



Register **3** board
members and register **2**
more board members
FOR FREE!

2017 Western Pennsylvania Land Conservation Summit

November 2-3, 2017

RLA Learning & Conference Center

850 Cranberry Woods Drive, Cranberry Township PA

The Pennsylvania Land Trust Association is pleased to offer this once-in-a-decade event, tailored for board, staff, and volunteers of Western Pennsylvania land conservation organizations.

- *Meet those working locally in conservation and share ideas and experiences.*
- *Develop connections across organizations and build stronger relationships.*
- *Learn from top experts in organizational governance and management, fundraising and communications, and making conservation happen.*

\$40 for both days or \$25 per day

Register at ConserveLand.org. Late fees apply after October 10th.

Registration includes course materials, lunches and breaks, and Thursday evening reception. For those organizations seeking free registrations, the least expensive registrations are free. See registration instructions at ConserveLand.org.

Pennsylvania Land Trust Association | 717.230.8560 | info@conserveand.org

Thursday, November 2nd

12:00 pm - 12:30 pm	REGISTRATION		
12:30 pm - 2:00 pm	LUNCH The Big Picture Collaboration & Networking		
TRACKS	Land Conservation	Organizational Governance	Fundraising and Communications
2:00 pm - 3:30 pm	Land Acquisition Roundtable	Strategic Planning & Visioning I: The View from the Mountain	Invigorating and Expanding Membership
3:30 pm - 3:45 pm	BREAK		
3:45 pm - 5:00 pm	Land Stewardship Roundtable	Strategic Planning & Visioning II: The Nitty Gritty	Crafting Social Media Messaging that Gets Noticed
5:00 pm - 6:30 pm	RECEPTION		

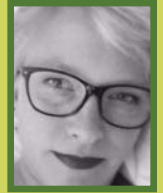
Friday, November 3rd

8:30 am - 9:00 am	COFFEE & REGISTRATION		
TRACKS	Land Conservation	Organizational Governance	Fundraising and Communications
9:00 am - 10:30 am	Walking Tour: Venango Trails	Meetings that Work	Fundraising Basics
10:30 am - 10:45 am	BREAK		
10:45 am - 12:00 pm	Acquiring Land for Conservation	Land Trust Standards & Practices OR Embracing Change	Expanding your Fundraising Vocabulary
12:00 pm - 1:30 pm	LUNCH Advocating for Land Conservation Collaboration & Networking		
1:30 pm - 3:00 pm	Conservation Easements I	What's in a Board?	Volunteers - a Renewable Resource
3:00 pm - 3:15 pm	BREAK		
3:15 pm - 4:45 pm	Conservation Easements II	Building Brilliant Boards	Negotiation Strategies

View course descriptions at ConserveLand.org.

Speaker Bios

Wendy Burtner-Owens has more than 25 years of experience managing and growing foundations and nonprofit organizations. She has also been an independent consultant to start-up businesses, foundations and nonprofit organizations along the way. She has a strong track record in growing and/or re-aligning organizations by collaboratively setting vision, direction and strategy and leading teams to reach ambitious results while maintaining a coaching and inclusive management style. An articulate and diplomatic communicator, she is comfortable in front of a crowd, individuals and small groups.



Evie Gardner is a consultant on organizational development and finance at the Bayer Center for Nonprofit Management at Robert Morris University. She has teamed with a diverse set of clients on projects ranging from enhancing governance and evaluation practices to diversifying revenues and clarifying organizational strategy. Her integrated approach supports nonprofits as they use data and numbers to drive strategic decision-making. She was the 2012 Heinz Endowments Graduate Fellow and is the President of the Young Nonprofit Professionals Network of Pittsburgh.

Cindy Leonard is Consulting Team Leader at the Bayer Center for Nonprofit Management at Robert Morris University. She manages the consulting program and technology program, working with the consulting team to maximize client satisfaction and identify areas for growth. Her own consulting specialty is helping nonprofits leverage technology to meet their missions. In addition to technology assessments, planning and decision-making support, she specializes in website development on the WordPress platform.



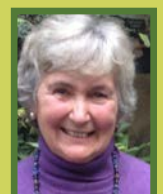
Susan Loucks is Senior Consultant, Organizational Development and Strategy at the Bayer Center for Nonprofit Management at Robert Morris University. A longtime resident of Boston, she has worked as an organizational development consultant for nonprofits independently and with the Human and Institutional Development Forum in Bangalore, India. Particular areas of focus include transitions (e.g. leadership, business model, size), efficiently and effectively involving people in organizational improvements and systems development, and communication/conflict.

Andy Loza has served since 2000 as executive director of the Pennsylvania Land Trust Association where he leads public policy efforts, develops technical guidance, and implements technical assistance and education programs. His initiatives include development of PALTA's model legal documents and the resource collection at ConservationTools.org. His work is informed by seven years as a land trust executive director and in leading land use and environmental planning, conservation, economic development, and trail initiatives for county government.



Warwick Powell, an Executive Service Corps (ESC) management volunteer, has worked with and trained many nonprofit boards to improve their understanding and performance. He is a professional executive coach with 30 years of experience in business management. His passion for the environment is leveraged through volunteer work in organizations such as 350 Pittsburgh. He is an accomplished strategy development specialist and skilled facilitator with expertise in facilitation, training, consulting, strategic planning, and Open Space Technology.

Patricia Pregmon, Esq. understands conservation transactions from all points of view, having represented land trusts, owners and government agencies in hundreds of transactions. She brings to conservation the experience gained in planning and implementing highly sophisticated real estate and finance transactions as a partner with a large, national law firm. In 1998 she formed her own firm, Pregmon Law Offices. She has authored numerous models and guides available at ConservationTools.org, including the Model Grant of Conservation Easement. She frequently instructs on land conservation and the law at national and state conferences.



Directions to RLA



RLA Learning & Conference Center
850 Cranberry Woods Drive
Cranberry Township PA

From South

- Take Interstate 79 North to Exit 78 - Route 228
- Turn right onto Route 228 East
- At the 1st light, turn right onto Cranberry Woods Drive
- Continue straight through 2 stop signs. In 100 yards turn right (no street sign).
- Follow drive for 250 yards to RLA entrance

From West

- Take Interstate 76 East to Exit 28 (Old Exit 3) – Follow signs for Interstate 79 North
- Take Exit 78 - Route 228 East.
- At 2nd light, turn right onto Cranberry Woods Drive
- Continue straight through 2 stop signs. In 100 yards turn right (no street sign).
- Follow drive for 250 yards to RLA entrance

From North

- Take Interstate 79 South to Exit 78 - Route 228
- Turn left onto Route 228 East
- At 2nd light, turn right onto Cranberry Woods Drive
- Continue straight through 2 stop signs. In 100 yards turn right (no street sign).
- Follow drive for 250 yards to RLA entrance

From East

- Take Interstate 76 West to Exit 28
- Take Exit 78 - Route 228
- Turn right onto Route 228 East
- At 2nd light, turn right onto Cranberry Woods Drive
- Continue straight through 2 stop signs. In 100 yards turn right (no street sign).
- Follow drive for 250 yards to RLA entrance

Lodging

Courtyard by Marriott

150 Cranberry Woods Drive
Cranberry Township, PA 16066
724.776.1900
1/2 mile from conference center



Hilton Garden Inn

2000 Garden View Land
Cranberry Township, PA 16066
724.779.9999
1 mile from conference center



Hampton Inn

210 Executive Drive
Cranberry Township, PA 16066
724.776.1000
1.9 miles from conference center



Quality Inn

30 St. Francis Way
Cranberry Township, PA 16066
724.772.0600
1.9 miles from conference center



Comfort Inn

924 Sheraton Drive
Mars, PA 16046
724.772.2700
3.5 miles from conference center



Candlewood Suites

20036 US-19
Cranberry Township, PA 16066
724.591.8666
3.6 miles from conference center



Double Tree by Hilton

910 Sheraton Drive
Mars, PA 16046
724.776.6900
3.7 miles from conference center



Made possible through generous funding by
Colcom Foundation

Richard King Mellon Foundation

Community Conservation Partnerships Program
Environmental Stewardship Fund

under the administration of the Pennsylvania Department of
Conservation & Natural Resources, Bureau of Recreation & Conservation

Presented by



PENNSYLVANIA
LAND TRUST
ASSOCIATION

ConserveLand.org