Thursday, March 19

Choose from one of two workshop options for the day.

10:00am  Check in

10:30am – 4:30pm

Workshop I: Implementing a Planned Giving Program

Presenters:
Stacy McVary, J.D., Senior Donor Advisor in Planned Giving, Alzheimer’s Association
Scott Nelson, CFRE, CGPA, Director Gift Planning, Benedictine Health System

Minnesota Planned Giving Council trainers will guide participants through: trends in giving, developing a planned giving program, philanthropic culture and structure at your land trust, relationships with prospects, specific vehicles for planned gifts, and types of professional advisors who can help you and your donors. (CFRE continuing education credits available)

Workshop II: Opportunities for Land Trusts to Address Climate Change

Organizer: Charlie Carlin, Gathering Waters
Panelists: Nick Miller, The Nature Conservancy; Lindsey Ketchel, Landmark Conservancy; Wayne Ostlie, Minnesota Land Trust; Jim Welsh, Groundswell Conservancy; Fred Clark, Green Fire

What roles can land trusts play in slowing climate change, and adapting to changes that we are already seeing? Panelists will lead exploration of opportunities for land trusts of all sizes to utilize recent research on land conservation, to collaborate on new initiatives, and to access new lines of funding to address climate change.

6:00 – 8:30pm  Land Trust Reception

Gather with Wisconsin land trust friends at the historic Mabel Tainter Center for the Arts in downtown Menomonie for ample hors d’oeuvres, drinks, and networking.

Bring your best dessert, along with any necessary serving utensils, for the beloved dessert potluck competition.

Friday, March 20

7:30am  Check in for new arrivals

8:30  Collaborative Conservation

Nicole Van Helden, Director of Resilient Landscapes, The Nature Conservancy

Collaboration is key to leveraging a diversity of skills and resources to address complex problems in a dynamic world. But it takes time, effort, and cultivating strong relationships to be successful—and we often fall short. Discuss principles for effective collaboration and pitfalls to avoid, and take away some ideas to put into practice.
10:15  Break

10:45  CONCURRENT SESSIONS 1: Lessons from the Field

Engaging the Next Generation
Panelists: Karen Yancey and Kiera Theys, Geneva Lake Conservancy; Amy Lord and Eva Ballering, Ice Age Trail Alliance

Discuss ways to engage and educate youth and families about land conservation; identify principles for encouraging the next generation’s commitment to land conservation; and outline a path for your land trust to join these efforts and adapt them for your community.

Promoting Landowner Best Management Practices
Panelists: Darcy Kind, Wisconsin DNR; Cindy Becker, Driftless Area Land Conservancy; Chris Kirkpatrick, The Prairie Enthusiasts; Tom Clay, Door County Land Trust

Learn about motivations and barriers to landowner adoption of best management practices through the DNR’s Landowner Incentive Program. Discuss land trusts’ experiences working collaboratively, and engaging members and neighbors, in habitat management.

Enabling Farm and Food Access
Panelists: Cris Coffin, American Farmland Trust; Tom Stolp, Ozaukee Washington Land Trust; Jim Welsh, Groundswell Conservancy

Gain insights on trends with farmland access and ownership, as well as resources available to land trusts through American Farmland Trust’s national network. Learn about Ozaukee Washington Land Trust’s partnership in Making Allies for Healthier Communities and Groundswell Conservancy’s role in supporting Land for Food, to expand land tenure to more people, particularly immigrant and minority growers, and generate economic and water quality benefits.

Noon  Lunch
Connect with peers to discuss participant-proposed topics over lunch (e.g., land trust – artist partnerships, water quality, leadership development, succession plan implementation)

1:30  URGENT: Communication to Motivate Action

Todd Newman, Assistant Professor, Department of Life Sciences Communication, UW-Madison

Reports on the impacts of climate change are dire--droughts, fires, intense storms, floods, invasive species, and species range shifts. How can your land trust communicate to build awareness and motivate action to address these issues? Discover social, cultural, and psychological factors that make it difficult to communicate the risks posed by climate change. Engage in strategies to convey urgency while presenting a hopeful and motivating message.

3:45  Break

4:15 – 5:15 CONCURRENT SESSIONS 2: Hot Topics

State Advocacy Update with Mike Carlson and Charlie Carlin, Gathering Waters

Learn about Team Knowles-Nelson tools for “grassroots” engagement and online messages. And tap the “grass tops”: discuss how to engage your elected officials at their offices and on the land.
Connecting People to Nature with Pat McMurtrie and Meg Domroese, Gathering Waters
Share event features and hosting tips to make the most of the Land Trust Days promotional opportunity. Learn about programs, partners, and platforms to connect your community to land trust recreation opportunities and benefits throughout the year.

Be the Best Board You Can Be with MaryKay O’Donnell, Land Trust Alliance
Mastering board roles and responsibilities is a topic that never gets old! Add to your board’s toolbox to keep learning and improving, including best practices for board succession.

6:30 – 9:00 Banquet and Storytelling
Evening banquet with storytelling on the theme, Adventures in Conservation. The format is PechaKucha, 20 slides, 20 seconds each. To secure your spot to tell your story, please contact Meg Domroese, meg@gatheringwaters.org.

Saturday, March 21

8:45 – 11:45am Tune up Your Land Trust’s Toolkit
It’s no small task keeping up-to-date with organizational policies, effective landowner outreach strategies, and the latest trends in drafting and amending conservation easements.

That’s why tapping into the experience and wisdom of your peers is so crucial.

This session will begin with a quick round of presentations to introduce the topics, and then we’ll ask you to roll up your sleeves and get to work. Moderators will be ready to assist working groups in sharing materials and developing guidelines.

Stay tuned for more details, including suggested reading and what to bring.

Topics will include:

- **Landowner outreach materials**
  Share what your land trust is using to reach new landowners—such as easement brochures, fact sheets, and prospecting letters—and learn what’s working for others.

- **Developing relationships with landowners**
  How does your land trust identify and initiate relationships with landowners? Share anecdotes and creative approaches, like power-mapping.

- **Land trust policies**
  Bring your land trust’s policies to share and compare with peers—including conflict of interest, recordkeeping, accounting, CE monitoring, fee inspection, among others.

- **WI model conservation easement**
  Gathering Waters has convened a task force to develop a model easement for Wisconsin. Learn about the process and provide your input.

- **Amending conservation easements**
  To amend or not to amend? How do you decide? Share experiences with your land trust peers, and get input on how to handle challenges you are facing.

11:45 Closing and Farewell