

THE LAND TRUST ALLIANCE PRESENTS THE

2010 MIDWEST Land Conservation Conference



Cultivating Conservation Close to Home

April 15 – 17, 2010 | Columbus, OH
The Columbus Athenaeum

 Land Trust Alliance
Together, conserving the places you love

The Land Trust Alliance thanks the Midwest Conference Program Committee, conference sponsors, and the faculty who volunteered their time, knowledge and expertise.

BENEFACTOR

Western Reserve Land Conservancy

PARTNER

Columbus & Franklin County Metro Parks
 Natural Areas Division of the Cleveland Museum of Natural History
 The Conservation Fund
 The Nature Conservancy in Ohio

SUPPORTER

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 Office of Farmland Preservation,
 Ohio Department of Agriculture
 Openlands

Shirley Heinze Land Trust
 The Trust for Public Land - Ohio

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 Center for Farmland Policy Innovation, The Ohio State University
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SPECIAL THANKS TO MARK ACKELSON FOR HIS GENEROUS SUPPORT AND THANK YOU TO OUR FOUNDATION SUPPORTERS:

Charles Stewart Mott Foundation, Gaylord and Dorothy Donnelley Foundation, George Gund Foundation, and Nina Mason Pulliam Charitable Trust

PROGRAM COMMITTEE

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ON THE COVER:

Right: Photo courtesy of Tecumseh Land Trust; Whitehall Farm, Yellow Springs, Ohio
 Top Left: Photo courtesy of Northwoods Land Trust
 Center Left: Photo courtesy of Northwoods Land Trust
 Bottom Left: Photo courtesy of Jennifer Hassrick Photography

Conference Highlights

THURSDAY, APRIL 15

Accreditation Session
 Working Session for Advanced Land Practitioners
 Social Gathering at Ringside Café

FRIDAY, APRIL 16

Continental Breakfast and Accreditation Commission Q&A
 Welcoming Plenary and Land Trust Alliance Updates
 Full and Half-Day Seminars
 Welcoming Reception

SATURDAY, APRIL 17

Continental Breakfast and Accreditation Commission Q&A
 Full and Half-Day Seminars



Photo courtesy of Riverfront Recapture

Save the Date!

RALLY 2010: THE NATIONAL LAND CONSERVATION CONFERENCE

October 2-5 · Hartford, CT

Register in May at www.landtrustalliance.org

SCHEDULE OF EVENTS

Thursday, April 15

9:00AM – 5:00PM

Developing an Accreditation Workplan for your Land Trust

LEADERS: Sylvia Bates, Land Trust Alliance; Melissa Kalvestrand, Land Trust Accreditation Commission

This workshop is geared towards land trusts that are planning to apply for accreditation in the next year or two. Through a series of discussions and exercises, land trusts will better understand how the accreditation program works, what they need to apply and how the program relates to *Land Trust Standards and Practices*. The workshop will also preview Pathways to Accreditation, the Land Trust Alliance's new accreditation preparation site on The Learning Center. Participants will leave with individualized action plans for their organizations, mapping out the steps they need to successfully apply for accreditation. *This full-day course is complimentary for land trusts but a fee applies to our partners. Pre-registration required. Includes lunch.* (All levels)

2:00PM – 5:00PM

Working Session for Land Acquisition and Land Stewardship Practitioners: Finding Solutions to Common Challenges

Are you dealing with tough, nagging issues on a regular basis, but aren't sure if your solutions are the right ones? Do you push critical issues to the back burner because the solutions just aren't apparent? We've all been there – so let's get together to discuss, share, and solve these issues. Panelists will give examples on specific topics and then facilitate a roundtable discussion. We'll discuss a variety of topics, such as: forestry language in conservation easements and forestry on fee lands; managing competing priorities and coordinating stewardship issues during project design; and conservation easement amendments. (Intermediate/advanced)

5:00PM – 6:30PM

Social Gathering at Ringside Café

Join your colleagues for networking and conversation at the Ringside Café, a nearby neighborhood tavern and restaurant dating back to 1897. This is the place to make plans with new friends and old for dinner tonight in Columbus. Hors d'oeuvres and complimentary beverages will be provided. *Generously sponsored by Black Swamp Conservancy and Openlands.*

Friday, April 16

7:00AM – 8:00AM

Continental Breakfast and Q&A with the Accreditation Commission

Bring your questions or suggestions for the Land Trust Accreditation Commission. *Generously sponsored by The Conservation Fund*

8:00AM – 9:00AM

Welcoming Plenary Address and Alliance 2010 Update

Erin Heskett, Midwest Director, Land Trust Alliance
Lindsay Hance Kosnik, Vice President, Land Trust Alliance

MORNING HALF-DAY SEMINARS

9:15AM – 12:15PM

SEM1: Conservation in a Time of Climate Change: The Key Role of Land Trusts and Strategic Partnerships

LEADERS: Denise Schlener, Land Trust Alliance; Vic Lane, Grand Traverse Regional Land Conservancy; Bill Stanley, The Nature Conservancy in Ohio

Climate change is already impacting the region's natural and working lands and the people that depend on them. A variety of efforts are underway to assess vulnerability and identify conservation strategies to help the region's species and landscapes respond (e.g., revisions of State Wildlife Action Plans, development of Landscape Conservation Cooperatives). Land conservation and land trusts are critical to addressing climate change impacts, but it is not always clear how, when and why land trusts should engage in these efforts. Through case studies and discussion, expert panelists will provide information on land trust roles and benefits of connecting with federal, state and local efforts to help natural areas, forests and farms adapt to climate change. Participants will gain knowledge of what these efforts have to offer, and will be able to provide input on the role of land trusts. (All levels)

SEM2: Stewardship on Fee Lands

LEADER: Nate Fuller, Southwest Michigan Land Conservancy

This seminar will focus on the importance of fee land stewardship (standard 12) and how to implement effective, science-based land management strategies. We will discuss and explore the need to have well-developed goals and a clear vision of final conditions for restoration, elimination of threats to resources and balancing public access with resource protection. Much of the seminar will be in-the-field discussions at the nearby Scioto Audubon Metro Park. Seminar attendees will receive a Natural Areas Association stewardship resource CD with many examples of management plans, budgeting tools, restoration prioritization methods and much more. **Please come dressed for field discussion. The group will carpool to a nearby park and box lunches will be provided.** (All levels)

SEM3: Ethics, Governance and the IRS*

LEADERS: Julia Magnus, Law Offices of George M. Covington; Johanna Garsenstein and Leslie Ratley-Beach, Land Trust Alliance

The IRS is watching! Let them know “There’s nothing to see here.” We all know that IRS scrutiny of land trusts continues to increase and it is not likely to stop. Following ethical governance guidelines and *Land Trust Standards and Practices* will help land trusts avoid audits by the IRS. Navigating governance issues, accreditation requirements on governance, *Land Trust Standards and Practices* and IRS requirements can be difficult. This course will provide a road map. We will not address landowner audits or specific forms (8283 or 990) in depth, but rather will offer a general primer on the legal and ethical governance of land trusts in the context of IRS audits of tax-exempt organizations. (All levels)

SEM4: Farmland Preservation: Why, Where, and How

LEADERS: Krista Magaw, Julia Cady and Charles Swaney, Tecumseh Land Trust

The recently accredited Tecumseh Land Trust has preserved more privately owned farmland than any other land trust in Ohio. Three key members of Tecumseh’s land preservation team will tell you why, and will share tools to: assess whether a farmland preservation program can help meet your land trust or local government goals, target priority farms, form necessary partnerships, reach out effectively to landowners, develop working land easements and steward protected land. (All levels)

* Indicates seminars of interest to board members

12:30PM – 1:30PM

LUNCH

AFTERNOON HALF-DAY SEMINARS**1:45PM – 4:45PM****SEM5: Strategic Conservation Planning for Local and Regional Land Trusts**

LEADERS: Jonathan Jarosz, University of Michigan-Flint; Kris Krouse, Shirley Heinze Land Trust; Susan Lackey, Legacy Land Conservancy; Brian Price, Leelanau Conservancy

This seminar will introduce participants to a broad range of conservation planning tools to develop more effective land conservation programs and to protect freshwater resources. Relevance and relationship to land trust organizational development will be explored as well as a variety of techniques used to identify conservation lands from select projects across the Great Lakes. Case studies of strategic conservation plans will be drawn from the Land Trust Alliance’s Great Lakes re-granting programs including the Leelanau Conservancy, Legacy Land Trust, and the Shirley Heinze Land Trust. Philosophical approaches including Green Printing and Green Infrastructure will be discussed and planning tools covered will include computer assisted analysis, municipal meetings, community survey, and design charettes. (All levels)

SEM6: \$1 Million or More in Three Hours or Less: How Land Trusts Can Profit from Transportation

LEADERS: Trisha White, Defenders of Wildlife; Tom Linkous, Appalachia Ohio Alliance

Now, more than ever, land trusts need the knowledge and skills to find resources and creative partnerships across all sectors. Transportation agencies also find themselves in a bind, trying to adapt to climate change while responding to a demanding public. Participants will learn how to tap the gold mine of transportation planning, compensatory mitigation and grant programs for substantial preservation and financial gains for their land trusts. (Basic)

SEM7: Conservation Permanence: Trends, Challenges and the Insurance Safety Net*

LEADER: Leslie Ratley-Beach, Land Trust Alliance

Conservation easements and lands are increasingly under attack across America. Every easement is vulnerable to violations and frivolous law suits. Land conservation is facing more challenges than ever before, beginning with working with landowners to conserve their land and doing the transaction, and continuing with everything that follows such as recordkeeping, amendments, trespassers, challenges by landowners, condemnation, new global issues and a difficult-to-deal-with IRS. Many land conservation leaders are also concerned about the increase both in the cost of and the number of legal challenges to conservation easements and fee land across the country. This workshop will review current trends, challenges and costs, discuss the status of the Alliance investigations into alternative collective defense methods, and review the business terms and commitment letter for the possible insurance program for land trusts' legal defense and enforcement. We will also discuss IRS issues and various Alliance initiatives to assist land trusts with meeting these challenges. (All levels)

SEM8: Marketing: Increase & Diversify Your Membership, Participation & Support

LEADER: Shelli Bischoff-Turner, Conservation Impact

Today's conservation organizations are becoming more sophisticated about engaging a broader, more diverse audience. This workshop will help participants apply a solid, systematic, marketing approach to fundraising, volunteer recruitment, membership, program participation, and even board recruitment. Participants will enhance their skills and understand what it takes to turn markets into supporters, and supporters into long-term, loyal constituents. The tools, techniques, and templates presented here can be immediately applied to help organizations create marketing plans and programs to enhance mission, members, and money; and to create a larger and more diverse constituency. (Intermediate/advanced)

5:00PM – 7:00PM**Welcoming Reception**

Join your colleagues for a delightful evening of socializing, networking and refreshments at the historic Columbus Athenaeum.

* Indicates seminars of interest to board members

Saturday, April 17**7:00AM – 8:30AM**

Continental Breakfast and Q&A with the Accreditation Commission
Bring your questions or suggestions for the Land Trust Accreditation Commission

FULL-DAY SEMINAR**8:30AM – 4:00PM****SEM9: Managing Conservation Easements in Perpetuity**

LEADER: Laurel Florio, Consultant

Have you ever received a request to amend an easement and weren't sure of the right course of action? Unsure about how to decline a request without alienating the landowner? Have you been confronted with a new landowner who is unaware of or reluctant to abide by the terms of the easement? If so, this course can help. Fulfilling the promise of protecting land in perpetuity means adopting and implementing good recordkeeping practices and upholding the land trust's easements. Learn how to manage change more effectively so your conservation easements will still be here tomorrow. You will learn to distinguish between easement defense and enforcement, to develop a system to educate landowners, and to take the first steps in drafting an enforcement policy to safeguard what you have worked so hard to protect. *The workbook for this course is available through the Land Trust Alliance for \$20 – please see registration page.* (All levels)

MORNING HALF-DAY SEMINARS**8:30AM – 11:30AM****SEM10: The Dynamic Duo – The Board and the Executive Director***

LEADERS: Carol Mayes and Sara Wilson, Mayes I Wilson & Associates, LLC

The “original” Dynamic Duo moved in brilliant unison with the old one-two punch and landed on their feet with a focus on their next move. Each had their own role in the duo. For your land trust the dynamic duo is the executive director and the board, especially the board president. For this team to work well each party has to understand their joint responsibilities and their individual responsibilities. During this interactive session we will discuss the difference between governance and management; responsibilities of the executive director, board president and the board. We’ll also hit the highlights of the board recruitment process including how to avoid conflicts of interest when recruiting new board directors. (All levels)

SEM11: Where to Draw the Line? Negotiating Conservation Easements

LEADERS: Frank Aiello, Thomas M. Cooley Law School; James Govert, Miller, Canfield, Paddock & Stone, P.L.C.

This interactive session will feature hypothetical negotiations to explore ways to resolve key recurring legal and land use issues in landowner/conservancy negotiations. Topics will include both the property-specific provisions as well as the legal boilerplate that can impact the quality of a conservation easement. In addition to focusing on substantive easement provisions, the materials and discussion will include procedural tips for reaching a fair, enforceable and perpetual agreement. (Intermediate)

SEM12: Preserving Local Food Systems Beyond Farmland Preservation

LEADERS: Ginny Trocchio, The Conservation Fund; Brenda Reau, Monroe County Michigan State University Extension

This seminar will examine local food systems and the role that farmland preservation programs play in supporting local food. Take an in-depth look at one organization’s efforts to create a more efficient and viable local food system in Southeast Michigan. Learn about what farmland preservation programs can do, beyond farmland easements, to help encourage local food production and discover how to work with partners to help sustain agriculture in a region. (All levels)

* Indicates seminars of interest to board members

11:45AM – 12:45PM

LUNCH

AFTERNOON HALF-DAY SEMINARS**1:00PM – 4:00PM****SEM13: Initial Landowner Contact – A Study in the Why, How, What, When, and Who of Contacting Landowners**

LEADERS: MaryKay O’Donnell, Land Trust Alliance; James Farmer, Marshall University

Taking that first step to calling or meeting with a landowner can be daunting. Join us to learn about what motivates landowners to protect their land and how best to communicate with landowners. Understand how to find landowners, how to initiate that all-important first meeting, what to say, what not to say, and how best to follow up to ensure success. (Basic)

SEM14: The Art of Asking for Money in Person*

LEADER: David Allen, Development for Conservation, LLC

This “crash course” in personal fundraising is designed to provide board members and staff with basic concepts in major donor solicitation. We will start with current philanthropic trends and information about why people give money, and end with participant roleplays. Attendees will emerge feeling that fundraising is a little less frightening and with new confidence that their objectives can be reached. This course will be most valuable for organizations that have at least two representatives in attendance. (Intermediate)

* Indicates seminars of interest to board members

LODGING

The Land Trust Alliance has arranged a limited number of discounted rooms at the Columbus Renaissance Hotel, located one block from the Athenaeum. Room rates are \$99 per night (single/double, plus tax), and all reservations must be made by Thursday, March 25th in order to receive the discounted rate. Please call (800) HOTELS-1 and reference the 9th Annual Land Trust Alliance Midwest Conference (LTA) or reserve online by visiting www.lta.org/mwconference.

Columbus Renaissance Hotel

50 N 3rd Street
Columbus, OH 43215

REGISTRATION INFORMATION

Register early – save money!

Register by **March 25** to receive the early registration rate. After March 25 there will be an additional \$35 administrative fee. Registrations are processed on a first-come, first-served basis, and full payment must accompany all registrations. Registration questions? E-mail registration@lta.org or call (202) 638-4725 x345.

ALLIANCE MEMBERSHIP

Land Trust Alliance Member Land Trust staff and board members receive a discounted rate on Alliance training events, among other benefits. If you would like more information on how your land trust can become a member, or are unsure of whether your land trust is a member, contact the Alliance at (202) 638-4725 x331 or membership@lta.org.

STANDARD CANCELLATION POLICY

The Land Trust Alliance must receive a written request for refund before close of business on **Thursday, March 25**. Non-refunded payment for the Midwest Land Conservation Conference will not be credited toward any other service or contribution to the Alliance. There will be a \$35 administrative fee for all changes and cancellations resulting after your initial registration.

SCHOLARSHIPS

Scholarships for Alliance member land trusts from the Chicagoland area and Indiana will be available for selected staff and board members. Scholarships are intended to cover conference registration and help offset travel costs. If your land trust is a Land Trust Alliance Member, please consider applying for a scholarship. Deadline to apply is **Monday, March 15**. Please contact training@lta.org for more information.

REGISTRATION FORM- SAVE PAPER! REGISTER ONLINE AT WWW.LTA.ORG/MWCONFERENCE; OTHERWISE PLEASE FAX TO (202) 638-4730.

NAME _____

TITLE _____

ORGANIZATION _____

ADDRESS *(please provide your preferred mailing address)*

HOME _____ WORK _____

DAYTIME PHONE _____ FAX _____

E-MAIL _____

AMERICANS WITH DISABILITIES ACT

Do you require an accommodation, due to a disability, to attend this program?

Yes (nature of accommodation required):

Meal Preference: Vegetarian Vegan Gluten-Free Other

Please specify _____

The Alliance may not be able to accommodate all dietary restrictions and/or requests. If you have certain food allergies or are on a special diet, please be prepared to provide your own meals. We make every effort to accommodate vegetarian, vegan, and gluten-free diets.

When they check-in onsite, every participant in our trainings receives a list of all other attendees that may include their name and contact information.

If you do not want to be included on this list, please check here.

CONFERENCE FEES (APRIL 16-17)

Conference registration fee includes evening receptions, seminars, and continental breakfast and lunch on Friday and Saturday.

Alliance Member Land Trusts

- Friday (\$90) Saturday (\$90) 2 days (\$180)

Non-members

- Friday (\$100) Saturday (\$100) 2 days (\$200)

Full-time Students

- Friday (\$50) Saturday (\$50) 2 days (\$100)

- \$35 fee for registrations received after March 25

INCLUDED IN BASIC REGISTRATION

- Advanced Practitioners Session (04/15)
 Social Gathering at Ringside Café (04/15)
 Welcoming Reception (04/16)

SPECIAL EVENTS

- Book for SEM9: Managing Conservation Easements in Perpetuity (\$20)

Accreditation Session (04/15)

- Member Land Trusts: complimentary
 All others (\$75)

SEMINARS

Please indicate your seminar choices for planning purposes. Changes may be made onsite on a space available basis.

Friday, April 16th – please choose two half-day sessions

Half-Day AM: 9:15AM – 12:15PM

- Seminar 1: Conservation in a Time of Climate Change
 Seminar 2: Stewardship on Fee Lands
 Seminar 3: Ethics, Governance and the IRS
 Seminar 4: Farmland Preservation: Why, Where, and How

Half-Day PM: 1:45PM – 4:45PM

- Seminar 5: Strategic Conservation Planning for Local and Regional Land Trusts
 Seminar 6: \$1 Million or More in Three Hours or Less
 Seminar 7: Conservation Permanence: Trends, Challenges and the Insurance Safety Net
 Seminar 8: Marketing: Increase & Diversify Your Membership, Participation & Support

Saturday, April 17th – please choose one full-day session or two half-day sessions

Full-Day: 8:30AM – 4:00PM

- Seminar 9: Managing Conservation Easements in Perpetuity

Half-Day AM: 8:30AM – 11:30AM

- Seminar 10: The Dynamic Duo – The Board and the Executive Director
 Seminar 11: Where to Draw the Line? Negotiating Conservation Easements
 Seminar 12: Preserving Local Food Systems Beyond Farmland Preservation

Half-Day PM: 1:00PM – 4:00PM

- Seminar 13: Initial Landowner Contact
 Seminar 14: The Art of Asking for Money in Person

TOTAL PAYMENT DUE: _____

PAYMENT INFORMATION

Please make checks payable to Land Trust Alliance.
 No telephone registrations, please.

- Check Enclosed

Charge my: Visa MasterCard Discover

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Expiration Date __/__/__

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SPRING TO-DO-LIST

- Dust off field equipment
- Gear up to monitor easements
- Register for MW Conference - April '10