

Land Camp 2015

April 13 - 15, 2015

Menucha Retreat and Conference Center, Columbia Gorge, OR

Monday April 13

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|-------|---------------------|--------|
| 10:00 | Registration | WRIGHT |
| 11:30 | Orientation | WRIGHT |
| Noon | Lunch | WRIGHT |
| 1:00 | Welcome | WRIGHT |
| 1:30 | Concurrent sessions | |

A) Organizational Risk Assessment

BALLARD

Sponsored by Washington Department of Fish and Wildlife

Do you feel that your organization is prepared for the future? Have you examined all the risks and liabilities associated with your programs, your governance structures, your land transactions and selection of projects, and your operational procedures? This Session will explain why you should be pro-active in examining risks for your programs and what process you might follow in completing an organizational risk assessment for these programs.

Presenters: Steve Cook & Ian Sinks, Columbia Land Trust; Konrad Liegel, Attorney.

Facilitators: Brad Paymar, Land Trust Alliance and Michael Pope, Greenbelt Land Trust

B) Farmland Conservation

CREEVEY

Conserving farmland has found it's way into many of the work plans of lands trusts in the Pacific Northwest. There are many innovative examples of successful farmland preservation. We'll hear from leaders of organizations with examples of farms preserved, innovative systems and collaboration to save farms. We'll also hear from land trusts thinking about adding farmland to their work portfolios and the complex issues and considerations come up in making this move. Finally, NRCS will talk with us about their programs and the implementation of Agricultural Conservation Easement Program Interim Final Rule in Oregon and Washington.

Presenters: Dave Kreft, Easement Programs Coordinator, USDA-NRCS; Glenn Lamb, Columbia Land Trust; Claire Fiegenger, Greenbelt Land Trust; Sarah Spaeth, Jefferson Land Trust; Melissa Campbell and Hilary Aten, PCC Farmland Trust; Mary Ann Swain, South of the Sound Community Farm Land Trust.

Facilitator: Heidi Eisenhour, American Farmland Trust

C) Winning Friends and Influencing People

WRIGHT

Sponsored by the Land Trust Alliance

In this session, we will discuss the role that advocacy, strategic communications, and community conservation play in engaging people to ensure the relevancy and sustainability of our organizations. We will share messaging that has been most effective in attracting new audiences and more deeply engaging existing ones. We will walk through best practices for talking—and listening—to current and new audiences. We will discuss approaches for better understanding the communities we serve and aligning our organization goals and strategies with community priorities. A series of interactive exercises will stimulate participants to share experiences and then brainstorm on the role community engagement already does and can be used to shape land trust work and, ultimately, conservation success.

Presenters: Rob Aldrich, Elizabeth Ward, Bethany Erb, Brad Paymar, Land Trust Alliance

- 5:00 **Happy Hour and Sponsor Networking** **BALLARD**
- 6:00 **Dinner** **WRIGHT**
- 7:00 **Facilitated Networking by cohort**
- Development: *Jessica McDonald, Greenbelt Land Trust* – **WRIGHT CONFERENCE ROOM**
 - Land Protection: *Nadia Gardner, Columbia Land Trust* – **LINDSAY HOUSE**
 - Communications: *Leigh Goldberg, Communication Consultant* – **WRIGHT GREAT HALL**
 - Forest Land and Carbon Appraisals: *Ecotrust* – **CREEVEY MEETING ROOM**
 - Associate Directors: *Brad Paymar, Land Trust Alliance* – **BALLARD LOUNGE**
 - Board Members: *Marc Smiley, Solid Ground* – **BEAM MEETING ROOM**

Tuesday April 14

- 8:00 **Breakfast** **WRIGHT**
- 8:45 **Plenary** **WRIGHT**

Chuck Sams, Confederated Tribes of the Umatilla Indian Reservation
Tiichum & Tamanwit: The Land & The Promise

The covenant between humans and the land. Since time immemorial Native People of the Pacific Northwest have kept a promise to steward the flora and fauna on the land. This morning's speaker will talk about how this covenant came to be and how Native People, working on land conservation issues, continue to be good stewards.

10:00 **Concurrent Sessions**

A) Investment Strategies and Earned Income **BALLARD**

Sponsored by Rayonier

All too often, land trusts are under-capitalized or may not be prepared to pursue their priority land deals due to a weak balance sheet. This training will explore steps that a land trust can take to improve their bottom line while simultaneously enhancing their ability to save land. Methods to build a solid balance sheet with a variety of assets will be explored with an eye toward the use of these assets to access land protection tools like bridge loans.

Presenters: Ole Amundsen, The Conservation Fund and Ryland Moore

B) Conserving Working Forestland **GREENHOUSE**

Sponsored by Columbia Land Trust

Forestland is a defining feature of our Northwest landscape. It is also the site where political, economic and environmental disagreements occur. This panel will address the promising middle ground - the future - of conservation forestry: ecology forestry and certification; community forestry and sustainable rural economy; and funding and financing specific to forestry projects.

Presenters: Dan Stonington, NW Natural Resource Group; Jay McLaughlin, Mt Adams Resource Stewards; Brent Davies, Ecotrust.

Facilitator: Cherie Kearney, Columba Land Trust

C) Conservation Easement Stewardship **CREEVEY**

Sponsored by Eastern Oregon Lands Legacy Fund

For conservation easements, ensuring perpetuity begins with drafting, is supported by landowner communication and relationships, and is backed up by enforcement. Panelists will discuss how to steward easements through all three activities.

Presenters: Nancy Duhncrack, Attorney; Jodi Lemmer, McKenzie River Trust; Dean Dougherty, San Juan Preservation Trust

D) Fundraising Campaigns: Recipes for Success**WRIGHT***Sponsored by Plauche and Carr, LLP*

In the land trust world, large fundraising campaigns have largely focused on raising money for a specific need like buying a single property. Recently though, conservation organizations have begun expanding the parameters of campaigns to include a larger landscape focus, restoration and even operating costs. This panel will focus on the key ingredients for designing, planning and implementing successful campaigns. We'll open with a framework that Solid Ground uses to help nonprofits understand their readiness to undertake a campaign. Panelists from three land trusts will provide a look "under the hood," sharing perspectives and experiences in planning and carrying out successful campaigns.

Presenters: Zak Boone, Deschutes Land Trust; Sandy Wright, Friends of the Columbia Gorge; Sharon Lunz, Chelan Douglas Land Trust.

Facilitator: Allison Handler, Solid Ground Consulting.

11:45 **Lunch****WRIGHT**1:00 **Concurrent sessions****A) Funding Stewardship & Building an Endowment****GREENHOUSE***Sponsored by Oregon Water Resources Board*

Are you funded for perpetuity? Have you found your best tools in the toolbox for funding stewardship? This session will provide an overview of measures that a land trust can take to build a sustainable stewardship funding program for fee title and conservation easement lands.

Presenters: Diane Garcia, Southern Oregon Land Conservancy; Erik Kingfisher, Jefferson Land Trust; Michael Pope, Greenbelt Land Trust

B) Access to the Land: Balancing protection and public access**BALLARD**

Opening your land or easement to the public can lead your land trust to a whole new level of community engagement, but also brings complicated challenges. In this session, land trust leaders will discuss the benefits of public access versus the costs and challenges; how can you make sure your land trust is prepared; and how to set the right policies for your organization around public access. Each of our panelists will present a current case study to show how their land trust is tackling these questions.

Presenters: Lindsay Cornelius, Stewardship Lead, Columbia Land Trust; Neal Hedges, Stewardship Director; Chelan-Douglas Land Trust and Kevin Gorman, Executive Director, Friends of Columbia Gorge Land Trust

C) GIS: A picture is worth a thousand words**CREEVEY***Sponsored by FLO Data GIS*

It's been said that a picture is worth a thousand words, so imagine the type of information that your organization can convey with interactive web maps that allow you to collaborate with partners and share your success stories! New resources from ESRI - ArcGIS Online, which is discounted for land trusts through the non-profit program, provide numerous options for sharing, collaborating and interacting in a mobile and online map environment. These resources afford you the ability to create web maps for internal sharing by staff and your board, collaborate with partner organizations and see their information dynamically update in real time, or create a story map rich in content, imagery and multimedia content that highlights your accomplishments to share with the public or donors. We will show you how to create simple map webs using your data that can be embedded into your website or viewed privately within your organization and introduce you to dynamic collaboration and storytelling resources.

Presenters: Jenny Axelrod and Tyler Vick of FLO Analytics will be joined by land trust representatives

D) Branding for the Land! Business support of land trust work**WRIGHT***Sponsored by Good Gallagher*

The mission and values of land trusts can align well with businesses whose products, image, and customers depend upon conserved lands and open spaces. How can land trusts better partner with businesses for mutual benefit? Hear from business, land trust, and nonprofit leaders and their insights on the strategic and financial partnerships available between businesses and land trusts.

Presenters: Jeff Althouse, CEO, Oakshire Brewing; Chris Clark, Jefferson Land Trust; Kirsten Blackburn, Brand Marketing Coordinator KEEN

Tuesday April 14th

3:00 **Concurrent sessions**

A) Demystifying Renewal of Accreditation

BALLARD

Whether recently accredited or preparing for renewal, this workshop is for you. Join Greg Good, review specialist with the Commission, for a discussion on a variety of renewal topics. Learn about recent program improvements and we'll debunk some of those renewal myths. Hear from land trusts that recently received renewed accreditation status. And, we'll discuss other issues you might be facing as you prepare for the renewal of accreditation process. Greg will bring his experience in reviewing renewal applications to the discussion, highlighting common issues seen throughout.

Presenter: Greg Good, Land Trust Accreditation Commission

B) Water Rights : What land trusts should know

WRIGHT

Sponsored by Van Ness Feldman, LLP

Join expert water attorneys Duncan Greene and Steve Shropshire for an introduction to water rights law in Oregon and Washington. This panel will provide an overview of water rights issues involved in land conservation transactions, including partnering with water trusts and how to retain water rights if they are not immediately being used. Jacquelyn Wallace, Conservation Director for Okanogan Land Trust, will share her organizations' recently adopted water resource strategy and talk about their work around conserving both water and land. Legal experts will provide time to answer any water related questions you have.

Presenters: Duncan Greene, Van Ness Feldman; Jacquelyn Wallace, Okanogan Land Trust; Steve Shropshire, attorney

C) Management Planning and Restoration

GREENHOUSE

Sponsored by EcoTrust

Are you prepared to take care of the lands you have protected? Do you have a Plan for managing these lands and, if so, do you understand your responsibilities for restoration and long term maintenance? This session will provide an overview of when and how you should develop management plans for your lands, what do you need to know related to restoration strategies, and how can you plan and implement programs for long term maintenance to protect existing and restored conservation values.

Presenters: Matt Blakeley-Smith and Jeff Baker, Greenbelt Land Trust; Chris Vogel, McKenzie River Trust; Brenda Padgham, Bainbridge Island Land Trust. **Facilitator:** Michael Pope, Greenbelt Land Trust

D) Social Media for Communication and Outreach

CREEVEY

*Sponsored by Re*Solve*

While all land trusts have a presence on the web, and the vast majority maintain a Facebook page, many land trusts are unclear on how (or even why) to harness the power of social media and integrate it with the organization's overall outreach and communication goals. This session will help address some best social media practices, particularly with limited budgets and stretched resources. Along with experts in the social media and communications fields, the panel will include land trust staff to share their social media success stories.

Panelists: Mary Nichols, Karmic Marketing; Leigh Goldberg, Consultant; Maura Rendes, Marketing & Community Engagement Manager, PCC Farmland Trust

5:00 **Happy Hour**

BALLARD

6:00 **Dinner**

WRIGHT

7:00 **Campfire**

POOL FIRE

Wednesday April 15

8:00 **Breakfast**

9:00 **State Association Meetings** (Each association will meet separately to work through their agenda)

WALT meeting

WRIGHT

COLT meeting

CREEVEY

Noon **Lunch**

WRIGHT

3:00 **Closing**