

2019
**Pennsylvania Land
Conservation Conference**

May 16-18, 2019 | Skytop Lodge (The Poconos)



**Beyond Boundaries
United to Protect Land and Water**

Presented by the
Pennsylvania Land Trust Association
ConserveLand.org

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Conference at a Glance

Thursday, May 16

- 8:30 am Registration Opens
- 9:00 am Coffee Break
- 10:00 am Sessions Begin
- 10:00 am Field Trips Depart
- 11:30 am Lunch **sponsored by Chesapeake Conservation Partnership**
- 2:30 pm Refreshment Break **sponsored by Allegheny Land Trust**
- 4:30 pm Reception **sponsored by The Nature Conservancy, Pennsylvania Office**
Dinner on your own (Skytop Lodge offers several dining options)

Friday, May 17

- 8:00 am Registration Opens
- 9:00 am Coffee Break **sponsored by Western Pennsylvania Conservancy**
- 8:30 am Sessions Begin
- 10:00 am Field Trips Depart
- 11:30 am Lunch **sponsored by The Conservation Fund**
- 2:30 pm Refreshment Break **sponsored by Pennsylvania Game Commission**
- 4:30 pm Reception **sponsored by Pregmon Law Offices**
- 6:00 pm Dinner **sponsored by Schiffman, Sheridan & Brown, P.C.**
featuring the Lifetime Conservation Leadership Award

Saturday, May 18

- 7:00 am Registration Opens
- 7:15 am Breakfast **sponsored by Foundation for Pennsylvania Watersheds**
- 8:30 am Workshop Session I
- 9:45 am Coffee Break
- 10:00 am Workshop Session II **sponsored by Brandywine Conservancy**
- 11:30 am Lunch **sponsored by Saul Ewing Arnstein & Lehr, LLP**
Government Award **sponsored by Natural Lands**
PALTA Business Meeting
- 1:00 pm Workshop Session III **sponsored by Wildlands Conservancy**
- 3:00 pm Close

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**

Thursday Meals & Networking

Thursday Lunch

Sponsored by Chesapeake Conservation Partnership

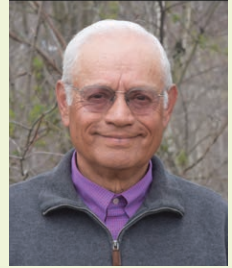
11:30 am - 1:00 pm | Included with Thursday registration

Sid Jamieson

Native Conservation Connections:

The Significance of the Susquehanna to the Iroquois Nation

Sid Jamieson is Haudenosaunee, a member of the six-nation Iroquois Confederacy, and lives on the West Branch of the Susquehanna River. He has served on the board of the Chesapeake Conservancy, and participated in the organization's Envision the Susquehanna initiative. He will provide an important Native American perspective when it comes to Pennsylvania's rivers.



Afternoon Break

Sponsored by Allegheny Land Trust

2:30 - 3:00 pm | Included with Thursday Registration

Networking is important to conference attendees, which is why you'll find more time built into the agenda for you to connect with your colleagues.

Thursday Reception

Sponsored by The Nature Conservancy, Pennsylvania Office

4:30 - 6:00 pm | \$25.00 per person

Network with colleagues and presenters while you enjoy a hearty selection of appetizers and an unforgettable performance. Cash bar.

A Performance of TREES

Sponsored by Delaware Highlands Conservancy

5:45 - 6:00 pm

TREES, directed by Tannis Kowalchuk, which highlights the connectivity, communication, and co-operative existence in forests. The original stilt walking performance, which includes drums and accordion, is based on the bestselling book *The Hidden Life of Trees* by German forester Peter Wohlleben.



"TREES is a metaphor for our own humanity as we search for and build communities," says Kowalchuk, an actress and teacher dedicated to creative place-making and community engagement.

Thursday Tracks

Track	Session 2	Session 3	Session 4
	10:00 - 11:30	1:00 - 2:30	3:00 - 4:30
Land Protection	When Land Protection Meets Sustainable Trail Systems	Lyme Timber Conservation Easement: A New Model	Protecting Significant Views Along Regional Trails
Outreach & Education	Closing the Deal With Rural Landowners (<i>FULL-DAY</i>)		
Conservation Finance	Panel Discussion: Financing the Conservation of Working Lands	Not Red or Blue, but Green - How to Tap Funds for Conservation	Water Protection and Financing
Stewardship	The Challenge of Change in Conserved Forests	Woodland Hills Preserve: A Case Study	Making the Pennsylvania Outdoor Corps Work for You
Emerging Issues	Getting the Lead Out of the Environment	How to Address Global Changes on a Local Scale	Conquering the Spotted Laternfly and Other Emerging Invasives
GIS Technology	GIS Applications for Conservation Fieldwork	Beyond Mapping: GIS Tools for Prioritizing Land Protection	Mapping Riparian Zones and a Strategic Vision for the Future
Roundtable	Roundtable: DCNR Land Acquisitions		

Session 1: 10:00 - 11:30 am

When Land Protection Meets Sustainable Trail Systems

Track: Land Protection

This presentation is a case study on what is perhaps a model partnership between a member land trust, DCNR, local state park managers, private land owners and volunteer groups. What began as merely a strategy to protect land, has turned into a success story that has added hundreds of acres to Lackawanna State Park, increased engaged communities, connected miles of recreational trails, increased sustainability, enhanced healthy active lifestyles in the region and created important economic drivers. (1.5 PRPS CEUs/ LSA CEUs)

Bill Booth, Countryside Conservancy

Bill Kern, Countryside Conservancy

Joe Tierney, Lackawanna State Park

Full-Day Seminar

Closing the Deal with Rural Landowners

10:00 am - 4:00 pm

Track: Outreach & Education

Learn the tricks of the trade from the Chesapeake watershed's most successful conservation field people. If you want rural landowners to say "yes" to conservation practices and easements, this full day training is for you. Part 1: Landowners and Their Perspective. You will explore the demographics of rural landowners, and how they make decisions about conservation practices and easements. Part 2: Negotiations, Start to Finish. In this session, you will learn how to cultivate your personal reputation among landowners, and help them reach a decision to pursue a conservation easement on their property. Part 3: Persistence Pays -- and So Does Customer Service. In this session, we explore how top field staff provide good customer service while managing an ever-expanding workload.

Eric Eckl, Water Words that Work

Jennifer Herzog, Land Trust Alliance

Bobby Whitescarver

Financing the Conservation of Working Lands

A Panel Discussion

Track: Conservation Finance

Unlike many land protection projects, working lands offer a unique opportunity to contribute financially to an organization. For example, working forests or forest carbon sequestration credits may allow us to pursue different funding opportunities that can serve both to protect more lands, sustain your organization, and enhance your conservation impact. Panelists will explore the status and scalability possibilities of different conservation finance models to be able to apply them to a wide range of land trusts and land conservation projects.

Claire Billett, William Penn Foundation

Guy Dunkle, Foundation for Sustainable Forests

Peter Howell, Open Space Institute

Annie Socci, Foundation for Sustainable Forests

The Challenge of Change in Conserved Forests

Track: Stewardship

Land conservancies across Pennsylvania recognize the importance of protecting forests. Acceptance of a conservation easement involves an evaluation of baseline conditions which are subject to dynamic circumstances. Change is driven by multiple factors that are frequently unpredictable, and pose inherent challenges. Preservation requires continuous reassessment of dynamic forests. How do conservancies engage the reality of these changing conditions? What tools are available? How do we codify changing forests, acknowledging that individual perspectives, perceptions, experience and biases affect conservation practices?

Jim Finley, Retired Forester

David Twining, Central Pennsylvania Conservancy

Getting the Lead Out of the Environment

Track: Emerging Issues

The toxic element lead is broadcast into our environment through ammunition and fishing lures. Effects on wildlife are significant and tragic. Conservation organizations can play a positive role in reducing the introduction of lead into the environment by requiring lead free hunting and fishing on their lands and easements. Many conservation organizations acquire easements and land from scout and hunting camps where shooting ranges exist. This session will demonstrate the extent of lead dispersion at shooting ranges, and methods to cost-effectively remediate these sites.

Philip Getty, Boucher & James

Kathy Uhler, Pocono Wildlife Rehabilitation and Education Center

GIS Applications for Conservation Fieldwork

Track: GIS Technology

Expanding on last year's highly attended session, Mapping Technologies for Land Trusts, this session will offer three new perspectives and techniques for collecting, managing, and sharing geospatial data. With a specific focus on conservation fieldwork, learn how stewardship and protection teams are utilizing Collector for ArcGIS, Survey 123, and Avenza Maps to create digital knowledge, meet legal monitoring requirements, and manage property interests.

Michele Gandy, Brandywine Conservancy

Rachel Ralls, The Nature Conservancy

Preston Welker, The Nature Conservancy

Roundtable: DCNR Land Acquisitions

Track: Funding

The Pennsylvania DCNR Bureau of Recreation and Conservation provides annual grant funding opportunities to non-profit and municipal applicants for community park and open space acquisitions. This session is designed to offer conference attendees an opportunity to have an open discussion with DCNR land acquisition staff and other participants related to DCNR acquisition grant funding, project specific questions, and issues related to current DCNR policies on land acquisition. Bring your questions, whether simple or challenging.

Drew Gilchrist, Pennsylvania Department of Conservation &

Dan Pierce, Pennsylvania Department of Conservation & Natural Resources

Ashley Rebert, Pennsylvania Department of Conservation & Natural Resources

Session 2: 1:00 - 2:30 pm

Lyme Timber Conservation Easement

A New Model for Land Protection

Track: Land Protection

Learn how Lyme Timber has used the state clean water revolving loan fund in Pennsylvania and other states to protect hundreds of thousands of acres of working forestland. Understand how their model works – short-term: investment, sustainable timber harvest, and long-term: conservation easements. Brief discussion on how the Lyme Easement is structured with Pennsylvania DCNR, where it stands to date, and what the future looks like.

Jim Hourdequin, Lyme Timber

Not Red or Blue, but Green

How to Tap Funds for Conservation

Track: Conservation Finance

The 2016 mid-term election was highly partisan and downright ugly. But there's one thing voters of all political stripes seem to agree on: local and state funding for parks and conservation. Since 1988, voters in cities, counties, and states both blue and red have approved over 2,000 ballot measures, creating \$78 billion in new funding for conservation. Local land trusts have been involved in many of these successful ballot measures, developing their advocacy chops and, in some cases, truly transforming their organizations. This workshop provides land trusts with the tools needed to lead or support ballot measures. Learn from successful campaign experts and case studies from land trust colleagues.

Will Abberger, The Trust for Public Land

Ellen Lott, The Nature Conservancy

Woodland Hills Preserve

A Case Study

Track: Stewardship

This session will follow the land use history of Woodland Hills Preserve from agricultural land in the 1930s, to a manicured golf course, to several proposed development plans, and finally to its current use, which is a naturalized open space preserve. Boucher & James, Inc. has been working with the township to help preserve and naturalize the site and has prepared the Woodland Hills Preserve Management Plan, which includes a series of proposed improvements and management strategies for the site. Lower Saucon Township has been implementing the plan recommendations and already, after just a few years, Woodland Hills has truly been transformed from a former golf course to a land preserve, and the transformation has just begun! (1.5 PRPS CEUs / LSA CEUs)

Judith Stern Goldstein, Boucher & James

Sandra Yerger, Heritage Conservancy

How to Address Global Changes on a Local Scale

Track: Emerging Issues

In an age where global issues like climate change, declines in biodiversity, and pollution impacts on conservation, how can a local land trust make a significant difference? Through partnerships, Willistown Conservation Trust has established programs that aim to address

overwhelming global issues on a small and replicable scale. What started as a traditional easement-stewardship program has expanded to include agroecology at Rushton Farm, an internationally renowned bird conservation program, and a newly established water protection program. Each of these grew from a holistic assessment of our landscape. Learn how to make an impact beyond open space conservation by identifying the resources within your landscape. (1.5 PRPS CEUs/ LSA CEUs)

Fred de Long, Willistown Conservation Trust
 William Hartman, Willistown Conservation Trust
 Lauren McGrath, Willistown Conservation Trust

Beyond Mapping

GIS Tools for Prioritizing Land Protection

Track: GIS Technology

A land trust's ability to protect properties for conservation is often curtailed by limited resources and funding. This reality forces land trusts to make and defend difficult decisions when pursuing properties, especially those operating in rapidly urbanizing landscapes. The Lancaster County Conservancy (LCC) is addressing this problem through a collaboratively-designed, data-driven tool built in ArcGIS to help focus land protection efforts. It incorporates environmental and social elements demonstrated to contribute to landscape stabilization, helping LCC make more informed acquisition decisions. Learn how LCC is using GIS, partnerships, and conservation science to re-examine land protection priorities; what types of data are important to consider when building a model for yourself; and how much you could save by implementing your own model. Participants should be familiar with ArcMap. A basic knowledge of ModelBuilder is helpful, but not required.

Jenn Teson, Lancaster County Conservancy
 Christian Przybylek, Lancaster County Conservancy

Session 3: 3:00 - 4:30 pm

Protecting Significant Views

An Assessment of Land Conservation Priorities for Trail Viewsheds

Track: Land Protection

Scenic views enhance enjoyment of regional trail systems like The Circuit in greater Philadelphia. Regional development threatens scenic areas and views, decreasing trail enjoyment, and presenting challenges for conservation planners. Strategic protection of land with high scenic value near trails protects a quality trail experience, and conserves important resources. This session describes a visual assessment study of The Circuit, including: the methodology used to evaluate land conservation priorities in suburban and rural viewsheds; application of the methodology to identify and rank priority conservation opportunities along the trails; and, how study results provide a new tool for land conservation. The session discusses future applications of the visual assessment study. (1.5 PRPS CEUs/ LSA CEUs)

Patricia McCloskey, Appalachian Mountain Club
 Carol Poppenwimer, Appalachian Mountain Club
 Mark Zakutansky, Appalachian Mountain Club

Water Protection and Financing

Track: Conservation Finance

A panel discussion on a variety of initiatives related to water protection and financing, including legislation that would impose a water withdrawal fee; a Colorado case study where clean water advocates put together a fund of private contributions from companies who rely on clean water, like breweries, to fund the acquisition of upstream watersheds to protect the water resource for the long term; and a community enrolled in PEMA's Flood Hazard Mitigation Program and how the community has leveraged the funding to offer buy-outs to homeowners or businesses who experience repeat flooding.

Alicia Cramer, U.S. Endowment for Forests and Communities

Steve Letavic, Londonderry Township

Making the Pennsylvania Outdoor Corp Work for You

Track: Stewardship

Participants will gain an overview of the Pennsylvania Outdoor Corps Program, and learn how their organizations can take advantage of the Corps' Public Partnerships Program. The Public Partnerships Program can be used to perform a number of tasks on publicly accessible lands; including but not limited to, visitor readiness projects, boundary surveys, inventories, habitat management, and trail work. Topics covered will include appropriate project selection, on the ground support needs, and educational opportunities. *(1.5 PRPS CEUs/ LSA CEUs)*

Chelsea Brandau, Student Conservation Association

Robert Hampton, Student Conservation Association

Michael Piaskowski, Pennsylvania Department of Conservation & Natural Resources

Conquering the Spotted Lanternfly and Other Invasives

Track: Emerging Issues

Pennsylvania is under attack! Invasive species are causing irreparable harm to our working lands and ecosystems. Land trusts are on the front lines of defending our resources. Learn what measures are being taken to stop the spotted lanternfly and other invasives from damaging forests, agricultural crops, and even home landscapes. *(1.5 PRPS CEUs/ LSA CEUs)*

Tim Dugan, Pennsylvania Department of Conservation & Natural Resources

Houping Liu, PhD, Pennsylvania Department of Conservation & Natural Resources

Mapping Riparian Zones

Track: GIS Technology

Wildlands Conservancy recently completed a riparian buffer gap analysis which resulted in the development of an online mapping tool for Lehigh Valley streams. This analysis was completed using newly available one-meter land cover data, and targeted the riparian zone along all waterways in Lehigh and Northampton counties. This session will describe the buffer gap analysis process, the results of the buffer gap analysis, the potential uses of the analysis and mapping tool, and the implications for land use planning as well as watershed restoration. This session will provide attendees with information about an available tool for identifying riparian buffer restoration opportunities, as well as a new vision for the Lehigh Valley of thriving stream corridors with colorful, scenic greenways that provide wildlife habitat.

Kate Ebel, Wildlands Conservancy

Field Trips

Fairways to Forests

10:00 am - 4:00 pm

Tour two former golf courses that have been re-purposed as nature preserves. This mobile workshop will detail how these complicated deals were accomplished, with presentations from several of the key partners that made them happen. We will walk the preserves and learn about the restoration efforts, how to overcome challenges, and demonstrate accomplishments. The tour will take you to the former Cherry Valley Golf Course, now the Cherry Valley National Wildlife Refuge Headquarters, and the former Penn Hills golf course, now the ForEvergreen Preserve and home to the Brodhead Creek Heritage Center. Learn how land trusts and community groups partnered with officials at all levels to turn failing golf courses into havens for people and wildlife. *Participants should dress to be outdoors, rain or shine. Walking will be on former golf course paths.*



Delaware Highlands Tour

Connecting People to Conserved Lands and Waters

10:00 am - 4:30 pm

Join us to visit two locations that highlight the work of private landowners, a land trust, local government and state agencies that have aligned to protect our high-quality local water resources and wildlife habitat. The morning includes a visit to Long Swamp, a high-quality boreal conifer-sphagnum bog contained within a 458-acre conservation easement property owned by the Philadelphia YMCA. In addition to exploring the flora, fauna and geology of the property during a guided hike (intermediate difficulty) to the bog, learn about ways the Delaware Highlands Conservancy assisted the Camp with funding to acquire the conservation easement, and how both organizations continue to offer educational opportunities. The afternoon portion of the field tour includes a visit to Promised Land State Park, where participants will have the opportunity to visit one of the largest Civilian Conservation Corps museums in the commonwealth, view eagles from the bird observation area, and kayak on one of the two lakes on the property (weather dependent). Participants will also learn how the Conservancy partners with PA DCNR to offer educational programs for forest landowners in our region.



Friday Meals & Networking

Lunch

Sponsored by The Conservation Fund, Pennsylvania Office

11:30 am - 1:00 pm | Included in Friday registration
Enjoy some networking time. Included with Thursday registration.

Carol Collier

A Boundary: Impediment or Opportunity?

It is what you make of it!

Carol R. Collier is senior advisor, watershed management & policy at the Academy of Natural Sciences and director of the Environmental Studies and Sustainability Program at Drexel University. Formerly she served for 15+ years as executive director of the Delaware River Basin Commission. She was executive director of Pennsylvania's 21st Century Environment Commission and director of the Pennsylvania DEP Southeast Region.



Afternoon Break

Sponsored by Pennsylvania Game Commission

2:30 - 3:00 pm | Included in Friday registration
Networking is important to conference attendees, which is why you'll find more time built into the agenda for you to connect with your colleagues.

Reception

Sponsored by Pregmon Law Offices

4:30 - 6:00 pm | Free (1 free drink coupon included with dinner ticket)
Network with colleagues and presenters while you enjoy a hearty selection of appetizers and free drink coupon.

Dinner

Sponsored by Schiffman, Sheridan & Brown, P.C.

6:00 - 7:30 pm | \$35.00 per person (includes one free drink coupon)

Secretary Address

DCNR Secretary Cindy Adams Dunn will provide an update on the agency's work related to land and water conservation and offer some insights on how the agency is addressing conservation in the 21st century.



Lifetime Conservation Leadership Award

The Lifetime Conservation Leadership Award recognizes individuals who have made outstanding contributions to conservation in Pennsylvania over the course of their life and career. Since it was established in 2004, the award has honored land trust staff, volunteers, and conservation professionals for their commitment to protecting land, and for their leadership in the conservation community.

Track	Session 1	Session 2	Session 3	Session 4
	8:30 - 9:45	10:00 - 11:30	1:00 - 2:30	3:00 - 4:30
Land Protection	Conservation Easements A to Z (HALF-DAY)		Nailing Down Conservation Commitments (HALF-DAY)	
Outreach & Education	Sharing Your Story Through Interpretive Literature and Exhibits	Great Videos That Won't Break the Bank	Effective Communication and Messaging for Land Conservation (HALF-DAY)	
Fundraising	Building an Endowment: Land Trust Perspectives	Bringing it Together: From Followers to Fundraising	Fundraising Metrics and How to Use Them	Using Donor Clubs to Raise More Money for Operations
Stewardship	Maintenance: Managing a Legacy	Forest Management for Climate Resilience and Overall Health	Forest Carbon for Family Forest Owners	Deepening Connectivity: Wildlife Corridors in Pennsylvania
Water Protection	Wild Trout: Where Protected Land and Water Meet	The Power of Science in Water Protection	Restoring Streams Through Dam Removal	Working Woodlands Project: A Partnership that Works
Agricultural Lands	Data-Driven Farmland Preservation for Water Quality	Beyond Farmland Protection	BMPs and Conservation Plans: The Role of Land Trusts (HALF-DAY)	
Roundtable Discussions		GIS Roundtable	Stewardship Roundtable (2-HOUR: 1:00 - 3:00 pm)	

Session 1: 8:30 - 9:45 am

HALF-DAY SEMINAR

Conservation Easements A to Z

8:30 - 11:30 am

Track: Land Protection

Why are conservation easements an effective tool to forever conserve natural and scenic resources? How do they work? What steps are needed to plan the easement, define its conservation objectives, and explain to owners the controls on future use and development needed to achieve those objectives? What are typical owner concerns, and what strategies can you use to address them? What tax advantages may be available to easement donors?

The session will focus on the *Model Grant of Conservation Easement and Declaration of Restrictive Covenants*, and other materials available at ConservationTools.org, to provide a solid basis for conservation practitioners from the first outreach to owners through closing of the transaction. (3.0 CLE credits)

Kevin Abbey, Clearwater Conservancy

Patricia Pregmon, Esq., Pregmon Law Offices

Sharing Your Story Through Interpretive Exhibits

Track: Outreach & Education

Sharing the story of your land trust's conservation and protection of open space and lands is a critical element for long-term sustainability and success. But it takes more than a tree ID or a kiosk with the latest newsletter tacked to it to reach out and garner the support of the community. Participants will learn how to leverage interpretive methods and techniques in order to maximize their mission. The best practices for creating engaging interpretive materials will be explored. Materials, fabrication and installation, as well as assessment methods, will be the primary topics in this hands-on workshop. Participants will take home engaging resources and materials for use in developing their own creative exhibits. (1.25 PRPS CEUs/ LSA CEUs)

Tom Mullin, Unity College

Building an Endowment: Land Trust Perspectives

Track: Fundraising

Land trust staff and board, more than any other type of organization, understand the importance of perpetuity. The stewardship and defense of conservation easements and protected lands is essential to their mission. Establishing an endowment can be an important step for land trusts to take in implementing sensible financial planning and management, and ensuring sustainability over time. Three land trust staff members share their perspectives and experiences in building endowments; including lessons learned, successful strategies, overcoming challenges, and creating reasonable expectations. The goal of this panel is to provide an opportunity for attendees to ask questions of, and gain insight from seasoned professionals who have created and grown healthy endowments under their tenure.

Chris Beichner, Allegheny Land Trust

Kim Murphy, Berks Nature

Elizabeth Dugan, Wildlands Conservancy

Maintenance: Managing a Legacy

Track: Stewardship

In the past, maintenance in natural areas has frequently been done as an afterthought or ignored altogether. As a result, maintenance staff have been overwhelmed, site quality has declined, and situations occurred where legally required invasive species management was the only activity being performed. These sites have not only inhibited public acceptance of a naturalized landscape, but have likely been under performing in terms of ecological benefits, water quality, and other functions. This presentation will explore some of these practices along with discussion of where the current state of maintenance planning is, and where it might go in the near future. Planning for maintenance during the design phase will be discussed, including the importance of establishing clear maintenance instructions at the outset, training needs, and how maintenance fits into a larger context.

Nick Myers, Land Studies

Kelly Gutshall, Land Studies

Wild Trout

Where Protected Land and Water Meets

Track: Water Protection

This session will discuss how Trout Unlimited's (TU) work to protect wild trout fisheries complements partners' land protection efforts. Through its innovative mapping tools, TU provides information that can support property acquisition, as well as conservation efforts on protected land. TU has successfully worked with land owners, state agencies, and members to identify and protect Pennsylvania's highest quality trout streams. Once designated as Class A or Wild Trout Stream, they receive increased land protections, including streamside buffer requirements, discharge limitations, and stricter regulations for development. Pennsylvania lands and waters continue to face challenges from pipelines, as well. Using GIS data for public and protected land, threatened species and wild trout streams, TU offers industry professionals a clear map of the most fragile ecosystems.

Dave Kinney, Trout Unlimited

Rob Shane, Trout Unlimited

Data-Driven Farmland Preservation for Water Quality

Track: Agricultural Lands

Panelists will discuss new opportunities to integrate water quality protection and improvement into farmland preservation. The discussion will consider the roles that farmland preservation organizations have in reaching farmers to encourage best practices. The panel will include longtime members of the conservation community who will explore options for new incentives, programs, and policies to support riparian forest buffer protection and restoration. In addition, a demonstration of a brand new geospatial data analysis to be completed in early 2019 will illuminate the importance of protecting existing riparian forest buffers based on the water filtering services they provide. Attendees will be invited to participate in a discussion on the intersection between farmland preservation and water quality protection; how to leverage relationships with farmers participating in preservation to improve water quality; and new programs and data to inform and incentivize buffer protection and installation on farms.

Carly Dean, Chesapeake Conservancy

Sarah Walter, Centre County Farmland Trust

Session 2: 10:00 - 11:30 am

Creating Great Videos that Won't Break the Bank

Track: Public Engagement and Communications

At least a third of online activity is spent watching video. Almost half of people online watch more than an hour of video on social media every week. The question isn't whether you need video to promote conservation, it's what kind of video best fits your resources and goals. Join video production and digital content experts from Marketing for Change to learn how to plan budget-friendly videos that engage your audience through great storytelling and drive action. We'll cover everything from scoping to building a solid strategy to hiring the right crew for your needs. The days of spending thousands of dollars on a single video that goes unnoticed on your website for years at a time is over. We'll provide hands-on support for you to plan for ongoing video success. Bring your projects, your new ideas and your horror stories!

Meg Sansivero, Marketing for Change

Daniela Marin, Marketing for Change

Bringing it Together: From Followers to Fundraising

Track: Fundraising

Want to take your online presence to the next level, attract a large number of followers, and turn all those likes into dollars? This session will show you how to attract more followers, polish your online presence and use social media as a tool for successful press coverage, industry support, and business sponsorship. A portion of the session will feature an interactive 'skill-share' allowing for thoughtful discussions on how to integrate communication and fundraising functions to maximize support. This session is for organizations who have mastered the basics in digital communications and are looking to advance their communications into fundraising success.

Mae Axelrod, Natural Lands

Amy Chapkovich, Lower Merion Conservancy

Forest Management for Climate Resilience and Health

Track: Stewardship

Our forests are facing many threats beyond land use and development. Once protected, they must still contend with stressors such as invasive pests, increasing frequency and severity of extreme weather events, and other impacts associated with a changing climate. As land stewards, active forest management is an important tool for conserving the integrity of these forest ecosystems. Here we will present sustainable forestry principles and tools for fostering native plants, age and species diversity, and the health and vigor of the forests we protect. We will include practical tips for engaging with consulting foresters and professionals on the ground to achieve your conservation and stewardship goals for the land. (1.5 PRPS CEUs/ LSA CEUs)

Guy Dunkle, Foundation for Sustainable Forests

Annie Socci, Foundation for Sustainable Forests

The Power of Science in Water Protection

Tapping Science Based Tools and Making Them Matter to the Public

Track: Water Protection

There are so many science-based resources available to those working in conservation and sometimes just navigating these tools can be daunting. Data-driven solutions are becoming a necessity as conservation practices become more sophisticated and conservation strategies become more collaborative. From citizen scientist programs to watershed-wide mapping projects, learn how your organization can effectively use science to advance your mission and effectively communicate to key stakeholders and community members.

Kathryn Christopher, Drexel University Academy of Natural Sciences

Beyond Farmland Protection

Strategies to Support Farmland Access and Viability in Pennsylvania

Track: Agricultural Lands

What happens to protected farmland when it changes hands, and what role can land trusts play in keeping it in agriculture? Land trusts in Pennsylvania, and across the country, are building on the significant farmland protection work that has been done by creating land access opportunities for the next generation of farmers, and supporting the viability of farm operations. In this session, Holly Rippon-Butler, land access program director with the National Young Farmers Coalition (NYFC), will discuss strategies that land trusts across the country are utilizing to keep farmland in production. She will be joined by farmers and land trust staff from Pennsylvania to discuss their work in this area. Holly will also share the results of NYFC's recent land access survey and listening sessions with Pennsylvania farmers. A participatory discussion will follow the presentation.

Holly Rippon-Butler, National Young Farmers Coalition

ROUNDTABLE

GIS Technology: A Moderated Discussion

Track: GIS Technology

This session will provide an opportunity to ask questions, discuss challenges, and share ideas with the greater conservation GIS community. An introductory presentation of PALTA's newly developed ConserveLand Map will be followed by an interactive roundtable led by GIS professionals from five land conservation organizations. Geared towards active GIS users, this discussion aims to foster communication and capacity within the geospatial community. Participants are encouraged to submit questions and discussion topics in advance.

Roundtable Facilitators:

Megan Boatright, Natural Lands

Sue Costello, Willistown Conservation Trust

Josh VanBrakle, Pennsylvania Land Trust Association

Michele Gandy, Brandywine Conservancy

Rachel Ralls, The Nature Conservancy

Session 3: 1:00 - 2:30 pm

HALF-DAY SEMINAR

Nailing Down Conservation Commitments

12 Crucial Tools and Variations

1:00 - 4:30 pm

Track: Land Protection

Are you making best use of the legal documents available for optimizing your land acquisition, conservation easement, and trail easement work? This interactive seminar will identify familiar challenges, match each to a model document that furnishes a way forward, and then look at optional and alternative provisions for tailoring the model to address your challenges. The course will cover rights of first offer and refusal; purchase options; donation agreements; securing stewardship funds; consent, non-disturbance, and subordination agreements to protect easements; providing for public trails; establishing access for environmental stewardship; liability protection; ensuring the permanency of parks and other public lands; and more. *(3.5 CLE Credits)*

Andy Loza, Pennsylvania Land Trust Association

Patricia Pregmon, Esq., Pregmon Law Offices

HALF-DAY SEMINAR

Effective Communication and Messaging

1:00 - 4:30 pm

Track: Education and Outreach

The Chesapeake Conservation Partnership has developed both unified and tailored messaging frameworks for organizations working in conservation. While the messaging is framed by the Chesapeake Bay watershed, most of its content is applicable to land conservation in any geography.

John Griffin, Chesapeake Conservancy

Beth Kanter, Spitfire Strategies

Liv Kittel, Spitfire Strategies

Haley McKey, Spitfire Strategies

Fundraising Metrics and How to Use Them

Track: Fundraising

Metrics matter, and that includes metrics related to raising money. Most of us are not keeping track of the data that would actually help inform decisions. We're not curious enough about what works and why, and we don't apply the scientific method to learn. As a result, many of us use metrics only to make ourselves look good or to justify our existence, while we keep doing the same things, in the same ways, and expecting different results. Instead, metrics should be used to change our behavior – to help us adapt to our changing environment. They should be used to help predict what will happen in the coming months and years. Join fundraising expert David Allen as we explore the world of what you should measure and how you can use the data you get back.

David Allen, Development for Conservation

Forest Carbon for Forest Owners

Track: Stewardship

The Family Forest Carbon Initiative is a partnership between the American Forest Foundation (AFF) and The Nature Conservancy (TNC), to engage America's 21 million family forest owners in globally significant climate mitigation. Responding to this challenge, AFF and TNC are building and piloting a scalable and replicable voluntary incentives program in partnership with U.S. businesses, NGOs, and federal agencies. This initiative will offer payments to family landowners for implementing specific carbon-positive forest management on their lands. Learn more about the current state of forest carbon markets and existing tools for landowners.

Christine Dettore, Pennsylvania Department of Conservation & Natural Resources

Josh Parrish, The Nature Conservancy

Restoring Streams Through Dam Removal

Track: Water Protection

Pennsylvania is leading the effort in dam removal throughout the country as an effective technique to restore free flowing streams and aquatic ecosystems. Thousands of obsolete dams throughout the region no longer serve their intended purposes, and stand as major sources of water quality and habitat impairment. Soon after dam removal, streams rapidly begin showing signs of restoration. Each project provides an opportunity for educational outreach and partnership building to demonstrate the effectiveness of best management practices to a wide audience.

Kristie Fach, Wildlands Conservancy

HALF-DAY SEMINAR/ROUNDTABLE

Conservation Practices on Working Farm Lands

The Role of Land Trusts

1:00 - 4:00 pm

Track: Agricultural Lands

Land conservation organizations are playing a more significant role when it comes to implementing conservation plans and best management practices on agricultural lands. It makes sense...land trusts are about protecting natural resources, and without nutrient management plans and best practices to ensure the resources and environment are protected, agricultural operations can have detrimental impacts on the land and water. This session will cover the basics when it comes to the fundamentals of a conservation plan and BMP goals, but also dive deeper into how BMPs are developed and successfully implemented, as well as tapping available resources to ensure continued success. A roundtable discussion will follow that will provide participants the opportunity to extend the discussion around the topics already discussed, as well as bring up new topics of concern.

Jennifer Farabaugh, Western Pennsylvania Conservancy

Grant DeCosta, Brandywine Conservancy

Jeb Musser, Lancaster Farmland Trust

TWO-HOUR ROUNDTABLE

Land Conservation Stewardship: A Moderated Discussion

1:00 - 3:00 pm

Track: Stewardship

This highly interactive session will start with a fun-but-structured game format to encourage knowledge sharing and to spark hot topics for open-format discussion in the second half of the session. Networking to encourage mini-mentorships will also be discussed. Session is for conservation and stewardship professionals and volunteers of both leased and owned properties.

Session 4: 3:00 - 4:30 pm

Using Donor Clubs to Raise More Money for Operations

Track: Fundraising

Pareto's Principle applied to fundraising suggests that 80% of your money will come from 20% of your donors. The actual experience is closer to 90%. This puts a squeeze on money available for core operations. How do we encourage donors to give larger gifts AND leave them unrestricted? A strategy used by many land trusts is donor clubs – membership-based annual gift systems with threshold gifts of \$1,000 or more. Explore how a donor club might benefit your land trust. By the end of the workshop, you'll have a step-by-step implementation guide and a set of organizing principles.

David Allen, Development for Conservation

Deepening Connectivity: Importance of Wildlife Corridors

Track: Stewardship

This session will take a deep look at the concept of connectivity for wildlife and for communities. Connectivity is an important characteristic of landscapes that support the health and resiliency of both wildlife and humans and is critical to the genetic diversity of species, as well as their ability to respond and react to climatic and environmental changes.
(1.5 PRPS CEUs/ LSA CEUs)

Lia Cheek, Endangered Species Coalition

Working Woodlands Project: A Partnership that Works

Track: Water Protection

The Bethlehem Authority has implemented the Working Woodlands project, a sustainable forestry management initiative that includes a timbering program and carbon-credit trading. The authority, along with its partners, have protected 22,000 acres of forested watershed land, making this the largest private conservation project in Pennsylvania history. This session will explain how the Working Woodlands project works, the partnerships with private land trusts, and the impacts to the watershed.

Steve Respach, Bethlehem Water Authority

Friday Field Trips

Buck Hill Tour

Land Conservation and Restoration

10:00 am - 2:00 pm

Located just three miles from Skytop, the Buck Hill Falls community is the grounds for the diverse conservation work of the Buck Hill Conservation Foundation (BHCF), including its preservation of old-growth forested Jenkins Woods, invasive species management and trail maintenance along Buck Hill Creek, and most recently, the demolition of a historic inn — which returned a blighted property to nature, while preserving important architectural artifacts.



Participants will be treated to various hiking opportunities (based upon physical capability) along with an introduction to the extensive trail system and scenic pathways along the Buck Hill Creek; a walk through Jenkins Woods, a 125-acre old growth forest protected under easement; a stop at the BHCF Nature Lodge, where summer camp programs are held; a stop at the BHCF deer enclosure and a discussion of control efforts and the regeneration of native foliage; an unforgettable visit to the spectacular Buck Hill Falls, one of the highest falls in the Pocono Mountains; and a final stop to the former Buck Hill Inn and the Olmstead stonescaping features preserved by the BHCF during the almost \$3 million two-year project, in which blighted historic hotel was demolished.

Stewardship Partnerships

Managing Lands Through Collaborative Efforts

10 am - 4:30 pm

Join a cast of conservation partners as they take a deep look at the collaboration of stewardship and restoration projects on two separate properties.

This tour will begin with a visit to Long Pond, featuring one of the largest barrens restoration efforts in the state that demonstrates innovative stewardship practices, including prescribed fire.

A visit to Thomas Darling Preserve reveals a successful habitat restoration project through collaboration and forest management for early successional habitats.



Walk through over five years and multiple phases of implementation. Learn about the successes, along with some interesting surprises, in our efforts to increase biodiversity and conservation value on this site.

Saturday Meals & Networking

Breakfast - Tabletop Discussions

7:00 am - 8:30 am | \$10.00 per person (not included in registration)

Enjoy a hot breakfast and good conversation. PALTA will organize roundtable discussions of hot topics during this time. Attendees are encouraged to suggest topics that they are either interested in learning more about or that they would be willing to lead. Submit your topics when you register.

Lunch

Sponsored by Saul Ewing Arnstein & Lehr, LLP

11:30 am - 1:00 pm

Enjoy some networking time, lunch speaker and presentation of the Government Conservation Leadership Award (see below). Included with Saturday registration.

PALTA Business Meeting & Update

Government Conservation Leadership Award

Sponsored by Natural Lands

Each year, the Pennsylvania Land Trust Association (PALTA) honors a Pennsylvania municipality or county that has demonstrated leadership and success in the conservation of our special places and landscapes. Nominations are currently being accepted and are due February 11, 2019.

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EAC Network Conference

Registration to the EAC Network includes breakfast, a full day of training, and lunch. The EAC Network Conference is held in conjunction with the Pennsylvania Land Conservation Conference on Saturday, May 18th. Registration is available for EAC members, municipal officials and those interested in establishing an EAC. Visit EACnetwork.org for more information.

- 7:30 - 8:30 am Networking Breakfast
- 8:45 - 11:30 am Morning Plenary Session
- 11:30 - 1:00 pm Lunch
- 1:00 - 2:30 pm Afternoon Roundtable Discussion
- 2:30 - 3:00 pm Wrap-Up and Take-Aways

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 park 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.

Saturday Tracks

Track	Session 1	Session 2	Session 3
	8:30 - 9:45	10:00 - 11:30	1:00 - 3:00
Land Protection	Pennsylvania's Conservation Landscapes: A National Model	Blue Ridge to Boreal: Strategic Partnerships in a Changing Climate	Urban Greenprint: A Regional Conservation Planning Tool
Education & Outreach	Centred Outdoors, Paths to Success	Creating Valuable Community Partnerships	Don't Reinvent the Paddle: Educational Resources for Land Trusts
Board Development	Building the Board You Need...and Will Need (<i>HALF-DAY</i>)		
Restoration	A Partnership to Improve Local Water Quality	Growing Plant Material and Partnerships for Restoration Projects	Roundtable: Where Land Conservation and Water Restoration Meet
Conservation Law	Legal Updates in Conservation and Energy Development	Conservation Easement Tax Law Update: Cases from Tax and Appeals Courts	
Innovative Conservation Tools	Pennsylvania Wildlife Action Plan Conservation Opportunity Area Tool	Timber! Improving Forest Stewardship Through Municipal Action	Return on the Environment: Innovative Methods of Selling Conservation

Session 1: 8:30 - 9:45 am

Pennsylvania's Conservation Landscapes: A National Model

Track: Land Protection

This workshop will present an in-depth update on the emerging field of landscape-scale conservation and how lessons learned in Pennsylvania's Conservation Landscape program are both a mirror and a model for this approach. The presentation will include an overview of national trends as well as the findings from a recent review of the Pennsylvania's Conservation Landscapes. This workshop covers the impact of the program and its accomplishments, as well as identifying successful practices, and making recommendations for the future. It will look at how the Pennsylvania approach compares to national models, and what lessons can be learned from recent studies at the state and national level. (1.5 PRPS CEUs / LSA CEUs)

Brenda Barrett

Meredith Hill, Pennsylvania Department of Conservation & Natural Resources

Centered Outdoors, Paths to Success

Track: Outreach & Education

Addressing the needs of our communities through outdoor activities, Centred Outdoors, a project of ClearWater Conservancy, aims to connect our neighbors to their natural surroundings. Centred Outdoors has demonstrably affected the Centre region in many positive ways. ClearWater Conservancy staff will discuss the work that went into creating the program, and the multifarious benefits it has had on our community. The duo will present findings from the two annual reports and describe the future of the program. (1.5 PRPS CEUs)

Deb Nardone, ClearWater Conservancy

Dan Trew, ClearWater Conservancy

HALF-DAY SEMINAR

Building the Board You Need...and Will Need

8:30 - 11:30 am

Track: Board Development

We expect most board members to be "plug-and-play" leaders – all they need is a two-hour orientation session, and they'll be good to go. Yet most of us realize that it can take months if not years for new people — even staff — to fully understand how the "business of our nature and the nature of our business" actually works. How can we compress this learning curve? Join organizational development and fundraising expert David Allen as we examine every step of the board experience and explore succession planning and leadership development from the inside out. We'll talk about how to find board members, the qualities of a good board member, and the job description. We'll talk about recruiting diversity and consider fresh ideas for identifying, training, and empowering the board leaders you need — both now and into the future.

David Allen, Development for Conservation

Restoration and Collaboration: Improving Water Quality

Track: Restoration

Northcentral Pennsylvania Conservancy coordinates with the Pennsylvania Department of Environmental Protection, Pennsylvania Fish and Boat Commission, and numerous county conservation districts to identify landowners willing to stabilize their streambanks and possibly implement agricultural best management practices. The partnership has implemented projects at over 125 sites and impacted over 15 miles of stream. The partnership started as a test of whether habitat structures could be used to stabilize streambanks. It has morphed into a partnership where regional and statewide goals are implemented at the local level. The partnership leverages local relationships with regional and statewide technical knowledge to install and construct projects on impaired streams that count towards the Chesapeake Bay model. After an overview of how the partnership was formed and functions, the presenters will use Turtle Creek as a case study.

Reneé Carey, Northcentral Pennsylvania Conservancy
Jason Fellon, The Pennsylvania Department of Environmental Protection

Legal Updates in Conservation and Energy Development

Track: Conservation Law

This session will cover legal issues related to the intersection of conservation and unconventional natural gas development. As natural gas infrastructure increases with development of the Marcellus Shale, more neighbors, citizens and nonprofits are becoming involved in the environmental permitting process. This session will summarize opportunities for intervention and public participation in local zoning and state permitting of well pads, pipelines, and compressor stations. Updates will also be provided on recent court decisions affecting the Pennsylvania Environmental Rights Amendment. As all types of development encroach on conserved land and water, supporters are looking for methods to maintain and protect those resources. This session will outline factors to consider in drafting conservation easements with energy development in mind. Updates will also be provided on Act 45 and recent court decisions related to conservation and eminent domain proceedings. *(1.25 CLE Credits)*

Ryan Hamilton, Esq., Hamilton Law LLC

Pennsylvania Wildlife Action Plan and Mapping Tool

Track: Innovative Conservation Tools

The 2015-25 Pennsylvania Wildlife Action Plan is the commonwealth's conservation blueprint for species of greatest conservation need and associated habitats. A web-based map application, called the Conservation Opportunity Area Tool, was developed to facilitate conservation efforts that have species of greatest conservation need interests in mind. This tool allows users to generate a report of species of greatest conservation need, habitats, and conservation actions within a user-defined area of interest. It also facilitates a statewide view to explore needs at a broad scale.

Christopher Tracey, Pennsylvania National Heritage Program
Diana Day, Pennsylvania Game Commission
Christine Haffner, Pennsylvania Game Commission

Session 2: 10:00 - 11:30 am

Blue Ridge to Boreal

Strategic Partnerships in a Changing Climate

Track: Land Protection

From the Kittatinny Ridge to the Allegheny Front, Pennsylvania is the keystone state when it comes to critical climate corridors for the movement of species from the southern to the northern Appalachian Mountains and beyond. Vast amount of climate resilience data exists for the East Coast and trying to use these data to inform protection priorities can be daunting and confusing. This session will explain how to transform large-scale resiliency data into local and regional land protection priorities. We will describe the successful model used by the Pennsylvania Kittatinny Ridge Land Protection Partnership that has conserved nearly 20,000 acres of priority parcels in four years across a 185-mile-long continentally significant climate corridor.

Mari-Beth DeLucia, The Nature Conservancy
Liz Johnson, The Nature Conservancy

Creating Valuable Community Partnerships

Track: Outreach & Education

Expand the impact of your mission by partnering with local businesses and organizations in unique ways. Think beyond event partners and sponsorships to envision a greater capacity for mutually beneficial relationships throughout your service area. Learn how Lancaster Farmland Trust has leveraged community partnerships to connect with new audiences, expand our donor awareness, and engage with our community in ways that are more meaningful.

Laura Brenner, Lancaster Farmland Trust
Jeff Swinehart, Lancaster Farmland Trust

Growing Trees, Growing Community Partnerships

Track: Restoration

Tree Pittsburgh is an environmental non-profit dedicated to enhancing Pittsburgh and the surrounding region by restoring and protecting the community forest through tree maintenance, planting, education and advocacy. Tree Pittsburgh also operates a tree nursery that specializes in growing trees from seed for restoration initiatives in the area. Together with its partners, Tree Pittsburgh has planted over 45,000 trees in Western Pennsylvania. In this presentation, we will highlight and discuss three reforestation projects on land trust property that utilized strong partnerships and locally adapted plant material. *(1.5 PRPS CEUs/ LSA CEUs)*

Megan Palomo, Tree Pittsburgh

Conservation Tax Law Update

Cases for Tax and Appeal Courts

Track: Conservation Law

Presenters will review tax court cases affecting conservation easements that have been decided since the last PALTA conference and likely also some that are being considered by the courts if known. Pending legislation may also be discussed. This is an intermediate level course. The object will be to find in the cases practical direction for conservationists to apply in project selection or for attorneys, accountants or appraisers to apply in advising land owners. *(1.5 CLEs)*

George Asimos, Esq., Saul Ewing Arnstein & Lehr
Harry Shapiro, Esq., Saul Ewing Arnstein & Lehr

Timber! Improving Forest Stewardship through Municipal Action

Track: Innovative Conservation Tools

Pennsylvania's laws applying to timber harvesting on private lands do not require, let alone promote, sustainable forestry practices, even though the Commonwealth's definition of forestry implies long-term management. All municipalities that adopt zoning ordinances are required to permit forestry in all zoning districts and may include some regulations governing harvesting, but other state laws such as the Agriculture, Communities, and Rural Environment (ACRE) law prevent a municipality's over-regulation of forestry as determined by the state attorney general. Land trusts across the state make a concerted effort to educate owners of eased lands on responsible stewardship practices. Better forest management could also result from improved municipal zoning ordinances that incentivize forest owner stewardship, and encourage landowner involvement in the harvest planning and local permitting process. This session will explain the State's current regulatory involvement with timber harvesting on private lands, what municipalities can and cannot require of timber harvests based on recent ACRE violations, perspectives of various forestry stakeholders from recent involvement, and will offer a model forestry/timber harvesting ordinance for use by Pennsylvania's municipalities that encourages private owners of Penn's Woods to retain and steward them in a more sustainable way. (1.5 PRPS CEUs/ LSA CEUs)

John Theilacker, Brandywine Conservancy

Session 3: 1:00 - 3:00 pm

Urban Greenprint

A Regional Conservation Planning Tool

Track: Land Protection

In this session we will present Allegheny Land Trust's (ALT) Urban Greenprint project; initial goals, efforts to locate partners and our experience with engaging city agencies, NGOs and community groups around green space protection. ALT's Urban Greenprint was created to help ALT locate parcels, among 13,000 vacant ones in the City, with potential to provide the greatest community benefit as green space, as well as to foster consensus among various governmental and community plans to protect it. The Urban Greenprint tool features land use data sets from the public-sector, as well as non-profit and private organizations, that are available for public use. The Urban Greenprint is powered by the cloud-based infrastructure managed by the Western Pennsylvania Regional Data Center, who provided data partner outreach and developed the dynamic tool. We will discuss cost-benefit decisions regarding the tool, our engagement strategy with data partners, how the tool is used by various governmental, non-profit and community organizations and lessons learned. (1.5 PRPS CEUs/ LSA CEUs)

Alyson Fearon, Allegheny Land Trust

Don't Reinvent the Paddle

Educational Resources for Land Trusts

Track: Outreach & Education

Don't spend your precious hours on preparing your own curriculum from scratch. Whether you're an intentional educator, or you've been designated the education staff in your land trust, there will be something for you in this active workshop. We'll learn about the high quality educational resources that are already out there and ready for use through this hands-on session. Participants will help us demonstrate lessons as we discuss how to find, adapt and utilize national accredited curriculum from sources such as Project WET, WOW! Wonders of Wetlands,

Resources at
**CONSERVATION
TOOLS**  **.ORG**

- ✓ Comprehensive Guides
- ✓ Model Documents
- ✓ Benefits of Conservation
- ✓ Group Finder
- ✓ Land Trust Service Areas
- ✓ Sign Gallery
- ✓ Conservation Experts
- ✓ Conserved Land Map



and more. Activities will be adapted for early childhood through adult students, including lessons you can use with municipal leaders. Sample lessons will be provided. (1.5 PRPS CEUs)

Jessica Kester, Allegheny Land Trust

ROUNDTABLE

Where Land Conservation and Water Restoration Meet

Track: Restoration

This roundtable will provide an opportunity to discuss efforts to combine land conservation with stream restoration and other mitigation projects; learn how land trusts are engaging more in water protection and restoration work and how it relates to their overall mission.

John Griffin, Chesapeake Conservancy

Jennifer Herzog-Miller, Land Trust Alliance

Return on the Environment

Innovative Methods of Selling Conservation

Track: Land Protection

This workshop will include a series of case studies that illustrate how chambers of commerce, townships, and counties are putting ROE to work. The workshop will focus on economic development and land conservation, riparian buffers and sustainable wildlife populations. We will explain two new tools that have been developed—interactive ROE maps and full-cost accounting. The framework for the workshop will follow the ROE engagement process explained below. (1.5 PRPS CEUs/ LSA CEUs)

John Rogers, Keystone Conservation Trust

Kathy Henderson, Carbon County Economic Development Corporation

Continuing Education Credits

PALTA is seeking the following professional credits for qualifying Pennsylvania Land Conservation Conference sessions:

Attorney Continuing Legal Education Credits (CLE)

Administered by the Pennsylvania CLE Board.

Fee: \$50

7.0 credits available on Friday; 2.75 available credits on Saturday; total of 9.75 CLEs available.

Landscape Architects (LSA CEU):

Administered by the Pennsylvania Park & Recreation Society.

Fee: \$10 for PRPS member/\$20 for non-member.

.45 credits available on Thursday; .425 credits available on Friday; .425 credits available on Saturday; total of 1.3 LSA CEU credits available.

Park & Recreation Professionals (PRPS CEU):

Administered by the Pennsylvania Park & Recreation Society.

Fee: \$10 for PRPS member/\$20 for non-member.

.45 credits available on Thursday; 4.25 credits available on Friday; 4.25 credits available on Saturday; total of 13 PRPS CEU credits available.

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 check. If you do not have access to the internet, please contact us at 717.230.8560.

Register at ConserveLand.org/2019-conference/register.

EARLY: until March 1, 2019 (*discounted daily registration rate*)

REGULAR: March 2, 2019 to April 15, 2019

LATE: April 16, 2019 and after, **\$45 late fee on entire registration.**

Regular registration rate is \$115.00 per day, and includes lunch and breaks.

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 when registering.

- If you are having trouble registering online, please contact us at 717.230.8560.
- Please review our registration modification/cancellation policy at ConserveLand.org/2019-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 their own lodging arrangements. Make reservations with the hotel by April 15 to secure the conference discount.
- Registrants may add additional items to their online registration; however, cancellations and removals require assistance from PALTA staff.
- PALTA must receive written request for refund (to info@conserveLand.org) by April 30th. There will be a \$50 admin fee for ANY changes made to your initial registration, including cancellation. Cancellation requests received after April 30th will not be refunded. Non-refunded payment will not be credited towards any other service from PALTA. No-shows who have registered but have not paid are responsible for the unpaid amount and will be invoiced.
- If paying by check, please make payments payable to **PALTA**.

Lodging

Skytop Lodge

One Skytop Lodge Road, Skytop PA
(855) 345-7759
skytop.com

Conference attendees receive a discounted rate of \$139.00 for single and double occupancy if reservations are made by **April 15, 2019**. Mention you are with the **Pennsylvania Land Conservation Conference**. 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 plan and execute an event 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 for your organization. To learn more about becoming a sponsor, please contact Nicole Faraguna at 717.909.1298 or email 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/2019-conference/exhibiting. If you would like to learn more about exhibiting opportunities, please email Carol at cgrayshaw@conserveland.org

Volunteer Opportunities

We are thankful for 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 about 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 at nfaraguna@conserveland.org.

Spread the Word

The success of the conference relies on quality content and good attendance. We'll ensure that there are 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/2019-conference.



PENNSYLVANIA
LAND TRUST
ASSOCIATION

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Harrisburg PA 17101-1209

Conserveland.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.*