

# 2018 WORKSHOP DESCRIPTIONS

*As of 2/9/18 – check back regularly for updates*

**Choose 1 Workshop from each Session:**

**A (10:30am – 12:00pm); B (1:15 – 2:30pm);**

**C (2:45 – 4:00pm); and D (4:15 – 5:00pm)**

## **WORKSHOP SESSION A: 10:30am – 12:00pm**

### **A.1 Does Climate Change Mean Land Trust Change? A Roundtable Discussion**

**All levels**

The bad news: Climate change is showing an increasing presence in our everyday lives. The good news: There are a number of potential ways land trusts can have a meaningful role in being part of the solution. Your land trust can look more closely at your conservation priorities and find out whether new land conservation can help both address climate impacts and deal with climate resilience. (And what is resilience anyway?) Or possibly your land trust could help promote using land to diminish climate change through conserving and managing soils and vegetation to absorb carbon. Some land trusts are even starting to participate in carbon markets. Will that work for Connecticut land trusts? And what about the renewable side? Land trusts can encourage the siting of large scale solar and wind facilities while steering them away from sensitive lands. On top of all this, how should we talk about such a politically sensitive topic with our members and the public? Join us for an engaging roundtable discussion on these issues and more with some of the leading minds in the region on the role of land trusts in today's changing climate.

*Kevin Case, Northeast Director, Land Trust Alliance*

*David Sutherland, Director of Government Relations, The Nature Conservancy CT Chapter*

*David Vallee, Hydrologist-in-Charge, NOAA/NWS/Northeast River Forecast Center*

*Judy Anderson, Principal, Community Consultants*

*Others TBA*

### **A.2 Land Trust Law School: Lessons from the Field**

**Intermediate**

This workshop is designed to provide stewardship and land trust leadership teams with knowledge of the legal tools - statutes, rules, strategies – which empower land trusts and the conservation community to protect the land in their care. Presented as a trail guide, the workshop will draw upon recent case studies and court cases for examples of what to do, what to avoid and strategic ways to manage encroachments. Participants will come away with knowledge of their rights and the limitations on protecting easements and fees and ways to manage potentially adversarial situations. Attendees will be encouraged to share examples for real world application and discussion.

*Keith R. Ainsworth, Esq., Managing Member, The Law Offices of Keith R. Ainsworth, Esq., LLC*

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**A.3 Realistic Success: Invasives Case Studies for Practical Land Trust Management  
All Levels**

Does your land trust manage property with ponds and streams or forested habitats? If so, then the European water chestnut and Hemlock woolly adelgid might be management concerns for you. Join our experts, with over 50 years of combined experience, to learn how to identify these invasive species and about practical ways for managing them without breaking the bank. You will learn how to identify European water chestnut, what resources are available once it's found, and hear success stories of managing infestations with volunteers. You will also learn how to identify signs of Hemlock woolly adelgid and about the biology, attributes and scientific assessments of a commercially viable beetle used to manage this invasive pest in Connecticut. Bring your questions and join us for this informative and exciting session.

*Dr. Carole Cheah, Research Entomologist, The Connecticut Agricultural Experiment Station*  
*Alicea Charamut, River Steward, Connecticut River Conservancy*  
*Jayne Boniewicz, Director of Forestry, Tree-Savers*

**A.4 Growing Collective Capacity through Durable Collaboration  
Intro/Intermediate Level**

Collaboration can be one of the most important responses to the sustainability challenges. Collaborations occur along a continuum that ranges from informal networking and project-sharing all the way to structural integration, including shared staffing or even merger. Durable collaborations are robust, mutually beneficial, and long-lived approaches that enable groups to leverage their combined efforts for greater impact. This workshop will present the range and risks of collaborative opportunities as well as provide guidelines for assessing the possible benefits and challenges that organizations should consider prior to engaging in formal collaborations as well as the steps necessary to ensure successful outcomes for all partners.

*Jim Morris, Senior Consultant, Solid Ground Consulting*

**A.5 Regional Conservation Partnerships: Collaborative Conservation and the Wildlands and Woodlands Initiative  
All Levels**

This workshop is for conservation practitioners, board members, and municipal officials striving to maximize the impact of conservation in their areas. Presenters will explain how participating in Regional Conservation Partnerships (RCPs) can bring new resources, expertise, and collaboration to your initiatives. Participants will also hear how the RCP Network of 40 RCPs is helping advance the Wildlands and Woodlands Vision across New England.

*Spencer Meyer, Senior Conservationist, Highstead Foundation*  
*Lois Bruinooge, Executive Director, Last Green Valley National Heritage Corridor*  
*Hallie Schwab, Conservationist, Highstead Foundation and Hudson to Housatonic Regional Conservation Partnership*  
*Tim Abbott, Regional Conservation and Greenprint Director, Housatonic Valley Association and Litchfield Hills Greenprint Collaborative*

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**A.6 Farmland Preservation (90 minutes): Part I - Leasing Basics (45 minutes) and Part II - Engaging Young Farmers (45 minutes)**  
**Intro Level**

**Part I – Leasing Basics:** There are hundreds of farm seekers in CT actively searching for farmland, in a state where farmland is scarce. Land trusts and municipalities have an opportunity to fill this void. This workshop will educate attendees about crafting a lease with farm specific details, discuss rental rate options, doing a land assessment for agricultural potential, understand the benefits and potential areas of conflict in leasing farmland, where/how to advertise farm properties, and develop useful criteria for evaluating potential lessees. State and Federal programs will also be discussed.

**Part II – Engaging Young Farmers:** In a discussion format, hear from two young farmers who have chosen careers in agriculture, yet have no permanent land on which to farm. The need for accessible and affordable high quality farmland is dire and they are looking for creative options to get on the land, including partnering with land trusts that steward agricultural working lands. This workshop aims to 'put a name with a face' of the new generation of farmers in Connecticut who want to grow dynamic farm businesses that sustain themselves, steward the land, and cultivate community.

*Kip Kolesinskas, Consulting Conservation Scientist, CT Department of Agriculture*

*Susan Mitchell, Farmer (Cloverleigh Farm), New Connecticut Farmer Alliance*

*Kathy Ruhf, Senior Program Director, Land For Good*

*Will O'Meara, Co-Manager, Waldingfield Farm*

*Holly Rippon-Butler, Land Access Program Director, National Young Farmers Coalition*

**A.7 Doing Deals 101**  
**All Levels**

Join us for a soup to nuts overview starting with how a land conservation project begins to how it is successfully completed. This introductory workshop dissects typical land conservation projects including both fee and easement transactions. Learn the basics of land transactions from project selection through the closing event, including landowner negotiations, creating and executing a successful funding plan, due diligence, and community outreach. This workshop is perfect for staff, volunteers and board members involved in land protection projects.

*Reggie Hall, Director, Land Conservation Loans, The Conservation Fund*

**A.8 The 2017 Revised Standards & Practices: Part 1 – A Framework for Sustainability (45 minutes) and Part II – Accreditation: Navigating the Revised Requirements Manual and Application Materials (45 minutes)**  
**All Levels**

**Part 1 – A Framework for Sustainability:** The Land Trust Standards and Practices are the ethical and technical guidelines for the responsible operation of a land trust. First published in 1989 to affirm certain best practices in lasting conservation, the Standards are updated periodically, most recently in February 2017. The Standards provide guidance across all areas of land trust work, from concepts of governance and financial management common to all nonprofits, to acquisitions and stewardship practices unique to land trusts. In doing so, they provide a great framework for organizing operations and assessing organizational health, long-term sustainability, and risks. This workshop provides an overview of the Land Trust Standards and Practices, touching on key areas of risk and compliance, and offering insight on how the broad scope of land trust work fits within the Standards' structure. Participants will leave the workshop well oriented to the Standards (including additions and major changes adopted in 2017) and the Land Trust Alliance's redesigned Learning Center, and will know how to access the resources needed for implementation within their organizations.

**Part 2 – Accreditation: Navigating the Revised Requirements Manual and Application Materials:** Following the adoption of the 2017 Land Trust Standards and Practices, the Land Trust Accreditation Commission undertook a major

review to align its program, resource materials, and application documents with the new text and structural framework. In so doing, the Commission took particular care to focus on practices in high-risk areas which have the potential to impact fiscal and organizational sustainability, or threaten the continued protection of conserved land. The 2018 Requirements Manual will be released in March 2018 for use by applicants in 2018 and beyond. New application forms for 2018 reflect the transition from 2004 to 2017 Standards; further form updates for 2019 renewal applicants and 2020 new applicants remain to be published and will fully incorporate the 2017 Revised Standards and corresponding Requirements. This workshop will review major changes to accreditation Indicator Elements, walk through the newly released 2018 Requirements Manual, and discuss implications for currently-accredited land trusts and land trusts preparing for first-time application. Participants will have ample opportunity for Q&A to help bring home an action plan for accreditation compliance and/or preparation.

*Connie Manes, Manes Consulting, Land Trust Alliance CT Accreditation Circuit Rider*

#### **A.9 The Art of Good Governance Intermediate Level**

Time – Talent – Treasure. Doer – Door Opener – Donor. Work – Wisdom – Wealth. If you are a Board member, you’ve probably heard at least one of these three timeless descriptions summarizing the role of a “good” Board member. Simply put, land trusts wouldn’t exist without you! But have you thought more deeply about what distinguishes “good” and “not-so-good?” When the day comes that you leave as a Board member, what would you like to say that you accomplished and/or contributed? In this interactive session, we’ll “unpack” what it means to lead your organization with distinction. Whether you’ve been a Board member for decades or for just a few months, we’ll give you some new tools and tips to ensure your expectations and goals align with your land trust, you’re energized and empowered by the experience and your leadership shines so bright we all have to wear our shades! Focused – Fulfilling – Fun.

*Nancy Moore, Managing Partner, Conservation Consulting Group*

#### **A.10 Ask an Expert – Open Q&A with Land Conservation Experts Intermediate/Advanced**

In this open forum Q&A session, our experts will help you answer more advanced questions regarding your land conservation deals, land trust business operations, other concerns, and techniques to help you advance your land conservation goals.

*Linda Francois, Partner, Cooper, Whitney & Francois  
Elisabeth Moore, Executive Director, Connecticut Farmland Trust  
Richard McDermott, MAI, R.P. McDermott Associates Inc.  
Christine P. Lent, Associate Financial Engagement, Danosky & Associates  
Paul Elconin, Director of Land Conservation, Weantinoge Heritage Land Trust*

#### **A.11 Strategic Planning – First Step in Preparing your Fundraising Strategies. All Levels**

No fundraising initiative is successful if you can’t specifically tell your donors how you are going to use their funds. Land acquisition or stewardship as a general guide might be fine if you are running an annual membership campaign. However, if you are looking to raise major gifts or pursue a capital campaign, the entire board needs to think through the process of what your vision is and how you will make that vision become reality. A strategic plan also discusses the trends and opportunities that exist, the challenges a land trust will face as well as how to engage your community as you begin to bring those strategies to life. This workshop will walk you through the process of creating a meaningful strategic plan that will form the basis for your fundraising initiatives and take your organization from good to great or great to greater.

*Sharon Danosky, President, Danosky & Associates*

**A.12 Automating your Monitoring with the Latest UAS Technology**  
**All Levels**

The session will explore the new automation systems found in the latest Unmanned Aerial Vehicles (UAVs) and how we can use them in land trust work. Recent advances in aircraft technology and flight software are making it possible for anyone with modest technology skills to fly UAS, capture aerial footage and stills, and map. We will discuss the DJI Mavic and DJI Inspire aircraft and the various software applications that facilitate completely automated flying and how these systems can be used for monitoring and PR work.

*Harry White, Ecologist/Conservation Director, Cornwall Conservation Trust/Salisbury Association Land Trust*

**A.13 Smartphone Apps for Field Data Mapping: Part I – Getting Started (45 Minutes) and Part II – Hands-on Application (45 minutes)**  
**Intro Level**

**Part I – Getting Started:** UConn Extension Educators will provide a detailed overview of several useful, free or low-cost smartphone apps for field data collection. The workshop will include live demonstration of these apps and discussion of how they can be used to conduct property assessment and monitoring, trail mapping, invasive species monitoring, and related applications.

**Part II – Hands-on Application:** Participants will then get their hands dirty with one or more of the apps on their mobile devices. These apps can be used to conduct property assessment and monitoring, trail mapping, invasive species monitoring, and related applications. **This is a "bring your own device" workshop which requires participants to bring an Apple or Android device. A laptop would also be useful for some of the activities.**

*Cary Chadwick, Geospatial Extension Educator, University of Connecticut, Center for Land use Education and Research (CLEAR)*

*Dave Dickson, Geospatial Extension Educator, University of Connecticut, CLEAR*

**A.14 Visual Communications: Part I – Video and Social Media (45 minutes) and Part II – Creating a Video In-house (45 minutes)**  
**All Levels**

**Part I – Video and Social Media:** You have your video -- now what do you do with it? Marketing and Communications professionals will learn how to get their videos out for the most exposure using their websites, and the most popular social media platforms. Attendees will also learn how to track results of their video releases.

**Part II – Creating a Video In-house:** Marketing and Communications professionals who don't have a budget for a professionally produced video have something equally as powerful: Developments in Technology. Today's smartphones produce quality video that only 10 years ago would have been impossible on such a small handheld device. This presentation will outline the essential steps to getting started in producing your own videos.

*David Deschenes, Associate Marketing Communications and New Media, Danosky & Associates*

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## WORKSHOP SESSION B: 1:15 – 2:30pm

### **B.1 State Policy: 2018 Session Update All Levels**

Join Connecticut land conservation advocates for a facilitated discussion of some of the hot topics under consideration by the Connecticut General Assembly. There will be ample opportunity for you to provide input and ask questions regarding legislation and issues that are relevant to your work in land conservation and environmental protection.

*Eric Hammerling, Executive Director, Connecticut Forest & Park Association*

*Amy Blaymore Paterson, Executive Director, Connecticut Land Conservation Council*

*David Sutherland, Director of Government Relations, The Nature Conservancy CT Chapter*

*Environmental Champions of the Connecticut General Assembly (Invited)*

### **B.2 Stewardship 101 All Levels**

Stewardship is arguably the most important component of a land trust's work. Only through taking good care of protected lands can we ensure the perpetual conservation of their natural resources. A land trust that accepts conservation easements commits to enforcement of their terms in perpetuity. Land trusts with fee-owned preserves may have management obligations depending on the purpose for which the property was acquired, such as for public trails or to support unique habitat. The Land Trust Alliance's Standards and Practices address stewardship principles and components of a successful stewardship program. Learn the essentials and strategies for their implementation. Come with questions related to your unique stewardship needs and share successful outcomes with peer organizations.

*Lindsay Suhr, Conservation Director, Connecticut Forest & Parks Association*

*Paul Elconin, Director of Land Conservation, Weantinoge Heritage Land Trust*

*Michael Benjamin, Land Manager, Kent Land Trust*

### **B.3 Best Practices in Trail Building Intro Level**

This workshop will provide volunteers, conservation/recreation land managers and those interested in becoming trail stewards with some of the tools and techniques needed to develop and maintain sustainable and enjoyable trails. The workshop will cover the nuts and bolts of planning a new trail, understanding grade and erosion mitigation, and clarifying trail purpose. In addition, we will cover sustainable trail design, maintenance and construction principles and best practices.

*Clare Cain, Trails Stewardship Director, Connecticut Forest & Park Association*

*Colin Carroll, Field Coordinator, Connecticut Forest & Park Association*

### **B.4 Greenwich Land Trust Youth Corps: A Case Study in Youth Conservation Work Initiatives Intermediate Level**

This presentation will detail the Youth Corps program case study as a model for other organizations to adopt. Greenwich Land Trust Youth Corps is multi-faceted covering topics and developing skills related to community service, scientific research, habitat improvement, trail building, organic gardening, and natural resource protection. This program model is appropriate for environmental, social, and other community improvement organizations. Participants will learn necessary considerations for implementing similar youth employment programs, focused on adapting the Greenwich Land Trust Youth Corps model to their organizational needs and resources.

*Steven Conaway, Conservation and Outreach Director, Greenwich Land Trust*

**B.5 Making Conservation Matter to More People, Over Time**  
**All Levels**

Your land trust wants to make sure that conservation withstands the test of time. You also realize that there are people in your community who don't seem to be directly benefiting from your conservation work; you want to be more inclusive. But where to start? We'll provide a quick overview of some non-traditional partnerships, how land trusts are expanding their inclusive strategies, methods to include those who weren't directly experiencing land/water before, as well as were some small to mid-sized land trusts got started. The workshop will provide time for participants to identify those in their community who aren't directly experiencing conservation, and how they might engage them in a manner that better serves their needs. The workshop recognizes that many of Connecticut Land Trusts are all-volunteer or have less than four staff.

*Judy Anderson, Principal, Community Consultants*

**B.6 Building a Volunteer Base to Manage Invasive Species**  
**Intermediate Level**

Building a successful volunteer program needs more than good luck; it requires a strategy to seamlessly train, provide materials, and appreciate volunteers. Creating a program that can welcome and enrich volunteers with various interests and capacities can be challenging but is possible. Introducing volunteers to land management through invasive species control often leads to more enhanced involvement in the land trust, from property monitoring to committee and board development. Think of it like the gateway drug to land conservation. A key component to invasive species management being a gateway drug is making sure there are carefully thought out plans for removal and follow-up. These two topics of volunteer base building and invasive species management will be discussed in depth.

*Kate Losey, Conservation Easement Manager, Weantinoge Heritage Land Trust*

**B.7 Giving Yourself an Out: Knowing When to Say No!**  
**All Levels**

In the exuberance of completing projects, it is easy to say "Yes!" to a project when perhaps the organization should say "No!". Maybe you said "Yes!" to a great project, but at some point along the line, negotiations took a turn, and the project wound up being not as strong as it should or could be. How do you avoid these pitfalls? This interactive session will help participants sharpen their focus on key parts of the acquisition process that may have significant implications on the permanence of the conservation.

*Reggie Hall, Director, Land Conservation Loans, The Conservation Fund*

**B.8 Partnership Opportunities with CT Dept. of Agriculture and USDA-Natural Resources Conservation Service**  
**All Levels**

The CT Dept. of Agriculture and USDA-Natural Resources Conservation Service both have many programs that can assist land trusts and municipalities with their land protection, stewardship/management, and working lands economic development goals. Participants will gain knowledge about programs and assistance such as the Community Farms Program, CT Farmlink, Farmland Restoration Program, and the Farm Viability and Transition Programs.

*Kip Kolesinskas, Consulting Conservation Scientist, CT Dept. of Agriculture*  
*Cam Weimar, Farmland Preservation Supervisor, CT Dept. of Agriculture*

**B.9 Leaders Are Made Not Born: Building and Empowering Your Board**  
**All Levels**

Building and keeping a strong Board of Directors is increasingly a challenge; many potential leaders are already busy (if not overcommitted) and long-time Board members face burn-out, entrenchment, or both. In this session, we will offer some valuable tools and techniques for recruiting new Board members, keeping your Board focused on governance and out of the (invasive) weeds, how best to “care for and feed” your Board (as a staff member or Board colleague), and empower your Board to new levels of success and engagement. Keep your Board on track, motivated, and having fun!

*Nancy Moore, Managing Partner, Conservation Consulting Group*

**B.10 Raising Major Gifts**  
**Intermediate Level**

Need to raise major gifts for the gorgeous parcel you want to preserve? In this presentation, you will learn how to identify, cultivate, solicit, close, and steward major gift donors. We will also cover suggested language to use when asking for an appointment, for a gift, as well as responding to a variety of donor responses. You will learn what motivates donors to make major gifts for land conservation, how to approach family foundations, the importance of bequests. This session is for anyone – in particular: Board members, Executive Directors, and other land trust volunteers who are involved in the process of asking individuals and family foundations for money.

*Sarah Shrewsbury, Principal, Vineyard Consulting*

**B.11 Impact Investing – Socially Conscious Investment Practices for your Land Trust**  
**All Levels**

This session is designed to provide an understanding of ESG/Impact Investing (Socially Responsible Investing) principles so that land trust professionals, board members, and interested volunteers have a high level understanding of the opportunity. Understanding these opportunities may help with donor cultivation as well. Important principles such as asset allocation, evaluating performance and managing investment style will be discussed. This presentation is suitable for anyone interested in the topic. The presenters all work with this investment strategy and have real world experience to share with the audience.

*Kim Welch, Partner, Aegis Wealth Partners*

*William J Fennie III, Investment Specialist, Integrated Capital Management*

*Ryan J Lehman, CFA, CAIA, Director of Investments, Integrated Capital Management*

**B.12 Meet Your Regional Council of Governments – Open Space Mapping in your Region**  
**All Levels**

Connecticut is fortunate to have nine planning regions, governed by councils of governments (COGs), that provide a geographic framework within which municipalities can work together and with other regional partners to address and coordinate common interests – including those related to land use and natural resource protection. Currently, many of the state’s COGs are undertaking open space mapping to provide a visual framework for regional conservation planning for land trusts, municipal land use commissions and other stakeholders interested in working together to achieve compatible land use goals. In this workshop, you will have an opportunity to meet representatives from several COGs, learn about their respective region’s open space mapping initiatives, explore the implications of such mapping on local, regional and statewide land conservation efforts, and talk about how your organization can get more involved in your region’s land use planning process.

*Representatives, Regional Councils of Governments (TBA)*

## **WORKSHOP SESSION C: 2:45 – 4:00pm**

### **C.1 Preparing for Renewable Energy Projects All Levels**

Renewable energy is an important component of climate change mitigation and sustainability. The siting and development of large scale projects can have a profound effect on human and natural communities, and are often in conflict with those same goals. Participants will gain knowledge about the issues from a variety of perspectives, and will be better prepared to engage in the dialogue needed to support, deny, or mitigate projects. Panelists will explore laws and policy at the State and local level and describe potential impacts on ecosystems and working lands. The role of municipal land use planning, mitigation strategies, and the renewable energy industry will also be discussed.

*Kip Kolesinskas, Consulting Conservation Scientist, CT Department of Agriculture*

*David Sutherland, Director of Government Relations, The Nature Conservancy CT Chapter*

*Others TBA*

### **C.2 Dogs, Vandals, Trash and Parking: Challenges/Headaches for the Preserve Steward Intro Level**

Land trusts across the state are faced with ever increasing management issues on their conserved properties. It might be dealing with dogs off leash, pet waste left at the trail heads, parking lots being used as community dump sites or being over used and impacting the land and resources. The land manager might think to themselves, “this is not what I signed up for in my career choice.” Join Tom Mullin as he explores with the participants the best practices for managing visitor/resource use conflicts. Case studies and examples from across the U.S., Canada and Europe will be featured. Participants will be encouraged to share their own stories and together we will develop a set of management strategies and ideas that focus on resolving the issues facing Connecticut land trusts.

*Tom Mullin, Associate Professor of Parks and Forest Resources, Unity College*

### **C.3 Climate Adaptation in Coastal Connecticut Intermediate Level**

Living shorelines are a climate adaptation strategy that provides coastal habitat while also mitigating flooding or erosion. This workshop will present guidance for land trusts when considering the creation of a living shoreline on their property as well as case studies of living shorelines designed for land trusts in Connecticut.

*Rebecca A French, Director of Community Engagement, Connecticut Institute for Resilience and Climate Adaptation (CIRCA)*

*Kimberly Bradley, Living Shorelines Project Specialist, CIRCA*

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**C.4 NRCA: Intergenerational Environmental Programming & Conservation Solutions**  
**All Levels**

In this interactive poster session, you will meet intergenerational teams (i.e., partnerships between land trust/conservation volunteers and high school students), and learn how their partnership coupled with tools (e.g. GIS/GPS) and support gained from UConn's Natural Resources Conservation Academy (NRCA) have facilitated conservation work tackling important environmental issues throughout the state. Half of the workshop will be spent brainstorming conservation projects of interest and beneficial to workshop participants, as well as how you or your organization can become involved with the NRCA.

*Laura Cisneros, Visiting Professor, University of Connecticut Department of Natural Resources and the Environment (NRCA)*

*Chet Arnold, Extension Educator and Director, CLEAR*

*Abby Beissinger, Conservation Ambassador Program Coordinator, NRCA*

*Cary Chadwick, Geospatial Training Program Coordinator, Extension Educator, CLEAR*

*Dave Dickson, Assistant Extension Educator, CLEAR*

*Jason Vokoun, Department Head and Associate Professor, University of Connecticut Department of Natural Resources and the Environment (UConn NRE)*

*John Volin, Vice Provost for Academic Affairs, Office of the Provost, Professor, UConn NRE*

**C.5 Connecticut is Buzzing: Making Your Land a Favorite Stop on the Pollinator Pathway**  
**All Levels**

Follow us down the pathway from Pollinator Science, to Policy, to Solutions as we discuss the new CT state law protecting pollinator health (one of the first in the nation) and how we can engage land trust and communities in result-oriented projects to create pollinator habitat at multiple scales. Whether you are the manager of a large land area, planning a coastal meadow, developing a community garden in an urban area, or need an idea for an underutilized property, we will share what a healthy pollinator habitat looks like and what to plant where, when, and how... to get results. State guidelines developed by the CT Agricultural Experiment Station, supported by the Xerces Society, and put into practice by universities, land trusts, the CT Dept. of Transportation, and community farms have taken the science to solutions that are relevant to all landscapes in the rural/suburban/urban interface. Learn the "how" and "why" we can design our land to attract and protect our amazing pollinators.

*Mary Ellen Lemay, CT Outreach Coordinator, Hudson to Housatonic Regional Conservation Partnership*

*Emily May, Pollinator Conservation Specialist, Xerces Society*

*Jennifer H. Mattei, Ph.D., Professor of Biology, Sacred Heart University*

**C.6 Connect with More People, Raise Funds, Inspire a Love for Your Land Trust with e-News, Newsletters, and Inexpensive Outreach**  
**All Levels**

Does your land trust have a paper newsletter? How about an electronic newsletter (e-News)? Have you wondered about how you might leverage your newsletter to become a stronger outreach and fundraising tool to 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 and 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, Principal, Community Consultants*

**C.7 Roundtable for Young Conservation Professionals**  
**All Levels**

Young Conservation Professionals are the future leaders of the land conservation movement and are one of the first generations that can pursue an education that is almost specifically tailored to working in conservation. While they are a growing asset to the land conservation community, they are constantly faced with tough decisions about how to advance their careers in land conservation. This roundtable will offer an opportunity for networking and dialog as we discuss the respective successes, challenges, and opportunities for the next generation of leaders to build skills and advance professional goals.

*Reggie Hall, Director, Land Conservation Loans, The Conservation Fund*

**C.8 An Introduction to Connecticut Model Easements**  
**Intro Level**

This workshop includes an overview of the difference between agricultural and conservation easements, discussion of key terms of CLCC's model open space easement, and the agricultural model easement developed by CLCC, American Farmland Trust, and CT Farmland Trust, presentation of case studies, distribution of fact sheets and other resources, and a question and answer forum. This is an introductory level workshop and the target audience is anyone/everyone who is interested in learning more, or needs a refresher, about these important tools for land protection.

*Linda Francois, Partner, Cooper, Whitney & Francois*

*Elisabeth Moore, Executive Director, Connecticut Farmland Trust*

**C.9 Succession Planning**  
**Intermediate/Advanced**

An important aspect of perpetuity is having strong organizational leadership which furthers the mission of the land trust, monitors its effectiveness and ensures adequate financial resources. That is the work of the board. This workshop will provide insight into building a board for the future. Many land trust boards are aging. There is concern about whether the next generation of board leadership will be able to assume the mantle current board members have upheld. There is an entire generation of young people for whom the environment is a top priority, but whether they are ready to assume board responsibilities – or are even interested – is a looming question. Succession planning for board members is much more than finding warm bodies to fill the seats. This workshop, presented by Sharon Danosky, a BoardSource certified governance trainer, will explore how to identify and recruit new board members, set reasonable expectations for board members and hold them accountable, and lay the groundwork for success through both orientation and assessment.

*Sharon Danosky, President, Danosky & Associates*

**C.10 Record Keeping Basics**  
**Intro Level**

Do you wonder how you will ever get a handle on your records back log? Can you put your hands on critical property records when you need them? Do you know what's in your property files? While it may not have all the excitement of acquisition, record keeping is essential for protecting your conserved lands. Leave the session understanding the importance of good record keeping, how to identify your critical records and how to plan for getting your records organized and protected for perpetuity.

*Amanda Branson, Executive Director, Naromi Land Trust*

**C.11 Really, Another Plan? How to Make Fundraising Planning Fit  
All Levels**

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 rather 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, Managing Partner, Conservation Consulting Group*

*Jennifer Fusco, Senior Director of Development, American Farmland Trust*

**C.12 GIS Mapping for Birds *and* People  
All Levels**

With increasing urbanization, and 90% of Connecticut's population living in urban areas away from natural green spaces, there is an urgent need to re-acquaint communities with nature while creating more sustainable and healthy cities for people and wildlife. We will share our model for bridging the gap – community-based conservation through our Urban Oases and Schoolyard Habitat Programs. As part of our presentation, we will highlight GIS technology we have developed and are using for urban habitat restoration and communication. We will describe our GIS decision support tool used to identify urban communities in greatest need of healthy green spaces, while also addressing the need of restoring high quality habitat for migratory songbirds in urban and suburban areas. Further, we will discuss best practices for engaging your community and stakeholders in your conservation planning process. A background in GIS is not required.

*Katie Blake, Bird-friendly Communities Manager, Audubon Connecticut*

*Corrie Folsom-O'Keefe, Bird Conservation Programs Manager, Audubon Connecticut*

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## WORKSHOP SESSION D: 4:15 – 5:00pm

### **D.1 CLCC ALPS Program: Yes! Your Land Trust Can Lobby** **All Levels**

Land trusts are important participants in land conservation advocacy, including promoting town open space bond initiatives, participating in public hearings before land use commissions, commenting on state and federal policy initiatives, and engaging their legislators on issues critical to their work. Yet, as more land trusts get involved with advocacy, questions arise concerning what is legal or not under IRS regulations for non-profit organizations. This session will clarify how land trusts can comply with the federal/state lobbying regulations, while successfully influencing land conservation policies and initiatives. We will also introduce CLCC's new Advocates for Land Protection and Stewardship (ALPS) Program -- an initiative to provide land trusts with the training and tools to help develop lasting relationships with their legislators and take on a more active role in the state policymaking process.

*Eric Hammerling, Executive Director, Connecticut Forest & Park Association*

*Amy Blaymore Paterson, Executive Director, Connecticut Land Conservation Council*

*David Sutherland, Director of Government Relations, The Nature Conservancy CT Chapter*

### **D.2 Tick Talk** **All Levels**

This workshop is for anyone who works or plays outdoors or owns outdoor pets, or fears ticks... so pretty much everyone! Topics will include tick anatomy and physiology, when and where ticks are active, how ticks find you, and how you might avoid them. Knowledge will be gained and myths dispelled.

*Michael Benjamin, Land Manager, Kent Land Trust*

### **D.3 Wetlands Restoration** **Intro Level**

Wetlands provide crucial habitat for biodiversity, yet 70% of wetland area in Connecticut have been destroyed since European colonization. We discuss our landscape's legacy of wetland loss, its ecological implications, and challenges and opportunities awaiting land trusts seeking to enhance the conservation value of their holdings through wetland restoration.

*Jim Arrigoni, PhD Candidate, State University of New York College of Environmental Science and Forestry*

*Jim Curatolo, Chair, The Wetland Trust*

### **D.4 Lessons from Working with Forest, Trees & Beautiful Woods** **Intro Level**

Trees and forests provide a wide range of benefits and products in our communities. Drawing on 45 years of experience on his farm, Bill Duesing will discuss forest succession, low tech management and utilizing local lumber and other products. The focus will be on native species and their uses. For tree lovers.

*Bill Duesing, Farmer and Educator, Old Solar Farm*

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**D.5 Working with Communities of Mountain Bikers**  
**All Levels**

The 649-acre Rockland Preserve in Madison, Connecticut is a model for shared use of open space. Thanks to the efforts of the local mountain biking community, an area once threatened by development and misuse, is now home to 20 miles of trails over two properties that have transformed the use of the Preserve. As the stewards of Rockland, the mountain bikers have successfully managed the land and brought in a new generation of welcome visitors who have taken leadership in maintaining Rockland's natural beauty.

*Jason Engelhardt, Board Member, New England Mountain Bike Association (NEMBA)*

*Jon Petersen, Board Member, NEMBA*

*Joe Oslander, Chair, Rockland Advisory Committee, Board Member, Madison Land Conservation Trust*

**D.6 How to Run a Successful Land Acquisition Campaign**  
**All Levels**

With municipal, state and federal funding becoming increasingly difficult to obtain, acquiring land for conservation now requires more private funding. This workshop will provide an overview of the nuts and bolts on how prepare for, launch, and run a comprehensive land acquisition capital campaign. Using highlights from successful campaigns, the session will cover topics including setting the goal, assessing the need for a feasibility study, developing a campaign plan, building and evaluating prospects, soliciting gifts, integrating print and on-line communications, and creating a gift acceptance policy.

*Peter Jones, Major Gifts Officer, New England Forestry Foundation*

**D.7 Appraisals and the Land Conservation Process Q&A**  
**All Levels**

Join Richard McDermott, Certified General Appraiser, for a roundtable discussion on appraisals for land conservation transactions. This open Q&A will provide participants with an opportunity to ask questions regarding the valuation of conservation easements, farmland preservation easements, and fee acquisitions for conservation purposes, including the Yellow Book appraisal requirements for the DEEP Open Space & Watershed Land Acquisition Grant Program.

*Richard McDermott, MAI, R.P. McDermott Associates Inc.*

**D.8 Assessing Board Performance Roundtable Discussion**  
**All Levels**

Have you ever wished that your board could have more meaningful discussions, that there was better attendance at board meetings, that every board member was engaged, that everyone understood what was expected of them as a member of the board or even that every board member was playing from the same handbook? The first step in moving your board toward a more strategic direction may be a board self-assessment. Standards and Practices recommend that boards conduct a review of how they are performing. This roundtable will discuss what goes into a self-assessment, led by a BoardSource certified governance trainer and board members who have gone through a self-assessment process. We expect some lively discussions and a few good war stories!

*Sharon Danosky, President, Danosky & Associates*

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**D.9 Overwhelmed? This Can Help!**  
**All Levels**

Land trusts of all sizes have a responsibility to complete many tasks across at least six program areas, sometimes more. It can be overwhelming to be sure nothing falls through the cracks. Whether your land trust is all volunteer or fully staffed, we can all use a little help. In this workshop, learn methods and walk away with tools to ensure everything gets done on time!

*Amanda Branson, Executive Director, Naromi Land Trust*

**D.10 Encouraging Donors to Make Lifetime and Legacy Gifts to Land Trusts**  
**All Levels**

This presentation will highlight the ways land trusts can encourage donors to make tax efficient lifetime as well as legacy gifts to their organizations. After a brief overview of the tax benefits of charitable giving, specific charitable giving strategies will be addressed. Case studies will be discussed. This session is designed to be practical and useful and is appropriate for board members, staff and interested volunteers

*Kim Welch, Partner, Aegis Wealth Partners*

*Joseph E. Fournier, Attorney and CPA, Fournier Legal Services, LLC*

*Allison Anne Hoyt JD, CLU, Advanced Markets Consultant, The APEX Group, The Guardian Life Insurance Company of America*

**D.11 Inform Your Land Conservation Priorities Using DEEP Natural Resources Spatial Layers**  
**All Levels**

Connecticut's overall biological diversity is inextricably linked with the conservation of its rare and unique habitats. Learn about DEEP's Connecticut Critical Habitats and Sensitive Freshwater Mussel Watersheds GIS layers and how they can be used to depict the classification and distribution of twenty-five rare and specialized wildlife habitats, pinpoint critical freshwater mussel watersheds, and prioritize the protection of these important ecosystems to maintain our state's biodiversity.

*Laura Saucier, Wildlife Biologist, CT Department of Energy and Environmental Protection (DEEP)*

*Robin Blum, Supervising Wildlife Biologist, Ecological Services Program, CT DEEP*

**D.12 About My Woods – Smartphone App**  
**Intro Level**

The About My Woods app provides woodland owners in Connecticut and the northeast region with essential information about their woods and who to contact for professional assistance in managing their woods. One of the unique features of the app is the ability of a landowner to pinpoint a spot on the map – either where they are located or any other spot in the region – and access maps and information specific to that location. Maps include terrain, soils, land cover type, watershed and satellite view, providing users with instant and mobile access to information specific to individual parcels and locations. In addition to maps, the About My Woods app helps find local professionals – including state forestry educators, landowner organizations, Tree Farm committees, and land trusts active in the region. Users are also able to use the app to identify common wildlife, trees, wildflowers, and invasive plants and insects. High-quality photos, coupled with in-depth descriptions, provide the user with an indispensable tool for understanding their woods. Important information and links, FAQs and other sources are also provided.

*Charles Levesque, President, Innovative Natural Resource Solutions, LLC*

*Chris Martin, State Forester and Forestry Director, Department of Energy and Environmental Protection*

**D.13 Connecticut Public Use & Benefit Land Registry – An Introduction and an Update**  
**Intro Level**

The State of Connecticut Department of Energy and Environmental Protection has established the Public Use and Benefit Land Registry as part of a statutory mandate to update property boundaries and make parcel information, land records, and other associated documents publicly available. This talk will cover the implementation process for this system, the challenges and benefits of GIS and the parcel fabric for land management, the work of interns at Eastern Connecticut State University, how external organizations can benefit, and the future of the Land Registry.

*Keene Morrow, Adjunct Professor and University Assistant in Environmental Earth Science, Eastern Connecticut State University*

*Graham Stevens, Office Director, Constituent Affairs & Land Management, CT DEEP*

**D.14 Inform, Engage, and Inspire with Story Maps!**  
**Intro Level**

Join us for a presentation about creating story maps – a fun and engaging tool with many applications including outreach and education. Story maps are a web application created in ArcGIS that use maps, pictures, text, and video to create a story. What story do you want to tell about your organization, programs, or conservation work? You do not need to be a GIS expert to create a story map. We'll share a few simple story maps and discuss options and resources available for you to create your own. If you love creative projects, are interested in increasing your outreach in new ways, and want to excite people about the work you do, this workshop is for you!

*Katherine Blake, Bird-Friendly Communities Manager, Audubon Connecticut*

*Clare Cain, Trails Stewardship Director, Connecticut Forest & Park Association*

For more information:

<http://www.ctconservation.org/2018-Conference>