Registration Guide

RALLY 2015

The National Land Conservation Conference
October 8-10 | Sacramento, CA | www.alliancerally.org
Rally is packed with diverse topics, colleagues and friends to learn and share with, and the resources you need to take your conservation skills further. Register today—there’s no better time or place to invest in your future! See you in Sacramento.

**Boost Your Skill Set**
with more than 100 diverse workshops and seminars.

**Strengthen Relationships**
and create new ones with more than 1,800 like-minded members.

**Explore A New Topic**
or get fired up by the impressive array of speakers.
CLASSIC AND EMERGING WORKSHOP TOPICS

Perennial favorites such as:

- The Lighter Side of Land Conservation
- Real Estate Fundamentals: A Primer for New Land Trust Staff
- Appraisal of Conservation Easements

And new offerings:

- Community Conservation: Connecting People to the Land, to Each Other and to Your Mission
- Ambassadors Lightning Round: Real Advocacy Stories from Land Trusts Like Yours
- Where Land Protection and Development Come Together

Join the conversation

Conservation For A Changing World

Add your voice to a lively and interactive discussion on how land trusts are addressing new challenges and opportunities—covering everything from climate change to engaging new audiences.

SEMINARS

Dive deep into the issues you face in your land trust’s daily operations and master innovative ideas to launch you ahead.

17 SEMINARS

» An overnight paddling field trip
» Local food walking tour
» Morning meditation

INSPIRING SPEAKER

RUE MAPP

Rue Mapp will share her experience and how we can reach out to new constituencies and build broader community support. Rue is the CEO and Founder of Outdoor Afro, a social community that reconnects African-Americans with natural spaces and one another through recreational activities. In 2010, the White House invited Rue to participate in the America’s Great Outdoors Conference, and also to take part in a think-tank to inform the launch of first lady Michelle Obama’s “Let’s Move!” initiative. Rue was recently appointed to the California State Parks Commission and is a proud mother of three active children.

Learn more www.alliancerally.org/keynote

NEW ACTIVITIES 2015

- Climate change
- Accessibility for the disabled
- Western water issues
- Advocacy and funding campaigns

Photo courtesy of Outdoor Afro.
LEARNING & GROWING

Customize your learning experience to match your needs with our 100+ content-rich workshops presented by top conservation leaders in the country. Whatever you’re interested in exploring, we’ve got you covered at Rally! Here’s a sample:

**Land Protection**
Protecting land is core to every land trust’s mission. Add new tools to your land protection toolbox.

» Land Protection in the Cloud: Choosing Technology that Works for You
» Protecting Functional Landscapes: Applying the Conservation Toolbox Across a Critical Wildlife Corridor
» Beginning with the End in Mind: Drafting Conservation Provisions You Can Monitor and Enforce
» Tools and Strategies for Protecting Working Farms: Part 1 and 2

**Stewardship**
Forever lasts a long time, so learn the latest in caring for land or easements.

» Ecological Restoration to Build Resilience and Engage People
» Managing Fee Lands on Any Budget
» Partnerships for Conservation and Public Recreation
» Making Sound Stewardship Decisions: Solving the Mystery of Private Benefit

**Communications**
Explore new ways to share your land trust’s story and engage with your community to inspire long-term support for your mission.

» How To Pitch a Story to a Busy Reporter
» Engaging New Audiences in New Ways
» Engaging with Communities to Slow the Pace of Climate Change: Why It Matters, Tips and Strategies
» Story Mapping for Your Land Trust
**Board**

Take your board to the next level and ensure you have the tools you need to lead your land trust to success.

- Getting on Board: Policy Governance as a Framework for Board/Staff Collaboration in Setting Strategy
- Strategic Partnerships: Fresh Approaches to Building Scale, Impact and Sustainability
- What Program Information Will Keep your Board Members Informed, Engaged and Awake
- Vexing Tax-Exempt Compliance Issues Facing Land Trusts Today

**Management**

Connect with your board, staff, stakeholders and others to develop and implement your conservation vision.

- Accelerating Pace and Impact Through Partnerships
- The Big Picture: Putting All the Pieces Together for a Successful Land Trust
- Engage Your Stakeholders and SOAR to Success with Your New Strategic Plan

**Fundraising**

Learn how to engage donors for the long haul and what fundraising strategies will enable your land trust to fuel its conservation promises.

- Advance Your Cause: Using Events as an Opportunity to Introduce and Engage People with Your Organization
- Successful Comprehensive Campaigns: Relationships Matter
- Building a Donor Retention Program Following a Community Conservation Project

FULL WORKSHOP CHART: www.alliancerally.org/schedule
Conservation Defense

It’s not a question of if, but when, your land trust will need to uphold its promise to defend an easement or property. Make sure you are prepared with the latest information and best practices.

» Do you Have the Right Insurance? At the Right Price?
» Conservation Easement Violation on Trial
» Yes! You Must Obtain and Record that Mortgage Subordination Before or with Your Easement

Accreditation

Accreditation is a journey, a way to show your commitment to quality and permanence. Learn from those who have achieved accreditation and explore the resources available to help you.

» Voices of Experience: Hear About First-Time Accreditation from Accredited Land Trusts
» Behind the Curtain: An Inside Look at Land Trust Accreditation
» Exploring the Requirements Manual
“Our individual experiences at Rally spurred much discussion among staff about new programs, policies and approaches to our work. Those conversations have continued back at home, and they will continue in the coming weeks as we share the information and ideas we gained at Rally with staff who could not attend.”
—Emily Matson, Columbia Land Trust (WA)

Community Conservation
Are you building new and deeper connections with your community? Learn how land trusts are engaging with a broader spectrum of community needs and interests.

» Food Systems and Land Trusts: Bridging the Gap for Community Conservation and Working Lands Conservation
» Cultural Conservation Easements in Indian Country
» Conservation Gone Wild! Boost Biodiversity While Building Healthier Communities
» A New Approach to Gauging the Impact of Community Conservation

Policy
Broadening support for conservation means advocating for public policies and funding that support conservation. Learn how to effectively engage your elected officials and influence positive change.

» USDA’s Agricultural Conservation Easement Program: Opportunities for Land Trusts and Landowners
» Local Conservation Funding Campaigns: Effective Advocacy by Land Trusts: Part 1 and 2
» Land and Water Conservation Fund: Achieving Reauthorization in 2015
» Advocacy and Lobbying: Know the Difference in Order to Make a Difference
Dive deeper with your Rally experience! Daylong and half-day seminars are your chance to experience high-quality intensive trainings and delve further into important issues in land conservation. (Seminars are limited to 55 people unless otherwise noted.)

**THURSDAY, OCTOBER 8**

**MORNING HALF-DAY SEMINARS**

**SEM-1**
**Boot Camp: Accreditation Renewal**
Jennifer Brady-Connor, Valerie Roof
8:00am – 12:00pm | All Levels | $40

Offered for all accredited land trusts, particularly those planning to apply for renewal of accreditation in the next year or two, this seminar will explain in-depth how the renewal process works, how it differs from first-time accreditation, documentation required and when to begin preparing. Participants will receive guidance on how to demonstrate compliance with specific indicator practices from *Land Trust Standards and Practices* and also connect with peers who are working on—or have resolved—challenges unique to preparing for renewal. Participants will have an opportunity to share specific areas of concern and interest in advance, and the instructors will use that information to formulate the final agenda.

**SEM-2**
**Conserve, Redevelop and Undevelop: New Frontiers in Land Conservation**
Jessica Jay, Rich Cochran, Daria Guenzler, Kris Larson, Gil Livingston, Tim Wohlgenant
8:00am – 12:00pm | Basic/Intermediate | $105/$120

Like the mantra of Reduce, Reuse and Recycle, the new frontiers of land protection will be to Conserve, Redevelop and Undevelop. This session focuses on land trusts as new social entrepreneurs shepherding the movement from large-scale, raw land protection to small-scale, interconnected repurposing of land and its uses. Presenters will share their experiences and examples of working within, and developing new, legal, practical and functional frameworks for land trusts; conserving, creating and interconnecting people and parcels of land for public benefit.

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**Helpful Symbols**
- ★ Indicates seminars of interest to board members
- CLE Indicates continuing legal education credits

**Continuing Legal Education Credit**
The Alliance will apply for Continuing Legal Education (CLE) credit for workshop sessions denoted with a CLE symbol and for seminars 2, 4, 5, 8, 15, 16 and 17. The cost for obtaining CLE credit is $100 per person, per state. Please indicate which state(s) you are applying for on the registration form. For more information on continuing education, please email Lorri Barrett at lbarrett@lta.org.

Lunch will be served to participants who register for one daylong seminar or two half-day seminars. Participants who register for one half-day seminar may purchase a lunch ticket in advance for $44. No onsite lunch tickets will be sold.

**Seminar Prices are Indicated as Follows:**
The first seminar price indicates rate for staff/board of Alliance Member Land Trusts, and the second seminar price indicates rates for partners and others. To read about the seminar faculty, please visit www.alliancerally.org/faculty.
parks, community gardens, cooperative farms and public forests; redeveloping, reimagining and reinventing the already-built environment for new public purposes such as affordable housing, recreation, and community places; and undeveloping, recovering and restoring developed, degraded, or polluted lands to support revitalized ecological and human systems. Presenters will also use their examples to provide financial, legal and regulatory guidance for land trusts endeavoring projects on the new frontiers.

**SEM-3**

*Creating Stories that Inspire, Connect and Raise Money*

Judy Anderson, Vanessa Chase  
8:00am – 12:00pm | Basic/Intermediate | $105/$120

Storytelling is widely viewed as a critical part of a land trust’s communication and fundraising strategy. It’s also recognized as a central part of becoming more relevant and connecting with more people from different walks of life. Yet sometimes, storytelling can be frustrating. Come learn how to tell compelling stories using tips to streamline the process, save time and empower both board and staff. You’ll learn how to tweak a good story to great, develop a story library, key elements for fundraising stories, how to find shared values with different groups within your community and how to tell a good story with video.

**SEM-4**

*Standards and Practices Curriculum Modifying Conservation Easements*<sup>CLE</sup>  
Bill Silberstein, Sylvia Bates, Megan Knott, Tom Masland, Mark Weston  
8:00am – 12:00pm | Intermediate | $105/$120

Explore conservation easement modifications in depth and hear about the recent “Report on Research and Survey on Easement Modification and Termination” published by the Land Trust Alliance. The experienced presenters will discuss various aspects of modifications, including policies and procedures, avoiding private benefit and determining impacts on conservation values. Case studies will be used extensively to illustrate these and other points and there will be plenty of opportunity for questions.

“The workshops, seminars and conferences were informative, pertinent and covered the important spectrum of philosophy/ethics to “boots on the ground” how-to details essential for the day-to-day running of land trusts.”

—Bruce Rinker, Valley Conservation Council (VA)
SEM-5
Steve Small’s Checklist and Tips for a Conservation Easement Project
Steve Small
8:00am – 12:00pm | Intermediate /Advanced | $105/$120
Steve Small will go through and analyze (i) a lengthy conservation easement document, with provisions from routine to novel and from old to state-of-the-art; (ii) a 40+ item conservation easement project checklist, compiled during 30+ years of conservation easement transactions; and, as time permits, (iii) a focused list of the most common and most difficult problems encountered in a conservation easement project. Steve will put particular emphasis on: (1) the most important things to remember to keep the IRS happy; (2) often-hidden tax, legal and appraisal planning issues; (3) fringe-of-the-law (and as yet unanswered) tax, legal, appraisal and drafting questions; and (4) the most common land trust mistakes he encounters. Participation will be encouraged.

SEM-6
Strategic Planning and Creating Measures that Matter
Melissa Levy
8:00am – 12:00pm | Intermediate | $105/$120
This highly interactive session will introduce you to an alternative process for strategic planning and measurement. You will have the opportunity to work through the actual process, using a land trust case study. The process moves from goals to indicators to measures, helping to identify the leverage points in an organization’s work. We will learn about the importance of creating a shared language, as well as the difference between measuring outcomes and activities. This process helps to focus an organization’s actions so they are more impactful. Learn how to create measures that matter!

SEM-7
Thinking Big Thoughts: Major Issues for Conservation in the Next Decade
Marc Smiley
8:00am – 12:00pm | Advanced | $105/$120
This seminar will provide senior land trust leaders an opportunity to engage with their peers on key topics important to the future of conservation. How do we fill in coverage gaps without having too many, unsustainable land trusts? How do we collaborate without putting an inequitable burden on organizations with more capacity? How do we clean up our portfolio of conservation projects without breaking the bank or the public’s trust? How do we balance a need to “get along” with pressure to engage in advocacy issues? These are major questions that many land trusts face. Talking with their peers can open some ideas and possibly break through some ice.
“As volunteers, running a land trust can be daunting, overwhelming and at times, ‘not fun’ anymore. Going to Rally and being around other people who have the same conservation ethic boosts morale and gets us back on track.”
—Jennifer Ohop, Opacum Land Trust (MA)
SEM-12
Integrating Climate Change into Your Land Protection Priorities
Abigail Weinberg, Mark Anderson, Sarah Hardgrave, Sarah Wells
1:00pm – 5:00pm | Intermediate | $105/$120
This session will provide you with the context, science and practical examples needed to integrate climate change into your conservation planning and project evaluation. We will discuss current planning approaches and review the science and resources that are appropriate for the work of permanent conservation. We’ll learn how to access climate datasets and discuss the relevance of the climate resources to stewardship and easement drafting. Land trust practitioners will offer case studies and tangible examples of the application of the datasets. The session will end with breakouts to discuss the barriers to working with climate data and allow planning for next steps. This session is aimed at practitioners who wish to engage in planning that can inform project selection, and will require two to three hours of advance preparation.

SEM-13
Interactive Mapping with ArcGIS Online and GeoPlanner
Lori Pelech, Breece Robertson
1:00pm – 5:00pm | Intermediate | $105/$120
This hands-on seminar is geared toward GIS professionals seeking to develop or enhance their knowledge of cloud-based mapping, and will be divided into two parts. First, we will explore ArcGIS Online and Esri’s Living Atlas of curated spatial data, including some key datasets for the conservation community. You will learn to overlay data from a variety of sources within ArcGIS Online in order to create visually pleasing maps and share with colleagues and stakeholders. Next, we will explore GeoPlanner, Esri’s web-based geodesign app. In this section you will learn to create a project and use the app’s weighted prioritization capabilities to support conservation decisions, including land acquisitions. You will then learn to develop conservation design scenarios, compare the costs and benefits of those scenarios and use the outcomes as graphical communication tools to present options to your staff and community. You will need to bring your own laptop to participate in this session.

SEM-14
Learning Landscapes: Community Conservation and K-12 Public Education*
Rob Wade, Paul Hardy
1:00pm – 5:00pm | Basic | $105/$120
Learning Landscapes is an award-winning K-12 community conservation-based education and stewardship program for the Feather River Land Trust. Learning Landscapes strategies provide a powerful synthesis for education and stewardship by identifying the historic opportunity to develop mutually beneficial partnerships with schools. During this session we will study trends in land conservation and education, examine several successful models and the specific strategies they employ and create a plan to develop a program for your own land trust.
Mediating Conservation Disputes: What to Expect and How to Reach Resolution
Debbie Leonard, Ellen Fred
1:00pm – 5:00pm | Basic/Intermediate | $105/$120

Inevitably, the work of land preservation will give rise to conflict, whether external to the organization (land trust/landowner) or internal (staff or board interpersonal disputes). This session will discuss mediation as a tool for resolving such conflicts. Through presentations, small-group discussions, active-listening exercises and role plays, participants will learn how mediation compares with other dispute resolution techniques, what conflicts lend themselves best to mediation, what to expect in the mediation process and how to handle disputes before and during formal mediation. We will share an account of an actual mediation that occurred in a land trust-landowner dispute.

Risk Assessment for Land Trusts of Every Size
Leslie Ratley-Beach, Paul Doscher
1:00pm – 5:00pm | Basic/Intermediate | $105/$120

Feel too busy to deal with risk? Risk management tools adapt to every size and need at all levels of land trust activity. Land trusts can embed risk management planning into existing activities and reduce effort, increase effectiveness and save money! Using the real life cases and the Land Trust Alliance Guide to Risk Management for Land Trusts we will delve into the practical details and benefits of organizational risk balancing. We will cover basic risk management and develop a sample risk management plan during the session, including mitigation strategies and risk reduction solutions for staff, volunteers and board members.

Water Issues in Western Land Conservation
Peter Nichols, Jeff Appel, Peter Dykstra, Stuart Somach
1:00pm – 5:00pm | Basic/Intermediate | $105/$120

This seminar is intended to develop your ability to recognize and follow good practices when including water rights in conservation easements. We will highlight current practices throughout the West, drawing from the experience of the panelists and participants. Building on this base, the session will develop your understanding of the legal and practical water issues that should be considered in a conservation easement through participatory problem solving. Finally, you will take home some simple yet comprehensive tools to use for good practices, including checklists and model conservation easement deed language.
FIELD TRIPS

Local land conservation groups have planned these field trips specifically for Rally 2015 registrants to highlight the state of California. Please note the following:

» Field trips fill up quickly, so register early
» All field trip participants must be 16 years or older
» All full-day trips include transportation, lunch and equipment rental if applicable
» All trips will take place rain or shine, although they will be canceled or significantly altered if weather conditions pose a safety risk
» Field trips are non-refundable if canceled or altered due to weather conditions

WEDNESDAY, OCTOBER 7

FIELD TRIP 1
Middle Mountain: The Maidu People’s Gateway to Heaven
Hosted by Maidu Summit Consortium
7:00am – 6:30pm | $100

Join members of native-led Maidu Summit Consortium and travel with California Indian elders to Éstom Jamáni, or Middle Mountain. A 1.5-mile hike brings us to the magnificent dale tucked away among volcanic cliffs. Finish the day with a California wine and cheese reception.

FIELD TRIP 2
Canoeing the San Joaquin River Watershed—A Two-Day Field Trip
Hosted by San Joaquin River Parkway and Conservation Trust and the San Joaquin River Partnership
7:30am – 4:30pm (next day) | $245

Enjoy two days of canoeing and a night of camping at Coke Hallowell Center for River Studies, while learning about efforts to establish a greenway between two communities. After dinner there is the option for an owl hoot or bat scan hike. The next morning learn about salmon restoration efforts of the San Joaquin River Restoration Program. The trip concludes with lunch at the San Luis National Wildlife Refuge. Previous canoeing experience preferred, but not required.
FIELD TRIP 3
Napa Valley Hike and Wine Tasting
Hosted by Land Trust of Napa County
8:00am – 6:00pm | $175
Enjoy sweeping views of Northern Napa County while hiking the 3,030-acre Dunn-Wildlake Ranch Preserve. The hike will gain 1,000+ feet in elevation over existing ranch roads and hikers should be prepared for moderate fitness levels and variable weather. Wrap up the day with a private tasting on the terrace at Joseph Phelps Vineyards—a land trust conservation easement property.

FIELD TRIP 4
A Tasting Tour of the Central Valley
Hosted by Central Valley Farmland Trust
8:30am – 5:00pm | $80
This tour winds through the productive farmland of the Central Valley where we will enjoy delicious local snacks harvested from the very farms we visit. Learn about conservation in California from landowners while you enjoy lunch provided at a winery along the way. Don’t miss this taste of California tour!

THURSDAY, OCTOBER 8

FIELD TRIP 5
Paddling Wine Country—A Day on Sonoma’s Russian River
Hosted by LandPaths
7:00am – 5:00pm | $165
The group will paddle single kayaks past prairie and second-growth redwood stands, and likely see various waterfowl and maybe spot migrating fall-run Chinook salmon! Landscape-scale conservation efforts will complement this day. Previous flatwater kayaking experience helpful but not required.

FIELD TRIP 6
Bikes, Bridges and Beer: An Urban Open Space Tour
Hosted by Sonoma County Agricultural Preservation and Open Space District
7:30am – 5:00pm | $145
Explore protected urban open space in Sonoma County! After a morning brunch, participants will hike to a vista point and observe the Laguna de Santa Rosa watershed. Then enjoy a 10-mile bike ride along the Santa Rosa Creek Trail, crossing three District-funded bridges before reaching Stone Farm. At the farm, a late lunch showcasing local food and Sonoma County beer and wine will conclude the trip.

FIELD TRIP 7
The Pacific Flyway and Agriculture: They Can Coexist
Hosted by The Nature Conservancy and the Bureau of Land Management
8:00am – 5:00pm | $100
Prepare for a full day of bird watching as we visit Cosumnes River Preserve with a wildlife biologist. Learn how this unique area was created through a collaboration to protect the Pacific Flyway. A local lunch will be followed by a visit to a restoration project, and the trip concludes with wine and cheese at a nearby winery.

FIELD TRIP 8
Explore the Sierra Foothills Mining History and Today’s Restoration Efforts
Hosted by Bear Yuba Land Trust
8:30am – 5:00pm | $75
Explore Blue Point Mine and Black Swan Preserve, both historic hydraulic gold mining sites. See a pair of peregrine falcons, followed by a 1.5-mile hike to enjoy lunch at the Black Swan Pond. Finish the afternoon with a half-mile hike to view the ancient Native American people’s Sacred Salmon pools. Don’t miss this chance to learn about California’s current restoration projects!

FIELD TRIP 9
Ridges to Ranches: Partnerships for Conservation in the Bay Area
Hosted by Solano Land Trust and the Bay Area Open Space Council
9:00am – 5:00pm | $75
Begin the day with a 3.5-mile hike on Bay Area Ridge Trail at Lynch Canyon Open Space while learning how the long-distance trail is being pieced together to extend a 550-mile loop! Next stop is Rush Ranch for a local lunch, followed by a walk to Suisun Marsh, the largest intact estuary in the contiguous United States. Finally, we stop at Ruhstaller Brewery for a beer tasting.

FIELD TRIP 10
American River Peddle
Hosted by Sacramento Valley Conservancy
9:30am – 4:30pm | $70
We begin in Sacramento’s famous Old Town, then peddle 4 miles along the Jedidiah Smith trail to Camp Pollock for a relaxing BBQ lunch, guided tour of the property and introduction to Sacramento Valley Conservancy. After lunch, guests have the option of a 10-mile bike ride upriver to the Guy West Bridge, or relaxing and enjoying the American River.
SPECIAL EVENTS

Boost your Rally experience by participating in some of these special events designed to help you focus and rebalance.

Local Roots Walking Food Tour
Thursday, October 8, 1:30pm – 4:30pm | $55

Get acquainted with the Farm to Fork Capital and join us for the ‘Gourmet on K Culinary Walking Tour’. A local guide will take participants on a mile walk down Sacramento’s original main street exploring the beautiful architecture and sampling farm-to-table-cuisine with the opportunity to meet and learn from some very passionate chefs and restaurant owners. Don’t miss out on this delicious culinary excursion!

Regional Receptions
Thursday, October 8, 5:00pm – 6:30pm

Come and meet colleagues from your region for a delightful evening of socializing and networking at the always-popular regional receptions. Cash bar will be provided.

Welcoming Dinner
Thursday, October 8, 6:45pm – 8:45pm | $59

Join 1,000+ of your friends and colleagues for dinner as we kick off the 28th Rally with the Welcoming Dinner and the Alliance Awards. Pre-registration and additional fee required.
“I was truly inspired by every aspect of the conference. Being my first Rally, I was not sure what to expect. I signed up for a field trip thinking it was a great way to get my feet wet. What a great decision that was. Attending the field trip allowed me to settle in to Rally in a casual peer-to-peer scenario while learning about important conservation work.”

—Denise Jantz, Kachemak Heritage Land Trust (AK)

**Morning Meditation**
Friday, October 9, 6:45am – 7:45am

Meditation facilitates the release of tension and the letting go of habitual patterns of thought to uncover a direct and honest relationship with our day-to-day experience. The session is designed to provide a relaxing start to the day and offer resources that can be used to develop a meditation practice. Abigail Weinberg will guide participants, and she practices meditation within the Dharma Ocean lineage, which is based on the teachings of the Tibetan meditation master Chögyam Trungpa. No fee, but space is limited and pre-registration required.

**Eye-Opening Yoga**
Saturday, October 10, 6:45am – 7:45am | $15

Begin your day with an hour of stretching the mind, body and spirit. Prepare yourself to experience a busy day more fully focused. All levels are welcome.

**Board Summit Breakfast**
Saturday, October 10, 7:00am – 8:15am

Interested in connecting with fellow board members at a fun, informal networking event? If so, join us for a light breakfast and great conversation as we take the Board Summit in a new direction designed to help you gather tips from fellow board members.

**Peer-To-Peer Roundtables**
Saturday, October 10, times vary

Your peers are usually the best source of practical advice. Learn from others and share your experience through one of our peer-led roundtables or discussion forums. These peer-led sessions will identify common concerns and facilitate discussion to capture lessons learned and share helpful resources. Rally offers five different roundtables: Development Directors, Communicators, Western Water Issues, Fee Land Stewardship and Conservation Easement Stewardship. Please check the workshop chart for times.

**Closing Session: What Does the Future Hold for Land Conservation?**
Saturday, October 10, 3:30pm – 4:30pm

We know your brain will be full of ideas but you don’t want to miss this capstone session to Rally 2015. This is an opportunity to hear from experienced leaders and add your voice to a discussion about what’s changing in the field of conservation. This fast-paced session will showcase ideas about how land trusts are responding to an evolving world and why the potential for our shared success is greater than ever. What we all do does make a difference! Join us to glean new ideas and inspirations to help you excel back home.

**Closing Reception: Gathering at MIX Downtown**
Saturday, October 10, 5:30pm – 7:30pm | $30

Wrap up Rally and relax with friends at the Closing Reception at MIX Downtown. Located a few blocks from the convention center, MIX features an inviting rooftop patio with spectacular views of downtown, warm fire pits and plush lounge seating. Bring your instrument and join the open mic session!
REGISTRATION & LOGISTICS

Reserve Your Spot at Rally! www.alliancerally.org

THREE WAYS TO REGISTER
1. Preferred Method: Register online using Visa, Mastercard, Discover or AMEX at www.alliancerally.org/registration.
2. Fax your registration form to 202-559-4022. Forms can be downloaded online.
3. Mail your registration form with payment to Land Trust Alliance, Attn: Rally, 1660 L Street, NW, Suite 1100, Washington, DC 20036.

Rally registrations will be processed on a first-come, first-served basis. Field trips, seminars and special events have sold out in advance at previous Rallies, so please register online as soon as possible to ensure your spot. When you register online you will receive an immediate confirmation of your registration. Do not make non-refundable travel reservations until you receive confirmation from the Alliance that you are registered. All registration questions can be directed to registration@lta.org.

Your guest may register for a field trip, seminar or the Welcoming Dinner without having to pay for Basic registration.

RALLY SCHOLARSHIP OPPORTUNITIES
The Land Trust Alliance is pleased to offer scholarships to member land trusts to help offset the cost of attending Rally. Scholarship awards will range from $500 to $1,000. If you are a staff or board member of an Alliance Member Land Trust, please apply! For more information and to download a scholarship application, visit www.alliancerally.org. The Alliance must receive completed applications by Monday, July 20.

WANT A DISCOUNT ON YOUR RALLY REGISTRATION?
JOIN THE LAND TRUST ALLIANCE!

For more information on how your organization can become a Land Trust Member or Partner of the Alliance, please visit www.lta.org/join or contact membership@lta.org. Join today—then register for Rally with your discount!

REGISTRATION DEADLINES
Register by Monday, August 10 to save $75 on registration fees. Pre-conference registration ends on Monday, September 14, however, if Rally 2015 is not fully subscribed, walk-ins will be welcome.

STANDARD CANCELLATION POLICY
Land Trust Alliance must receive your written (email is preferred) request for a refund for all Rally fees or a particular event by Monday, September 14. Refunds will not be considered after this date. Non-refunded payment for Rally events will not be credited toward any other service, product from, or contribution to the Alliance. Please recognize that there will be a $50 administrative fee for all changes and cancellations resulting after your initial registration. If for any reason Rally 2015 cannot be held, the Alliance will strive to refund registration fees if possible, depending on insurance claims honored and the cost of the vendor contracts. Otherwise, the Alliance will adhere to its standard cancellation policy. Refund requests should be directed to registration@lta.org.

REGISTER ONLINE AT www.alliancerally.org

REGISTER INSTRUCTIONS
• Register online at www.alliancerally.org. (Preferred)
• Full payment must accompany your registration.
• No telephone registrations, please.
• Seminars and field trips fill up fast, so register early.
• You will be charged a $50 administrative fee for any changes you make to your original registration.

TRAVEL PLANNING
RALLY-DESIGNATED LODGING

Land Trust Alliance has negotiated reduced rates at the Sheraton Grand Sacramento Hotel and the Hyatt Regency Sacramento for Rally 2015 attendees. Please be sure to mention the reference codes when calling. All reservations must be made by September 14, 2015, to receive the discounted rate. For more travel information and to book your room online, please visit our website at www.alliancerally.org/travel.

Sheraton Grand Sacramento Hotel
$159 single/double
(800) 325-3535
Reference: Land Trust Alliance

Hyatt Regency Sacramento
$159 single/double
(888) 421-1442
Group Code: LAN5

Camp Pollock
Camping is available at Sacramento Valley Conservancy’s Camp Pollock, located two miles from the Convention Center and accessible via public transportation.

TRAVEL AND TRANSPORTATION

For more travel and transportation information, please visit our website at www.alliancerally.org/travel.

CONVENTION CENTER
Most Rally events will be held at the Sacramento Convention Center in downtown Sacramento at 1400 J Street, Sacramento, CA 95814.

CONNECT: RIDE/ROOMMATE SHARE
Go to www.eBoard.com and enter “Rally” to post your request or offer on the electronic bulletin board.

EXHIBIT OPPORTUNITIES
Reserve your space at www.alliancerally.org or contact exhibits@lta.org; 202-870-3971.

SPONSORING RALLY
To learn more about becoming a Rally sponsor, please contact 202-800-2228 or sponsor@lta.org.

REGISTER ONLINE AT www.alliancerally.org
THANK YOU TO OUR SPONSORS
for their generous contributions to Rally 2015

Patrons
Anonymous
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