

THE LAND TRUST ALLIANCE IS PLEASED TO PRESENT THE

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# 2014 MIDWEST

## Land Conservation Conference



**Connecting Communities to Land and Water**

**April 8 – 10, 2014 | Holland, Michigan**

Haworth Inn & Conference Center

# 2014 Midwest Land Conservation Conference

Connecting Communities to Land and Water

April 8 – 10, 2014 | Haworth Inn & Conference Center | Holland, Michigan



Shoup Conservation Easement, courtesy of Land Conservancy of West Michigan.

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

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### Kris Larson

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### Vaughn Maatman

*Land Conservancy of West Michigan  
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### Anita O’Gara

*Iowa Natural Heritage Foundation  
Des Moines, Iowa*

### Megan Olds

*Grand Traverse Regional Land Conservancy  
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### John Sentell

*Lake Forest Open Lands Association  
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### Michael Strigel

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### Carolyn Waldron

*Land Trust Alliance Midwest Program  
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On the Cover: Photos from left: Galien River Canoe Tour, courtesy of Chikaming Open Lands (MI). Dayton Wet Prairie Preserve, courtesy of Chikaming Open Lands (MI). Pilgrim Haven, courtesy of Southwest Michigan Land Conservancy/Peter Ter Louw, photographer.

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Warren Dunes, courtesy of Southwest Michigan Land Conservancy/Kristin Schinske, photographer.

## CONFERENCE HIGHLIGHTS

### TUESDAY, APRIL 8

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Land and Stewardship Practitioners Working Session  
Field Trip to Saugatuck Harbor Natural Area  
Social Gathering at Curragh Irish Pub

### WEDNESDAY, APRIL 9

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Welcoming Address and Alliance 2014 Update  
Community Conservation Plenary and Discussion  
Afternoon Workshops  
Welcoming Reception at Boatwerks Waterfront Restaurant  
After Dinner Discussion: Barry Lopez Video

### THURSDAY, APRIL 10

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Policy Breakfast and Discussion  
Morning Workshops  
Afternoon Featured Sessions

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Louis J. Sima Marsh Preserve, courtesy of Chikaming Open Lands (MI).

## SCHEDULE OF EVENTS

Note: Holland, Michigan, is in the Eastern Time Zone

### Tuesday, April 8

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#### 1:00PM

REGISTRATION OPENS

#### 2:00PM – 5:00PM

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

DISCUSSION LEADERS: MaryKay O'Donnell, Land Trust Alliance; David Clutter, Driftless Area Land Conservancy; Tom Duffus, The Conservation Fund; Paul Ecklund, Disability Network Southwest Michigan; Nate Fuller, Southwest Michigan Land Conservancy; Abby Gartland, Grand Traverse Regional Land Conservancy; Ken Peregón, O'Boyle, Cowell, Blalock & Associates

Join your colleagues in a roundtable discussion on a variety of land and stewardship cutting-edge issues. Talk about big picture initiatives, learn new tools to enhance your work, and maybe even cross a few things off of your to-do list. We'll start this discussion with three topics: developing or adjusting land protection criteria for new initiatives (such as community conservation, access to nature, cooperative projects, and ambassador landscapes); drafting forestry language for conservation easements; and how to plan for access for all to nature preserves — not only access that is technically acceptable, but enjoyable for everyone. This informal format will allow for plenty of time for questions, answers and discussion. Getting to Holland after the session starts? Don't worry — this is informal, so please join us at any time! (Intermediate/Advanced)

#### 2:00PM – 5:00PM

**Field Trip to Saugatuck Harbor Natural Area**

LEADERS: Vaughn Maatman and April Scholtz, Land Conservancy of West Michigan

After more than two decades of work by the local community and conservation groups, Saugatuck Harbor Natural Area was established in 2011. During this onsite discussion and field visit, representatives from Land Conservancy of West Michigan, Kirk Harrier, Saugatuck City manager, and Patty Birkholz, former state senator and current west Michigan director of the League of Conservation Voters, will discuss how they worked together to protect this magnificent 173-acre dune and wetland ecosystem at the mouth of the Kalamazoo River. **Please come dressed for field discussion. The group will carpool to nearby Saugatuck.** (All levels)

#### 5:30PM – 7:00PM

**Social Gathering at Curragh Irish Pub**

Join your colleagues for networking and conversation at the Curragh Irish Pub. This is the place to make plans with new friends and old for dinner tonight in Holland. Hors d'oeuvres and one complimentary drink ticket will be provided.

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## Wednesday, April 9

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### 8:00AM – 9:00AM

REGISTRATION & CONTINENTAL BREAKFAST

### 9:00AM – 10:00AM

Welcoming Address and Alliance 2014 Update

Carolyn Waldron, Midwest Director, and Mary Pope Hutson, Executive Vice President, Land Trust Alliance

### 10:00AM – Noon

Plenary: What Does Community Mean to You?  
An Interactive Experience Exploring Community Conservation in Action

FACILITATOR: Dianne Russell, Institute for Conservation Leadership

This interactive peer-learning experience will inspire and motivate you through innovative examples of community conservation in the Midwest. Through a variety of methods, we will explore a range of examples of community engagement—from your peers, and from you, the experts. This session will feature short presentations, small group discussions, and provocative questions to help us explore successes and challenges of being more inclusive with broader segments of our communities. You will identify approaches that will allow your land trust to successfully experiment with community conservation to make your work increasingly relevant to your community, strengthen your land conservation efforts, and build organizational resiliency and capacity.

Three presentations will spark this conversation:

#### *Connecting Land Conservation and Local Food Initiatives*

Lenore Beyer-Clow, Openlands

As land trusts, we have an opportunity to leverage growing interest in local fresh food into a new constituency of people who care about land and water health and conservation. Openlands supports the Chicago region's local food system by promoting sound land use policies, preserving farmland and natural assets, and connecting people to the land through growing food. Lenore will describe Openlands' involvement in the local food movement, the importance of developing diverse cross-sector partnerships, and how food can be a gateway for community members to understand the importance of land conservation.

#### *Aligning Conservation with Community Needs and Context*

Megan Olds, Grand Traverse Regional Land Conservancy

When is the last time you asked members of your community what they valued? Grand Traverse Regional Land Conservancy recently embarked on a community outreach and engagement effort to strategically guide conservation goals and targets. Aligning community needs and conservation priorities was a key outcome of this process and was accomplished through involving the community, developing policies, and creating community conservation criteria. Megan will discuss lessons learned, partnerships, funding the project, and technical support needs.

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*The Center for Conservation Leadership Program*  
John Sentell, Lake Forest Open Lands Association

To preserve our land forever, we must cultivate the next generation of conservation leaders from a wider socio-economic and ethnic range and nurture in them a land stewardship ethic. Lake Forest Open Lands Association's Center for Conservation Leadership engages and educates young people from diverse neighboring communities. The program provides these students with environmental literacy, leadership experience, and an understanding of conservation stewardship. John will discuss LFOLA's commitment to developing a broader conservation community to meet the challenges of changing demographics and social values, and reaping the rewards of a new generation of conservation enthusiasts.

**Noon – 1:30PM**

LUNCH

**1:30PM – 4:00PM**

AFTERNOON WORKSHOPS

## **A01: Practical Tools for Engaging the Public**

LEADER: Dori Pynnonen, Michigan State University

Michigan State University has researched meaningful ways to engage the public in natural resource issues. In this session you will learn how to identify audiences you haven't engaged with in the past and will walk away with practical tools to begin your engagement with these new communities, all while keeping current stakeholders engaged. You will learn about the spectrum of public participation from informing and consulting to involving, collaborating, and empowering. Attendees will discuss a *Recipe for Reaching Out* to understand the ingredients and special tools needed to meaningfully and inclusively engage the public. These tips and tools are

based on real-world experiences of what works and what doesn't. (All levels)

## **A02: The Land–Water Connection: Partnerships to Advance Land and Water Conservation**

LEADERS: Jill Ryan, Freshwater Future; Gayle Killam and Francisco Ollervides, River Network

Join Freshwater Future and River Network for an interactive session to explore how to increase your conservation impact through partnerships with water protection organizations. The protection of water and the protection of land are interconnected and too often we disconnect the two. So come learn from your peers about the successes and challenges of connecting land and water groups in partnership and discover how working together can provide new answers to new and old problems. We'll talk about the hurdles to collaboration and how they were overcome (or not); we'll learn about when collaborating makes sense; and we will explore how groups have collaborated on both short and long term projects. Come ready to participate in a lively conversation about how you can further your organization's goals to better protect land and freshwater resources through partnerships between land and water groups. (All levels)

## **A03: An Economic Approach to Valuing and Communicating the Products of Natural Resource Conservation**

LEADER: Nigel Griswold, Griswold Consulting Group, LLC; Jessica Sargent, Trust for Public Land, Ohio Office

Why is it critical to communicate the economic value of natural resource conservation, especially when making environmental policy decisions? How is it possible to put a dollar value on the seemingly intangible and invaluable benefits of conservation, such as ecosystem services provided by watershed

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protection? Do people value conservation lands that are publicly accessible for recreation equally to those lands that are strictly protected for biodiversity and species habitat? In this interactive session, we will explore these questions by discussing the demand for value-based performance measures in the policy environment, by learning how natural resource economists frame questions about the public's value for conservation, and by engaging in a hands-on economic experiment. This workshop will help you think about how to value ecosystem goods and how to talk to the public and policymakers about the value of privately conserved lands.

Jessica will highlight two economic benefits analyses recently completed by the Trust for Public Land (TPL), highlighting the economic benefits of the Clean Ohio Fund and Cleveland Metroparks to local communities. This research provides state and local governments with the information necessary to determine the true effect of land conservation on the county's economy and finances. TPL's impact analyses are powerful tools for advocating public investment in conservation. *The Economic Benefits of Clean Ohio Fund Conservation Report*, prepared by TPL, was leveraged by the Coalition of Ohio Land Trusts to secure an additional \$52 million in funding for the Clean Ohio Fund last year. The Clean Ohio Fund is a program that has conserved more than 92,000 acres of open space and farmland since 2000. It is the state's primary funding source for open space conservation, farmland preservation, brownfield revitalization, and trail creation. (All levels)

### 4:30PM – 6:30PM

#### Welcoming Reception at Boatwerks Waterfront Restaurant

Join your colleagues for a delightful evening of socializing, networking and refreshments at Boatwerks Waterfront Restaurant, located on the shores of Lake Macatawa.

### DINNER ON YOUR OWN

#### 8:00PM – 9:00PM

##### After Dinner Discussion: Barry Lopez Video

Not ready to call it a day? Join your friends for a short video featuring Barry Lopez. Saying, "I don't do this very often. I'm up here now because I have enormous respect for what you do, and the honor of being here is all mine," award-winning essayist and nature writer Barry Lopez reached many hearts when he spoke of his admiration for the work of land trusts during his speech at Rally 2013 in New Orleans. After viewing an encore presentation of this speech, participants are welcome to stay afterwards for an informal discussion inspired by Barry's thought-provoking words.

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## Thursday, April 10

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### 7:30AM – 8:30AM

#### Policy Breakfast and Discussion

DISCUSSION LEADER: Bryan David, Land Trust Alliance

### 8:00AM – 9:00AM

#### REGISTRATION & CONTINENTAL BREAKFAST

### 9:00AM – 11:30AM

#### MORNING WORKSHOPS

#### **B01: How to Make Your Community and Your Work Climate Savvy**

LEADER: Ann Baughman, Freshwater Future

Some of the trends anticipated from climate change in the Great Lakes include much higher temperatures — increasing energy in the summer months; increasing rainfall that will increase polluted runoff to our waters; and more evaporation of water — lowering the level of the Great Lakes. How will climate change impact your land and watershed protection work? Is your work climate savvy? In this session we will examine these trends, their anticipated impacts on our region and your conservation work, and how to engage others to discuss and work on the topic. Join your colleagues from around the Midwest in several interactive activities to learn how to make your work more climate savvy and reduce impacts and hazards of climate change. (All levels)

#### **B02: Working Together: Collaboration for Community Conservation**

LEADER: Dianne Russell, *Institute for Conservation Leadership*

Being relevant in your community, and “connecting the dots for conservation,” often leads to the need

for collaboration with other organizations and entities. When done right, collaborations can help to: better define goals for our communities based on common ground, focus and increase resources, lead to new solutions, and provide benefits that are greater than the sum of the parts. Collaborations can also be more work, involve risks as well as benefits, and need to be properly designed to effectively accomplish goals. This interactive workshop will provide you with tools and guidelines to help you understand the types and range of potential collaborations, how to foster leadership, when and how to begin a new collaboration, problem solving for current collaborative work to take it to the next level, and when to end a collaborative effort that is not effective. (All levels)

#### **B03: What’s the Story? Connecting Organizations to Community Through Storytelling**

LEADERS: Dan Collison and Elizabeth Meister, *Long Haul Productions*

Everyone (and every organization) has a great story — but it’s not easy to tell that story well. This workshop will help you better appreciate and identify your organization’s most compelling narratives and learn what it takes to craft these vignettes into stories that move donors, volunteers, and your community at large. Practically speaking, you’ll see and hear some terrific storytelling examples which demonstrate how finding a good “character” makes all the difference in crafting better print, audio and visual works.

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You'll then learn how to identify and interview the very best candidates. You'll see how one great, well-told story can multitask and be adapted over various traditional and social media, allowing you more bang for the buck. And while we won't get hands-on with recording equipment and cameras, you'll better understand the tools of the trade, the training you need to use those tools, what they cost, and why it's often safer (and a better investment) to hire professional production help. Expect some audience participation, and come equipped with questions and samples of your own organization's marketing materials that you might want input on. (All levels)

### 11:30pm – 1:00PM

#### Lunch and Limericks

The tradition continues! Show your creative side and masterful rhyming skills by crafting a limerick worthy of this year's contest. Limericks should include a conservation or nature theme. You may submit as many as you wish, but remember — don't write anything that you don't want all of your colleagues reading. You may submit your entries during the conference at the registration desk or in advance at [www.surveymonkey.com/s/2014MWConf-Limerick](http://www.surveymonkey.com/s/2014MWConf-Limerick). Winners will be announced during Thursday's lunch. Best of luck to ye.

### 1:00PM – 2:30PM

#### AFTERNOON FEATURED SESSIONS

##### FS01: Land Protection and Stewardship Practitioners Round Table

DISCUSSION LEADER: April Scholtz, Land Conservancy of West Michigan

Are you involved in stewardship or land protection? Need more space to network and engage with your colleagues? Whether you're staff or a seasoned volunteer, come join us to celebrate success stories,

provide support for troublesome experiences, and discuss what's on your mind. We will be taking topic suggestions from participants onsite and at [www.surveymonkey.com/s/2014MWConf-LS-RoundTable](http://www.surveymonkey.com/s/2014MWConf-LS-RoundTable). (All levels)

##### FS02: Leading From Within: How Will We Shape the Future of Land Conservation?

DISCUSSION LEADER: Dianne Russell, Institute for Conservation Leadership

This roundtable is designed for executive directors, board members and other leaders to talk about pressing issues we are all thinking about. In a world of change, how will we lead our movement forward? What vexing issues keep you up at night? Join your colleagues for a candid discussion about the challenges and opportunities that we must invest in to ensure the growth and vitality of the land trust movement. Please suggest topics you'd like to discuss at [www.surveymonkey.com/s/2014MWConf-LFW-RoundTable](http://www.surveymonkey.com/s/2014MWConf-LFW-RoundTable) or bring your ideas to the session. (All levels)

##### FS03: Development and Communications Round Table

DISCUSSION LEADER: Anita O'Gara, Iowa Natural Heritage Foundation

This is "our time" as development or communications staff members and volunteers. We'll talk over our nagging questions, biggest challenges, and methods that have worked for us. We're often out front in connecting communities to our issues and projects, so let's learn from one another. You can bring topic suggestions to the session or, better yet, submit them in advance at [www.surveymonkey.com/s/2014MWConf-DC-RoundTable](http://www.surveymonkey.com/s/2014MWConf-DC-RoundTable). (All levels)

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### Lodging

The Land Trust Alliance has arranged a limited number of discounted rooms at the Haworth Inn & Conference Center. Room rates are \$105 per night (single/double, plus tax), and all reservations must be made by **Friday, March 7th** in order to receive the discounted rate. Room rate includes continental breakfast and wireless internet. Please call 1-800-903-9142 and use reference code LTA414. You may also book your room online at [www.lta.org/mwconference](http://www.lta.org/mwconference).

Haworth Inn & Conference Center | 225 College Avenue, Holland, MI 49423 | [www.haworthinn.com](http://www.haworthinn.com)

### Registration Information

Register early — save money!

Register by **March 7th** to receive the early registration rate. After March 7th 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? Email [registration@lta.org](mailto:registration@lta.org) or call Scott Still at 970-901-6597.

Register online at [www.lta.org/mwconference](http://www.lta.org/mwconference) (preferred method), fax form to 970-245-5818, or submit form to: Land Trust Alliance; ATTN: MW Conference; 1660 L Street, NW Suite 1100; Washington, DC 20036.

### 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, please contact the Alliance at 202-800-2211 or [membership@lta.org](mailto:membership@lta.org).

### Standard Cancellation Policy

The Land Trust Alliance must receive a written request for refund before close of business on **Friday, March 14th**. 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.

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## REGISTRATION FORM

Save paper! Register online at [www.lta.org/mwconference](http://www.lta.org/mwconference);  
otherwise please fax to (970) 245-5818 or use mailing information on p. 10.

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS (please provide your preferred mailing address) \_\_\_\_\_

\_\_\_\_\_

DAYTIME PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

### 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*

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## Conference Fees (April 8 – 10)

Conference registration fee includes evening receptions, workshops and featured sessions, and continental breakfast and lunch on Wednesday and Thursday.

### Alliance Member Land Trusts

- Full conference (\$195)
- Wednesday only (\$100)
- Thursday only (\$100)

### Non-members

- Full conference (\$220)
- Wednesday only (\$115)
- Thursday only (\$115)

### Full-time Students

- Full conference (\$100)
- Wednesday only (\$50)
- Thursday only (\$50)

- Please include a \$35 fee for all registrations received after March 7

## Included In Registration

Please indicate which you plan to attend

- Land and Stewardship Practitioners Working Session (04/08)
- Field Trip to Saugatuck Harbor Natural Area (04/08)
- Social Gathering at Curragh Irish Pub (04/08)
- Welcoming Reception at Boatwerks (04/09)
- After Dinner Discussion: Barry Lopez Video (04/09)
- Policy Breakfast and Discussion (04/10)

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### Workshops and Featured Sessions

Please indicate your workshop choices for planning purposes. All times are in Eastern. Changes may be made onsite on a space available basis.

**WEDNESDAY, APRIL 9** — Please choose one PM session

*Afternoon Workshops: 1:30PM – 4:00PM*

- A01: Practical Tools for Engaging the Public
- A02: The Land-Water Connection: Partnerships to Advance Land and Water Conservation
- A03: An Economic Approach to Valuing and Communicating the Products of Natural Resource Conservation

**THURSDAY, APRIL 10** — Please choose one AM session and one PM session

*Morning Workshops: 9:00AM – 11:30AM*

- B01: How to Make Your Community and Your Work Climate Savvy
- B02: Working Together: Collaboration for Community Conservation
- B03: What's the Story? Connecting Organizations to Community Through Storytelling

*Afternoon Featured Sessions: 1:00PM – 2:30PM*

- FS01: Land Protection and Stewardship Practitioners Round Table
- FS02: Leading From Within: How Will We Shape the Future of Land Conservation?
- FS03: Development and Communications Round Table

**Total Payment Due** \_\_\_\_\_

### PAYMENT INFORMATION

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

Check Enclosed

Charge my:    Visa    MasterCard    Discover

Credit Card Number \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

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