



Northwest Land Camp 2017 Session Descriptions

OPENING PLENARY SPEAKER

Tuesday, April 11, 2017 | 9:00am, Wright Hall



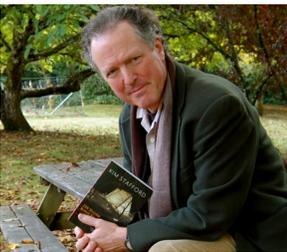
Octaviano Mercial-Cuevas, *Latino Network*

Octaviano is the Policy and Civic Engagement Manager at the Latino Network, and founder of TierrAgua, an organization striving to engage the Latino Community in Environmental/Conservation Policy actions. As an indigenous Mixtec migrant worker who came to this country as a young adult, Octaviano identifies with the transnational migrant community. And as a spoken word artist, photographer, researcher, and tri-lingual writer, he has presented and published his work in Canada, Mexico, and the U.S.

Octaviano will share insights and lessons learned from his nearly 20 years engaging the Latino community with organizations and agencies in Oregon. In particular, he will share his experiences founding TierrAgua, an organization striving to engage the Latino Community in Environmental/Conservation Policy actions.

CLOSING PLENARY SPEAKER

Wednesday, April 12, 2017 | 11:45AM, Wright Hall



Kim Stafford, *Director, Northwest Writing Institute at Lewis & Clark College*

Kim Stafford is the author of a dozen books of poetry and prose, and the director of the Northwest Writing Institute at Lewis & Clark College, where he has taught since 1979. He has worked as a printer, photographer, oral historian, editor, and visiting writer at a host of colleges and schools, and offered writing workshops in Italy, Scotland, and Bhutan.

Title of Talk: *Patriot of Place*

A bird has a territory it guards with a song. A butterfly sets out to flit a thousand miles home to a grove of pines in Michoacán. First people return to their “usual and accustomed places.” And you have your own home ground—a place of memory, sensation, and devotion. These are times when such loyalties must be deepened for the salvation of these places, and for the human project. We will consider the duties and pleasures of the land citizen.

Building Emotional Agility: Moving from reaction to response

Beam

Patricia McCourt and Susan Muck, Managing Partners, Insight Leadership

Our beliefs, assumptions and reactions to situations have more impact on results than the circumstances themselves. During challenging situations, we typically focus on the circumstance as the cause of our reaction. But this external event is actually neutral. With practice, we can focus on the areas we can impact – ourselves and our reactions. During this interactive session, participants will learn to develop emotional agility by identifying key “trigger” situations, clarify recurring reactive patterns, and better understand their impact. Participants will also develop a personalized action plan for managing trigger situations and building resilience in a high-intensity environment.

Water Law and Implications for Land Trusts

Ballard

Lisa Pelly and Jacquelyn Wallace, Trout Unlimited – Washington Water Project; Natasha Bellis, Deschutes River Conservancy; Caylin Barter, Freshwater Trust

This seminar will develop your ability to recognize and follow good practices when dealing with water rights as part of a land conservation effort. We will provide basic background on water rights and how the current state of the law affects land trusts, including recent Supreme Court decisions on exempts wells. We will provide information on best practices for due diligence, including checklists and other materials that can help land trusts deal with water issues. The panel will also provide examples of water rights-related land conservation projects and explore opportunities for partnerships that can bring additional financial resources and ecological benefits to a project.

Land Conservation in the Face of Climate Change: A paradigm shift for land trusts

Wright

Dr. Richard Waring, OSU; Derek Johnson, TNC Oregon; Erin Heskett, the Land Trust Alliance.

A critical first step toward accounting for climate change in a land trust’s work is assessing the relative vulnerability and resilience of current land protection priorities using the best science available. You’ll hear from a forest ecologist to talk about the science of climate change, a representative from TNC Oregon on their Conserving Nature’s Stage program with the Doris Duke Charitable Foundation, and from the Land Trust Alliance on their Climate Change Initiative and how land trusts around the country are adapting their conservation in the face of climate change.

Enhancing Land Trust Missions Through Innovative Technologies

Creevey

Daron Williams, Capitol Land Trust; Erik Kingfisher, Jefferson Land Trust; Jeff Baker, Greenbelt Land Trust; Lorrie Mittman, North Olympic Land Trust; Jessica Larson, Whidbey Camano Land Trust.

Facilitator: Jeff Baker, Greenbelt Land Trust.

This interactive session will provide an overview of GIS programs, databases for conservation and stewardship, and latest technological tools. Case studies from Capital Land Trust will show how to use story maps, citizen science apps, and parcel level modeling to determine conservation priorities, and use Survey123, Collector, and ArcGIS Online for property monitoring and community conservation programs. Panelists will share their experiences implementing and using the conservation and stewardship databases, LOCATE and Land Trust Tracker.

Communicating Impact with Strategic and Financial Dashboards

Greenhouse

Jessica McDonald, Greenbelt Land Trust; Amy Stork, Solid Ground Consulting

In this popular and engaging session, participants will review the concept and purpose of a financial/strategic dashboard for the board of directors. We’ll look at and discuss a range of dashboard options, particularly for land trusts. We’ll also learn best practices for creating an effective dashboard, and participants will develop an action plan for creating their own dashboards.

Monday Facilitated Cohort Discussions

5:00pm – 5:45 pm

Participants will have an opportunity to gather with peers who are engaged in similar work at their land trust for a facilitated discussion and networking opportunity. A great opportunity to build relationships and solve collective problems!

Executive Directors

Board Members

Land Protection

Stewardship

Development & Communications

Greenhouse

Beam

Wright

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Tuesday Morning Concurrent Sessions

10:00am – 11:30am

Merger, partnership and restructuring: Strategies for nonprofits to reach scale and sustainability

Presenter: Scott Schaffer, Public Interest Management Group

Creevey

This workshop will present a range of options to restructure organizations, with the goals of increasing community impact and achieving financial sustainability. Merger is just one of six alternatives to consider, and we'll examine the benefits and pitfalls of each, along with an analytic method for assessing them. In this interactive session, the group will engage in a group exercise based on a case study of land conservation nonprofits, applying concepts to a real organization. Participants will leave with a solid introduction to strategic options and an overview of a process for considering them.

Making working lands work for your land trust

Wright

Kirk Hanson, Northwest Natural Resource Group; Caitlin Guthrie, The Conservation Fund; Ben Hayes, Pinchot Institute for Conservation.

Working lands offer opportunities to meet both conservation goals and create jobs in rural communities. Land trusts are uniquely positioned to deliver on this opportunity, but they often meet many constraints. This session will introduce participants to working farm and forestland partnership models, key considerations before acquiring working lands, and practical financial and management tools. Participants will gain a basic understanding of conservation finance tools and how to use them for working land protection, including bridge financing, planned giving of real assets, operations and management, and lease-to-own models. They will also learn practical steps to conduct planning and pre-acquisition evaluation to gauge potential costs and revenues.

When to seek conservation funding in your county and how to win

Beam

Dee Frankfourth, Trust for Public Land

This session will help you know when your voters are ready to create local conservation funding, and what you can do to get to that point. In this workshop, we will talk about how you can assess whether your county is ready to push for local funding, what specific activities you can undertake to win the hearts & minds & votes of your county's voters based on real-world examples, and what resources are out there to help. We will draw on your experiences from the past and have ample time for Q/A and group discussion. Participants will leave the workshop fired up and ready to go!

Planned Giving: Securing a Solid Future**Greenhouse**

Sandy Wright and Pam Davee, Friends of the Columbia Gorge; Meryl Redisch, Consultant; Sharon Lunz, Chelan-Douglas Land Trust.

This practical session will emphasize with fellow land trusts how important launching a planned giving program is to help secure an organization's financial future, and how achievable it is to start and maintain an effective program. By share what we have done at our organizations will hopefully enlighten and embolden attendees about taking this on themselves. Attendees will learn how to engage their boards, what policies and guidelines are most helpful, how to market their program, how to cultivate donors into a program, and much more.

Tuesday Afternoon Concurrent Sessions - A**1:00-2:30pm****Farmland Preservation from a Farmer's Perspective****Wright**

Holly Ripon Butler, National Young Farmers Coalition; Addie Candib, Cloud Mountain Farm Center; Nellie McAdams, Rogue Farm Corps

Land trusts working to preserve farmland need to understand the needs of farmers in their communities. This workshop will explore 1) farmers' needs and challenges around land succession and access, 2) the various tools available to facilitate farmland conservation, 3) best practices for partnering with farmers, 4) the regional landscape of organizations supporting farmers, and 5) successful models of partnerships between land trusts and nonprofit farmer training and advocacy organizations. We will discuss regional challenges and encourage land trusts to agree on next steps to move innovative farmland protection strategies forward in their regions.

Natural Partners: State Conservation Funders and Land Trusts**Ballard**

Allison Greene and Kay Caromile, Washington State Recreation and Conservation Office; Miriam Hulst and Andrew Dutterer, Oregon Watershed Enhancement Board. **Facilitator:** Dan Roix, Columbia Land Trust

Land trusts are key partners in implementing state conservation priorities through Washington and Oregon's state grant programs. Staff from the Washington State Recreation and Conservation Office and the Oregon Watershed Enhancement Board discuss the role of permanent land protection in their state's conservation strategies, why each state invests in conservation and how land trusts and state agencies can be effective partners. There will be ample time for dialogue on the future of conservation in each state, and identifying opportunities for increased partnership and leverage. The session won't focus so much on how to apply for state funding for conservation, but more on how land trusts and state agencies can work better together to help each other fulfill our missions.

Lands Database - A Web Application to Help Manage the Complexity of Conservation**Creevey**

Jennifer Zarnoch and Tanner Scrivens, Columbia Land Trust; Christian Parker, Tall Oaks Environmental

This presentation will introduce a solution to help manage the complexity of land conservation. The LandsDB is a suite of integrated web applications tailored for land conservation and stewardship. It serves as a storehouse of information and a story tracker, one that vastly improves efficiency and ensures good decisions for how we care for land. It also helps comply with LTA Standards and Practices. Participants should leave the session with a good overview of how the LandsDB works, how Columbia Land Trust plans to share the LandsDB, and a sense of the anticipated cost to get set up with, and maintain the LandsDB for their land trust.

When to enter into deep collaboration and how to do it well**Beam****Presenter:** Mona Jones-Romansic, Founder and CEO, Birch Consulting

Collaboration is in the DNA of land trusts. When collaboration goes well, we get more done. Recognizing this, land trusts are exploring more intensive deep collaborations to achieve our missions. But deep collaborations are time, energy, and resource intensive. Participants will learn major costs and benefits of deep collaboration and evaluate internal readiness. Participants will also learn common conditions for success and be able to apply these conditions to their current opportunities. Participants will come out of the session with some answers about their readiness for engaging in deeper collaboration as well as ideas on how to create conditions for success.

How to Write Killer Fundraising Letters**Greenhouse****Presenter:** David Allen, Development for Conservation

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

Tuesday Afternoon Concurrent Sessions - B**3:00-4:30pm****Diversity, Equity and Inclusion and why it matters****Ballard****Presenter:** Gladys Ruiz, Center for Diversity and the Environment

The work land trusts do provides a public benefit but how involved is the 'public' in the process? This facilitated peer learning opportunity will explore questions of race, class, and equity in our work. Come learn from Center for Diversity & the Environment and peers and contribute your own thoughts and experiences as we delve into the following questions (among others): How does your organization think about race, class & equity? Are you facing any challenges integrating more diverse groups into your work? How has your organization adapted to address issues of race, class, and equity?

Financing land management and conservation with carbon markets**Greenhouse****Brian Kittler, Pinchot Institute for Conservation**

This session will present a regional program in Western Oregon and Washington focused on technical and financial assistance for landowners interested in accessing carbon markets. Participants will learn about a carbon assessment tool being used to gauge the potential for generating carbon credits from their land, the requirements of entering carbon markets, and resources available to inventory your forest carbon for sale in carbon markets.

Conservation Easement Issues that May Keep You Up at Night (or Should)

Wright

Konrad Liegel, Attorney-at-Law, PLLC; William (Fritz) Paulus, Attorney at Law

This session will survey issues that NW land trust staff grapple with: What should I do to make my baseline admissible in court, so that my land trust is prepared in the event of a future conservation easement violation? How do I help my land trust stay clear of potentially fraudulent or abusive conservation easement transactions and what do I do if I have a concern about the donor's appraisal (before or after the donation)? If I foresee my land trust will own fee title sometime after it receives a conservation easement interest, what can/should my land trust do to prevent merger and extinguishment of the conservation easement? Presenters will give NW state law perspectives on each of these issues, followed by discussion among the presenters and land trust staff attendees.

The Multiple Benefits of Using Cattle Grazing to Manage Native Prairie

Creevey

Bob Altman, American Bird Conservancy; Nicole Ruggiero, Ash Creek Forest Management; Sarah Hamman, Center for Natural Lands Management; Jeff Baker, Greenbelt Land Trust; Darrick Salyers, private landowner. **Facilitator:** Elspeth Kim, Center for Natural Lands Management

Common approaches to restoring and protecting native prairies and wetlands have excluded grazing as part of the management approach. Much like the use of prescribed fire or restoration logging, cattle grazing can be an effective management tool. This session will provide on-the-ground perspectives on the opportunity for grazing as a proxy to disturbance regimes that prairies need, including hearing from a rancher who incorporated restoration activities into his grazing regime -- one that is low cost, compatible with climate change, and can improve habitat, all the while involving local agricultural communities. It will also explore the effects of sustainable grazing practices on wildlife, including specific examples on two sites managed by panel members.

Lessons for a Successful Capital Campaign: Before, During and After

Beam

Diane Garcia, Southern Oregon Land Conservancy; Jessica McDonald, Greenbelt Land Trust

Thinking about starting a capital campaign? Need some advice on how to get going, what can lead to success, and what the pitfalls may be? This interactive workshop, led by two veteran fundraisers who undertook large, successful campaigns, will cover what makes a successful campaign and how to reach your goals. They'll share how to involve board and staff, when to hire a consultant, materials, tips, budgets, costs and lessons learned. Then, learn how to keep your donors engaged after the campaign is over, and strategies for converting donors into loyal members and lifelong friends.

Tuesday Evening Discussions

7:00pm – 8:00 pm

Looking Back to Move Ahead

Wright

Wes Ward, Consultant, Solid Ground

Wes Ward will deliver an informal, illustrated talk, following an outline of benchmarks in conservation from prehistoric to 1900, followed by a discussion of the issues highlighted in the talk, and concluding with sharing and discussion of the origin stories of the land trusts present at the session. Participants will gain a deeper insight into the origins of the conservation and land trust movements, including early issues and lessons that are relevant land trust evolution going forward.

Accreditation and Standards and Practices

Ballard

Greg Good, Land Trust Alliance

Greg Good will lead a discussion and answer questions on the new Land Trust Alliance Standards and Practices and Accreditation.

Legal Issues Discussion

Creevey

Konrad Liegel, Attorney-at-Law, PLLC; William (Fritz) Paulus, Attorney at Law

Konrad and Fritz will continue the discussion from their earlier session in an informal discussion where they will answer questions and lead group dialog on the most pressing conservation easement legal issues facing land trusts.

Wednesday Morning Concurrent Sessions

8:45am – 10:30am

Managing Organizational Risk

Ballard

Facilitators: Ian Sinks, Columbia Land Trust; Michael Pope, Greenbelt Land Trust; Brad Paymar, Land Trust Alliance

Has your organization encountered a situation that required a risk assessment decision? Inevitably you have, because land trusts conduct numerous activities that assume some level of risk or liability. This Session will focus on real-life case studies from Land Camp attendees who have encountered a situation that required the land trust to consider the risk and how to adopt measures to mitigate for that risk. The format will be a facilitated round-robin discussion that will include specific case studies.

Examining Different Approaches to Long-term Conservation Planning

Wright

Dan Roix, Columbia Land Trust; Claire Fiegenger, Greenbelt Land Trust; Elspeth Hilton Kim, Center for Natural Lands Management. **Facilitator:** Bowman Leigh, Columbia Land Trust

Effective long-term planning is critically important to conservation success, but it is complex. The ever-evolving challenge of identifying stressors, setting measurable objectives, and implementing effective strategies requires an understanding of both ecological and human relationships. This panel will explore long-term conservation planning approaches and methodologies, including regional priority setting through spatial analysis, partnerships, community engagement, and setting and measuring objectives. Participants will leave with insight into the planning process and identify effective ways to approach conservation, particularly in light of landscape stressors like climate change that will continue to affect this work into the future.

Building Appreciation, Donors, and Volunteers with the Northwest Naturalist Program **Greenhouse**

Erik Kingfisher, Stewardship Director, Jefferson Land Trust; Carrie Clendaniel, Stewardship Associate, Jefferson Land Trust

As land trusts become more established in their communities their needs inevitably grow as they take on increasing levels of stewardship and other obligations. In this session, participants will learn how to increase capacity for their organizations through community-based education programs. In particular, they'll learn about a transferable model of community engagement that has helped Jefferson Land Trust increase local appreciation for our work, connect people to our protected lands, increase overall support for the land trust, and build a strong and committed volunteer base.

Mission and Money: Developing New Lines of Business

Creevey

Allison Handler, Solid Ground Consulting; John C. Miller, Haven Consulting

Is your land trust ready to think about earned-income strategies? Nonprofits are increasingly launching lines of business that deliver their mission and earn revenue at the same time. Social enterprises – mission-based activities that bring revenues into the organization – can effectively complement traditional fundraising. This workshop will touch on innovation and organizational sustainability, with earned income as another leg on the funding stool. Whether you're considering a social enterprise idea or you've never heard the phrase before, this interactive session will address the ingredients for success and introduce tools you can use to explore and implement potential new lines of business.

Wednesday Facilitated Cohort Discussions

10:30am – 11:30 am

Participants will have an opportunity to share closing thoughts and lessons learned with their peer cohorts. Discussion will center around take-aways from Land Camp and how the land trust community can further these conversations.

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