



CONFERENCE PROGRAM AGENDA

(Events will be held in the Sea Palms Resort Conference Center unless otherwise noted)

WEDNESDAY, MARCH 14

9:00am – 12:00pm

Special Introductory Seminars A&B (\$15 additional fee required)

Seminar A: Land Trust Accreditation Preparation

- Led by Sylvia Bates, Land Trust Alliance Director of Standards and Practices, NH

Getting ready for accreditation? Come join other land trusts that are already registered or are preparing to enter the process within the next couple of years for a practical, hands-on work session. The exact agenda will be determined based on your questions and areas of interest and sent out to participants in advance. Topics may include recordkeeping, stewardship and defense funding, charitable solicitation laws and baseline documentation reports. Learn more about what the Commission looks for to determine compliance with the indicator practices and get your questions answered. This session will build on the Land Trust Alliance's popular daylong seminar, "Developing an Accreditation Work Plan for Your Land Trust."

Seminar B: Land Trusts for Beginners: Tips and Resources for Running a Successful Land Trust

- Led by Chuck Roe, Land Trust Alliance Director of Southeast Program, NC

Learn key elements of running a successful land protection program, the importance of building community support for conservation and your land trust, and about Land Trust Alliance resources available to help you. With over 35 years of experience, Chuck Roe, Southeast Program Director, will review principals for operating and managing efficient and effective land conservation programs, engaging board members, building community and public support, and understanding how the Land Trust Alliance can assist and support your efforts. This briefing is intended for new staff, volunteers and board members of land trusts, and for those who are in initial stages of establishing new land trusts.

WEDNESDAY, MARCH 14

1:30pm – 4:30pm

Seminars 1-12 (Included in the conference fee)

Seminar 1: Community Based Land Conservation: Getting Your Communications and Programs Right

- Judy Anderson, Community Consultants, PA

Will your land trust and its conservation lands be here in 50 years?

Increasingly, we are realizing that perpetuity is only as strong as the long-term support for conservation. What are you doing to ensure that your land trust will broaden the base of support and be relevant over time? Come explore examples and tips of how other land trusts are increasing their membership support and commitment to conservation by strategic selection of Ambassador projects as part of their community-based, inclusive, conservation and outreach programs. Land trusts that use this approach have increased their organizational support 33% to 65% over three years. We'll briefly touch on key outreach tools, such as websites, in preparation for the communications sessions on Thursday.

Seminar 2: Partnerships for Protection with the Department of Defense: Common Goals, Diverse Partners and Uncommon Results

- Nancy Natoli, Department of Defense, VA

The Department of Defense Readiness and Environmental Protection Initiative (REPI) has been actively supporting conservation near military installations in the Southeast US since 2003. This program is built on a model pioneered by the Army and The Nature Conservancy at Fort Bragg, North Carolina in the 1990s. This session will provide the opportunity for DoD to review almost a decade of conservation partnerships in the Southeast, hear from key partners about successes and challenges, and together with our land trust partners, chart a course for increasing the pace, quality and permanence of conservation to support military capabilities into the next decade. Panelists from the Nature Conservancy, Georgia Land Trust, Beaufort County Open Land Trust, and North Carolina Coastal Land Trust will participate.

Seminar 3: Public Policy and Tax Incentives for Land Conservation

- Hans Neuhauser, Georgia Land Conservation Center, GA
- Edgar Miller, Conservation Trust for North Carolina, NC
- Sean Robertson, Land Trust Alliance, DC

"If your land trust is not AT the table, you may be ON the table"

– Rand Wentworth, President, Land Trust Alliance

Learn why you should be at the public policy table and how to be a more effective advocate for the policies that affect the way your land trust does its work. Using the enhanced Federal tax incentive and state land conservation tax credits as case study examples, this interactive session will focus on developing effective messages and building relationships with elected officials.

Seminar 4: Easement Stewardship & Monitoring: Guidelines for Efficient & Effective Action

- Rob Sutter, Enduring Conservation Outcomes, NC

Land trusts are making significant contributions to conservation in the United States, with nearly 2000 land trusts in the United States protecting over 15 million acres of land. However, land trusts rarely have the information beyond acres protected to describe progress toward attaining their conservation goals. This session will focus on efficient and effective actions to measure and manage toward the conservation goals for easements. The session will begin with an overview of the decision-making associated with easement stewardship and monitoring, including when stewardship and ecological monitoring is an option and how to approach and prioritize these activities. It will be followed by a series of short sessions on key stewardship and monitoring issues, including invasive species control, fire management, rare species monitoring and involving partners and volunteers in stewardship actions. Each short session will begin with a brief presentation to open up a focused group discussion. Lastly the session will reflect on stewardship and monitoring needs and how they should be incorporated into the drafting of future easements. An outcome of the session will be a draft of guidelines for efficient and effective stewardship and monitoring of easements.

THURSDAY, MARCH 15

9:00am – 12:00pm

Seminar 5: Communicating as Passionate Conservation Leaders

- Kivi Leroux Miller, Nonprofit Marketing Guide, NC

The style, tone, and voice of your communications -- your organizational personality -- is what sets you apart from every other organization vying for attention in your community. Learn what it will take for your messaging to be both memorable and motivating, across all four generations of American adults. (Hint: It's not talking about easements and tax incentives all the time). We'll review how putting the Three G's -- Being Genuine, Generous, and Grateful -- at the center of your communications strategy will help you create a plan that builds sustainable support for your land trust.

Seminar 6: Boards That Work: Best Practices, Roles, and Responsibilities of Land Trust Boards

- Illene Roggensack, Third Sector Innovations, CO
- Bryan Martin, Land Trust Alliance, CO

This seminar will examine best practices in land trust board governance, as well as the other key roles and responsibilities of board members: fiscal, planning, fundraising and outreach, and oversight of the lead staff person. The seminar will be highlighted by a panel discussion of board members representing a variety of successful land trusts. Other subjects for building excellent boards will include board member recruitment and retention; orientation, self-assessment and ongoing training; effective meetings and committees; interfacing with land trust staff; and when board members fill non-board roles. We'll also provide information on the Land Trust Alliance's new Board Services Initiative.

Seminar 7: Financing and Incentives to Conserve Southern Forests – Part 1

- Peter Stangel, U.S. Endowment for Forestry and Communities, SC

What does the “new economy” mean for financing land conservation activities in the Southeast? Probably less of the traditional funding sources we’ve all depended on, and lots of new opportunities to be creative! For example, in Raleigh, NC, it means a new funding source from a fee on water use that is being funneled into forested watershed conservation. In Georgia, it’s a new law allowing landowners to sell tax credits earned from conserving properties. In California, it’s new regulations that could send carbon buyers to the Southeast. In this all day session, you’ll hear about creative approaches to financing land conservation, with an emphasis on what’s really working and how you can make it work for your programs. The morning session will include presentations from Conservation Trust for North Carolina, Longleaf Alliance, SE Watershed Forum, American Forest Foundation, and Tax Credit Connection.

Seminar 8: Doing the Right Thing: Conservation Easement Transactions

- Laurel Florio, Legal Conservation Consultant, GA

A discussion on transactional issues and the ethical role of the land trust, this seminar is intended for all levels of expertise. The focus of the discussion will be what ethical responsibility a land trust has to look behind the conservation easement transactional documentation, especially at donor valuation issues, quid pro quo issues and other IRS technicalities. We will also discuss the new IRS audit requirements guide and how that will affect transactions in the near future. A panel of representatives from land trusts in the Southeast will share their experience and knowledge.

THURSDAY, MARCH 15

2:00pm – 5:00pm

Seminar 9: Walk Out with Your Online Communications Plan

- Kivi Leroux Miller, Nonprofit Marketing Guide, NC

Ready to get specific about the kinds of content you need to create for your website, email communications, Facebook, Twitter, YouTube and more? During this session, we’ll walk you through the process of creating a content strategy and editorial calendar for your land trust for use this year. We’ll review what kind of content will work best for land trusts in each communications channel, how often to communicate, what to say and when, and more. You’ll have a clear, integrated, and doable plan in place to ensure summer success for your land trust.

Seminar 10: The Land Trust Board Playbook: Building Strong Relationships to Further Fundraising Success

- Illene Roggensack, Third Sector Innovations, CO
- Bryan Martin, Land Trust Alliance, CO

As a board member, you are a key ambassador for your land trust, and can be its best fundraiser once the basics of individual and corporate/foundation giving are understood. This seminar will look at best practices in all phases of the fundraising cycle; planning, prospecting, cultivating, soliciting and stewarding donors; the attributes of a good fundraising board and the culture of a good fundraising organization; and how strong relationships are the most important element of a local land trust’s fund development effort. A panel of board members from several Southeastern land trusts will share

their experiences in effective fundraising, and you'll have the opportunity to share your own stories and learn from others' successful fundraising practices.

Seminar 11: Financing and Incentives to Conserve Southern Forests – Part 2

- Peter Stangel, U.S. Endowment for Forestry and Communities, SC

This seminar will be a continuation of the morning session on creative approaches to financing land conservation, with an emphasis on how your land trust can become involved in these programs. The afternoon session will also take a deep dive into carbon with speakers from Duke University, EKO Asset Management Partners, Dogwood Alliance, and Pacific Forest Trust, discussing how land trusts can help universities meet their carbon sequestration goals; how land trusts can maximize potential returns from offset projects; and what California's new regulated carbon market means for the Southeast.

Seminar 12: Resources for Climate Change Response

- Erin Heskett, Land Trust Alliance Director of Regional Programs, MI
- Sonny Emmert, Georgia Coastal Management Program, GA
- Stephanie Fauver, NOAA Coastal Services Center, SC
- Jennifer Kline, Georgia Coastal Management Program, GA

Land trusts have an important role to play in climate adaptation. While protecting special places and critical habitats, land trusts also help protect ecosystem services vital to our communities. With the increasing threat of climate change to our coastal communities in the southeastern United States, land trusts need the information, planning, and communications tools to help them navigate the complex and urgent nature of climate change impacts. This seminar will provide an overview of a new, comprehensive online climate change resource through the Land Trust Alliance. Participants will also explore planning and visualization tools for sea level rise and climate change and how this information can be incorporated into grant funding such as the Coastal and Estuarine Land Conservation Program. Using sea level rise as a platform, we will examine and apply strategies in a working session to help you navigate the challenge of communicating and incorporating climate change into your conservation efforts, and learn more about resources available to help. We will examine the potential benefits of effective community engagement in promoting behavioral change among your constituents and helping them visualize their communities better in the context of a changing climate.

FRIDAY, MARCH 16

9:00am – 12:00pm

Optional: Field Trip to Cannon's Point (\$15 additional fee required)

Led by St. Simons Island Land Trust

Explore the majesty and untouched beauty of one of the last maritime forests on the Georgia coast, Cannon's Point, a 600+ acre tract which the St. Simons Land Trust is currently working to protect. Field Trip participants are advised to wear long pants and closed toe walking shoes as the trail is very bushy and bumpy – the real thing! Gather in the lobby of Sea Palms Resort where we'll provide transportation to Cannon's Point. (Just 7 miles from the hotel). At the gated entrance to Cannon's point, the group will be joined by Susan Shipman (Former) Director of the Georgia Coastal Resources Division for a 1.5 hour tour of the grounds. We will return in time for lunch on your own.