bird Habitat and Environmentally Friendly Local Wood Products

Location: Room B167

This workshop will explain the new Foresters for the Birds program, a collaboration of the Massachusetts Department of Conservation & Recreation (MA DCR) and Mass Audubon to create forest habitat for declining bird species. A local consulting forester will report how the program is received by landowners. The presenters will also introduce the new wildlife forestry wood products marketing program (led by Franklin Land Trust with a US Forest Service grant). The MA DCR will explore connecting these new forestry projects to local businesses, architects and builders who work with wood products. The participants will be encouraged to share their ideas on how to connect wildlife forestry with the use of local wood during a facilitated discussion.

- Bob O'Connor, MA EEA
- Sean Mahoney, MA Dept. of Conservation & Recreation
- Mike Mauri, Consulting Forester
- Jeff Ritterson, Mass Audubon

2C. Protecting Indigenous Ceremonial Stone Landscapes with Tribal Nations

Location: Conference Room A172

Indigenous Ceremonial Stone Landscapes (CSLs) reflect thousands of years of Native American presence in New England and are found on many land trust properties, sites awaiting preservation and those scheduled for development. This workshop will provide an overview of just what is a CSL, the Department of Interior

regulations that apply and how your land trust can partner with the Tribes to identify, document and preserve these cultural resources. Hopkinton Land Trust's Manitu Hassannash Preserve provides a case study for developing your working relationship with the Tribes, doing research, obtaining grants, writing a Memorandum of Understanding and working with state and federal officials. Tribal Historic Preservation Officers experienced in Massachusetts will address your comments and questions.

- Bettina Washington, Wampanoag Tribe of Gay Head
- Doug Harris, Narragansett Indian Tribe
- Harvey Buford, Hopkinton (RI) Land Trust
- Lisa McLoughlin, Independent Scholar

2D. Tackling Invasive Plants: A Guide for Land Stewards

Location: Multi-Purpose Room (A148)

This workshop will review strategies for controlling common invasive plants as well as an emphasis on early detection invaders such as kudzu, giant hogweed, pale swallow-wort, Japanese stiltgrass and mile-a-minute vine. We will review the status of each species, reporting protocols and best management practices for control to give land stewards some guidelines as they prepare for the 2018 growing season. The best management practices for effective and environmentally sound non-chemical and chemical control options will be presented. We will reserve plenty of time for questions and discussion.

- Chris Polatin, Land Stewardship, Inc.
- Jennifer Forman Orth, MA Dept. of Agricultural Resources

2E. Division of Conservation Services (DCS) & MassWildlife Grant Programs, Open Space & Recreation Plans

Location: Room B109

Participants will receive general information on the variety of grant programs and funding opportunities offered by the Executive Office of Energy and Environmental Affairs and MassWildlife for conservation and recreations projects and habitat management. Grants covered include the LAND, PARC, LWCF, Drinking Water Supply Protection, Landscape Partnership, Conservation Partnership, Small Communities, and Habitat Management grant programs. Topics covered will include eligibility requirements, application processes, answers to common questions, and identification of common pitfalls for the grant programs. Examples from the on-going MassWildlife Grant Program will also be discussed.

- Melissa Cryan, MA EEA, DCS
- Emmanuel Owusu, MA EEA, DCS
- Jonathan Regosin, MA Division of Fisheries & Wildlife

2F. Data Sources and Tools for Prioritizing Land Conservation

Location: Room B111

Over the past several years, there has been a proliferation of GIS data and online tools to inform conservation decision-making. Many of these data layers and tools are interrelated and overlap. This workshop will review these datasets and tools, and provide background information about their development, intended uses and how they can complement one another. The amount and complexity of data and tools can be overwhelming, but they also offer a wealth of information to help achieve conservation goals.

- *Scott Jackson, UMASS Amherst*

2G. Tips for Getting It Right AND Staying Out of Trouble with the IRS, and More

Location: Room B164

This workshop will feature a discussion of current contentious issues with the IRS on Conservation Restriction donations. It will also cover a few select advanced tax and appraisal planning problems in Conservation Restriction transactions.

- *Stephen Small, Law Office of Stephen J. Small*

2H. Amendments for Perpetuity: Flexibility vs Precision

Location: Room A158

“Amendments to Conservation Restrictions” is currently a hot issue, including IRS strictures, EEA policies, procedures for approvals, good drafting and formal amendments. Drawing upon the perspectives of LTA and the practical experiences of large and small land trusts grappling with CR amendments and current requirements, the workshop will examine the considerations whenever an amendment is sought. Using scenarios from experience, the audience will evaluate whether an amendment is warranted and approvable, whether a license or alternative is more appropriate, whether the conservation values are enhanced and private benefit/inurement avoided, and how a duly-adopted amendment policy may guide decision making.

- *Moderator: Kevin Case, Land Trust Alliance*

- *Buzz Constable, Lincoln Land Conservation Trust*

- *Rob Warren, Trustees*

2i. Raising Major Gifts for Land Conservation

Location: Room B110

Ever wonder: where do I find potential major gift donors for my land acquisition process? How do I approach them? What are they looking for? How do I bring build a relationship with them, so I can eventually

solicit them? What do I say to them? Come to this workshop and find out! We will go over the specifics of **The Major Gift process** as it relates to land conservation. This workshop is intended for anyone involved in or interested in fundraising for your land trust.

- *Sarah Shrewsbury, Vineyard Consulting*

2J. Shaking Up the Status Quo: Becoming an Effective Change Agent

Location: Room B168

The only thing constant is change; the work of your land trust won't last in perpetuity without it. Perhaps you've advanced changes in your land trust, but inertia more often rules - too many seem stuck in the way it's always been? Change is hard, leading change is often harder; almost everything we do now is set up to protect the status quo. In this interactive session, we're shaking it up! We'll explore why change is difficult, learn how to break through the inertia, dive into the experiences of leaders who have successfully marshaled change within their organization, and apply new knowledge to a change you'd like to see within your organization. Be a change agent!

- *Nancy Moore, Conservation Consulting Group*

- *Leigh Youngblood, Mount Grace Land Conservation Trust*

2K. Building Volunteer Engagement and Service Learning in Stewardship

Location: Conference Room A171

This workshop will provide ways to create service learning partnerships and use resources from a collaborative network, “Nature Groupie,” that will lead to successful stewardship and citizen science projects. This workshop will cover the fundamentals of creating successful and sustainable service learning projects that meets the needs of both the student and the non profit. Case studies exploring the opportunities and the challenges will be a feature as well as resources for land trusts in Massachusetts. In addition, Nature Groupie, formerly known as the Stewardship Network of New England, will highlight ways in which their free online calendar and event registration system, Stewardship Training Guides for volunteer training, and email bulletins for stewardship and citizen science professionals can all be used in Massachusetts for better stewardship collaboration.

- *Moderator: Laura Mattei, Sudbury Valley Trustees*

- *Malin Clyde, Nature Groupie*

- *Camille Duquet, TerraCorps*

- *Tom Mullin, Unity College*

2L. The Merrimack River Trail

Location: Room A157

This workshop will present recent work undertaken to construct the Merrimack River Trail. The presenters will highlight the growing partnership between AVIS and Groundwork Lawrence as they seek to create parks along the Merrimack and link them to existing parks through trail connections that link Lawrence's mill district to its suburbs. The workshop will also cover the planning for the trail right of way, and how to implement those plans through youth led projects.

- Brad Buschur, Groundwork Lawrence
- Susan Stott, Andover Village Improvement Society

2:15 – 2:30 PM | AFTERNOON BREAK

Location: Cafeteria ~ Beverages available

Don't forget to drop your Exhibit Passport into the raffle basket, before you head to your next workshop!



Raffle Drawing for 8 Fabulous Prizes!

- ★ Visit at least 10 exhibitors and have your Exhibit Passport stamped at each.
- ★ Drop it into the Raffle Basket before 2:25 PM.
- ★ **Winners will be drawn at the end of this break,** and announced in the Lobby.

Check the Information Desk before you leave at the end of the day to see if you've won!

2:30 – 3:55 PM | SESSION 3: CONCURRENT WORKSHOPS

3A. Using Wildlife Cameras to Inspire Land Conservation

Location: Room B109

Landowners in Massachusetts list many reasons for owning land, but wildlife enjoyment tops the list. Landowners start out interested in what animals are living on their land, and the role their land plays in wildlife movement between habitats. Wildlife cameras have become a relatively inexpensive tool for engaging landowners in land conservation and stewardship while also gathering useful data about animal communities and behavior. This workshop will cover: why you might want to use wildlife cameras, based on success stories from groups that have used them to engage landowners and protect land; resources that can help you choose and set up wildlife cameras; and how cameras are being used across New England to help conserve a regional wildlife corridor that allows wildlife to move across the Northern Appalachians and adapt to climate change. Plenty of wildlife photos and videos included!

- Laura Marx, The Nature Conservancy
- Sally Naser, Trustees
- Julie Richburg, Trustees

3B. The Water is Coming: Vulnerability, Adaption, and Nature-Based Solutions

Location: Multi-Purpose Room (A148)

What role do our natural spaces play in this changing world? Learn about what climate changes we're already experiencing, what to plan for in the future, how our communities are vulnerable, and what role nature-based solutions provide, including how to discuss the co-benefits, cost-effectiveness, and local case studies. We will examine both the state's Municipal Vulnerability Preparedness (MVP) program as well as Trustees' approach to vulnerability assessments. Learn how to maximize the protection of assets and the future uses of properties, and to strategically prioritize adaptation projects. Examples on both Trustees land and municipalities will illustrate the process and the application of the process and results at the community or land trust scale.

- 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

Location: Room B166

Climate change creates uncertainty about the future, but we can be sure of this: there will be substantial effects on the places we care about. During this session, we will describe how land trusts can be leaders in addressing climate change in MA, with an emphasis on climate change adaptation. We will then share science-based communications tools that we have developed to conduct parcel-level climate adaptation assessments by trained foresters in the MassConn Woods region, as well as the social marketing tactics used to promote follow-up action by private landowners. The workshop will include testimonials from experts who have used these tools in the field as well as audience discussion regarding the relevance to your own work. Participants will leave with concrete tools and online resources to help communicate with and re-engage MA landowners over time through stewardship outreach on private lands.

- Maria Janowiak, Northern Institute of Applied Climate Science
- Lisa Hayden, New England Forestry Foundation
- Kelly Watkinson, Land Trust Alliance
- Morgan Smith, American Forest Foundation

3D. Eyes in the Sky: Using New Technologies to Protect Resources

Location: Room B110

This workshop will be a case study for learning how to use drones and other eye in the sky methods and tools to protect valued conservation resources from encroachment. You will be able to give your administration, staff, and volunteers baseline assessment tools for yearly comparisons and evaluation of property changes. You will learn how to precisely locate and identify encroachments, and identify locations of removed trees and scrubs. And, you can use this same technology to monitor remediation plantings, in order

to check survival status for historical recording reference, as well as for “birds-eye views” for promotion of the properties on social media.

- 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

Location: Room B111

In this session, we will help attendees develop a strong toolkit of economic arguments that can be used to support their work across the state. We will introduce the existing tools and resources that are currently available and can be used to help make the economic case for land conservation to all audiences. This includes facts and figures related to tourism, outdoor recreation, agriculture, forest products, economic development, health, property values, jobs, cost of community services, and ecosystem services. We will also explore specific economic talking points that can be used in response to common misconceptions about land conservation.

- Jennifer Plowden, Trust for Public Land
- Nicholas Moreau, Trust for Public Land

3F. Horse Meadows Knoll: A Case Study in Partnerships & Complexity

Location: Room A157

Land protection today is increasingly a complex mix of partnerships, multiple interests, and moving parts. This workshop will use a current, active land project to tease apart and explore best practices and issues around proactive land acquisition, partnerships, project funding, and property stewardship. The project – Horse Meadows Knoll – is a joint effort of the Harvard Conservation Trust and Sudbury Valley Trustees, where each organization brings its respective strengths to bear. Aspects of the land and project include: exceptional wildlife habitat, demolition of an existing derelict house, sale of a buildable house lot, sale of a conservation restriction, and a collaborative stewardship agreement. Horse Meadows Knoll aims to be an anchor for a multi-town, landscape scale effort at the heart of the Massachusetts portion of the Merrimack River watershed. Lessons learned will touch on fundraising, strategy, managing risk, and the importance of good communication.

- Christa Collins, Sudbury Valley Trustees
- David Outman, Harvard Conservation Trust

3G. Today's Legal Issues and Solutions

Location: Conference Room A172

Leading conservation attorneys (both on the panel and those who attend) will converse about cases, issues and best legal practices involving land conservation and operations of land trusts and conservation professionals. This year we will emphasize the several topics that have had significant court, agency, or policy changes since the last conference, including Art. 97, terminations and amendments, charitable trusts, IRS policies, enforcement and perhaps organizational changes such as mergers. As in the past, there will be opportunity for other issues that may be suggested by registrants or audience participants.

- Moderator: *Buzz Constable, Lincoln Land Conservation Trust*

- *Irene Del Bono, Attorney*

- *Sharon Lincoln, Casner & Edwards*

- *Stephen Small, Law Office of Stephen J. Small*

- *Elizabeth Wroblecka, Etheredge & Steuer*

3H. Working with the Division of Conservation Services (DCS) on Conservation Restrictions

Location: Room B167

Conservation Restriction review has been a challenge for land trusts and municipalities over the past two years with staff shortages. With John Gioia, our new CR Reviewer on board (although he will not be able to be at the workshop due to a previous commitment), we are already starting to catch up with our CR backlog. This will be an interactive workshop to go over common questions and challenges with CR review and "getting to yes" with your CR signed by EEA and ready to protect the land for future generations.

- *Bob O'Connor, MA EEA*

- *Denise Pires, MA EEA, Division of Conservation Services*

3i. Show Me the Money: Back to Fundraising Basics

Location: Room B168

There are some hard and fast rules about fundraising. First, reach out effectively to find new donors. Second, keep your donors once you have them. Third, keep them engaged so they want to support you more. Fundraising is not an annual sprint to the finishing line. If done well, it is a marathon for the long-term. In this workshop, you will learn the practices and techniques that the best fundraisers have used for years to build programs that are strong and have the ability to significantly change the trajectory of their organizations.

- *Sharon Danosky, Danosky & Associates*

3J. Newsletters that Work: Tips for Better Content, Impact and Fundraising

Location: Room A158

Does your land trust have a paper newsletter? Have you wondered about how you might leverage it to become a stronger outreach and fundraising tool? Something that can connect with more people and build greater community trust and enthusiasm? Join us as we discuss tangible tips, with before and after examples, on how to write in a compelling way for donors and new readers, including Stories of Change; create a storyboard and design mock-up that connects with your readers; clarify what images you should use and where to find them; and the pros and cons of using an outside designer. We'll talk about how to position your land trust in a way that builds trust and enthusiasm for the conservation work underway and how this approach takes practice, but can make a big impact on the bottom line.

- *Judy Anderson, Community Consultants*

- *Janet Milkman, Barnstable Land Trust*

3K. Placemaking & Art: Making it Relevant, Keeping it Real

Location: Room B164

Creative placemaking and land protection can go hand in hand. Successful projects require a strong investment in community, flexibility, and seeing your project through someone else's experiences. The Greater Worcester Land Trust (GWLT) and Lowell Parks & Conservation Trust (LP&CT) have teamed up to share their experiences in integrating public art into the landscape. GWLT's experience in creating a "Peace Park" in Worcester, on the rubble-filled site of a former school, involved partnering with a neighborhood advocacy group in an Environmental Justice Neighborhood. A senseless act of violence reinforced the need for neighborhood unity and a place of peace. GWLT's project demonstrates how land trusts can be the connector to bridge cultural differences across bureaucratic boundaries to create a permanent place of peace. LP&CT will focus on approaching a project through the lens of a trail user's eyes, engaging their interest in the history of place, the nature around them, and the outdoor classroom. From copyright issues to contracts and design, creating public art can seem daunting. LP&CT will dive into their Concord River Greenway project to explore how the community has come together to create an amenity-filled trail with public art, multilingual signage, and an outdoor classroom curriculum.

- *Colin Novick, Greater Worcester Land Trust*

- *Jane Calvin, Lowell Parks & Conservation Trust*

Today's Volunteers

Thank you for sharing your time and talent!



Mariah Auman, *Berkshire Natural Resources Council*
Felicia Bakaj, *MA Department of Conservation and Recreation*
Ginger Blais
Thomas Blanchard, *TerraCorps, Wildlands Trust*
Erik Boyer, *Wildlands Trust*
Rachel Calderara, *Wildlands Trust*
Matt Cannon, *Chatham Conservation Foundation*
Katie Carr, *TerraCorps, Hilltown Land Trust*
Alana Carveth, *TerraCorps, Hilltown Land Trust*
Marilyn Castriotta, *TerraCorps, Kestrel Land Trust*
Russ Cohen
Ashley Davies, *Sudbury Valley Trustees*
Sami Dokus, *TerraCorps, Growing Places*
Paige Dolci, *TerraCorps, Sudbury Valley Trustees*
Ada Fox
Jill Fusco, *TerraCorps, Kestrel Land Trust*
Josia Gertz DeChiara, *TerraCorps, Groundwork Somerville*
Lee Halasz, *TerraCorps, Kestrel Land Trust*
Abby Hardy-Moss, *Essex County Greenbelt*
Fletcher Harrington, *TerraCorps, Mount Grace Land Conservation Trust*
Katie Irwin, *TerraCorps, Mill City Grows*
Sajo Jefferson, *TerraCorps, Gardening the Community*

Logan Johnson, *TerraCorps, Buzzards Bay Coalition*
Joe Kapusansky, *TerraCorps, Mill City Grows*
Michelle Krauser, *TerraCorps, Buzzards Bay Coalition & Wareham Land Trust*
Marta LeFevre-Levy, *TerraCorps, Walden Woods Project*
Andrew Magee, *Acton Conservation Trust*
Dam Maher
William Marengo, *Greater Worcester Land Trust*
Kimlynn Nguyen, *TerraCorps, Mount Grace Land Conservation Trust*
Aisling Novick, *Greater Worcester Land Trust*
Mara Novick, *Greater Worcester Land Trust*
Rhiannon Novick, *Greater Worcester Land Trust*
Kathy Orlando, *Massachusetts Land Trust Coalition*
Amy Pettigrew, *TerraCorps, Buzzards Bay Coalition*
Jennifer Reilly, *TerraCorps, North County Land Trust*
Nick Rossi, *Mass Audubon*
Kira Scagnetti
Sophie Schouboe, *TerraCorps, Just Roots*
Jack Sidar, *Buzzards Bay Coalition*
Temperance Staples, *TerraCorps, Sudbury Valley Trustees*
Molly Travers, *TerraCorps, Southeastern MA Pine Barrens Alliance*
Anna Wilkins, *North County Land Trust*

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