

## Seminars | 1:00 pm - 4:00 PM

### Understanding the Story Your Appraisal Tells (and How to Use It to Help Sell Your Project)

The session will give participants the opportunity to walk through a sample appraisal with the guidance of certified appraisers who will highlight and explain common sections found in most appraisals. Participants will learn how this information can be used to sell the project to their boards of directors, landowners, and funders. The session will also explain what land trusts should ask for in an appraisal report.

### Managing Deer in Developed Landscapes

Deer management can be controversial, especially on lands in more populated areas. While there is no simple solution to overabundant deer, there are tools that land managers and municipalities can use to be more successful when tackling this issue. This session provides better understanding of the tools and techniques that exist for maintaining healthy deer populations within communities and areas under conservation management.

### Development Directors Forum: Deconstructing Your Development Program for Optimal Success

Do you find yourself tripping over dollars to pick up pennies? Does your organization have a successful system for bringing in new people? Are you satisfied with your program for identifying, cultivating and soliciting major gift prospects? This advanced seminar is geared toward senior-level development staff and fundraising committee chairs. We will deconstruct a hypothetically successful development program to identify the underlying systems that make it work. Discussion will be based around program goals, systems and processes, metrics, and planning. We'll go from A to Z with focus on the journey from marketing to acquisition to renewal to major gift development, growing your fundraising capacity from the bottom up.

## Mobile Workshops | times vary

### Preserving Hallowed Ground: Battlefield Preservation Successes at Gettysburg

Departure: 12:30 PM | Return: 4:30 PM



To arms! This mobile workshop led by staff from the American Battlefield Trust—a national nonprofit preserving more than 51,000 acres of battlefield land across the country—will take participants on a highlights tour of the Gettysburg battlefield. Participants will learn how the bloodiest battle in American history unfolded over three momentous days in July 1863 with stops at such notable locations as McPherson's Ridge, Little Round Top, and Cemetery Ridge. Special attention will be paid to the legacy of battlefield preservation efforts at Gettysburg. This tour will highlight properties recently preserved by the Trust, and include discussion of preservation partners and funding sources.

### Preserving Local Landscapes with Innovative Techniques

Departure: 11:00 AM | Return: 4:30 PM



A tour highlighting unique preservation efforts in eastern Adams County. You'll take a scenic and educational ride through Adams County to the Reading Township area where there are 1,600 contiguous acres of preserved farms with one of the most beautiful views in Adams County. Stops include: a farm-to-table lunch provided by local farmers at Farview Holsteins Farm, a visit to the historic Basilica of the Sacred Heart of Jesus, and the internationally renowned Hanover Shoe Farms, which is the largest standardbred horse breeding facility in the world. Each of the stops will highlight a unique conservation challenge and innovative solution.

Track	Session 1	Session 2	Session 3
	10:15 AM – 11:45 AM	1:15 PM – 2:45 PM	3:00 PM – 4:30 PM
Fundraising	Common Misconceptions About Capital Campaigns	Kickstarting Your Major-Gift Development Program with a January Donor Planning Meeting	Fundraising Metrics: Too Much Data, Too Little Information
Technology	Overcoming Geography: Using CommunityViz to Support Conservation Priorities	GIS Ask Me Anything	Ready or Not: Switching from ArcMap to ArcGIS Pro
Stewardship & Restoration	Beyond Protection: Caring for Preserved Land	Riparian Buffer Funders Panel	Agroforestry As a Public-Land Management Strategy
Enhancing & Expanding Conservation	Get the Nitty Gritty on TerraFirma RRG	Conservation Through Municipal Partnerships	Farmland Preservation for a New Generation
Big Picture	State Agency Plans: What Do They Mean for You?	Planning for Historic Landscapes	Heritage and Conservation: Where Large Landscapes Connect
Communications & Outreach	Ask Us Anything About Social Media	Program Evaluation Methods for Environmental Outreach Professionals	Communications That Reach Audiences That Matter

Track	Session 1	Session 2	Session 3
	8:30 AM – 9:45 AM	10:00 AM – 11:30 AM	12:30 PM – 3:30 PM
Valuing & Planning for Conservation	Plan Implementation: Going Beyond the Planning Stage	Putting ROE to Work for Land Use Planning, Open Space Protection, and Climate Change	Measuring the Value of Land Protection to Water Quality* (session ends at 2:30)
Easements 1	Project Management: BMPs for Conservation Easement Projects		Conservation Easements A-Z
Easements 2	Easements and Rights of Way in Forests	Adopting the PALTA Model Easement for Farmland Preservation	
Conservation Funding	Understanding Why Donors Give to Conserve Land	Not Red or Blue, but Green: How to Get Millions for Conservation	
Emerging Issues	Green Cemeteries: A Model for Land Restoration and Preservation	Multi-Functional Riparian Forest Buffer Opportunities in Pennsylvania	How to Engage Your Community in the Face of a Changing Climate
Trails & Access	Cutting Costs: Hybrid Trail Projects	Universal Access on Conserved Lands	Build Better Trails Without Breaking a Sweat

## Meals & Activities

### Wednesday, April 1

Registration Open  
10:00 AM – 5:30 AM

Lunch  
12:00 PM – 1:00 PM

Reception  
5:00 PM – 6:30 PM

Dinner on your own

### Thursday, April 2

Registration Open  
7:00 AM – 6:00 PM

Breakfast and Plenary Session:  
7:00 AM breakfast opens  
8:00 AM plenary begins

Lunch  
12:00 PM – 1:00 PM

### Thursday, April 2 (cont.)

Reception  
5:00 PM

Dinner  
6:30 PM

### Friday, April 3

Registration Open  
7:00 AM

Breakfast  
7:30 AM – 8:30 AM

Lunch  
11:30 AM – 12:30 PM

## Speakers & Awards



**Matt Miller** Director of Science Communications, TNC  
Thursday, April 2 | Plenary

Matt Miller is editor of The Nature Conservancy's *Cool Green Science* blog and the author of the book *Fishing Through the Apocalypse*, which received the Jade Award, the highest conservation writing honor of the Outdoor Writers Association of America. A lifelong naturalist and outdoor enthusiast, he has covered stories on science and nature around the globe.



**Cindy Adams Dunn (invited)** DCNR Secretary  
Thursday, April 2 | Plenary

Cindy Adams Dunn became sixth secretary of the Department of Conservation and Natural Resources in June 2015. As secretary, Dunn has helped position Pennsylvania as a leader in land conservation, outdoor recreation, green practices and public-land management. When not championing the efforts of DCNR, Dunn enjoys the natural and recreation resources DCNR works hard to protect and promote through hobbies that include birding, canoeing, fishing, and hiking.

### Lifetime Conservation Leadership Award

Thursday, April 2 | Dinner

### Local Government Conservation Leadership Award

Thursday, April 2 | Plenary

For a complete list of sessions with descriptions and speaker information, please visit [ConserveLand.org/conferenceagenda](https://www.conserveLand.org/conferenceagenda)

## Mobile Workshops | times vary

### Pennsylvania's Conservation Landscapes

Departure: 10:00 AM | Return: 4:00 PM



This tour will take you through some of the most beautiful areas of Adams County—the nationally renowned Fruit Belt. You will visit one of the largest areas of preserved land in Adams County, beginning with a delicious lunch and tasting at Boyer's Nursery, followed by a tour of Knouse Fruitlands and the Thirsty Farmer, located on a 270+ acres preserved by the county and state. Your day will wrap up at Ploughman Cider, which has been owned and operated by the Wenk Family for seven generations.

### Adams County Brews and Views

Departure: 11:30 AM | Return: 4:30 PM



Pennsylvania's conservation landscapes are some of the commonwealth's best-kept secrets to to accelerate conservation and preservation. Take this opportunity to learn about the emerging paradigm of landscape conservation, updates to the Department of Conservation and Natural Resources' Conservation Landscape Program, updates from the Appalachian Trail Conservancy's Appalachian Trail Landscape Partnership, and how Pennsylvania conservation landscapes leverage limited community and state resources to accelerate conservation and preservation in a variety of project types.



# Conference Partners & Sponsors



Follow the  
**Pennsylvania Land Trust Association!**



Pennsylvania Land Trust Association  
119 Pine Street, 1st Fl  
Harrisburg, PA 17101

Make your tax-deductible donation at  
**ConserveLand.org/support**

# 2020 Pennsylvania Land Conservation Conference

April 1-3 | Gettysburg



Presented by



Venue

Wyndham Hotel and Conference Center  
See **ConserveLand.org/2020conference**  
for lodging details

**Online Registration Only** [ConserveLand.org/2020conference](https://ConserveLand.org/2020conference)