

2017 Pennsylvania Land Conservation Conference

Where Land Meets Water
Protecting Our Farmland,
Natural Lands, and Waterways

May 4-6, 2017 | Lancaster



PRESENTED BY THE PENNSYLVANIA LAND TRUST ASSOCIATION
Pennsylvania's annual training, networking, and inspirational event for
those involved in public and private land conservation.

Thanks to Our Sponsors



Brandywine Conservancy & Museum of Art

Chesapeake Conservancy and
National Park Service, Chesapeake Bay Office

Land Trust Alliance

Western Pennsylvania Conservancy

Wildlands Conservancy

Development for Conservation

French & Pickering Creeks Conservation Trust

Natural Lands Trust

The Trust for Public Land

Thanks to Our Local Hosts



Conference-at-a-Glance

Thursday, May 4th

Please see seminars and roundtables for start and end times.

- 8:30 am Registration Opens
- 12:00 pm Lunch *sponsored by The Nature Conservancy, Pennsylvania Chapter*
- 2:00 pm Refreshment Break *sponsored by Chesapeake Conservancy and National Park Service*
- 4:30 pm Reception *sponsored by Lancaster County Conservancy*

Friday, May 5th

Please see seminars and roundtables for start and end times.

- 8:30 am Registration Opens
- 12:00 pm Lunch *sponsored by The Conservation Fund, Pennsylvania Office*
- 2:00 pm Refreshment Break *sponsored by PA Game Commission*
- 4:30 pm Reception *sponsored by Pregmon Law Offices*
- 6:00 pm Dinner *sponsored by Western PA Conservancy and Schiffman, Sheridan and Brown, P.C.*
- Lifetime Conservation Leadership Award
- Keynote *sponsored by Foundation for Pennsylvania Watersheds*

Saturday, May 6th

- 7:00 am Registration Opens
- 7:15 am Breakfast
- 8:30 am Workshop Session I *sponsored by French & Pickering Creeks Conservation Trust*
- 9:45 am Coffee Break *sponsored by Allegheny Land Trust*
- 10:00 am Workshop Session II *sponsored by Natural Lands Trust*
- 11:30 am Lunch *sponsored by Saul Ewing, LLP*
- Government Award *sponsored by Brandywine Conservancy & Museum of Art*
- PALTA Business Meeting
- 1:00 pm Workshop Session III *sponsored by The Trust for Public Land*
- 3:00 pm Adjourn

The Pennsylvania Land Trust Association helps people conserve the lands needed for healthy, prosperous, and secure communities. The Association accomplishes this by helping nonprofits and local governments improve their effectiveness and efficiency in acquiring and stewarding land and easements, advancing sustainable land use practices, and connecting people to the outdoors. The Association also fosters public understanding of conservation, advocates for sound governmental policy, and leads state and national endeavors to achieve far-reaching advancements in conservation. Learn more at ConserveLand.org.



**PENNSYLVANIA
LAND TRUST
ASSOCIATION**

Meals & Networking Opportunities

Thursday Lunch

Sponsored by The Nature Conservancy, Pennsylvania Chapter
12:00 - 1:00 pm

There is no formal program so take advantage of the networking opportunities. *Included with full-day registration or \$10 ala carte.*

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Thursday Reception

Sponsored by the Lancaster County Conservancy
4:30 - 6:30 pm

This reception, which includes heavy hors d'oeuvres and a cash bar, offers attendees the opportunity to network with colleagues and presenters. *Additional fee of \$10.*

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Friday Lunch

Sponsored by The Conservation Fund, PA Office
12:00 - 1:00 pm

Lunch includes a short presentation program (see below) but will provide some time for networking. *Included with full-day registration or \$10 ala carte.*

Climate Change and Penn's Woods: What Does the Future Hold?

*Greg Czarnecki
DCNR Climate Change & Research Coordinator*



This presentation will look at the current and projected impacts of climate change on Pennsylvania's species, natural habitats, and the challenges and opportunities the conservation community faces in helping them adapt to an uncertain future.

Friday Reception

Sponsored by Pregmon Law Offices
4:30 - 6:30 pm

An excellent networking opportunity that shouldn't be missed; enjoy delicious appetizers and a free drink as you interact with fellow attendees and presenters. *Free drink coupon included with purchase of Friday dinner.*

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Friday Dinner

Sponsored by Schiffman, Sheridan & Brown, P.C. and Western Pennsylvania Conservancy

Dinner begins at 6:00 pm
Enjoy a hearty meal that incorporates local and sustainable foods; the dinner will include the presentation of the Lifetime Conservation Leadership Award and will be followed by the Keynote Address. *Additional fee of \$35.*

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Saturday Breakfast

Sponsored by Land Trust Alliance
12:00 - 1:00 pm

There is no formal program so take advantage of the networking opportunities. *Included with full-day registration or \$10 ala carte.*

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Saturday Lunch

Sponsored by Saul Ewing, LLP
12:00 - 1:00 pm

Lunch will include the presentation of the Government Conservation Leadership Award as well as a panel discussion with agency secretaries (see page 20 for more details). *Included with full-day registration or \$10 ala carte.*

Seminars

TH1

Introduction to Conservation Easements

9:00 am - 12:00 pm

This course will provide attorneys, conservation practitioners, landowners, board members, and others new to the field of conservation an understanding of what a conservation easement is, how it operates, and the benefits it provides both to landowners and the community. We'll review the easement development process from the point of view of landowners (the desire to preserve natural and scenic resources as well as tax and estate planning benefits) and from the point of view of the easement holder (protection of resource values and furtherance of mission). A successful easement project melds these objectives into an easement plan. The document granting the easement empowers the holder to protect these objectives in perpetuity. Participants will be introduced to the newest edition of the *Model Grant of Conservation Easement and Declaration of Covenants.*, to be examined in greater depth in the afternoon session, TH7. [\(Continued Legal Education Credits\)](#)

Patricia Pregmon, Esq., Pregmon Law Offices

Lauren Pregmon Tetreault, Esq., Pregmon Law Offices

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TH2

Advocating for Conservation

The Role of Nonprofits in Lobbying and Advocacy

9:00 am - 12:00 pm

Lobbying is not only legal – it's one of the most effective means for nonprofits to advance their missions! Whether influencing your state's budget, protecting conservation policies, or passing conservation referenda, there are many reasons that 501(c)(3) public charities choose to lobby to achieve their policy goals. This comprehensive workshop will help explain what lobbying is and why it is so important. Federal law allows 501(c)(3) public charities to lobby within generous limits. This seminar will also go into details about tracking and reporting lobbying time as well as understanding special rules and restrictions. [\(Continued Legal Education Credits\)](#)

Abby Levine, Esq., Alliance for Justice

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TH3 (MOBILE SEMINAR)

Successful Use of Transfer of Development Rights

Working Together to Protect Farm and Natural Lands

9:00 am - 12:00 pm

Municipalities and land trusts in Lancaster County continue to make highly effective use of the Transferable Development Rights tool for preserving precious farmland, managing growth, and achieving other environmental and community benefits. This half-day session will transport participants inside Warwick Township to see first-hand

how this tool works and why those involved in land use planning and conservation should include it in their toolbox.

Stephanie Armpriester, Lancaster Farmland Trust
John Snook, Brandywine Conservancy
John Theilacker AICP, Brandywine Conservancy
Dan Zimmerman, Warwick Township

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TH4

Volunteer Development for Trail and Conservation Groups

Finding, Cultivating, and Keeping a Volunteer “Dream Team”

9:00 am - 12:00 pm

The land is conserved, the trails are constructed, the people are coming, now how do you deal with it all? With volunteers! Stellar volunteers are everywhere, looking for meaningful opportunities to get involved, give back, and work outdoors. In this interactive workshop we'll talk about ways to recruit, mobilize, and recognize hard-working volunteers. We'll share stories of success, and teaching-moment scenarios.

(Park & Recreation Professional CEUs)

Debbie Beer, Natural Lands Trust
Robert Folwell, Schuylkill River Heritage Corridor

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TH5 (MOBILE SEMINAR)

Riparian Buffers at Work

9:00 am - 4:00 pm

Riparian forest buffers are one of the most effective, low-cost strategies to improve water quality. Multifunctional buffers offer an opportunity to build upon the success of conventional buffers. This session will provide both a classroom and field visit component to present an overview of riparian forest buffers as an integral part of a working landscape, including market considerations related to multifunctional buffers, buffer dynamics and alternatives, and outreach techniques.

(Park & Recreation Professional, Landscape Architect CEUs)

Emily Best, Tuscarora Organic Growers Cooperative
Lamonte Garber, Stroud Water Research Center
Erik Hagan, PSU Masters Degree Student
Lauren Imgrund, PA Department of Conservation & Natural Resources
Kelly Rossiter, PA Department of Conservation & Natural Resources
Ashley Spotts, Chesapeake Bay Foundation



TH6 (MOBILE SEMINAR)

Wildlife Habitat and Stream Restoration*Engaging Partners, Volunteers, and Donors in Water and Land Conservation Efforts*

10:00 am - 4:00 pm

This mobile seminar will highlight how conservation organizations have partnered together to plan, promote, and coordinate stewardship work days and implement consistent management practices along a native brook trout stream and within the Climbers Run Nature Preserve. Attendees will discuss stewardship management techniques on invasive species and maintenance along the buffer; review the selection and use of native species for restoration; and identify the key structures used for bank stabilization and fish habitat during their walking tour. Bring hand pruners and wear your boots to learn about management and plan to get in the stream. Learn how a local initiative within southern Lancaster County led to a strong stream monitoring program to protect our watershed. Participants will also conduct a stream assessment. A wrap up panel discussion will conclude the workshop. ([Park & Recreation Professional, Landscape Architect CEUs](#))



Linda Ferich, Lancaster County Conservation District
 Lydia Martin, Lancaster County Conservancy
 Heather Smith, Lancaster County Conservation District
 Jim Wellendorf, Donegal Trout Unlimited
 Greg Wilson, Donegal Trout Unlimited

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TH7

Drafting Conservation Easements

1:00 pm - 4:00 pm

This session will focus on how to craft a conservation easement using the newly-published 7th edition of the *Model Grant of Conservation Easement and Declaration of Covenants*. We will build on the morning's "Introduction to Conservation Easements" by discussing how to tailor the model easement to meet the property-specific objectives identified during the easement development process. Common drafting issues involving subdivision, additional improvements, and permitted activities and uses will be explored. We will also address the importance of due diligence and how to use information from a title report and surveys to inform and strengthen the easement drafting process. ([Continued Legal Education Credits](#))

Patricia Pregmon, Esq., Pregmon Law Offices
 Lauren Pregmon Tetreault, Esq., Pregmon Law Offices

TH8

It's All About Clean Water

Communication Strategies for Advocating & Messaging

1:00 pm - 4:00 pm

Join us to learn how land trusts can most effectively communicate the benefits of their work for clean water. Hear recent public opinion research to guide communication with key audiences, and learn best practices from the pros. Discuss case studies from colleagues in land conservation to learn what's worked for them and test what you've learned with activities to stimulate integration of new knowledge when you return to the office and the field.

Jennifer Miller Herzog, Land Trust Alliance

Kristin Reilly Choose Clean Water Coalition

Jill Witkowski Heaps, Choose Clean Water Coalition

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TH9

Farmland Preservation

A Private-Public Partnership

1:00 pm - 4:00 pm

Lancaster County has the leading farmland preservation program in the nation with more than 106,000 acres preserved. The success of the program arose in large part from the special public-private partnership between the County Agricultural Preserve Board and the Lancaster Farmland Trust. The two organizations have had a cooperative agreement since 1989. The



audience will learn how the Preserve Board

and Farmland Trust worked together on projects while each maintains its own overall preservation strategy. Lancaster County now has more than 1,000 conservation easements which presents challenges to stewardship, monitoring, and enforcement.

The audience will learn both how the Preserve Board monitors more than 700 easements and how the Farmland Trust has obtained grant funds to help farmers improve conservation practices to meet Chesapeake Bay clean up requirements. Finally, land trusts and county farmland programs need to spend some time assessing the progress of their efforts. An evaluation of the performance of the Lancaster County program, using GIS, has insights for land trusts and counties preserving farmland.

Tom Daniels, University of Pennsylvania

Matt Knepper, Lancaster County Agricultural Preserve Board

Jeff Swinehart, Lancaster Farmland Trust

TH10

Dynamic Donor Engagement

Building Meaningful Relationships with Donors

1:00 pm - 4:00 pm

This seminar will explore the importance of building year-round and meaningful relationships with donors. Participants will develop a Dynamic Donor Engagement Plan to thank donors, educate them about programs and issues, and encourage them to advocate, volunteer, and donate in the future. Participants will experience a blend of instructor-led presentation, interactive activities, and group sharing. This course will include best practices and resources related to communication and donor engagement; discussion of how technology tools and social media can be used; and recommendations for developing an effective engagement plan.

Dani Beam, DC Beam Consulting, LLC

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TH11

Best Practices for Trail Management and Signage

Building Blocks for Planning & Maintaining your Trails

1:00 pm - 4:00 pm

This workshop will introduce fundamental concepts that are cornerstones of effective trail planning and management. These field tested concepts, provide an integrated means to consistently communicate and execute the intended design and management guidelines for trail design, construction, maintenance, and use. These cornerstones include the relationship between trails and their signage/wayfinding elements which will be the focus during the 2nd half of this seminar. All trail users rely on some level of navigation to find their way along a given route. Whether it is a remote wilderness trail or a highly developed rail trail, the importance of signage in overall planning, design, and management cannot be underestimated. Trail and Shared Use Pathway planning, design, and management should include signage and wayfinding as part of the process, not as an afterthought. ([Park & Recreation Professional CEUs](#))

Larry Knutson, Penn Trails, LLC

Continuing Education Credits

PALTA is seeking the following credits for qualifying courses:

Appraisers - administered by the Commonwealth. Fee: \$25.00

Attorneys - administered by the PA CLE Board. Fee: \$50

Foresters - administered by Society of American Foresters. No Fee.

Landscape Architects - administered by the PA Park & Recreation Society. Fee: \$10 for PRPS member/\$20 for non-member.

Park & Recreation Professionals- administered by the PA Park & Recreation Society. Fee: \$10 for PRPS member/\$20 for non-member.

Seminars

ROUNDTABLE

Land Stewardship Network

9:00 am - 1:00 pm

This interactive session, which includes lunch, provides structured and unstructured discussion opportunities for conservation professionals and volunteers working specifically on stewardship of eased and owned properties.

FRI

How to Include Everyone

Exploring Opportunities to Diversify

9:00 am - 12:00 pm

Conservation organizations are attempting to diversify their audience and/or workplace to include more people of color, disadvantaged or at-risk populations, and those from low-income, high poverty communities. However, there remains a significant gap between the more savvy land user and those that are not naturally inclined to engage beyond their own backyard. This session examines WHY this gap exists; WHO it is affecting most; WHAT is being done about it; and HOW we can improve things moving forward. Speaking from varying viewpoints and different outreach initiatives, presenters will motivate, encourage, and educate others who are looking into options for reaching diverse audiences. [\(Park & Recreation Professional CEUs\)](#)

Jeanne Barrett Ortiz, Audubon Pennsylvania

Oliver Bass, Natural Lands Trust

Ann Hutchinson, Natural Lands Trust

Heather Sage, Pittsburgh Parks Conservancy

Camila Rivera-Tinsley, Pittsburgh Parks Conservancy

Keisha Scovens, Let's Go Outdoors

Tarsha Scovens, Let's Go Outdoors

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FR2

Avoiding Conflicts of Interest and Running an Ethical Land Trust

9:00 am - 12:00 pm

Given the complexity of many real-estate deals, most of us will occasionally find ourselves in an ethical gray area. For example, conservation buyer deals or conservation subdivisions may be effective tools to protect land, but these tools require keen judgment to prevent their abuse. Does your land trust have policies in place so that when these difficult situations arise you have clear guidance on what steps to take to avoid personalizing the situation? This course is designed to help you navigate through the sometimes complex ethical demands of our work. [\(Continued Legal Education Credits\)](#)

James Wyse, Esq., Coughlin Duff LLP

FR3 (MOBILE SEMINAR)

Green Stormwater Solutions*Partnering with Municipalities to Integrate Green Infrastructure Strategies*

9:00 am - 12:00 pm

The City of Lancaster, heavily paved with impervious surfaces, is required to reduce the frequency and volume of combined sewer overflows. Located within the Chesapeake Bay watershed, the city is subject to significant pollutant load reductions issued by the Environmental Protection Agency. The city's landmark Public Private Partnership program has developed effective methods to leverage PENNVEST, innovative contracting vehicles, and Stormwater Management Fee credit and incentive programs to accelerate green infrastructure implementation on private property. These initiatives are considered statewide models and have received broad endorsement. This seminar includes a classroom and mobile component.

Karl Graybill, City of Lancaster

Ruth Hocker, City of Lancaster

Douglas Smith, City of Lancaster

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FR4 (MOBILE SEMINAR)

Tour the Susquehanna River Landscape*Land Conservation, Trail Development, and Water Protection along the Susquehanna*

9:30 am - 4:30 pm

The Susquehanna Riverlands tour features visits to two major lakes and nationally recognized recreation trails, with stunning views of the Susquehanna River throughout the day. The tour will begin at Columbia Crossings in Columbia's Riverfront Park the Southern Trail head of the North West River Trail where participants will learn about the organizations and efforts that have gone into developing the region as a



burgeoning ecological and heritage tourism destination. Additional stops at the Enola Low Grade Trail and several Lancaster County Conservancy preserves will offer ample opportunities to explore and learn from regional experts about trail interconnectedness, environmental education, destination marketing, large landscape land protection, and a variety of projects that are redefining the region. ([Park & Recreation Professional, Landscape Architect CEUs](#))

Katie Gonick, Lancaster County Conservancy

Jackie Kramer, National Park Service

Lydia Martin, Lancaster County Conservancy

Mark Platts, Susquehanna River Heritage Corridor

Brandon Tennis, Lancaster County Conservancy

FR5 (MOBILE SEMINAR)

Good Food, Healthy Farms & Clean Water

Experience the Benefits of a Local Food System

10:00 am - 4:00 pm

Agriculture is not just an integral part of a local food system but a solution to healthier living, cleaner water, and a more prosperous community. Through tours of local farms, participants will be immersed in farmland preservation, agricultural production, the Amish farming community, and sustainable farming practices.

Participants will visit Lancaster Central Market, the country's oldest farmers' market; Lancaster Farm Fresh Cooperative, a non-profit organic farmers' cooperative of over 100 family farmers; a preserved Amish farm with a manure storage facility and other sustainable farming practices; and enjoy a lunch featuring locally sourced food at The Press Room. Please dress appropriately for being outdoors and walking on a farm.



Karen Martynick, Lancaster Farmland Trust
Meghan Jahnke, Lancaster Farm Fresh (Invited)
Jessica Mailhot, Central Market Manager (Invited)

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FR6

Deconstructing Conservation Easement Violations

The Play by Play

10:00 am - 4:30 pm

Experience powerful stories of two land trusts forced to take action on conservation easements violations. Through their own accounts, they will talk us through every step of the process and share the strategies that their organizations employed, lessons learned, and new policies enacted. If your organization has never experienced a violation there is always the first. Are you prepared? How do you assess a violation? What is your land trust's protocol for taking action? Who communicates with the landowner? When do you engage the media? When do you litigate? Every organization that holds conservation easements should have someone attend this course.

Jeff Swinehart, Lancaster Farmland Trust
Steve Schiffman, Esq., Schiffman, Sheridan & Brown, P.E.

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FR7 (MOBILE SEMINAR)

Trees and Trails

10:00 am - 4:00 pm

Natural resource managers, trail and recreation managers, planners, designers, engineers, and construction contractors all work around trees, literally. As advocates of sustainability, do we understand the affects we have on the trees to which we build so close? How does a tree defend itself against soil compaction, root pruning, limb

cutting, and mechanical damage? Are we able to identify the possible risks trees may have to our built structures? Are we familiar with proper mitigation techniques? How might we execute best management practices to protect trees within successful trails and pathways project areas? Understanding the basic biology, structure, defense mechanism, and tree failure may help you make better decisions for trail and pathway layout, and help guide your construction practices, as well as ongoing maintenance. This workshop combines classroom presentation and field based components. (Continued Forestry Credits, Park & Recreation Professional, Landscape Architect CEUs)

Amy Lutsko, Penn Trails LLC

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FR8

Overcoming Controversy and Crises *Communication Strategies for Conservationists*

1:00 pm - 4:00 pm

Conservation and controversy often go hand in hand. Sooner or later, tensions will rise and your reputation and success will be on the line. In this beginner-friendly workshop, you will learn the ground rules and smart outreach strategies for building public support for your next move. The course includes specific tips for rate increases, land acquisition, regulatory changes, permits, litigation, and other common situations that ruffle feathers in your community.

Eric Eckl, Water Words that Work

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FR9

Managing Leadership Transitions

1:00 pm - 4:00 pm

Many organizations are facing a major leadership transition in the next few years. Is it possible to use the leadership change as an opportunity to grow the capacity of the organization? Managed well, a leadership change honors the past, inspires creativity among board members and staff, lays the foundation for expanded organizational performance, and creates an environment in which the new leader is likely to thrive. Managed poorly, a leadership change is often a stressful, anxious experience that causes an organization to lose momentum, compromise the services it provides to clients, jeopardize key relationships, and make it difficult for the new leader to succeed. Learn how to set the organization up for success by empowering board members, staff and funders to adjust to a new leadership environment.

Carol Hamilton, Institute for Conservation Leadership

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FR10

Stormwater Surges On *Regulations, Municipal Compliance & the Role of Land Trusts*

1:00 pm - 4:00 pm

Understanding municipal stormwater requirements is half the battle. This seminar

will provide an overview of state and federal regulations with a focus on the latest developments in Pennsylvania. Within the next two years there will be additional requirements increasing the duties and obligations of local municipalities under the regulations. The panel will review strategies to address municipal stormwater duties and operations on a joint regional basis; take a close look at the county-wide cooperative effort in York County and compare it with approaches in other counties around Pennsylvania; and assess how to raise municipal stormwater revenues including practical factors and legal requirements. [\(Continued Legal Education Credits\)](#)

Adeolu Bakare, McNees, Wallace & Nurick, LLC

Jayne Blake, PENNVEST (Invited)

Meg Murphy, PA Department of Environmental Protection

David Unkovic, McNees, Wallace & Nurick, LLC

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FRI 1

Delivering on Clean Water

Land Conservation and Stewardship Strategies that Work

1:00 pm - 4:00 pm

The Delaware River Watershed Initiative is an unprecedented collaboration to protect and restore water quality in the Delaware River Watershed, while the Chesapeake Bay Land and Water Initiative seeks to accelerate land conservation and stewardship to directly and positively impact water quality in the Chesapeake Bay Watershed, through enhanced funding, policy, science, partnerships, and communications. Both landscape-scale efforts are harnessing the expertise of the land trust community to leverage land conservation and stewardship specifically for water quality benefits. This seminar will highlight innovative ways that land trusts are protecting and restoring water quality.

Jennifer Miller Herzog, Land Trust Alliance

Peter Howell, Open Space Institute

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FRI 2

The Ultimate Appraisal Checklist

What the IRS and Funding Agencies Look for When Reviewing an Appraisal

1:00 pm - 4:00 pm

An appraisal is a key component to any land conservation project and getting it done correctly is essential, not just for the land trust, but for IRS purposes and to satisfy requirements from external funding sources. This seminar will guide land trust staff and board through a comprehensive review of appraisals to ensure that they meet IRS and funding agency standards. Special attention will be given to the IRS conservation easement audit techniques guide.

Greg Snyder, Snyder Appraisal Associates

Evening Reception

Sponsored by Pregmon Law Offices

Reception begins at 4:30 pm

An excellent networking opportunity that shouldn't be missed; enjoy delicious appetizers and a free drink as you interact with fellow attendees and presenters. A free drink coupon is included with your dinner ticket.

Dinner

Sponsored by Schiffman, Schiffman & Brown, P.C. and Western Pennsylvania Conservancy

Dinner begins at 6:00 pm

Enjoy a hearty meal that incorporates local and sustainable foods; the dinner will include the presentation of the Lifetime Conservation Leadership Award and Keynote Address (see below).

Friday Keynote Address

Sponsored by Pennsylvania Foundation for Watersheds

7:00 pm - 8:00 pm

The World Outside

What They Say About Why Your Work Matters

Eric Eckl, Water Words that Work

Take a journey through conservation insights from social scientists and market researchers. The findings are sometimes heartening, sometimes frustrating — but always fascinating.

We will explore what polls, surveys, focus groups, and other research tools teach us — and how they mislead us — about the public's attitudes towards you and your work.



Eric Eckl loves campaigns and would run for office if he could give the job to somebody else after winning. Instead, he helps conservation and environmental organizations with pollution prevention, fundraising, and issue advocacy campaigns. He founded Water Words That Work LLC as a marketing and public relations firm for nature protection and pollution control organizations. Before launching Water Words That Work, Eric managed fundraising, media relations, and publishing activities for many conservation organizations.

EAC Network Conference

Saturday, 8:00 am - 3:00 pm

Registration to the EAC Network includes breakfast, training session, lunch, and choice of afternoon workshops (1:00 - 3:00 PM). The EAC Network Conference is held in conjunction with the Pennsylvania Land Conservation Conference and is intended for EAC members and appointed and elected municipal officials.

Networking Breakfast | 8:00 am - 9:00 am

Join fellow EAC members for this full breakfast to discuss issues impacting local municipalities, share ideas, and meet new people.

Welcome & Introductions | 9:00 am - 9:15 am

Headliner | 9:15 am - 10:00 am

Return on the Environment

Understanding the True Value of Natural Resources

John Rogers, Keystone Conservation Trust

Nature's value is real, significant and impacts a wide range of stakeholders. A Return on Environment study can help municipalities level the playing field and change the rules of the game in conservation and economic development. A number of municipalities and counties have completed this detailed evaluation of the economic value and public benefits of ecological services. In other words, how much money are we saving municipalities and residents by preserving the resources that support our communities? And what economic benefits come to our area because of the valuable resources we have? Learn more about these studies as well as how EACs and municipalities can help residents be better stewards of their land.

EAC Sharing Forum | 10:00 am - 11:30 am

Moderated by Jeanne Ortiz, Audubon Pennsylvania

Representatives from various EACs will share innovative programs and success stories.

Lunch | 11:30 am - 1:00 pm

Afternoon Workshop | 1:00 pm - 3:00 pm

Please choose one of the following workshops to attend on Saturday afternoon (workshop descriptions available on the following pages).

- A.** Conservation in a Changing Climate: The Role of Public and Private Lands
- B.** Strategic Fundraising Planning
- C.** Make Conservation Happen Locally: The Power of Environmental Advisory Councils
- D.** Local Actions, Regional Results: Best Strategies for Improving Water Quality
- E.** Collaborating on Conservation Referenda: Winning at the Ballot for Parks and Conservation

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An Environmental Advisory Council (EAC) is a group of 3-7 people, appointed by a municipality's elected officials, that advises the elected officials, as well as the planning commission and parks and recreation board, on the protection, conservation, management, promotion, and use of natural resources within the municipality. Pennsylvania's EAC Network is administered by the Pennsylvania Land Trust Association. Visit EACnetwork.org for more information.

General Breakfast

Sponsored by Land Trust Alliance

7:30 am - 8:30 am

A buffet with hot breakfast items. There is no formal program; please take advantage of networking opportunities.

Workshops - 8:30 - 9:45 am

Sponsored by Allegheny Land Trust

Ia. Giving Yourself an Out

In the exuberance of completing projects, it is easy to say “Yes!” to a project to which that organization should say “No!”. Maybe you said “Yes!” to a great project, but at some point along the line, negotiations took a turn, and the project wound up being not as strong as it should or could be. How do you avoid these pitfalls? This interactive session will help participants sharpen their focus on key parts of the acquisition process that may have significant implications on the permanence of the conservation.

Reggie Hall, The Conservation Fund

Ib. How to Write Killer Fundraiser Letters

Writing appeal letters that raise money is not hard. Writing appeal letters that raise a lot more money can be done, but it takes work. These letters are better thought of as technical writing than as correspondence. And just like writing skills for many other technical purposes, there is a science to it. Join fundraising and direct mail expert David Allen to explore the science of what works and why when writing appeal letters. The science may be hard to believe but the steps are easy to implement. If you follow them, your appeal letters will raise more money for your land trust.

David Allen, Development for Conservation

Ic. Identifying and Removing Barriers to Participating in Outdoor Recreation

In 2014, the Pennsylvania Parks and Forests Foundation hosted a summit to explore why people may not participate in outdoor recreation. Based on the feedback from the participants we developed the barriers checklist—a simple form for assessing various aspects of a program or facility to identify easy-to-implement changes that can be made to make the program/facility more appealing to a wider array of people. This is a hands-on workshop—bring marketing materials, brochures, etc. for review. ([Park & Recreation Professional CEUs](#))

Marci Mowery, PA Parks & Forests Foundation

Id. Slab Cabin Run Initiative

A Landscape-Level Approach to Source Water Protection, Stream Restoration and Agricultural Land Preservation

When driving into State College from the south, there is one icon that stands out as your official entrance into Happy Valley, the sign for Meyer Dairy. Through its quiet charm, the Meyer Dairy Store reminds us of the modest, hard-working values and long agricultural history in which our community takes great pride. ClearWater Conservancy

plans to permanently preserve the timeless farmland responsible for producing the milk, cheese, and ice cream that keeps the Dairy buzzing all year round. Known as the Slab Cabin Run Initiative, this project will permanently and proactively conserve 300 acres of agricultural land and stream corridor immediately adjacent to the region's most important, most reliable drinking water wells. These wells, referred to as the Harter-Thomas wells, supply the majority of drinking water to Centre Region residents. When complete, this \$2.75M project will be the largest single-project financial undertaking in our 36 year history. Come hear more about this landscape-level approach to proactive source-water protection which will protect the community's drinking water at the source, restore the health of the Slab Cabin Run, and preserve the appealing agricultural character of Centre County.

Kevin Abbey, ClearWater Conservancy
Deborah Nardone, ClearWater Conservancy

Ie. Building Coalitions ***Harnessing Collective Efforts to Make a Lasting Impact***

Pennsylvania is home to innumerable organizations working hard to protect water quality, whether it's protecting and preserving land, implementing critical restoration projects, or educating people young and old on why conservation matters. While these efforts are important and laudable, we, as an environmental conservation community, also need to work on improving the systems that allow us or fund us to do this work. This session will explore ways that conservation organizations can work together on important issues that affect the work they do on a daily basis. Participants will hear a brief presentation from the Coalition for the Delaware River Watershed and the Choose Clean Water Coalition on their respective priorities, membership and work; and will engage in a dialogue around coalitions, collective impact, and changing systems.

Jill Heaps, Choose Clean Water Coalition
Madeline Urbish, Coalition for the Delaware River Watershed

Workshops - 10:00 - 11:30 am ***Sponsored by Wildlands Conservancy***

2a. Amending Conservation Easements ***A Roundtable Exploration of Real and Possible Scenarios***

This roundtable session will begin with a brief review of how the IRS, state law, Standards & Practices, accreditation, and the actual text of an easement document might influence decision-making. It will then dive into discussions of various scenarios that land trusts are facing or may face. Registrants will be invited in advance of the conference to propose scenarios that should be explored during the session.

Andy Loza, Pennsylvania Land Trust Association

2b. Five Fresh Ideas for Building the Board You Need

The first criterion used for considering a new board member is often 'known to someone on the current board.' Instead, it should be 'totally in love with the mission,' instead. Thus begins an engaging workshop session where we examine every step of the board experience and explore succession planning and leadership development from the inside out. Attend this session and consider five fresh ideas for identifying, recruiting, training, and empowering the board you need – both now and into the future.

David Allen, Development for Conservation

2c. Land Trust Success Stories in Implementing Agricultural BMPs to Improve Water Quality

Small family farmers are feeling increased pressure to comply with agricultural water quality regulations; however, barriers exist in some Pennsylvania communities due to cultural and economic challenges. Land trusts can play a vital role in working with farmers to steward their land to improve water quality. There is a strong link between farmland protection and agricultural restoration -- protection can set the stage for restoration and similarly restoration can lead to protection. This session will give an overview of state water quality regulations and successful education and outreach strategies land trusts can use to work with farmers to meet compliance and implement best management practices. Case studies of multi-partner collaborations, innovative financing structures, and on-farm success stories will be highlighted.

*Stephanie Armpriester, Lancaster Farmland Trust
Grant DeCosta, Brandywine Conservancy*

2d. The Power of Partnerships & Education

Looking for new ways to engage, encourage, and make water conservation and education fun? Join us for this hands-on session on the benefits of partnering with local utility companies and other partners to increase your educational power using Project WET. After a quick dive into the ins and outs of our ongoing partnerships, the local and state-wide reach we have and the increased appeal to funders; we'll plunge into some hands-on water conservation activities that are good for all ages.

*Jessica Kester, Allegheny Land Trust
Keisha Scovens, Let's Go Outdoors*

2e. Strengthening Partnerships and Volunteer Efforts in Land and Water Conservation

Tapping the Penn State Master Watershed Steward Program

The Penn State Extension Master Watershed Steward (MWS) program recruits citizens from the community and trains them for 40 hours in a science-based program to provide the trainees with the basics of water and natural resource science and conservation. Training sessions typically rotate throughout environmental conservation-related sites in the county, offering different organizations the opportunity to talk about their missions and volunteer needs with the trainees. After training is complete, graduates are offered ongoing opportunities to engage with the partner organizations and in their communities. This workshop will walk you through the steps to create a program in your county, highlight the program accomplishments in existing counties, and discuss how the program can enhance conservation partnerships and engage new faces in conservation.

*Erin Frederick, Penn State Cooperative Extension
Rebecca Kennedy, PENNVEST*

2f. Embrace GIS for Engaging New Audiences and Advancing Your Mission

In today's highly connected world, we can now quickly and easily share maps and geographic information within our organizations and with the general public via the Internet. Interactive and dynamic web maps and applications can be consumed by users on a variety of devices, including desktop computers, mobile phones, and tablets. ESRI ArcGIS Online's Web AppBuilder and Story Map templates allow GIS users to create informative online mapping applications, and require little to no programming experience. This session is designed for individuals that have access to ArcGIS, or are considering incorporating GIS within their organization.

Michele Gandy, Brandywine Conservancy

Lunch

Sponsored by Saul Ewing, LLP

11:30 am- 1:00 pm

PALTA BUSINESS MEETING

A brief report by the Executive Director and election of new directors.

AWARD PRESENTATION

PALTA recognizes a county or municipal government with the presentation of the Government Conservation Leadership Award.

SPOTLIGHT

A Conversation with Agency Leaders

Agency leaders will discuss the opportunities and challenges that each of their respective agencies face in regards to fulfilling their missions and the protection of Pennsylvania's natural resources. Audience members will have the opportunity to ask questions during this lively and engaging discussion.

Workshops - 1:00 - 3:00 pm

3a. Conservation in a Changing Climate

The Role of Public and Private Lands

Climate change has already begun to manifest itself in Pennsylvania in the form of higher temperatures, increased annual precipitation, more large storm events, decreased snow cover, and the movement of species to the north and to higher elevations. In addition to these direct impacts, climate change magnifies other environmental stressors such as invasive species, habitat fragmentation and conversion, and deer overpopulation. DCNR is developing conservation strategies to deal with these impacts that could also be useful for land trusts. During this session we will provide an overview of these strategies and discuss opportunities for DCNR and land trusts to collaborate. We'll look at the role that land trusts could play in helping to connect public and private lands into a network of migration corridors for species moving in response to climate change.

Greg Czarnecki, PA Department of Conservation & Natural Resources

Secretary Cindy Dunn, PA Department of Conservation & Natural Resources

Ashley Rebert, PA Department of Conservation & Natural Resources

3b. Strategic Fundraising Planning

Looking back on the last few years in fundraising, do your trend lines look good? If you keep doing what you're doing now, will you make your goals this year? How about five years from now? Is your Strategic Plan driving your fundraising? If you answered "No" to these questions, or if your fundraising is limiting your organizational vision, this workshop is for you. We'll look at long-term strategies for raising capital funds (including campaigns). We'll also look at strategies for growing organizational capacity to raise money faster than your current trends might predict. Consider strategies and plans that take longer than 12 months to implement but that might hold the key to unleashing your organizational potential.

David Allen, Development for Conservation

3c. Make Conservation Happen Locally The Power of Environmental Advisory Councils

This session is aimed at those interested in forming, strengthening, or working with an Environmental Advisory Council (EAC). Topics covered include how to form an EAC, how to be most effective, and how to work with the municipal body and committees. The session will feature case studies designed to help new and established EAC's be one of the most vibrant, contributing parts of their community's environmental governance.

Rebecca Kennedy, PENNVEST
Jeanne Ortiz, Audubon Pennsylvania
Susan Myerov, Pennsylvania Environmental Council

3d. Local Actions, Regional Results Best Strategies for Improving Water Quality

From preserving large tracts of forested headwaters to enforcing riparian buffer ordinances, municipalities play a key role in maintaining and restoring water quality in the Delaware River watershed. Many different actors, from nonprofits to state agencies, assist municipalities in conservation, preservation, and restoration practices. However, many municipalities struggle with the codification, enforcement, and implementation of conservation tools. DVRPC is working with a group of experts to create a prioritized list of recommendations designed to help municipalities improve water quality. Attend this facilitated roundtable discussion to review and provide input into these recommendations before the report is released in July 2017. This discussion/session is best for attendees who have experience working with municipalities as professional staff/consultants, appointed officials, or citizen volunteers.

Alison Hastings, Delaware Valley Regional Planning Commission
Christine Arlt, Delaware Valley Regional Planning Commission

3e. Collaborating on Conservation Referenda Winning at the Ballot for Parks & Conservation

Counties and municipalities in Pennsylvania and across the country have successfully funded land and water conservation priorities through a variety of voter-approved mechanisms. This workshop will focus on why and how to conduct a winning ballot campaign for open space conservation. This workshop will walk through how to develop the case, conduct the feasibility research and public opinion surveys, design the measure, run a campaign, and evaluate the process. We will also discuss how to win when almost nothing goes according to plan! Smithfield Township's recent ballot campaign will be presented as a winning case study.

Brian Barrett, Smithfield Clean Water Alliance
Ellen Lott, The Nature Conservancy
Stacy McCormack, Trust for Public Land



Registration Guidelines

Please read these guidelines prior to registering. **All registrations will be submitted online** and registrants have the option of paying by credit card, Paypal, or by check. If you do not have access to the internet, please contact us at 717.230.8560.

Register at ConserveLand.org/2017-conference/register.

EARLY: up until March 14, 2017

Use **EARLYBIRD** code online to take advantage of early registration rates.

REGULAR: March 15, 2017 to April 14, 2017

LATE: \$45 late fee on entire registration April 15, 2017 and after

Full-day registration rates include lunch and breaks; if only attending a half-day, lunch must be purchased ala carte. If attending full-day, please be sure to register for two half-day seminars or one full-day seminar. When registering, please review your selections for accuracy. The online registration system **will not prevent you** from registering for overlapping sessions.

Attention Speakers: All speakers are required to register for the conference. Speakers receive discounts based on the amount of training they are providing. An email will be sent to all speakers with a promo code to use while registering.

Notes:

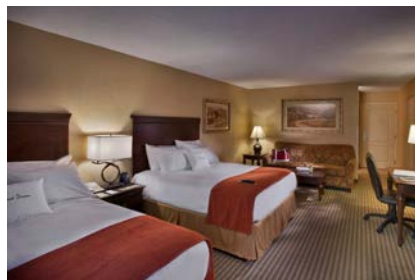
- If you are having trouble registering online, please contact us at 717.230.8560. Please review our registration modification/cancellation policy at ConserveLand.org/2017-conference/register.
- Save money—register early to benefit from early registration rates.
- Late and walk-in registrations will be accepted (with associated late fees). It is recommended that you register as soon as possible as specific field trips or seminars could sell out early.
- Registrants are responsible for making lodging arrangements. Make reservations with the hotel by **April 3rd** to secure the conference discount and ensure room availability (see below for more details).

Lodging

DoubleTree Resort by Lancaster

2400 Willow Street Pike, Lancaster PA 17602

Call 717-464-2711 or make reservations online at <http://doubletree.hilton.com/en/dt/groups/personalized/L/LNSWVDT-PAL-20170503/index.jhtml>.



Conference attendees receive a discounted rate of \$124.00 for single, double, and triple occupancy if reservations are made by **April 3, 2017**. Mention you are with the Pennsylvania Land Conservation Conference and use code **PAL**. For directions and other lodging options, please visit ConserveLand.org.

Conference Support

The Pennsylvania Land Trust Association is always looking for help with the Pennsylvania Land Conservation Conference. It takes a lot of resources to pull off a conference like this and there are many people and organizations who contribute funding, expertise, time and other support to make each year's event successful.

Here are some ways that you can help out:

Sponsorships

The Pennsylvania Land Conservation Conference offers a number of sponsorship opportunities, each of which provides unique exposure to your organization. To learn more about becoming a sponsor, please contact Nicole Faraguna at 717.909.1298 or e-mail nfaraguna@conserveland.org.

Exhibiting

Exhibitors help to offset the costs of the conference while showcasing their services to conference attendees. Exhibiting tables are set up in prominent areas of the conference and allow ample opportunities for networking with attendees. Non-profit and For-Profit rates are available. Learn more at ConserveLand.org/2017-conference/exhibiting. If you would like to learn more about exhibiting opportunities, please email Carol at cgrayshaw@conserveland.org

Volunteer Opportunities

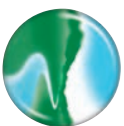
We are thankful to the support of dozens of volunteers who offer a few hours of their time to help out at the conference each year. Volunteers provide support in the classroom, on field trips, and at the registration desk and help to ensure the conference runs smoothly. If you'd like to learn more about volunteer opportunities or are interested in lending a hand, please email Carol at cgrayshaw@conserveland.org.

A/V Support

One of the easiest ways to support the conference is to donate a/v equipment for use during the event. Typically, PALTA requests a/v projectors though may need additional equipment such as laptops, screens and flipcharts. PALTA staff will coordinate with a designated staff person from your organization in terms of when and where your equipment should be set up and retrieved. By using donated a/v projectors, PALTA saves thousands of dollars in equipment rental fees. To learn more, please email Nicole nfaraguna@conserveland.org.

Spread the Word

The success of the conference relies on quality content and good attendance. We'll ensure that there is excellent educational and networking opportunities, if you can help bring new people to the conference. Please take a moment and share conference registration materials with your colleagues, board members, elected officials and others who would benefit from attending the conference. Encourage junior and senior staff to attend since attendees benefit from networking and connecting with individuals with varying backgrounds and expertise. This conference booklet can be downloaded at Conserveland.org/2017-conference/register.



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ASSOCIATION

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Harrisburg PA 17101-1209

ConservelLand.org

The Pennsylvania Land Conservation Conference, held annually by the Pennsylvania Land Trust Association, is Pennsylvania's annual training, networking, and inspirational event for those involved with private and public land conservation.