

2015 WORKSHOP & SEMINAR DESCRIPTIONS

Option 1 (3 workshops) -- Choose 1 Workshop from each Session:

A: (10:45am – 12:15pm); B: (1:30 – 3:00pm); and C: (3:15 – 4:45pm)

OR

Option 2 (1 workshop and 1 seminar) -- Choose 1 Workshop from Session A and 1 afternoon ½ day Seminar

WORKSHOP SESSION A: 10:45am – 12:15pm

A.1 Connecting Kids & Nature

All Skill Levels

The discussion with Keynote Speaker Juan Martinez continues! We are raising a generation of tech savvy kids, but at what cost? Why is it important to ensure that children acquire an appreciation of nature and develop an environmental ethos? In this facilitated roundtable, you will have an opportunity to learn more about the unique opportunity for land conservation organizations to connect children with nature, attract and cultivate the next generation of leaders to conservation, and help transform lives.

Melissa Spear, Executive Director, Common Ground High School (Facilitator)

Juan Martinez, Director of Leadership Development and Natural Leaders Network, Children & Nature Network

Lori Paradis Brant, Education Director, Project Learning Tree Coordinator, Connecticut Forest & Park Association

Sharon E. Lewis, Executive Director, Connecticut Center for Environmental Justice

Teresa Gagnon, Co-Coordinator, DEEP's No Child Left Inside Program

A.2 Putting Your Website to Work: Tips for Better Fundraising and Engagement

All Skill Levels

Did you know that your website is still considered to be your most important outreach tool? More so than brochures, newsletters or press releases? A good website doesn't have to be fancy or complicated. But it does need to function well to inspire readers and foster greater engagement. Find out what key features and content your website should have for strong fundraising and engagement with your community.

Judy Anderson, Principal, Community Consultants

A.3 Form 990 for Small Land Trusts & IRS Update

Intermediate/Advanced

Does your accountant prepare your 990 with limited input from anyone at your land trust? Do you know the requirements for reporting conservation easements? What is your responsibility for the Form 8283 filed by your donors? Do you have a conflict of interest statement? Learn how to make the most of the Form 990 required by the IRS. There are sections in the form that can be used to the land trust's advantage and build good will among donors. Also learn about governance requirements for board members.

Christine Lent, CPA, Financial Management Services, Danosky & Associates

A.4 Working with Foundations – Keys to Success

All Skill Levels

Wonder what it takes to receive a grant from a foundation? Received grants before but want to submit a more compelling application? How do grant makers make decisions? What do they look for? This interactive panel discussion will answer these questions and many more to help you understand the world of foundations, how they evaluate your proposal and how you can better position your group to achieve success and receive their support.

Reggie Hall, Manager of the Land Trust Loan Program, The Conservation Fund

John Long, Program Officer, Nonprofit Assistance Initiative, Connecticut Community Foundation

Additional Foundation Representatives (TBA)

A.5 Using Smartphone Apps for Basic GPS Field Data Collection

Beginner

Are you interested in mapping trails and other features on your land trust properties? Just a few years ago that would have required you to purchase a handheld GPS receiver, ranging from a couple hundred to a couple thousand dollars. However, with the proliferation of smart devices (phones and tablets) now on the market boasting built-in GPS chips, you may already have a mapping device sitting in your pocket to replace that clunky GPS! This workshop will help you filter through the 100's of free and low cost GPS "Apps" on the market and will recommend *what we think are* the best Apps for iOS (Apple) and Android devices. A portion of the workshop will include hands-on practice with these Apps and demonstrations of how to integrate field data with online maps so that you can visualize and share your data with land trust partners and the public.

Cary Chadwick, Geospatial Extension Director, University of Connecticut, Center for Land Use Education and Research (CLEAR)

David Dickson, National Programs Coordinator, CLEAR

Emily Wilson, Geospatial Educator, CLEAR

A.6 Accreditation: Preparing for the Journey

All Skills Level

Learn from a representative of the Land Trust Accreditation Commission - as well as your land trust peers who have been through it - about the program and process of Land Trust Accreditation. Representatives from several Connecticut land trusts will discuss the steps they took in preparing to apply, their experiences with the accreditation application, and the benefits of having achieved accredited status. Compare notes on each trust's individual journey. Get answers related to the estimated costs and work hours required. Leave better informed and connected within a CLCC network where some members are accredited, some are actively preparing, and all know how and where to go when ready to take the next step.

Jennifer Brady-Connor, Land Trust Accreditation Commission

Connecticut Land Trust Panelists (TBA)

Connie Manes, Manes Consulting, Land Trust Alliance Northeast Circuit Rider

A.7 Current Issues in Protecting Working Lands

Intermediate/Advanced

Over 50,000 acres of farmland are protected in Connecticut through the CT Farmland Preservation Program, the federal Farm and Ranch Lands Protection Program, land trusts and other entities. These efforts to protect our working lands have been vital to helping both new and established farmers gain access to affordable farmland. Yet not all conservation easements are designed for agriculture, and deciphering complex language can be a challenge. Using CT's recently developed Model Agricultural Easement as a reference, this session will focus on what makes easements farm friendly. The panel discussion will highlight common terms and conditions, and discuss a variety of issues that farmers confront in working protected land. This session requires some working knowledge of common easement terms and conditions and is intended for land trusts interested in protecting farmland or leasing land they may have already protected.

Cris Coffin, New England Director, American Farmland Trust

Elisabeth Moore, Executive Director, Connecticut Farmland Trust

*Cam Weimar, Farmland Preservation Director, Connecticut Department of Agriculture
Farmer working protected land (TBA)*

A.8 Developing a Comprehensive Fundraising Strategy for Land Trusts

All Skill Levels

Participants in this workshop will cover the fundamentals of land trust fund development, including board and staff roles, development of missions and strategies, annual fund raising for operations, capital fund-raising for acquisition, and raising funds for reserves for long-term sustainability.

Thomas Curren, Consultant

A.9 Connecticut General Assembly Public Policy 2015 Update

All Skill Levels

Join members of the Connecticut General Assembly Environment Committee and Planning & Development Committee for a facilitated panel discussion of the current status of the 2015 legislative session. There will be ample opportunity for you to provide input and ask questions with respect to issues that are relevant to your work in land conservation and environmental protection.

Eric Hammerling, Executive Director, Connecticut Forest & Park Association, Chair, CLCC Policy & Advocacy Committee (Facilitator)

Members, Connecticut General Assembly (TBA)

A.10 A Conversation with the Connecticut Attorney General's Office/Advanced Legal Issues

Intermediate/Advanced

As the law guiding land conservation transactions continues to emerge and develop, this workshop will provide you with an opportunity to get updates and answers to questions of relevance to your conservation work from legal experts. Bring your questions. Better yet, bring your land trust's attorney – there will be ample opportunity for Q&A. Topics include: (1) Amendments of Conservation Easements or Deed Restrictions – including when to seek out advice from the Attorney General's office; when/where to go to court; and how the AG's office may be of assistance; (2) Land Trust Governance - including fiduciary obligations under the statutes and common law, appropriate bylaws and need for compliance with corporate/organization purpose, availability and importance of training and annual review, best practices information, and at what point a matter rises to the level of law enforcement by the AG's office or other authorities; and (3) Charitable Trust Restrictions - including deed restrictions and the charitable trust issues related to them.

Karen Gano, Esq., Assistant Attorney General, Special Litigation Unit, Connecticut Attorney General's Office

Linda Francois, Esq., Partner, Cooper, Whitney, Cochran & Francois

Keith Ainsworth, Esq., Law Offices of Keith R. Ainsworth, Esq. LLC

WORKSHOP SESSION B: 1:30pm – 3:00pm

B.1 Using Technology to Tell Your Story

Intermediate

This workshop will describe how land trust website developers can use Google Maps and i-Tree to tell their land trust's story. In the first part of the discussion, you will learn about the MyMaps functionality in Google Maps and how to incorporate interactive maps, including land trust-specific features such as property borders, trails, parking areas, and points of interest, into your land trust's web pages. The second portion of the session will focus on i-Tree, a suite of easy to use software tools developed by the US Forest Service, to provide inventory, analysis and benefit values of trees and greenspace in urbanized landscapes. The software tools include the ability to look from the top down (air photos, Google Earth, etc) and from the ground up (field collected data) in the analysis of a range of landscape types from individual parcels to statewide regions. This workshop will provide the opportunity to perform a 'live' analysis of a city or town in Connecticut, and demonstrate the use of the software.

David Bloniarz, Research Scientist/Project Manager, USDA Forest Service

Michael Green, Board Member and Webmaster, Wyndham Land Trust

B.2 Focus Group: Treasurers/Finance Committee Chairs

All Skill Levels

Back by popular demand! In August, 2013, as part of the CLCC annual *Summer Focus Group Program*, Treasurers, officers and Finance Committee chairs from 14 Connecticut land trusts participated in a consultant-led roundtable on issues connected with management of land trust finances. Their findings were reported and discussed at the 2014 CLCC Annual Conference, and the group determined to continue meeting to discuss current developments and strategies to meet continued challenges. Participants from the focus group will share their questions and answers on such issues as development of internal controls and financial policies; investment/management of reserve accounts and the classification of restricted funds; building adequate stewardship reserves (referencing *Land Trust Standards & Practices*, and TerraFirma and accreditation requirements); and planning for increased financial complexity in accordance with

organizational growth. (*Workshop materials will include the Focus Group report and written materials supporting best practices in financial management.*)

David Russell, Treasurer, Granby Land Trust
Others (TBA)

B.3 The New England Cottontail Initiative – How Land Trusts Are Helping to Save a Species!

All Skill Levels

This workshop will highlight the efforts underway to restore habitat for the New England Cottontail and how you can become involved. Once abundant throughout most of New England and eastern New York, the New England cottontail now faces the possibility of being a federally listed threatened or endangered species. Learn how land trusts, conservation groups and private landowners can become involved in restoring habitat for this and other young forest dependent species. Hear first hand from two veteran Land Stewards about their experiences implementing a landscape level habitat management project to benefit the New England cottontail. A professional Consulting Forester certified as a Technical Services Provider to the Natural Resources Conservation Service (NRCS) will highlight the opportunities available to private landowners through various NRCS programs.

Judy Wilson, Wildlife Biologist, Habitat Program, DEEP Wildlife Division
Beth Sullivan, Avalonia Land Conservancy, Stonington Town Chairperson
Deb and Rich Martin, Land Stewards, Litchfield Hills Audubon Society
Jeremy Clark, Private Consulting Forester and Technical Service Provider to the NRCS

B.4 Dial M for Merger! Deciding If, When and How to Merge

Intermediate/Advanced

Okay, so maybe it is a stretch to liken the concept of merger to an Alfred Hitchcock movie, but most would agree that the “M” word can be intimidating. However, under the right circumstances, deciding to merge may prove to be the perfect mechanism to grow overall capacity and improve conservation impact for the participating land trusts. Drawing upon examples from success stories in Connecticut and across the nation, we will examine the benefits and challenges of merger and discuss the steps for consideration, due diligence and decision-making throughout the merger process.

Amy B. Paterson, Executive Director, Connecticut Land Conservation Council
Rebecca Washburn, Northeast Conservation Manager, Land Trust Alliance

B.5 Optimizing Board Dynamics: Collaborations and Consensus Techniques

Intermediate

While aspiring to achieve its mission, the Board’s discussion and decision making process used in getting there may be one sided, ineffective or worse. This session provides Board leadership with a joint problem solving process which puts the focus on achieving the Mission through collegial discourse. Examples and exercises of intervention techniques are integral to this interactive session. 'What do I/we do when...' options and techniques for getting back on track will also be addressed.

Jane Zirlis, Principal, JVZ Consulting

B.6 Is Leasing Farmland Right for your Organization?

Beginner/Intermediate

Land Trusts and Municipalities can play a critical role in meeting the needs of new and beginning farmers, keeping additional farms growing, and helping to change our food system. At the same time they may need to take into consideration concerns related to habitat, public access, scenic vistas, and water quality. Participants will hear from a panel of experienced land trust and municipal representatives who are currently leasing farmland. They will share their experiences through moderated Q&A to help attendees understand the issues, and gain the knowledge to decide if leasing farmland will help them reach their mission and goals. Handouts of reference materials and websites will also be provided.

Kip Kolesinskas, Land Conservation Specialist, UConn Cooperative Extension
Wayne Woodard, Preserve Manager, Sunny Valley Preserve, The Nature Conservancy
Others (TBA)

B.7 Secrets of a High Functioning Development Committee

Intermediate

OK, so we have a Development Committee. Now what? This session will look at what a high functioning committee talks about and acts upon before, during, and after meetings, and how that might change during the year.

David Allen, Partner, Conservation Consulting Group

B.8 Connecticut State Plan Smorgasbord

Hungry for some information on state planning efforts but don't have time for a full meal? If so, here's your chance to get a taste for how state plans may be relevant and helpful to your conservation work! Sample a little bit of this and a little bit of that in CLCC's State Plan Smorgasbord where experts from DEEP and other state agencies will provide a brief overview on the purpose, content, and status of various state plans including, the State Comprehensive Open Space Strategy (aka Green Plan), State Wildlife Action Plan, State Public Use and Benefit Registry, State Forest Management Plan, State Water Plan, State Plan of Conservation and Development ... and others! Exhibits for each plan will be on display with plenty of information to take home. Bring your appetite for information and questions! Bon Appétit!

Margaret Miner, Executive Director, Rivers Alliance of Connecticut (Facilitator)
State officials from DEEP and other agencies (TBA)

B.9 TerraFirma First Year Results

All Skill Levels

Wondering how it is going with TerraFirma Risk Retention Group following the first year of helping land trusts defend their conservation portfolios? Join the Land Trust Alliance's Conservation Defense Director Leslie Ratley-Beach for an open conversation about results, claims trends, forecasts, financial stability, premiums and anything else on your mind about the world's only conservation defense liability insurance company.

Leslie Ratley-Beach, Conservation Defense Director, Land Trust Alliance

B.10 Appraisal for Land Acquisition

All Skill Levels

Managing the appraisal process is critical in obtaining public funding for land conservation. In this workshop, we'll use a case study to examine how easements differ from fee simple valuation, Yellow Book vs. USPAP appraisals, and the requirements of DEEP's Open Space and Watershed Land Acquisition Grant Program.

Chris Kerin, MAI, Partner, Kerin & Fazio, LLC

WORKSHOP SESSION C: 3:15pm – 4:45pm

C.1 Creating Bird-friendly Communities in Connecticut

All Skill Levels

This workshop is open to anyone interested in creating bird-friendly habitats in their backyard, schoolyard, neighborhood park or land trust property. By highlighting Audubon Connecticut's Healthy Habitat Programs – Urban Oases, Schoolyard Habitat and Audubon At Home -- we will illustrate how you can improve and conserve important stop-over habitat for migrating songbirds, while engaging people in conservation action.

Katherine Blake, Bird-friendly Communities Coordinator, Audubon Connecticut
Francesca Williams, Coordinator of Curriculum and Instruction, Audubon Greenwich

C.2 Getting the Numbers Right: Understanding the Basics of Land Trust Finances from a Lay Perspective

All Skill Levels

Your organization's CPA shows you the Balance Sheet (and it balances). You are comforted that at least someone understands this stuff. That's all you need to know, right? Unfortunately, no. You don't need to be an expert in accounting to serve on a land trust board, but understanding the numbers is still an important responsibility for ALL board members. We'll talk about Internal Controls, Understanding Trends and Forecasting, and basic Development Planning. But this session is less about what you need to know than it is about strategies for improving organizational literacy in finance.

David Allen, Partner, Conservation Consulting Group

C.3 Baseline Documentation Reports: A Tool in Stewardship for Conservation Easements

All Skill Levels

Baseline Document Reports (BDRs) are one of the most important pieces of information for your conservation easements. BDRs identify important existing land resources and conditions at a point in time in one report. Provide your staff and volunteers with pertinent information on each property. Improve understanding of the stewardship issues to be addressed and provide good background for future land inspections and owner coordination. Make sure that you have the requisite content for a report that is IRS compliant and consistent with Land Trust Standards & Practices.

Vikki Reski, ASLA, Owner, Cinquefoil Consulting Firm

Joyce Purcell, Assistant State Conservationist, USDA Natural Resources Conservation Service

Rebecca Washburn, Northeast Conservation Manager, Land Trust Alliance

C.4 Putting a Climate Change Filter on Land Conservation

All Skill Levels

Climate change creates substantial uncertainty about the future, but it is certain that there will be substantial effects on natural ecosystems. This session will help to begin a discussion of how climate change information can be integrated into conservation activities in Connecticut, with an emphasis on terrestrial ecosystems and land management.

Presentations will highlight key climate change impacts and ways to enhance the ability of ecosystems to cope with changing conditions. Case studies from a variety of land conservation and management projects will provide lessons for moving forward on adaptation.

Maria Janowiak, Scientist, Climate Change Adaptation and Forest Carbon Management, Northern Institute of Applied Climate Science

C.5 Focus Group: Volunteer Recruitment

All Skills Level

Where would your organization be without its volunteers? Volunteers are the lifeblood of land trusts -- taking on the bulk, if not all, of the work needed to carry out and sustain the mission of the organization. Some organizations make volunteer recruitment and coordination look so easy. What is the secret of attracting and retaining the best volunteers - the volunteers who will not only help protect land but also provide financial support and bring in new members? What are your peers doing? What are new models? And how can we sustain and do better? Explore the answers to these and other questions with land trust officers, board members, committee chairs and others who focus on volunteer recruitment for their respective organizations. (*Workshop materials will include the Report from our August 2014 Focus Group on Volunteer Recruitment.*)

TBA

C.6 Three Easy Steps to Better Board Meetings

All Skills Level

Do you want your board meetings to be more productive and efficient? Why do you think your meetings don't go as well as they should? Using John's Pocket Guide to Better Meetings, in this interactive session you'll learn, then practice, three easy steps to better board meetings, so you can try one or more of them at your next board (or any) meeting. This session is well-suited for board and committee members and staff.

John Monroe, Director of CT and RI Projects, Rivers & Trails Program, National Park Service

C.7 UConn Master Gardeners to the Rescue

Beginner

UConn Master Gardeners receive scientific training and must volunteer for community nonprofit projects. Land trusts should consider the UConn Master Gardener program as a source of expertise for projects including but not limited to butterfly gardens, wildflower meadows, control of invasive vegetation, and vegetation surveys. For land trusts involved in agriculture, UConn Master Gardeners can design and implement community gardens. Join a Master Gardener as she shares some of the existing program projects and provides insight into how to propose an appropriate project and how to submit your project for consideration by UConn Master Gardener volunteers.

Gail Kalison Reynolds, Director, University of Connecticut Master Gardener Program, Middlesex County

C.8 Raising Major Gifts from Individuals and Family Foundations for Land Conservation

All Skills Level

In this presentation, you will learn how to identify, cultivate, solicit, close and steward major gift donors. We will also cover suggested language to use when asking for an appointment, for a gift, as well as responding to a variety of donor responses. You will learn what motivates donors to make major gifts for land conservation, how to approach family foundations, the importance of bequests, how to engage financial advisers and how to form a major gifts committee.

Sarah Shrewsbury, Principal, Vineyard Consulting

C.9 Think Globally, Act Locally: How to Influence Local Land Use Decisions

All Skills Level

Understanding how towns plan for the future and regulate land use is necessary for land trusts and other conservation organizations to advocate effectively for balanced growth coupled with open space conservation in their towns. This workshop will discuss where, when and how to participate in these processes, whether it is crafting local Plans of Conservation and Development or influencing other planning, zoning, wetlands and conservation commissions actions. Part of this workshop will demonstrate that one does not need to be an attorney, engineer or contractor to read site plans or give thoughtful, well-reasoned comments and recommendations to local regulatory commissions. We'll also address how land trusts can determine whether or not to get involved with a proposed project.

Elaine LaBella, Director of Land Protection, Housatonic Valley Association

Sandy Breslin, Director of Governmental Affairs, Audubon Connecticut and Bethany Inland Wetlands Commn.

Margery Josephson, President, Naromi Land Trust

C.10 Managing Encroachments: Diplomacy, Documentation and Legal Options

All Skills Level

Encroachments threaten to erode the hard work and resources land trusts put into their core mission of acquiring and conserving land. Many encroachments are the result of ignorance, not bad intent (though some are). Resolving encroachments can be turned from confrontation to collaboration by using a combination of diplomacy and documentation backed up by environmental law. A stewardship committee that understands the strength of its position without overplaying its hand can make a potentially nuisance situation into a mutually beneficial relationship.

Keith Ainsworth, Esq., Law Offices of Keith R. Ainsworth, Esq. LLC

David Roach, Owner, All Habitat Services, LLC

Afternoon Seminars on next page!

AFTERNOON SEMINARS (1:30pm – 4:45pm, including breaks)

S.1 Anatomy of a Land Transaction

All Skills Level

Join us for a soup to nuts overview starting with how a land conservation project begins to how it is successfully completed. Using case studies based on recent projects, this introductory seminar dissects typical land conservation projects including both fee and easement transactions. Great for development staff, board members and volunteers new to land conservation! From start to finish, "learn the ropes" and receive helpful pointers including but not limited to project selection; negotiating the deal; project funding (including stewardship!); donor cultivation, etc.

Reggie Hall, Manager of the Land Trust Loan Program, The Conservation Fund

Kate Brown, Project Manager, Connecticut Office, Trust for Public Land

Others (TBA)

S.2 Community Conservation: Creating programs that change lives, inspire change and raise money

All Skills Level

American naturalist John Burroughs knew what it meant to inspire the love of nature, stating over 100 years ago, "Learning without love will not stick. But if love comes first, learning is sure to follow." Programs that add value to people's lives, in creative ways, are becoming a key tool for land trusts to inspire people and connect them to the land from all walks of life. This interactive workshop will provide an overview of three key strategies: Programming, Stories of Change and Lands that Connect to People. As part of this we will showcase a number of national and Connecticut examples of successful programming, as well as provide tips and suggestions for designing public conservation areas that connect people to people, and people to the land. We'll provide tips on reframing what you do, using short stories of change, to enhance fundraising and community support. Some of the topics and questions we'll address:

- Your land trust is doing great things, but the community doesn't necessarily seem to know about them—or doesn't seem to care.
- How do you connect with a broader constituency in your community so that you can ensure that people will care about conservation, and your land trust, for generations?
- What are some creative programs that all-volunteer and small land trusts can offer in the community that go beyond the traditional hikes on land trust preserves?
- What does it take to create an "Ambassador Landscape" i.e. a land trust property that is selected, planned, designed and maintained with the primary "job" of connecting people to nature/out-of-doors and the land trust.

Judy Anderson, Principal, Community Consultants

S.3 Building Your Organization's Dashboards

Intermediate/Advanced

An engaged Board means an informed Board. Does your Board require more relevant information to be effective? Do your financial reports confound and overwhelm your Board? This workshop will help you, your staff, and board members discover the power of dashboards. Help your Board hold better discussions, have more efficient meetings, and make better decisions. Teach your staff how to gather data proactively in preparation for meaningful presentations at the board meeting. Learn how to uncover the relevant information in your income statements and balance sheets and display them in a clear and concise manner that everyone will appreciate.

Sharon J. Danosky, Founder and President, Danosky & Associates

Christine Lent, Financial Management Services, Danosky & Associates