



TIPS FOR RALLY FIRST-TIMERS FREQUENTLY ASKED QUESTIONS

Is this your first time at Rally? Are you overwhelmed by all the events and activities? Are you looking to network but don't know where to start? Read on to discover the answers to all your questions and make the most out of your first Rally experience. Please visit lta.org/rally for complete information on this value-packed conference.

WHAT IS RALLY?

Also known as the National Land Conservation Conference, Rally is the largest land conservation conference in the country attended by more than 1800 land trust staff, volunteers, seasoned professionals, agencies, and others from all 50 states, Canada, South America and beyond. This annual conference offers a dynamic opportunity to meet with your colleagues in conservation, advance your skills and work to solve some of your greatest challenges. This four-day program consists of exciting field trips planned by local conservation groups; high-quality educational sessions presented by prominent, experienced course leaders; inspirational keynote speakers, special events that are sprinkled throughout the program, exhibits and numerous networking opportunities.

HOW DID RALLY BEGIN?

The early 1980's were heady times for the land trust community. The newly formed affiliation of land trusts, Land Trust Exchange, (later re-named Land Trust Alliance) was incorporated in February 1982. Hoping to gather information from local and regional practitioners of the 400 land trusts across the country and reach out to Washington policy makers, the board of directors convened a "National Consultation". Jean Hocker who was a board member at the time (and president of the Land Trust Alliance from 1987-2002) suggested a more exciting name – "something like a rally!" she suggested. Held November 7-9, 1985 in Washington, DC, the first *National Rally '85* drew 255 attendees. This mighty group of land practitioners planted the seeds for future Rallies. "In 1985, there was no way to foresee the tremendous growth that would come to land trusts and certainly none of us could have imagined the scope and scale of today's Rallies," Hocker remembers. "The unique culture of sharing, of learning and teaching, of striving for excellence, and of educating decision-makers about the benefits of land trusts' efforts were all present in 1985."

I'M A FIRST TIMER. WILL THERE BE MANY OTHERS ATTENDING RALLY FOR THE FIRST TIME?

This will be the first Rally for *nearly half* of the people attending. Amazingly, we have nine people who have attended each and every Rally since 1985! We call them the *100 Percenters*. As a Rally First Timer, you will be given a special ribbon that will identify you as a First Timer, so don't hesitate to ask for assistance onsite at the registration desk or with anyone from the conservation community who will warmly welcome you. Prior to Rally, feel free to give us a call at 970-245-5811 or e-mail us at rally@lta.org with any questions.

WHAT SHOULD I BRING TO RALLY?

The dress code is casual. It is helpful to wear layered clothing as meeting room temperatures vary. Wear comfortable clothing and footwear – the days are long. The average high in Milwaukee in October is 60°F and the average low of 43°F with the average monthly rainfall of 2.4 inches. Also bring: 1) backpack or tote bag, 2) travel mug or water bottle, 3) business cards for networking, 4) notebook and pen for note-taking, 5) hat, sunglasses and sunscreen, and 6) meals for restricted diets other than vegetarian, vegan and gluten-free.

CAN MY CHILD ATTEND RALLY SESSIONS?

We love children, too, but please remember that children are not allowed at sessions, networking events, special activities, receptions, dinners or field trips at Rally. Even though your little one might be

the best behaved and cutest kiddo on the face of the earth, children can be disruptive to the faculty and attendees.

MY LAND TRUST HAS A JOB OPENING. WILL THERE BE A PLACE TO ANNOUNCE IT?

Located near the registration desk will be a bulletin board to post job listings and messages.

I HAVE QUESTIONS ABOUT REGISTRATION. CAN YOU HELP?

How do I register for Rally?

You may register 1) online, 2) by Fax or 3) via regular mail. Take advantage of reduced costs for early bird registration (by August 22) and save \$60! Registering online is the fastest and you receive an immediate confirmation. You must pay with a credit card if you register online.

What does my basic registration include?

The basic registration includes: 1) concurrent workshops and featured sessions, 2) Regional Receptions, 3) the Opening and Closing Plenary sessions, and 4) lunch on Oct. 15 and Oct. 16.

Where will the registration desk be located?

You will find Rally registration on the second level of the Frontier Airlines Center. At registration you will receive your registration packet that will contain your name badge, tickets for the special events you have purchased, an attendance roster and a conference program.

What are the registration hours?

Wednesday, October 12	5:00 pm – 8:00 pm
Thursday, October 13	7:00 am – 5:30 pm
Friday, October 14	7:00 am – 7:00 pm
Saturday, October 15	8:00 am – 5:30 pm
Sunday, October 16	8:00 am – 4:00 pm

Do you have a day rate?

You may attend Rally for one-day on either Saturday, October 15 or Sunday, October 16 and pay a daily rate of \$250.

I just would like to attend a seminar/field trip, do I have to pay for a basic registration too?

Yes, you can register for a seminar/field trip only and no, you do not have to pay for a basic registration when doing so. You will receive a special nametag that will identify you as a seminar/field trip attendee only.

I'm a student, is there a special rate for me?

Yes. To qualify for a discounted student rate of \$200 basic registration, you must be a full-time student and provide a copy of your school ID.

How can I volunteer to help at Rally?

Many hands make a light load! We invite full-time students and friends of conservation to apply to volunteer at Rally as meeting monitors for workshop sessions. Volunteers work one day and get the next day's basic registration fee waived. There are a limited number of volunteer spots available. Contact Deana Metz at dmetz@lta.org for more information.

Will scholarships be available?

Board members and staff from Alliance member land trusts can apply for assistance to help offset the cost of attending Rally. Easy, one-step applications are available on our website and due by Monday, August 8th.

Can I bring a guest to Rally to attend just some of the special events and not the workshops?

The more the merrier! Bring a guest to Rally and take advantage of the cost-saving Family and Friends package.

I work for a land trust that is a member of the Alliance. Do I get a discount?

Current member land trust staff, board or volunteers receive a discount on Rally registration. If your land trust has not joined the Alliance, please consider joining today. Land Trust Member dues are based on a sliding scale.

Do individual members receive a discount?

Individual members who personally support the Alliance at the \$500+ level receive a \$50 voucher for Rally.

I have to make a change to my original registration. What should I do?

If you need to make changes to your registration, contact Deana Metz at dmetz@lta.org; 970-245-5811. Please indicate the items you wish to change/add and indicate how you would like to pay for these additional items. Oftentimes, we can use the credit card we have on file for you, with your permission.

How do I go about cancelling my registration to Rally?

The Alliance must receive your written request (e-mail is preferred) for a refund by **Wednesday, September 21**. Refunds will not be considered after this date. Rally registration will not be credited toward any other service, product from or contribution to the Alliance. A \$50 administrative fee will be charged for any changes and/or cancellations.

WHAT EVENTS SHOULD I ATTEND?

Rally is jam-packed with educational sessions and networking events that help you connect with people who share your interests, build lasting relationships, advance your skills, and inspire you. To assist you in determining what events and sessions you might like to attend, we have listed all the functions in alphabetical order.

Board Member Summit

Make connections with fellow board members from across the country and share ideas on issues relevant to your important leadership role. The Summit on Friday, October 14 includes a full luncheon. Fee and pre-registration required (\$35)

Development Directors' Forum

Development directors, vice presidents of philanthropy and others responsible for fundraising at their land trust are invited to join in this session for facilitated discussions on your unique challenges and opportunities and networking with your peers. (Oct. 16)

Exhibits

Visit the 50+ exhibits located in the heart of Rally activities in the Frontier Airlines Center on the Second Level. Learn more about the projects, services, successes and offerings that are showcased. (Oct. 14-16)

Featured Sessions

These unique sessions consist of hot topics, interactive roundtables and government partner sessions. (Oct. 16)

Field Trips

Each year, 10-12 field trips are offered that highlight the region. Planned and lead by local conservation groups, these fun and educational day trips offer you the opportunity to explore the local landscapes, learn something new about land conservation and network with your colleagues. Typically, most of the field trips will sell out. If there is something you would like to attend – sign up early and save your spot. Additional fee required. Field trips will take place rain or shine and are non-refundable due to weather conditions. (Oct. 13 & Oct. 14)

Land Trust Celebration

A trip to Milwaukee would not be complete without a visit to a brewery! Lakefront Brewery is known for its award-winning beer and unique tours (number four in the nation!). Sip brews on the Milwaukee River, see Bernie Brewers' Chalet and get a lesson in how to make craft beer. Fee includes brewery tour, souvenir pint glass, open bar, hors d'oeuvres and live music. Pre-registration and additional fee. (Oct. 16)

Plenary Sessions

These general sessions are open to all Rally attendees and will be held at the Frontier Airlines Center and the Hyatt Hotel.

Opening Plenary Session with Keynote Speaker, Will Allen, CEO and Founder of Growing Power

The Land Trust Accreditation Commission will proudly announce the 2011 accreditation awards and will honor the diverse land trusts that have achieved this distinction. Open to all Rally attendees. (Oct. 15)

Closing Plenary Session with Keynote Speaker, Will Rogers, President of The Trust for Public Land

Open to all Rally attendees. (Oct. 16)

Regional Receptions.

Attend one of the popular Regional Receptions and meet others in your region while enjoying libations and appetizers. First Timers are recognized at these receptions and all are welcome. (Oct. 13)

Seminars

These sessions are intensive trainings that delve into important issues in land conservation taught by the top leaders in their field. The courses typically have a smaller class size of 45-55 people for a more personalized learning experience. Seminars consist of *daylong sessions* that are seven to eight hours in length and *half-day sessions* that are four hours long. Pre-registration and an additional fee are required to reserve your space. Seminar handouts are not posted on RallyNet or The Learning Center. Lunch is provided for attendees who register for one daylong or two half-day seminars. (Oct. 13 & Oct. 14)

Tai Chi at Sunrise

Learn how to boost your energy while strengthening and relaxing your body and mind. Join us for an introductory session of Tai Chi Gong. Tai Chi Gong is a simple, powerful "energy practice" that involves

flowing movements and deep breathing in harmony with nature. Prepare for a day of Rally more fully balanced! (Oct. 15)

Urban Partners Gathering and Reception

Join us for a special gathering and conversation with leaders from urban land trusts and other organizations working to connect people to urban open space, parks and community gardens, restore urban waterways, revitalize neighborhoods, and broaden the base of support for conservation. Refreshments served. *Generously sponsored by The Trust for Public Land.* (Oct. 15)

Walking Tour: Food & History of Milwaukee's Third Ward

This year we are pleased to offer a delicious and educational food tour of Milwaukee's Historic Third Ward where you can discover true ethnic treasures in this lively neighborhood! The Third Ward is home to numerous galleries, theaters, and restaurants. Learn about the history and architecture of this neighborhood while sampling a wide range of cuisines including a stop at the Milwaukee Public Market. Pre-registration and additional fee required. (Oct. 13)

Welcoming Dinner

Join 1,000 of your friends and fellow conservationists as we kickoff the 24th Rally. Even though you might feel lost, once you enter the ballroom you will feel right at home. Find a seat and enjoy the conversation, the meal and the Alliance's premier awards presentation. Hear Rand Wentworth, Alliance president, deliver a keynote address. Enjoy a cherished Milwaukee tradition – the famous Friday Night Fish Fry! Additional fee required. (Oct. 14)

Workshops

Workshops run concurrently within 16 specialized tracks (from Accreditation to Working Lands). These trainings are either 90 minutes or two hours in length and can have 25 – 200 people in attendance. Workshops are included in the basic registration fee and handout materials are posted on RallyNet and The Learning Center to download. For planning purposes, pre-registration for the workshops is requested, but not required. (Oct.15 & Oct.16)

More on Workshops: Plan your day.

Rally is jam packed with valuable information that ranges in difficulty and is tailored to attendees' experience level. Note that course levels are listed as: Basic, Intermediate, Advanced and All Levels. We highly recommend planning your day(s) to get the most out of your experience so it is helpful to carefully review the workshop chart and select your preferred sessions. Be sure to choose alternative sessions in case the one you pick is not what you expected. If a session is too advanced or too basic, you may choose to leave the session and drop in on another. Please remember to be courteous in your comings and goings!