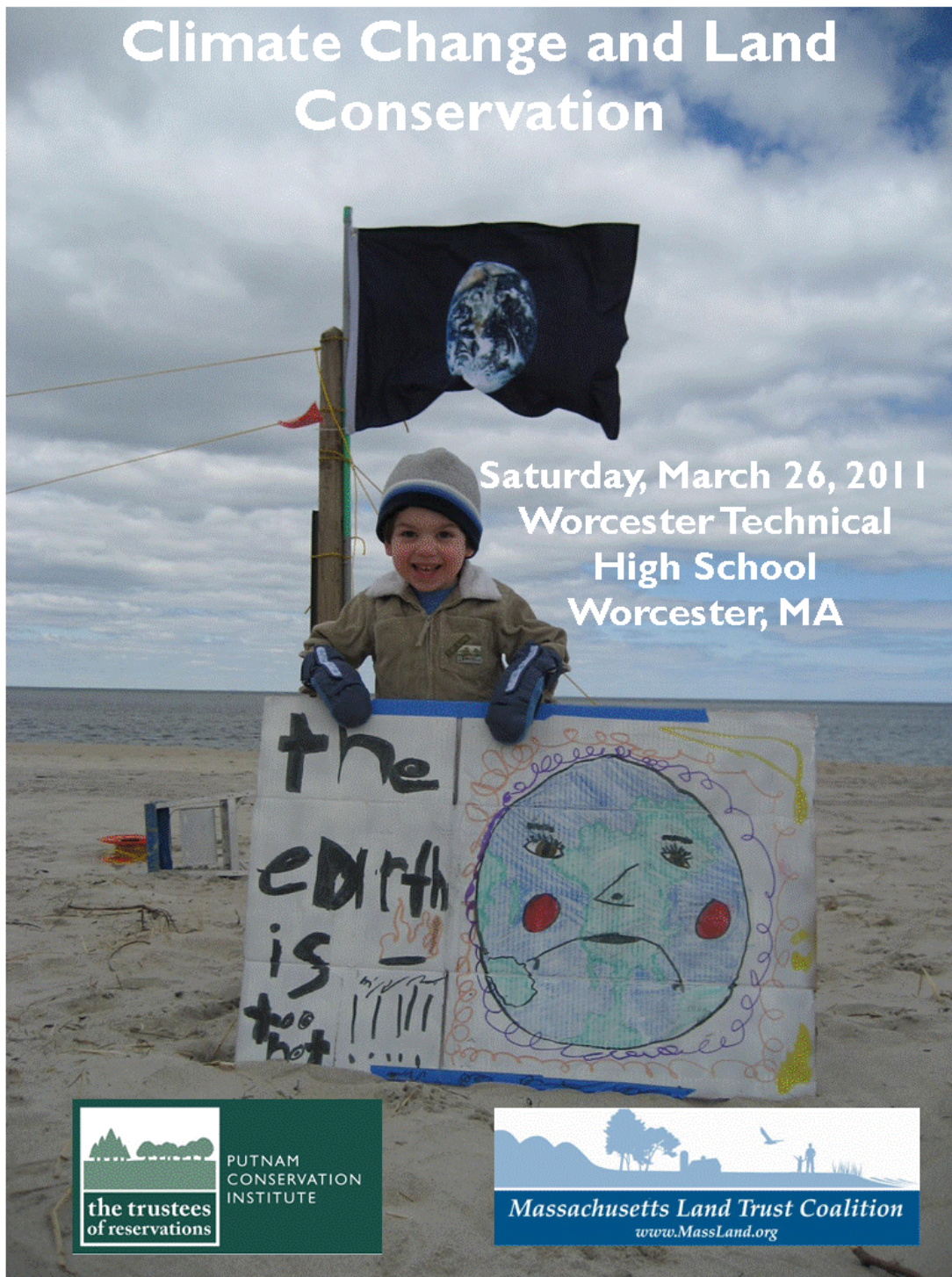


21st Massachusetts Land Conservation Conference

Climate Change and Land
Conservation

Saturday, March 26, 2011
Worcester Technical
High School
Worcester, MA



www.MassConservation.org

Thank You to our Co-sponsors



Thanks to the Conference Committee

- Edward Becker, Essex County Greenbelt Association
- Kevin Case, Land Trust Alliance
- Jad Daley, The Trust for Public Land
- Kathy McGrath, Massachusetts Land Trust Coalition
- Bernie McHugh, Massachusetts Land Trust Coalition
- David Outman, The Trustees of Reservations
- Miriam Scagnetti, The Trustees of Reservations
- Wesley Ward, The Trustees of Reservations
- Robert Wilber, Mass Audubon

Thanks to the Speakers & Volunteers!

Over 70 speakers are involved in presenting today's conference. We are sincerely grateful for their generous contributions of time and talent, as well as their dedication to conserving the Massachusetts landscape. Scores of people also donate their time and energy before, during, and after the conference. Please find them listed in this program.

Welcome!

We are delighted to once again hold the MA Land Conservation Conference in the Worcester Technical High School, where we can offer you more than 30 workshops in one beautiful building. All of today's events take place on the first floor of the "A" wing and the first and second floors of the "B" wing. There is a map in your black conference folder to help you find your way.

Help Us Recycle & Compost!

When you toss a cup, soda can, fork (anything!) please find the best receptacle for it:

- **5¢ Returnables** ▪ **Other Bottles/Cans** ▪ **Trash** ▪
▪ **Paper Recycling** ▪ **Biodegradables*** ▪

* All the plates, cups, bowls, and cutlery are made of sugarcane, potato, or corn starch and are biodegradable.

Today's Schedule

8:00 - 8:45 am | Registration

Location: Cafeteria

Continental Breakfast

Location: Cafeteria

**Food and beverages are allowed ONLY in the cafeteria. Please help us keep this beautiful school clean!*

8:45 - 9:45 am | Plenary Session

Location: Auditorium

Welcome from The Trustees of Reservations
Wesley Ward, Vice President for Land and Community Conservation

Welcome from the MA Land Trust Coalition
Robert Wilber, Chair

Land Trust Alliance Lifetime Award
Edward H. Ladd, Treasurer, Land Trust Alliance

Remarks
Richard K. Sullivan, Jr., Secretary, MA Executive Office for Energy & Environment

Featured Speaker
H. Curtis Spalding, Environmental Protection Agency Administrator, New England Region

9:45 - 10:00 am | Morning Break

Location: Cafeteria

Beverages are available in the cafeteria.

10:00 – 11:30 am | Workshops Session I

I A. Bio Map 2: Conserving the Biodiversity of Massachusetts in a Changing World

Location: Conference Room (A171)

BioMap2 is an enhanced land conservation blueprint designed to protect the state's full breadth of biodiversity in the context of a changing climate. This collaborative project between the MA Department of Fish & Game, primarily its Natural Heritage & Endangered Species Program (NHESP), and The Nature Conservancy has built on the success of NHESP's initial BioMap and Living Waters plans to produce an updated and more comprehensive BioMap. This presentation will orient participants to this conservation planning tool,

outline the process of identifying and mapping Core Habitats and Critical Natural Landscapes, and describe the BioMap2 species and habitat components and their protection status. The presentation will discuss how land trusts, agencies and conservation organizations can best apply BioMap2 to conservation decisions.

- Henry Woolsey, MA Natural Heritage & Endangered Species Program

- Andy Finton, The Nature Conservancy

- James DeNormandie, Mass Audubon

I B. Adaptation of Hearts & Minds:

Conservation Community's Role in Climate Change Awareness

Location: Conference Room (A172)

The public discussion and information about climate change is generally fixed to the topics of energy production, energy use, or energy conservation. Yet the likely variety of impacts from climate change on land is stunning—from rising sea levels, to changes in natural communities, to increased storm frequency and intensity, to land-use changes. This workshop will explore this question: What role can/should the conservation community play in influencing climate change awareness and response? The first half of the workshop offers a series of brief presentations that: 1) outline barriers and challenges people face in understanding and responding to climate change; 2) provide information and insight from the Massachusetts Climate Action Network; and 3) provide an on-the-ground perspective on "place-based" climate change awareness and response activities. The second half of this workshop will be a facilitated discussion designed to raise questions, and foster creative thinking and idea sharing.

- David Outman, The Trustees of Reservations

- Garry Dow, The Trustees of Reservations

- Fred Schlicher, MA Climate Action Network

I C. Greening the Gray: Road Improvement Planning and Opportunities for Conservation

Location: Room B168

In more and more places our roads and built infrastructure are creating problems for wildlife. How do we plan to protect and reconnect our open space, while also maintaining and allowing for appropriate development and a transportation network? Who needs to be at the table and in close communication to make sure that human and wildlife needs are met? And how can we bring these players together?

- Jane Winn, Berkshire Environmental Action Team (BEAT)

- Alison Bowden, The Nature Conservancy

- Scott Jackson, University of Massachusetts

ID. Collaborative Conservation: Challenges and Opportunities

Location: Room B167

Working collaboratively with municipalities and community organizations provides a great opportunity to achieve community-based conservation goals that might not be attainable by any one entity working alone. However, the added complexity of working within the context of the town governance and across different organizational and/or community proprieties also creates a number of challenges. This workshop will explore these opportunities and challenges by drawing on direct examples from projects from different locations and communities.

- Mark Wamsley, *The Trustees of Reservations*
- Joshua Knox, *The Trustees of Reservations*
- Brad Buschur, *Groundwork Lawrence*

IE. Strengthen Your Message to Gain More Support from More People

Location: Multi-Purpose Room (A148)

Strategic communication is an underused conservation tool. We need to better communicate the benefits of nature to policy makers and the public, in order to protect land and water. Additionally, as the country's demographic composition shifts, the targeted audience must be more diverse than in the past. This session will review the recent research about the public's understandings and perceptions of specific words and phrases such as "nature's benefits" and "ecosystem services." This national research project was designed with a goal to help us better communicate these concepts to more people from a wide variety of backgrounds.

- Matt Zieper, *The Trust for Public Land*
- Hazel Wong, *The Nature Conservancy*

IF. Recreation Impacts in Managing Our Conservation Lands

Location: Room B111

Recreational access is one of the great public benefits of land conservation, but the costs of providing access can be high, whether those costs are measured in money, time, reputation, or ecological function. This workshop will examine: 1) the nuts and bolts of creating a successful trail; 2) the impacts on natural communities of introducing intense human activity into a conserved landscape; and provide recommendations for avoiding or minimizing these impacts.

- Paul Cavanagh, *Consultant*
- Tad Ames, *Berkshires Natural Resources Council*

IG. Conservation Restriction Enforcement

Location: Faculty Dining Room

How do conservation restriction (CR) holders deal with violations caused by someone other than the landowner? What are the legal avenues and practical considerations in managing third party violations of the CRs they hold? Are there ways to draft CRs to anticipate and address the possibility of third party violations? Attendees will learn the potential legal options to reach third party violators; how to manage these violations from stewardship to enforcement (with or without the landowner's cooperation); and will take away sample language to consider when drafting CRs in anticipation of third party violations.

- Leslie Ratley-Beach, *Land Trust Alliance*

IH. EEA/DCS Conservation Restriction Review

Location: Room B216

In this workshop, you will learn about drafting a conservation restriction (CR), going through Massachusetts' unique review process, and obtaining final signatures. Come with your questions about particular provisions, what the Division of Conservation Services (DCS) requires, and how DCS can be helpful in finalizing a CR. There will also be a report on the progress of a CR review committee consisting of CR practitioners and DCS legal counsel, which has been working on potential revisions to the model CR and to the application and review process, including a possible standardized electronic drafting and submittal program. Bring your questions, ideas and concerns--some of the best provisions in the model come from you!

- Irene Del Bono, Esq., *MA EOEEA, Division of Conservation Services*
- Ed Becker, *Essex County Greenbelt Association*

Ii. Government Grant Opportunities for Land Conservation Financing

Location: Room B165

This workshop will cover the basics of the five grant programs offered by the MA Executive Office of Energy and Environmental Affairs (EOEEA) as well as two grant programs for land protection and habitat restoration by the US Fish & Wildlife Service (FWS). EOEEA's programs provide reimbursement for various types of conservation and recreation projects. They include: Conservation Partnership; Drinking Water Supply Protection; Land and Water Conservation Fund; Local Acquisitions for Natural Diversity (LAND); and Parkland Acquisitions and Renovations for Communities (PARC) grant programs. FWS' North American Wetlands Conservation Act (NAWCA) and National Coastal Wetland (CWG) grant programs emphasize wetlands (sometimes also significant

uplands) as habitat for migratory birds and other wildlife. Small (\$75k) and large (\$1M) grants are available each year.

- Melissa Cryan, MA EOEEA, Division of Conservation Services
- Celia Riechel, MA EOEEA, Division of Conservation Services
- Mitch Hartley, US Fish & Wildlife Service

IJ. Protecting your Land Trust's Local Property Tax Exemption

Location: Room B169

As we try to rebound from the most recent economic downturn, we find cash-strapped towns looking in every nook and cranny for much needed income. Over the past five years, local assessors, bolstered by administrative case law decisions of the Appellate Tax Board, have been slowly taking away the local property tax exemption normally provided by state law to non-profit entities. This workshop will examine the problem, what your land trust can do to avoid the issue in the first place, and what you can do if the assessors do take away your land trust's local property tax exemption.

- Mark Robinson, *The Compact of Cape Cod Conservation Trusts*
- Robert Levite, Esq., *UMass Extension Service*

IK. Tax Advantages of Conservation Giving 101

Location: Room B166

Gifts of land and conservation restrictions to a land trust often produce significant income, estate, and property tax benefits. Through a presentation of several realistic gifting scenarios, this workshop will illustrate and explain these potential benefits and cover basic rules, common issues, and potential pitfalls for the practitioner. No prior experience with the subject matter is assumed. Questions and discussion are encouraged.

- Doug Muir, Esq., *Garrity, Levin and Muir LLP*
- David Santomenna, *Essex County Greenbelt Association*

IL. You Can Do It! Preparing for and Applying For Accreditation

Location: Room B201 (Computer Lab)

This workshop will offer tips and tools to land trusts planning to apply for accreditation. In addition to providing an overview of the accreditation process from the perspective of a successful applicant, The Trustees of Reservations, the workshop will cover the development of essential policies and procedures, records storage, and the required elements of baselines, monitoring reports, tax code notifications, and appraisal review. Participants will also learn how to assess their readiness and develop a workplan so that when they do apply, they will have a high likelihood of success.

- Henrietta Jordan, *Trailmaker Associates*
- Chris Rodstrom, *The Trustees of Reservations*

IM. Community Forest Projects and Conservation Partnerships

Location: Room B110

This session will explore how Massachusetts' town forests can function as important resource areas for communities, and foster deep connections to the land through forest stewardship and educational activities. The session will begin with a compelling local example—the Weston Town Forest—and then describe existing state programs to support town forest management and utilization, including branding to support local wood products. The session will close with a case study of how one Massachusetts community was able to acquire a new town forest and educate participants about a new federal funding program—the Community Forest Program—that provides 50-50 matching grants for towns to acquire forests.

- Bob O'Connor, *MA EOEEA Division of Conservation Services*
- Jad Daley, *The Trust for Public Land*
- Brian Donahue, *Brandeis University*

11:30 am - 12:45 pm Lunch in the Cafeteria

If you pre-ordered a lunch, bring your ticket to the buffet in the Cafeteria where we also have beverages available for everyone. Dine in the cafeteria or out on the patio *but please don't take food or beverages into other areas of the school.*

12:45 pm – 2:15 pm | Workshops Session 2

2A. Restoring Ecological Integrity to Your Land in the Face of Climate Change: An Interactive Workshop and Discussion

Location: Multi-Purpose Room (B148)

This presentation and facilitated discussion is designed to help land managers begin to answer the vexing questions of what actions to take, and not to take, to protect ecological values under climate change. The majority of the time will be spent learning about several case studies and soliciting feedback and input from the participants to identify the most useful approach, and its components, for active habitat and wildlife management in the face of climate change.

- Chris Polatin, *Polatin Ecological Services*
- Tom Wansleben, *Mount Grace Conservation Trust*
- Russ Hopping, *The Trustees of Reservations*

2B. Your Town and Your Land Trust: The Joy of Shared Success

Location: Room B167

Some land trusts work closely with town agencies to acquire new open space properties, while others specifically avoid it. We will examine when and how it makes sense to create these powerful partnerships, marrying a municipality's access to capital with a land trust's creativity, focus, and expertise. Strategies for ensuring that trust and cooperation succeed between the partners and extends beyond the life of the acquisition project will be presented. Pitfalls to be avoided will be described. The panelists have worked with multiple land trusts and multiple towns, large and small.

- Mark Robinson, *The Compact of Cape Cod Conservation Trusts*
- Vanessa Johnson, *Essex County Greenbelt Association*

2C. The Future of Small Land Trusts in Massachusetts

Location: Conference Room (A171)

Small land trusts (those with less than one full time equivalent staff) constitute nearly 50% of all the land trusts in the U.S. The unique strengths and stresses related to small land trusts will be explored using data from the Land Trust Alliance 2005 Census and case studies. Regional differences and the role of the Alliance, state coalitions, larger land trusts, and landscape scale conservation initiatives will all be discussed as they influence the success of small land trusts. Case studies will highlight how these factors are reflected in the real-world experience of land trusts in different circumstances across America. Discussion will provide participants opportunity to share the challenges facing their organizations and their hopes for continued success. Feedback will be gathered to share with the Coalition Board of Directors.

- Stephen Johnson, *Bullard Fellow, Harvard Forest*
- Bernie McHugh, *Massachusetts Land Trust Coalition*

2D. Low Cost Geographic Information Systems (GIS) for Land Trusts: Discounted and Open Source Software and Mapping Tools

Location: Faculty Dining Room

GIS has proven to be a useful tool for land conservation and land management. However, limited funding and staff resources can often limit the ability of small land trusts to make use of this technology. In this presentation we will look at several options for free and discounted mapping software. In particular, we will look at three free mapping packages: ArcExplorer, Quantum GIS and MapWindow. We will compare the capabilities and ease of use among these products. We will look at how well

each performs basic GIS tasks such as importing data collected with GPS, creating and editing geographic datasets, and map production. We will also look at downloading and making use of free data from MassGIS, and discuss nonprofit software deals available through ESRI and MassGIS. It is hoped that through this presentation and following questions, participants will get a better sense of what the options are and which may be best for them.

- Matthew Mayo, *Spatial Data Management Corporation*
- Jeff Collins, *Mass Audubon*
- Vin Antil, *The Trustees of Reservations*

2E. Advanced Stewardship and Monitoring

Location: Room B110

In the early years of a conservation restriction (CR) stewardship program, one is typically working with a group of engaged landowners who have just finished working closely with the organization to whom they grant a CR. However, as time passes, the land changes hands. Being proactive about landowner relations becomes more work, but also more important. This presentation will cover topics such as: 1) Ways to keep track of changes in land ownership; 2) Ideas for outreach to new landowners and how to engage successor landowners who might not be knowledgeable or excited about the CR on their property; 3) How to keep all of your landowners engaged; and 4) Attitude and language while monitoring, especially when you find a potential violation.

- Caroline Raisler, *Dept. of Conservation & Recreation*

2F. Protecting Land in Massachusetts: The Basics of Planning and Funding Projects

Location: Room B111

This workshop introduces participants to the practical aspects of land protection in Massachusetts. We will explain how early conservation visions become actual land conservation projects. We will use case studies to illustrate planning of land protection campaigns. We will describe our method of land project budgeting and provide a template that can be adapted to your organization's needs. Although every project has unique features and challenges, we will show patterns than can be expected. Special attention will be paid to the various ways land projects are funded. We will demonstrate how to cultivate donors and fundraising techniques. We will describe the basic tools for communicating with the public.

- Christa Collins, *Sudbury Valley Trustees*
- Narain Schroeder, *Berkshire Natural Resources Council*

2G. Achieving Landowner Goals in

Conservation Restrictions

Location: Room B166

In this workshop we will examine different techniques for drafting conservation restrictions to accommodate some landowner goals while also ensuring that the CR is “monitorable” and enforceable. Landowner goals typically have to do with reserved rights, agricultural and farm uses, subdividing land, installing alternative power resources, transferring the land, creating building envelopes, envelope harbors, and reserved sanctuary areas, to name a few.

- Bob Ford, Esq., Mass Audubon

- Doug Muir, Esq., Garrity, Levin and Muir LLP

- David Santomenna, Essex County Greenbelt Association

2H. Conservation Gift and Valuation

Substantiation in the Wake of Recent Court Rulings

Location: Room B168

From the perspectives of an appraiser and an attorney this interactive session will explore the IRS requirements (and sometimes conflicting) land trust practices for the substantiation, valuation and reporting of gifts of conservation restrictions, and other property interests. Learn how gift substantiation rules intersect with valuation rules, and what the courts’ recent rulings in Friedman, Simmons, Kaufman, and Scheidelman were as well as the resulting IRS actions required of donors, land trust representatives, and the appraisers of conservation gifts.

- Stefan Nagel, J.D., Law Office of Stephen J. Small, P.C.

- Jonathan Avery, MAI, CRE, Avery and Associates

2i. Amending Conservation Restrictions: A Last Resort

Location: Room B169

This session will discuss what land trusts need to know about amending existing conservation restrictions (CRs). While it is anticipated that CRs are comprehensively written in the first place and that all rights and responsibilities have been accounted for, the fact remains that over time law, practices, and circumstances may give cause to strengthen or improve a previously recorded CR.

- Jonathan Bockian, Esq., Law Office of Jonathan Bockian

- Robert Levite, Esq., UMass Extension Service

2J. Gifts of Real Estate to Land Trusts: A Largely Untapped Resource

Location: Room B216

As gifts of cash and appreciated securities remain hard to come by, more fundraising professionals are turning their attention to the single largest asset category for many of

their donors—their real estate holdings. Land trusts, with their expertise in real estate, are ideally positioned to attract and structure gifts of real estate. Yet, relatively few land trusts have applied this expertise to non-conservation gifts, i.e. to gifts of property to be sold for cash. This session will review the essentials of what land trust fundraisers should know to help their organization attract the right real estate gifts. Case studies will include property gifts to the Mount Grace Land Conservation Trust.

- Dennis Bidwell, Bidwell Advisors

- Leigh Youngblood, Mt. Grace Land Conservation Trust

2K. Enhancing Your Fundraising and Outreach Communications: Making Big Impact with Small, Timely Changes

Location: Room B165

Volunteer and small land trusts depend on community support more than ever. Yet they often lack the resources to enhance their communications and outreach work, to address the rapidly changing world of e-communications. In addition, research is showing that nonprofits can make significant strides in donor loyalty by re-vamping their communications to take advantage of these new communication tools and enhancing the way they frame their communication work. This workshop is designed to bring volunteer and small land trusts up to speed on a number of tools and techniques that are “scale-appropriate” for the organizations. Specifically: 1) Re-focusing on the basics and how it can really make a difference; 2) Website communications—what has changed? 3) Social media: what should small land trusts do? And 4) What has changed in terms of communications and fundraising?

- Judy Anderson, Community Consultants

2L. The Complementary Roles of Forestry & Land Conservation

Location: Conference Room (A172)

The chances are excellent that the land your land trust owns or would like to protect has a history of agricultural use, including the harvesting of wood products. While active forest management is not appropriate for all protected lands, it could be for some of yours. In this workshop we will explore how you can assess whether or not your land could be managed for wildlife habitat and wood products. We also will discuss cost-sharing programs, including the preparation of forest stewardship plans, the Wildlife Habitat Incentive Program, and Community Forest Stewardship grants.

- Whitney Beals, New England Forestry Foundation

- Jennifer Fish, Department of Conservation & Recreation

2:15 pm - 2:30 pm | Afternoon Break

Location: Cafeteria

Beverages are available in the cafeteria.

2:30 pm – 4:00 pm | Workshops Session 3

3A. Wind Turbine Siting on Land Trust Lands

Location: Faculty Dining Room

The Patrick-Murray Administration has set a goal of reducing Massachusetts' greenhouse gas emissions 10 to 25 percent below 1990 levels by 2020. Meeting the governor's goal of producing 2,000 MW of renewable wind power by 2020 would reduce these emissions by 12%; as of last March we had 17MW worth of production in the state. Join Ed Becker, chair of Massachusetts Land Trust Coalition's Alternative Energy Committee as he facilitates a conversation about the use of conservation land for siting wind turbines. The workshop will identify issues and offer recommendations to guide land trusts in considering turbine siting on trust land, conservation restrictions and adjoining properties. Jim Younger, Director of Structural Resources and Technology at the Trustees of Reservations will provide a case history of The Trustees current pursuit of a 1.8MW wind turbine in the Cohasset section of the Whitney Thayer Woods to help inform this spirited topic.

- Jim Younger, *The Trustees of Reservations*

- Ed Becker, *Essex County Greenbelt Association*

3B. The Soulful Landscape: Restoring Connections between People, Place, and Community

Location: Multi-Purpose Room (A148)

Wendell Berry wrote "If you don't know where you are, you don't know who you are." This workshop will help you rediscover both who and where you are so that you can help others do the same. This workshop begins with a presentation of place-based arts, followed by a series of exercises, both written and experiential. Participants will leave with a restored sense of place, tools to connect people and place, and understanding of the role the arts can play in land conservation. This session includes a discussion regarding our emotional responses to climate change. If you are concerned about the lack of connection between people and place today, during this workshop you will receive tools and inspiration to make places personally relevant to individuals, no matter who or where they are.

-Erica Wheeler, *The Soulful Landscape*

3C. Online Tools for the Conservation Community

Location: Room B201 (Computer Lab)

Whether you have a quick question, need in-depth information, or are looking for "how others have done it", the key is to find the right online tool for the job. At this interactive workshop in the computer lab, you will learn how to access; 1) the Land Trust Alliance's national "Learning Center;" 2) the Mass Land Trust Coalition's web site and listserve; and 3) ConservationCommon.org, the free online community hosted by The Trustees of Reservations' Putnam Conservation Institute. You will leave the workshop with a solid understanding of when and how to use each online tool to efficiently gather the information you need to advance your conservation efforts in Massachusetts.

- Kevin Case, *Land Trust Alliance*

- Andrea Freeman, *The Trustees of Reservations*

- Lindsey Sarquilla, *Massachusetts Land Trust Coalition*

3D. Managing Conserved Land: The Basics of Effective Land Stewardship

Location: Conference Room (A171)

This introductory workshop will provide an overview of the fundamentals necessary for implementing and managing a land stewardship program. The workshop will cover important topics to consider when initiating an effective stewardship program, including: record keeping, identifying property boundaries, creating baseline documentation, methods for enforcing conservation restrictions and protecting your property, management planning, and organizing a volunteer program. Perspectives will be offered from both staff and volunteer-led organizations.

- Dan Stimson, *Sudbury Valley Trustees*

- Mark Fox, *Westborough Community Land Trust*

3E. Inspiring Stories of Success

Location: Room B165

This workshop includes case studies of inspirational land protection projects (at the local, regional, and statewide levels) in which land trusts engaged landowners, community leaders, youth and other stakeholders, to successfully complete projects initially thought to be extraordinarily challenging. Workshop participants will hear real life experiences of how the case for conservation was made to the community, how unexpected assistance often resulted, and how the necessary fundraising was accomplished. The workshop is designed to encourage land trusts and municipal

open space representatives to think bigger thoughts, dream bigger dreams, and step up the pace of their land conservation activities.

- Moderator: Bob Wilber, Mass Audubon
- Marcella Staša, Town of Upton Open Space Committee
- Chris LaPointe, The Trust for Public Land
- Brad Buschur, Groundwork Lawrence

3F. Increasing the Pace of Conservation

Location: Room B111

This workshop will include a conversation about landscape scale conservation from national, regional, and local perspectives, and an update on federal and state legislation that may provide direction and access to funding for regional and multi-state collaboration focused on private land conservation. Examples will be used to illustrate key components in developing successful collaborations to achieve conservation objectives on the ground, including the Western Mass pilot aggregation project and the Multi-tiered Conservation of the Connecticut River Watershed.

- Keith Ross, Land Vest
- Lynn Lyford, New England Forestry Foundation
- Jad Daley, The Trust for Public Land

3G. Legal Roundtable

Location: Conference Room (A172)

Annually, several leading conservation attorneys gather to discuss new issues in conservation law and to answer questions concerning the legal aspects of land trust projects and operations. This session will also respond to questions submitted in advance. Current issues affecting many land trusts include new IRS practices, assessors' practices regarding land trusts and conservation restrictions (CRs), CR enforcement, charitable organization law, legislative changes including landowner liability, the Community Preservation Act, and other contemporary issues.

Moderator: Buzz Constable, Lincoln Land Conservation Trust

- Irene Del Bono, MA EOEEA, Division of Cons. Services
- Robert Levite, Esq., UMass Extension Service
- Stefan Nagel, Esq., Law Office of Stephen J. Small
- Kathleen O'Donnell, Attorney
- Greg Peterson, Tarlow, Breed, Hart & Rodgers
- Lesley Ratley-Beach, Land Trust Alliance

3H. Get on BOARD with Fundraising! Engaging Your Board in Fundraising Efforts

Location: Room B166

More and more, individuals and foundations are asking organizations about the role of the board in fundraising and taking a more positive look at groups whose board plays an active part. Unfortunately, many nonprofits, especially those with small staffs and limited resources are, not clear on the roles of board and staff members in

fundraising. This leads to miscommunication, false expectations, and ultimately to less money raised. As the people responsible for the well-being of the organization and for its successes, board members essentially "own" the organization and must take leadership roles in fundraising. Furthermore, the organization's supporters and potential supporters see board members as the people most committed and dedicated to the organization. If they, who care the most about the group, will not take a lead role in fundraising, why should anyone else support the group?

- Jennifer Pollard, Eastern Shore Land Conservancy

3i. Kick-starting Strategic & Collaborative Change

Location: Room B167

Conservation organizations are increasingly facing changes in direction that challenge board members and staff to explore new ground while building and maintaining consensus among diverse viewpoints. This session will focus on how leaders can effectively communicate a vision while working collaboratively within and/or beyond their organizations to understand and embrace change. Collaboration is "in" these days, and many are boldly experimenting with new ways of working together. There are some tried and true methods for creating the conditions for collaborative undertakings to be more successful. In this interactive session, the presenters will engage participants in practices and tools for framing and guiding collaborative work for organizational and community change. The session will focus specifically on various dimensions for measuring collaborative success, a framework for focusing the efforts of a collaborative endeavor, and tools for identifying and strategically engaging stakeholders.

- Kathy Sferra, Mass Audubon
- Curtis Ogden, Interaction Institute for Social Change

3J. Keeping Lands in Agriculture

Location: Room B110

This workshop will focus on innovative work in New England to reach and support families, organizations, and municipalities that hold agricultural properties. We'll explore tools and approaches that help "non-farming landowners" plan for their working lands, including leases, management agreements, and land use plans. We'll address goal setting, recruiting and negotiating with farmers, legal and financial issues, and relationship management. We'll key on the roles of public and private conservation organizations in keeping agricultural lands working. We will describe the New Entry's Farmland Matching Program and the key partnerships they've developed to make this program a success. This workshop will leave the

audience with tangible ideas about how they can be partners in keeping agricultural lands active in their own communities. This workshop will stress the importance of not only preserving farmland, but also of developing programs and strategies that keep farmland active.

- Kathryn Ruhf, *Land for Good*

- McKenzie Boekholder, *New Entry Sustainable Farming Project*

Biographies of Today's Presenters

The presenters today volunteered their time and expertise to help further conservation in the Commonwealth.

The Trustees of Reservations and the Massachusetts Land Trust Coalition deeply appreciate their invaluable contributions.

Tad Ames has worked with Berkshire Natural Resources Council since 1990, serving as president since 2002. Under his tenure, BNRC has created over 20 miles of recreational trails. Ames is an avid if occasionally clumsy hiker, dogwalker, snowshoer, and bushwacker, and writes frequently on these subjects. (1F)

Judy Anderson of Community Consultants has worked in the land trust sector for over 20 years. She currently assists nonprofit organizations on practical strategic conservation initiatives incorporating local communities and climate change. She also assists with organizational governance and community-based outreach and fundraising strategies. Judy led the Columbia Land Conservancy as its Executive Director for 10 of the 13 years she worked there, building the organization staff from three to 18, with over 200 easements and public conservation areas. During her tenure at CLC membership increased from 400 to 1,700 in five years, while raising additional funds for land acquisition and building organizational capacity. (2K)

Vin Antil is manager of the GIS program at The Trustees of Reservations. GIS is integrated into most aspects of TTOR's operations, including land protection, land management, CR monitoring, and membership. Vin has been involved in various aspects of mapping and GIS for over 20 years, including seven years with Massachusetts Fisheries and Wildlife, and 12 years with The Trustees. He has a Masters of Regional Planning from University of Massachusetts, Amherst. (2D)

Jonathan Avery, MAI, CRE, an industry leader locally and nationally, is the Founding Principal (1979) of Avery Associates, Acton, MA, a full service real estate appraisal and counseling firm. Jonathan has served as consultant/appraiser to 50+ land trusts and preservation organizations, involving 200+ conservation restrictions. In addition to local land trusts, clients include the Nature Conservancy, TPL, Mass Audubon, the Walden Woods Project, TTOR and the IRS. Jon is a Certified Instructor of the Valuation of Conservation Easements Certificate Program jointly developed by the Appraisal Institute and the Land Trust Alliance. (2H)

In the wake of a masters program in forest science at Yale, **Whit Beals** has worked in the non-profit sector, principally in land protection and land management in the New England states, for most of his 40-year career. In addition to his professional work, he is a father, farmer, forester, and land donor. (2L)

Ed Becker has over 30 years of experience in land conservation, environmental protection and nonprofit management. He has been the executive director of the Essex County Greenbelt Association since 1987, and has worked on several hundred land conservation projects, including over 150 conservation easements. Ed currently serves as Vice President of the Mass. Land Trust Coalition. (1H, 3A)

Dennis Bidwell is principal of Northampton-based Bidwell Advisors, which specializes in real estate gifts and land conservation, serving non-profit clients as well as private property owners. Dennis served for 11 years as national land protection director at American Farmland Trust, where he created AFT's Farm Legacy Program for receiving gifts of property. He speaks and writes frequently on topics related to gifts of real estate. (2J)

Jonathan Bockian is a real estate attorney based in Watertown, MA. He represents individuals and preservation organizations on historic and open space preservation matters. Jon writes the online Preservation Law Digest (PreservationLawDigest.com) about new federal and state court decisions affecting preservation, and has authored or co-authored articles in continuing legal education publications on various real estate subjects. He is a graduate of Harvard Law School. (2i)

McKenzie Boekholder is New Entry's Technical Assistance Coordinator and manages the Farmland Matching program. McKenzie has developed and currently administers New Entry's Farm Business

Training program, where she teaches students how to evaluate their capacity to start farming and how to write formal business and production plans. She also teaches hands on production and marketing to new growers. McKenzie has been teaching agriculture domestically and abroad, and has been working to keep land in agricultural production for 13 years. (3J)

Alison Bowden is director of The Nature Conservancy's Freshwater Program in Massachusetts. She works closely with scientists, policy-makers, water resource managers, and conservation partners to restore connectivity and natural flow to rivers, and integrate freshwater and marine conservation strategies for "life cycle" conservation of migratory fishes. Alison works on a wide range of policy issues including transportation, energy, fisheries, and water resource management. (1C)

Brad Buschur is a project manager with Groundwork Lawrence where he oversees the design, bidding and construction of parks. He received a Masters in Landscape Architecture from the University of Massachusetts. (1D, 3E)

Kevin Case is the Northeast Regional Director of the Land Trust Alliance. Previously he served as the executive director of the Farmington River Watershed Association in Connecticut and as a natural resource planner for the National Park service (3C)

Paul Cavanagh holds a master's degree in Biology and a doctorate in Wildlife and Fisheries Biology. He has conducted wildlife research in Kentucky, the Everglades, Klamath Basin, Sacramento Valley, Texas Hill Country, and the coast of Massachusetts. Paul is former director of The Nature Conservancy's Fort Hood Project, and Manomet Center for Conservation Science's Regional Conservation Planning Program. He lives in Falmouth among the towhees, ticks, and tourists. (1F)

Christa Collins joined Sudbury Valley Trustees in 2002 and currently serves as Director of Land Protection. As such, she leads SVT's Land Protection team, and manages a portion of SVT's land protection projects. Christa holds a bachelor's degree from Middlebury College and a master's degree in landscape architecture from the University of Michigan. She lives in Concord, MA with her husband, Jeff and their two children. (2F)

Jeffrey Collins leads Mass Audubon's Ecological Extension Service (EES) and directs GIS programs within the organization. EES is Mass Audubon's technical assistance program, enabling us to assist conservation partners with natural resource inventory and

management planning. Jeff has used GIS for data creation, analysis, and visualization for 12 years on EES projects and for Mass Audubon purposes and has consulted on developing GIS programs in small non-profits. Jeff holds an M.S. in botany from the University of Vermont Field Naturalist Program. (2D)

William (Buzz) Constable provides land counsel to preservation, development, and public interest organizations throughout New England. Utilizing more than 20 years experience in real estate, public service on local, regional and statewide boards, and diverse nonprofit leadership, he manages development, open space protection and public infrastructure spending. Buzz is Executive Vice President of real estate investor A.W. Perry, Inc., and serves on several nonprofit boards and committees, including the Environmental League of Massachusetts, Metropolitan Area Planning Commission, Mass Land Trust Coalition, Lincoln Land Conservation Trust, and The Trustees of Reservations. (3G)

Melissa Cryan administers the Parkland Acquisitions and Renovations for Communities and Land and Water Conservation Fund grant programs for the MA Executive Office of Environmental Affairs. She also reviews communities Open Space & Recreation Plans. Her BS in Ecology and Evolutionary Biology comes from the Univ. of Rochester and she received her Masters in Urban & Environmental Planning and Policy from Tufts Univ.. Melissa is at her happiest when she sees new parks built in park-poor areas of the state. (1i)

Jad Daley is Director of the Climate Conservation Program for The Trust for Public Land. He leads TPL's climate policy efforts and coordinates landscape-level climate conservation initiatives. Previously, Jad served as Campaign Director for the Vermont-based Northern Forest Alliance. In this role he authored two pieces of federal legislation, the Community Forest and Open Space Conservation Program and the Community Wood Energy Program, both of which were enacted as part of the 2008 Farm Bill. (1M, 3F)

Irene Del Bono reviews Conservation Restrictions for communities, private land trusts, and property owners. She has a background in property law, and tries to add her particular knowledge, gleaned from the efforts of many, in improving CRs and trying to ensure that they survive not only the test of time, but legal challenges. (1H, 3G)

James DeNormandie is a Conservation Planner with the Mass Audubon Ecological Extension Service. His

work focuses on regional conservation planning and his most recent projects include BioMap2 and the 4th edition of "Losing Ground". He has a B.A. from Harvard University in Biology and Environmental Science, M.S. in Wildlife Ecology from Utah State University. (1A)

Brian Donahue is Associate Professor of American Environmental Studies at Brandeis University, and Environmental Historian at Harvard Forest. He holds a BA, MA, and PhD in American History from Brandeis. He co-founded and for 12 years directed Land's Sake, a nonprofit community farm in Weston, MA. He is the author of *Reclaiming the Commons: Community Farms and Forests in a New England Town*, and co-author of *Wildlands & Woodlands: A Vision for the New England Landscape*. (1M)

Garry Dow is a Field Educator for the The Trustees of Reservations. Prior to joining The Trustees, he worked as the Community Outreach Coordinator for Clean Air-Cool Planet in Portsmouth, NH, and as an Interpreter for the Dept. of Conservation & Recreation on Plum Island. Since 2009, he has also worked as a graduate instructor for BOAT CAMP in Newburyport. Garry holds a Masters degree in environmental education and a Bachelors degree in environmental journalism. (1B)

Andy Finton is Director of Conservation Science for the MA Chapter of The Nature Conservancy, responsible for defining conservation goals, assessing threats, and implementing conservation strategies. Prior to this Andy worked with the MA Natural Heritage & Endangered Species Program in developing the Commonwealth's first BioMap, and for the New York Natural Heritage Program as an Ecologist. Andy earned a B.S. from Cornell University and an M.S. in Forest Ecology from the University of Massachusetts. (1A)

Jennifer Fish is Director of DCR's Service Forestry Program. The goal of the Service Forestry Program is to protect our forest resource through incentive programs, regulatory oversight of commercial timber harvesting and encouraging land stewardship connections. Recent initiatives include; cost-share opportunities to municipalities for forest stewardship plans and small grants for forest based projects, an estate planning program with UMass Extension, as well as a buy local wood product initiative. (2L)

Bob Ford is a real estate and land use attorney specializing in land conservation. Prior to joining Mass Audubon, he represented private landowners, corporations, cities and towns, and land trusts in various conservation transactions and real estate acquisitions and served as the Director of Land Protection for

Sudbury Valley Trustees. Bob also served as an elected Planning Board member and Conservation Commissioner for 12 years. (2G)

Mark Fox has been a member of the Westborough Community Land Trust for several years and during that time he has been an active member of the Stewardship Committee and the Board of Directors. As a stewardship member, he was the project manager for the reclamation of a meadow and is sharing project leadership for the rehabbing of a pond and its banks on WCLT property. (3D)

Andrea Freeman joined The Trustees of Reservations staff in 2003 to launch its Putnam Conservation Institute (PCI). Previously she worked for the Land Trust Alliance in Washington, DC, where she directed eight National Rallies. Andrea is a board member of Growing Places Garden Project (www.GrowingPlaces.org) and lives in Leominster, MA, with her husband, Tim Silva. (3C)

Mitch Hartley is Coordinator of the Atlantic Coast Joint Venture (ACJV), a partnership for bird conservation in the Atlantic Flyway, from Maine to Puerto Rico. He works for the US Fish & Wildlife Service in Hadley, MA, but supervises ACJV staff in four different East Coast offices. Mitch's background includes teaching and research on wildlife and forestry at the Univ. of Maine, National Audubon Society, and Cornell Laboratory of Ornithology. (1i)

Russ Hopping is the Ecology Program Manager for The Trustees of Reservations. (2A)

Scott Jackson is Program Director for UMass Extension's Natural Resources & Environmental Conservation program and is in the Dept. of Environmental Conservation at UMass Amherst. He has been involved in the use of underpass systems to facilitate wildlife movement across roads and development of methods for evaluating the effectiveness of animal passage structures. He led efforts to develop standards for road-stream crossing structures, survey protocols for assessing crossing structures, and approaches for prioritizing structures for replacement. (1C)

Stephen Johnson is a Charles Bullard Fellow in Forest Research at Harvard Forest. Stephen has served as Executive Director two regional land trusts for over 15 years (Sudbury Valley Trustees, MA and Gallatin Valley Land Trust, MT). He also has a diverse consulting practice in organizational development, conservation planning, managing complex real estate

transactions and financing and as an expert witness in tax cases. He began his career with the Commonwealth of MA administering the Open Space Bond Programs and oversaw the creation the Protected Lands datalayer with MassGIS. (2C)

Vanessa K. Johnson is the current Land Conservation Project Manager at Essex County Greenbelt. Prior to that she was a DCR Land Conservation Specialist for 3 honeymoon years during which time the Patrick administration provided generous land protection funding. This eased the transition from 5.5 sunny, warm, grape-filled years protecting vineyards in Napa. Vanessa has her Masters from the Yale School of Forestry & Env. Studies. (2B)

Henrietta Jordan has worked with nonprofit organizations for over 30 years. She has conducted organizational assessments for dozens of land trusts and specializes in helping land trusts implement Land Trust Standards & Practices and prepare for accreditation.. While she was at the Land Trust Alliance from 2003-2009, she conducted capacity-building and policy programs for land trusts and managed the application review process for the Land Trust Accreditation Commission. (1L)

Joshua Knox is proud to work as a Superintendent for The Trustees of Reservations, based in Holyoke, MA. He also serves on the Holyoke Conservation Commission. Josh is excited about the challenges of connecting Holyoke residents to the land in an old industrial city surrounded by ecologically significant natural areas and productive farmland. (1D)

Chris LaPointe, Project Manager with The Trust for Public Land, works with communities across Southern New England on complex land protection projects. In Chris' 8 years with TPL, he has helped protect nearly 2,500 acres of land with a value of more than \$60 million. Chris has a BA in Environmental Policy from Colby College and an MS in Natural Resource Planning from the University of Vermont. (3E)

Formerly General Counsel to state agencies in Vermont and Massachusetts and currently President of the Massachusetts Watershed Coalition, **Bob Levite** has been providing pro bono advice to land trusts and small nonprofits for many years. Bob previously served on and chaired MLTC's Easement Defense Subcommittee, which published draft easement amendment and easement defense policies for use by the land trust community and chairs the Coalition's Attorneys' Advisory Panel, which considers legal issues of importance to the Mass. land protection community. (1J, 2i, 3G)

Lynn Lyford is Executive Director of New England Forestry Foundation. She is a member of the New England Governor's Conference Blue Ribbon Commission on Land Conservation. Prior to joining New England Forestry Foundation, Lynn was VP of Cooperative Education at Northeastern Univ. She was a board member of The Trustees of Reservations and was Executive Director of the MA State Office of Minority & Women Business Assistance. Prior to her work in MA state government, she served in the cabinet of Maine Governor John McKernan, Jr. as Commissioner of Economic & Community Dev. (3F)

Matthew Mayo is a GIS Analyst with over 11 years of experience in spatial database development and site evaluation projects. Matt has provided consulting services to land trusts, municipalities, and private entities, and has provided technical support and GIS services to law firms and expert witnesses for major litigations. Matt is also a lecturer in the Geology and Geophysics Department at Boston College, the Geography and Earth Science Departments at Framingham State University and the Physical and Earth Sciences Department at Worcester State University. (2D)

Bernie McHugh is the CEO of W.J. Grosvenor & Co. and a conservation advocate. From 1999 until recently, Bernie served as the Coordinator for the Massachusetts Land Trust Coalition. He now serves on the Coalition's Board, on the boards of the Mass. Outdoor Heritage Foundation and NatureStage, and on the Advisory Councils of Mass Audubon and the Manomet Center for Conservation Sciences. (2C)

Douglas A. Muir is a partner in the Boston law firm of Garrity, Levin and Muir. He is counsel to several land conservation organizations and has represented landowners and land trusts in many land conservation transactions in New England. He has presented at many land conservation gatherings in New England and at the Land Trust Alliance's annual Rally. Mr. Muir has authored or co-authored a number of articles on land conservation techniques and strategies and serves as legal reviewer of *Land Conservation Options: A Guide for Massachusetts Landowners*. His undergraduate and professional degrees are from Harvard Univ. (1K, 2G)

Stefan Nagel, J.D., is a nationally recognized authority on the private protection of environmentally and culturally significant properties. Stefan has served as legal counsel to The Nature Conservancy and the National Trust for Historic Preservation. Since 1995 Stefan has been Of Counsel to the Law Office of Stephen J. Small, Esq., P. C. where he represents

property owners and land trusts. Stefan is a frequent presenter and the author of a number of publications. (2H, 3G)

Bob O'Connor is the Director of Land and Forest Conservation for the state environmental agencies of Massachusetts. He coordinates land conservation efforts among five state divisions and works with the state's many land trusts. He also coordinates the forestry and forest conservation efforts among environmental agencies. Previously, he was Director of Natural Resources for the agency that supplies drinking water to the Boston Metro area where he coordinated the land acquisition program. Bob has a B.S. in Forestry from S.U.N.Y. Syracuse and an M.B.A. from the Univ. of Massachusetts. (1M)

Kathleen O'Donnell has practiced real estate law for over 30 years. She has worked with community preservation committees and land trusts in the acquisition and protection of open space from Plymouth to Williamstown and places in between. Last year, she started her own firm in Milton. (3G)

Curtis Ogden is a Senior Associate with Interaction Institute for Social Change, a nonprofit capacity building firm based in Boston. He provides training, facilitation and consulting services to an array of nonprofit and public sector agencies, primarily in the educational, environmental, and philanthropic sectors. Curtis also serves on the Board of the New England Grassroots Environment Fund and is an adjunct faculty member at Antioch New England. (3i)

David Outman is a Conservation Specialist and Planner for The Trustees of Reservation, and recently helped develop The Trustees' "Sustainability Framework & Action Plan." He holds graduate degrees from Boston University and Antioch University New England, and lives in Littleton with his wife Jenny and their 2 year old, Anna, where they love to explore Tophet Chasm and enjoy tasty bounty of Springdell Farm. (1B)

Greg Peterson is a partner in the real estate and environmental groups at Tarlow, Breed, Hart & Rodgers in Boston, provides strategic counseling to corporations, developers, investors, lenders, public utilities and private owners with complex commercial real estate transactions, permitting and land use law, and brownfields redevelopment. He's a Trustee of the Carlisle Conservation Foundation and represents land trusts on a reduced-fee basis. Greg previously practiced with the global firm DLA Piper and Hill & Barlow. (3G)

Chris Polatin works as a habitat restoration specialist through his company Polatin Ecological Services, which is dedicated to habitat restoration and natural areas management. He and his crew perform all aspects of restoration including planning, mapping, monitoring and implementing various restoration activities. Chris has a master's of science degree in conservation biology from Antioch University New England. (2A)

Jennifer Pollard is Director of Annual Giving at Eastern Shore Land Conservancy in Maryland. With more than 15 years' experience with nonprofits, she has also worked in development and public relations for the Macon Heritage Foundation, Orchard House-Home of the Alcotts and Old York Historical Society. Jennifer earned a B. A. in History from Georgia College and she is a Certified Fundraising Executive (CFRE), one of only 124 in the state of Maryland. When she is not working, she is a member of the Chester River Rowing Club and is pursuing yoga teacher certification. (3H)

Caroline Raisler has been monitoring conservation restrictions since before it was cool – working for The Nature Conservancy in Maryland, the Hilltown Land Trust in Western Mass, and now for the Mass Department of Conservation and Recreation, Division of Water Supply Protection. If you want to learn more about CR stewardship or where to go for drinks after this conference, find Caroline. (2E)

Prior to joining the Land Trust Alliance as Conservation Defense Director in 2007, **Leslie Ratley-Beach** worked with the Vermont Land Trust. She was Stewardship Director leading the program responsible for more than 1430 conservation easements on over 470,000 acres of land with more 1200 landowners. Prior to that she was project counsel with VLT where she drafted more than 500 conservation easements. Leslie has served on various Alliance committees, is an author, workshop leader and a practicing attorney. (1G, 3G)

Celia Riechel administers the LAND and Conservation Partnership grant programs at the MA Executive Office of Energy and Environmental Affairs, as well as working on other fun stuff with trees, forests, and land use policy. She would like to remind you that well-placed trees around your house can save you 15% or more on home cooling and heating costs. Go plant some trees--lawns are so last century! (1i)

Mark H. Robinson has served as Executive Director of The Compact of Cape Cod Conservation Trusts, Inc. since its founding in 1986. The Compact provides

technical assistance to 23 local and regional land trusts operating on Cape Cod. A graduate of Williams College and the Univ. of Rhode Island, Robinson previously worked on coastal management and water quality issues for the Cape Cod Planning and Economic Development Commission. The US EPA acknowledged his work with a lifetime achievement award in 2009. He has completed over 500 land preservation projects in Massachusetts. (1J, 2B)

Chris Rodstrom is the Deputy Director for Land & Community Conservation, and the Conservation Restriction (CR) Program Director, at The Trustees of Reservation. In these roles Chris oversees operations of the land conservation division and the stewardship of 337 CRs held by The Trustees on 19,600 acres across Massachusetts. He also coordinated the successful applications to the Land Trust Accreditation Commission for The Trustees and its affiliate, the MA Land Conservation Trust. He is a member of the Stow Open Space Committee, serves on the Stow Conservation Trust Board of Directors, and was a Director of the Waltham Land Trust and the Gore Place Society. (1L)

Keith Ross has worked in land conservation for more than 30 years. He has a Masters in Environmental Law from Vermont Law School and a bachelors degree from UMass in Forestry. Keith works for LandVest focusing on conservation transactions in New England as well as other parts of the US and lives in Warwick, MA with his family. (3F)

Kathy Ruhf is co-director of Land For Good, a regional nonprofit specializing in working lands access and transfer. She has 25 years' experience in agricultural land tenure, beginning farmers and farm policy. (3J)

David Santomenna is the Director of Land Conservation for the Essex County Greenbelt Association, where he is responsible for all land conservation projects and conservation planning. Prior to joining Greenbelt in 2000, David worked as a project manager in the New England Regional Office of The Trust for Public Land. David lives in Hamilton, with his wife, Ana Crespo and their two children. In the busman's holiday department, David has served as the chair of both the Hamilton and Ipswich Planning Boards. (1K, 2G)

Lindsey Sarquilla is Outreach and Training Coordinator for the Massachusetts Land Trust Coalition. She also works in the Stewardship Department of Mass Audubon as the Land Information System Assistant. Lindsey graduated in May of 2010 with a B.A. in Environmental Studies from Brandeis University. (3C)

Fred Schlicher is a Program Manager for MCAN focusing on expanding the statewide network of 43 chapters and helping individual chapters achieve their community action goals. Previously Schlicher owned and operated his own consulting firm providing organizational management, public relations and community relations services to a variety of educational, governmental and industry clients. He has over 20 years of experience in energy and environmental affairs. He is also a former journalist and has a BA from Southern Methodist Univ. and is a graduate of the Professional Certificate Program in Public Relations from UCLA. (1B)

Narain Schroeder, Director of Land Conservation for the Berkshire Natural Resources Council, grew up in Vermont on a small beef farm in a community sustained by farming, logging, and maple syrup production. He has a Bachelor's Degree in Planning from the University of Colorado and a Masters Degree in Environmental Biology from Antioch. Narain guides the council's conservation efforts with private land owners, state agencies, and partner organizations. (2F)

Kathy Sferra is Regional Director for Mass Audubon where she directs the organization's sanctuary operations in the Southeast, Cape and Islands region. During her nearly 30 years of experience in land conservation and land use planning she also directed the Cape Cod Commission's natural resources and land protection program. Kathy is also a long-time municipal official (junkie?), having spent more than 20 years on either planning boards or conservation commissions in Stow, Marshfield, and Grafton. (3i)

H. Curtis "Curt" Spalding is the New England Region Administrator for the Environmental Protection Agency. He has extensive experience in the environmental protection field as an advocate, policy analyst, and administrator. For almost 20 years, Mr. Spalding served as Executive Director of Save The Bay in Rhode Island, a nationally recognized, 20,000-member environmental advocacy and education organization. He established the Narragansett BayKeeper and Habitat Restoration programs, which reconnected Save The Bay to ecologically important bay issues. He also oversaw the successful completion of the \$9 million Explore The Bay Campaign and construction of the Save The Bay Center at Fields Point in Providence, Rhode Island. (Plenary Session)

Marcella Staša describes herself as a "tree hugger". She is a member of Upton's Conservation Commission & Open Space and Land Stewardship Committees. (3E)

Dan Stimson is the Assistant Director of Stewardship at Sudbury Valley Trustees (SVT), a regional land trust west of Boston. Dan has worked in stewardship with SVT since 2002 and is responsible for reservation infrastructure, property maps and brochures, and baseline documentation of fee and conservation restriction properties. Dan also manages SVT's web site and GIS. (3D)

Richard K. "Rick" Sullivan, Jr. is the new Secretary of Massachusetts' Executive Office of Energy and Environmental Affairs. Prior to this appointment he was Commissioner of the Dept. of Conservation & Recreation. Mr. Sullivan served as the mayor of Westfield, MA, from 1994 to 2007. He was the founding president of the Winding River Land Conservancy, which has protected 1,700 acres in western Hampden County. He also is a past president of the Massachusetts Mayors Association, past chairman of the Turnpike Advisory Board, and a past member of the Governor's Local Advisory Committee. (Plenary Session)

Mark Wamsley serves as Program & Outreach Coordinator for the Highland Communities Initiative, a program of The Trustees of Reservations that works with small, western Massachusetts communities in their efforts to protect the region's rural character and quality of life. (1D)

Tom Wansleben is the Stewardship Biologist for Mount Grace Land Conservation Trust where his duties include monitoring conservation restriction properties and managing fee owned lands for wildlife habitat, sustainable timber and recreation. Tom has worked on wildlife management and ecological restoration programs for a variety of organizations, including the U.S. Forest Service, the National Park Service and The Nature Conservancy. He holds a M.S. in Conservation Biology from Antioch University New England. (2A)

Wesley Ward is Vice President for Land and Community Conservation for The Trustees of Reservations. During his 29 years with The Trustees, Wes' leadership has resulted in the conservation of more than 25,000 acres of land and several historically significant properties. Wes was a co-founder of the Massachusetts Land Trust Coalition and served as its first Chairman for seven years. Wes has an MPA from Harvard University and a Master of Landscape Architecture and Planning from Univ. of Massachusetts. Wes is an advisor for Solid Ground, a nationwide group of consultants serving organizations and individuals devoted to land protection and stewardship. He and his wife, Wenda Tai, live in Cambridge, MA. His daughter, Andri, is enjoying her four-month stay in Nanjing; and

Wes and Wenda can't wait to meet her there for a summer trip. (Plenary Session)

Erica Wheeler is a singer/songwriter, speaker, educator and conservation advocate who brings her gift for connecting people and place to both her music and her inspiring *Soulful Landscape* programs. She originally attended college to become a wildlife field biologist, and went on to become an award-winning singer/songwriter whose songs are deeply rooted in the land and a sense of place. Erica has offered her *Soulful Landscape* programs for the public and for organizations at events and learning centers across the country. Bridging her background in environmental studies with her career in the performing arts, Erica has helped thousands of people restore their connection to place. (3B)

Bob Wilber is the Director of Land Protection for Mass Audubon, the largest conservation organization in New England. Previously, he worked in similar capacities for the MA Department of Environmental Management, and the MA Chapter of The Nature Conservancy. Bob is the chairman of the Massachusetts Land Trust Coalition, and lives in Stow, MA, where he is on the Board of Directors of the Stow Conservation Trust, and the Open Space and Community Preservation Committees. (Plenary Session, 3E)

Jane Winn is Executive Director of Berkshire Environmental Action Team (BEAT). Jane has been working since 2006 on decreasing the impact of roads on wildlife. She counts as success that the regional transportation planners no longer laugh when she mentions wildlife crossings for roads. In fact, the transportation planners now routinely ask highway engineers if they will be providing wildlife accommodations. (1C)

Hazel Wong is a Senior Campaign Manager at The Nature Conservancy and has been instrumental in laying the foundation for statewide conservation initiatives to generate public funding at the state and local level to protect land and water for people and wildlife. Hazel's specialty in communications – having worked at a local television affiliate and all news radio station – complements her legislative and campaign experience. She is an annual guest lecturer at Yale School of Forestry and Environmental Studies on public financing for conservation. Hazel is also an expert on conservation and diversity having spoken extensively and written on the topic to debunk the myth that communities of color do not support conservation. A community activist, Hazel's love for nature started at birth on the beautiful island of Mahe, Seychelles. (1E)

Henry Woolsey is the Program Manager of the Natural Heritage & Endangered Species Program in the Division of Fisheries and Wildlife and has overseen the creation of the NHESP's original BioMap and Living Waters projects. He also oversees the Program's databases and other biodiversity conservation planning projects. Henry holds a B.A. in Biology from Kenyon College and a M.F.S. from the Yale School of Forestry & Environmental Studies. (1A)

Leigh Youngblood is the Executive Director of Mount Grace Land Conservation Trust, which has conserved 24,000 acres in 24 years. During her 17-year tenure, Mount Grace has played a leadership role in landscape scale conservation, forest stewardship, and collaborations, including launching the statewide MassLIFT AmeriCorps program. Project approaches include limited development, whole farm affordability, and multi-landowner initiatives. Growing the staff from one to 12, Leigh recognizes the importance of innovation in raising operating funds. (2J)

James M. Younger, AIA, LEED AP, is the Director of Structural Resources and Technology for The Trustees of Reservations. In the past 10 years, James has been responsible for the strategic management of over 260 buildings within The Trustees' 104 properties across Massachusetts. In the next ten years, The Trustees' strategic plan mandates a reduction of its carbon footprint through conservation, renewable energy, and offsets, balancing the stewardship needs of preservation with appropriate and alternative technologies. The Trustees currently have one LEED gold awarded and three LEED registered projects across the state--all of which are historic structures. (3A)

Matt Zieper has been the research director for The Trust for Public Land's Conservation Finance Program since 1999. Prior to joining TPL, Matt was a legislative aide in the Massachusetts Senate and a fiscal and economic policy consultant on Beacon Hill. He holds a Master's degree in Public Policy from Harvard University's Kennedy School of Government and a Bachelor's degree in marketing from the University of Massachusetts at Amherst. (1E)

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Norm Eggert Photography

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White Oak Land Conservation Society

	Climate Change	Community Conservation	Emerging Issues; Special Topics	Land Mgmt & Stewardship	Land Protection Tools & Tech.	Legal, Tax & Compliance Matters	Organizational Management & Fundraising	Working Lands & Nat. Resources
10:00 am - 11:30 am	IA. BioMap2 <i>Conf. Room A-171</i>	IC. Road Improvement: Conservation Opportunities <i>B-168</i>	IE. Strengthen your Message to Gain More Support <i>Multi-Purpose Room A-148</i>	IF. Recreation Impacts for Conservation Lands <i>B-111</i>	IH. EEA/DCS Conservation Restriction Review <i>B-216</i>	IJ. Protecting Land Trust's Tax Exemption <i>B-169</i>	IL. Preparing/ Applying for Accreditation <i>B-201-Lab</i>	IM. Forest Projects and Conservation Partnerships <i>B-110</i>
	IB. Conservation Community's Role in Climate Change <i>Conf. Room A-172</i>	ID. Collaborative Conservation <i>Room 167</i>		IG. Conservation Restriction Enforcement <i>Faculty Dining Room</i>	Ii. Gov. Grants for Land Conservation <i>B165.</i>	IK Tax Advantages of Conservation Giving <i>Room 166</i>		
12:45 pm - 2:15 pm	2A. Restoring Ecological Integrity to Your Land <i>Multi-Purpose Room A-148</i>	2B. Your Town and Your Land Trust <i>B-167</i>	2C. Future of Small Land Trusts in MA <i>Conf. Room A171</i>	2D. Low Cost GIS for Land Trusts. <i>Faculty Dining Room</i>	2F. Basics of Planning and Funding Projects <i>B-111</i>	2H. Conservation Gift & Valuation Substantiation <i>B-168</i>	2J. Gifts of Real Estate to Land Trusts <i>B-216</i>	2L. Complimentary Roles of Forestry and Land Conservation <i>Conf. Room A-172</i>
				2E. Advanced Stewardship and Monitoring <i>B-110</i>	2G. Landowner Goals in Conservation Restrictions <i>B-166</i>	2i. Amending Conservation Restrictions <i>B-169</i>	2K. Fundraising and Outreach Communications <i>B-165</i>	
2:45 pm - 4:00 pm	3A. Wind Turbine Siting <i>Faculty Dining Room</i>	3B. Restoring Connections: People, Place, Community <i>Multi-Purpose Room A-148</i>	3C. Free Online Tools for Conservation Community <i>B-201-Lab</i>	3D. Basics of Effective Land Stewardship <i>Conf. Room A-171</i>	3E. Inspiring Stories of Success <i>B-165</i>	3G. Legal Roundtable <i>Conf. Room A-172</i>	3H. Engaging your Board in Fundraising <i>B-166</i>	3J. Keeping Lands in Agriculture <i>B-110</i>
					3F. Increasing the Pace of Conservation <i>B-111</i>		3i. Strategic and Collaborative Change <i>B-167</i>	

