

DAY 1 FRIDAY, OCTOBER 9

RALLY 2015 | THE NATIONAL LAND CONSERVATION CONFERENCE

Advance your knowledge and renew your spirit by attending our 100+ content-rich workshops presented by the top conservation leaders in the country. Workshops subject to change and will be updated at www.alliancerally.org.

★ of special interest to Board Members □ Land Trust Standards and Practices

	Session A 10:30am–Noon	Session B 1:30pm–3:00pm	Session C 3:30pm–5:00pm
Accreditation and Insurance	<p>A01 Exploring the Requirements Manual (for First-Time Applicants) <i>Melissa Kalvestrand</i> Intermediate</p> <p>A02 Do You Have the Right Insurance? At the Right Price? ★^{CLE} <i>Leslie Ratley-Beach, Paul Doscher, Grant Weaver</i> Basic/Intermediate</p>	<p>B01 Voices of Experience: Hear About First-Time Accreditation from Accredited Land Trusts <i>Jessica Whittaker, Kaila Dettman, Andy George, Sonya Giroux</i> All Levels</p> <p>B02 First Two Years of Terrafirma Results <i>Leslie Ratley-Beach, Soapy Mulholland, Grant Weaver</i> Basic</p>	<p>C01 Behind the Curtain: An Inside Look at Land Trust Accreditation <i>Tammara Van Ryn</i> All Levels</p>
Community Conservation <i>Sponsored by The Nature Conservancy — California</i>	<p>A03 Food Systems and Land Trusts: Bridging the Gap for Community Conservation and Working Lands Conservation <i>Blake Angelo, Shelli Bischoff</i> All Levels</p> <p>A04 Open Spaces and People with Disabilities ★ <i>Ray Lyons, Lori Gray, Mike Muir, Aimee Rutledge</i> Basic</p>	<p>B03 Community Forest Program: How It Works and How You Can Benefit <i>Maya Solomon</i> Basic</p> <p>B04 Beyond Easements: Connecting to Colorado's Hispanic Farming Communities to Protect Historic Land and Water Rights <i>Sarah Parmar, Allan Beezley, Sarah Krakoff, Peter Nichols, Marie Vicek</i> Basic/Intermediate</p>	<p>C02 Community Conservation: Connecting People to the Land, to Each Other and to Your Mission ★ <i>Rob Aldrich, David Wolf</i> Basic</p> <p>C03 Collaboration: Our Primary Tool for Protecting Land, Staying Relevant and Attracting Funds ★ <i>Sarah Wells, Leigh Youngblood</i> Basic/Intermediate</p>
Communicating Effectively	<p>A05 Engaging New Audiences in New Ways <i>Graham Chisolm, Jon Christensen, Sandy Close, Rue Mapp</i> Basic/Intermediate</p> <p>A06 Constituent Engagement: Strategies for Building Your Community ★ <i>Sarah Mowry</i> Intermediate</p>	<p>B05 Engaging with Communities to Slow the Pace of Climate Change: Why It Matters, Tips and Strategies ★ <i>Andy Pitz, Judy Anderson</i> Basic/Intermediate</p> <p>B06 Story Mapping for Your Land Trust <i>David Asbury, Larry Orman</i> Basic/Intermediate</p>	<p>C04 Practical Planning for Irresistible Communications <i>David Allen</i> Basic/Intermediate</p>
Conservation Financing <i>Sponsored by U.S. Department of Defense</i>	<p>A07 Money Talk: What Can Conservation Finance Do for You? <i>Leigh Whelpton, Reggie Hall, Carl Palmer</i> Basic/Intermediate</p>	<p>B07 Impact Investing for Conservation: Part 1 <i>Eric Hallstein, Mark Zimring, Ricardo Bayon, Susan Phinney-Silver, Dan Winterson</i> Basic</p> <p>B08 Project Finance: Three Foundational Best Practices <i>Mike Higuera, David Smith</i> Advanced</p>	<p>C05 Impact Investing for Conservation: Part 2 <i>Eric Hallstein, Mark Zimring, Sally Dodge, Jerome Ryan, Peter Stein</i> Basic</p> <p>C06 Partnering with Corporations to Achieve Conservation Success <i>Land Trust Alliance Corporate Council Members and Land Trust Partners (TBD)</i> Intermediate</p>
Doing Deals and Ensuring Permanence <i>Sponsored by ExxonMobil</i>	<p>A08 Appraisal of Conservation Easements <i>Vicki Adams</i> Basic/Intermediate □</p> <p>A09 Tackling Trespassers ★^{CLE} <i>Jessica Jay, Tim Seifert, Lena Septimo</i> Intermediate</p> <p>A10 Trying Times: Important Lessons To Be Learned from Recent Federal Tax Cases ★^{CLE} <i>Nancy McLaughlin, Marc Caine, Karin Gross, Steve Small</i> All Levels</p>	<p>B09 Real Estate Fundamentals: A Primer for New Land Trust Staff ^{CLE} <i>Steve Swartz</i> Basic □</p> <p>B10 Practical Pointers on IRS Forms 8283 and 990 (Schedule D) ★^{CLE} <i>Ellen Fred, Bill Hutton, Harry Pollack</i> Basic □</p>	<p>C07 Condemning Conservation Easements: Understanding and Responding to the Threat ★^{CLE} <i>Nancy McLaughlin, Wendy Fisher, Darla Guenzler</i> All Levels</p> <p>C08 Basic Tax and Compliance Issues ^{CLE} <i>Jack Sawyer</i> Basic □</p> <p>C09 Land Protection in the Cloud: Choosing Technology that Works for You <i>Kristina Geiger, Chris Chung</i> Basic</p>

<p>Doing Deals and Ensuring Permanence <i>Sponsored by ExxonMobil</i></p>	<p>A11 Accelerating Pace and Impact Through Partnerships — A Guide to Leveraging the Strengths and Resources of Multiple Conservation Organizations ★ <i>Katrina Shindledecker, Seth McKee, Peter Paden, Kara Whelan</i> Intermediate</p>	<p>B11 Avoiding Orphan Easements <i>Ryan Chapin, Pelah Hoyt, Bill Long</i> Advanced</p>	<p>C10 Voluntary Water Right Transactions and Instream Transfers for Conservation Purposes <i>Amy Beatie, Amanda Cronin, Mark Davidson, Barbara Hall, Amy Hoss, Chrysten Lambert, Zach Tillman, Laura Ziemer</i> Basic/Intermediate</p>
<p>Effective Advocacy to Support Your Work</p>	<p>A12 U.S.D.A.'s Agricultural Conservation Easement Program: Opportunities for Land Trusts and Landowners <i>Jeremy Stone</i> All Levels</p>	<p>B12 Local Conservation Funding Campaigns: Effective Advocacy by Land Trusts: Part 1 — Why, How? <i>Mark Ackelson, Will Abberger, K-Lynn Cameron, David Hartwell, Jennifer Jay, Lisa Lord, Alicia Pimental</i> Basic/Intermediate</p> <p>B13 Advocacy and Lobbying: Know the Difference in Order to Make a Difference <i>Allison Handler, Glenn Lamb, Jennifer Sims</i> Basic</p>	<p>C11 Local Conservation Funding Campaigns: Effective Advocacy by Land Trusts: Part 2 — Land Trust Case Studies <i>Mark Ackelson, Will Abberger, K-Lynn Cameron, David Hartwell, Jennifer Jay, Lisa Lord, Alicia Pimental</i> Basic/Intermediate</p>
<p>Fundraising and Membership</p>	<p>A13 Successful Comprehensive Campaigns: Relationships Matter ★ <i>Carey Miller, Genny McIntyre</i> Intermediate</p> <p>A14 Advance Your Cause: Using Events as an Opportunity to Introduce and Engage People with Your Organization <i>Julie Seelen, Beryl Anderson</i> Intermediate</p>	<p>B14 Where Land Protection and Development Come Together: Part 1 ★ <i>Anita O'Gara, Heather Jobst</i> Intermediate</p>	<p>C12 Where Land Protection and Development Come Together: Part 2 ★ <i>Anita O'Gara, Heather Jobst</i> Intermediate</p>
<p>Governance and Management <i>Sponsored by the Bureau of Land Management, California State Office</i></p>	<p>A15 Strategic Partnerships: Fresh Approaches to Building Scale, Impact and Sustainability ★ <i>Scott Schaffer</i> Intermediate</p>	<p>B15 Vexing Tax-Exempt Compliance Issues Facing Land Trusts Today ★^{CLE} <i>Stefan Nagel, Konrad Liegel</i> Intermediate</p>	<p>C13 Engage Your Stakeholders and SOAR to Success with Your New Strategic Plan ★ <i>Mary Ellen Boelhower, Kevin Redding</i> All Levels</p>
<p>Managing Land and Water Resources <i>Sponsored by Peninsula Open Space Trust</i></p>	<p>A16 Flood Plain Restoration, Management and Monitoring: Small Cost and Big Impacts <i>Emily Mathews, John Zentner</i> Advanced</p> <p>A17 Carbon Farming 101: Land Management as a Climate Solution <i>Jeff Stump, Jeffrey Creque, Torri Estrada, Nancy Scolari, John Wick</i> Intermediate</p>	<p>B16 “Shoring up” Coastal Conservation <i>Daniel Warren Guy, Jr., Joy Brown, Katy Malloy</i> Basic/Intermediate</p> <p>B17 Tools and Strategies for Protecting Working Farms: Part 1 <i>Holly Rippon-Butler, Addie Candib, Jim Oldham, Noelle Thurlow</i> Intermediate</p> <p>B18 The Tweety Factor: Birds as Conservation Catalysts <i>Craig Thompson, Ron Rohrbaugh, Abbie Church, Andrew Mackie, Marie McCarty</i> Basic</p>	<p>C14 Partnerships for Conservation and Public Recreation <i>Joe Sambataro, Heather Clish, Laurel Harkness, Hansi Johnson, Thomas O'Keefe</i> Intermediate</p> <p>C15 Tools and Strategies for Protecting Working Farms: Part 2 <i>Holly Rippon-Butler, Addie Candib, Jim Oldham, Noelle Thurlow</i> Intermediate</p>
<p>Strategic Conservation Vision <i>Sponsored by The Nature Conservancy and U.S. Fish and Wildlife Service</i></p>	<p>A18 Lands of Opportunity: Cooperating with Federal Agencies on Landscape-Level Conservation, Including the Land and Water Conservation Fund <i>Nancy Parachini, Robert Wick, Eric Alvarez, Nadine Leisz, Karen Montgomery</i> Intermediate</p> <p>A19 The Tehachapi Linkage: Large Landscape Conservation Success <i>Tom Maloney, Zach Principe, Mike White</i> Advanced</p> <p>A20 Land Trusts and Water <i>Rob Bleiberg, Brad Chalfant, Noah Levy, Sarah Hardgrave, Paul Hardy, Soapy Mulbolland</i> Basic/Intermediate</p>	<p>B19 Take the High Road: How a Landscape-Scale Vision Can Position Your Trust for Growth and Leadership ★ <i>Tad Ames</i> Basic/Intermediate</p> <p>B20 Making a Case for Conservation When Wilderness Is Everywhere: Using GIS Tools to Justify Land Protection in Alaska <i>Amanda Bernard, Dave Mitchell, Melanie Smith, Kim Sollien</i> Basic</p>	<p>C16 Scenario Planning: Moving Forward in an Uncertain Future ★ <i>Will Murray</i> Intermediate</p> <p>C17 Grabbing the Tiger by the Tail: Land Trust Collaboration for Large Landscape Conservation Success <i>Shawn Johnson, Emily Bateson, Bob Bendick, Adam Draper, Michael Whitfield</i> Intermediate</p> <p>C18 Comparing Conservation Strategies From Opposite Sides of an Eastern State <i>John Theilacker, Shaun Fenlon, John Goodall, Teddy Price, Thomas Saunders</i> Intermediate/Advanced</p> <p>C19 GIS and Other Spatial Tech Tools that Expand Conservation Impact <i>Larry Orman, Breece Robertson</i> Intermediate/Advanced</p>

DAY 2 SATURDAY, OCTOBER 10

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★ of special interest to Board Members 📖 Land Trust Standards and Practices

	Session D 8:30am–10:00am	Session E 10:30am–Noon	Session F 1:30pm–3:00pm
Accreditation and Insurance	D01 Voices of Experience: Hear About Renewal from Accredited Land Trusts <i>Greg Good, Aimee Rutledge, Linda Schroeder, Jake Tibbles</i> All Levels	E01 Exploring the Requirements Manual (for Renewal Applicants) <i>Melissa Kalvestrand</i> Intermediate	F01 Tools and Tips for Promoting and Maintaining Your Land Trust's Accreditation <i>Jennifer Brady-Connor</i> All Levels
Community Conservation <i>Sponsored by The Nature Conservancy — California</i>	D02 The Making of an Urban Greenway <i>Aaron Zeleske</i> Basic D03 Cultural Conservation Easements in Indian Country <i>Curtis Berkey, Ken Holbrook, Valentin Lopez, Harok Rosales</i> Basic	E02 A New Approach to Gauging the Impact of Community Conservation ★ <i>Rob Aldrich, Melissa Levy</i> Basic E03 Local Food and Conservation: Tackling the Land Access Challenge <i>Bradley Leibov, Nathan Aberg, Lenore Beyer-Clow, Emy Brawley</i> Intermediate	F02 Conservation Gone Wild! Boost Biodiversity While Building Healthier Communities ★ <i>Lisa Kiziuk, Fred de Long</i> Intermediate F03 Blazing the Trail to Community Conservation ★ <i>Leia Lowery</i> Basic
Communicating Effectively	D04 How To Pitch a Story to a Busy Reporter ★ <i>Diane Hayes, Aaron Collins</i> Basic	E04 Analyzing Social Media to Better Reach New Audiences <i>Kerri Sorrell, Joe Jayjack</i> Intermediate	F04 The Lighter Side of Conservation ★ <i>Tom Howe, David Froeblich, Bill Silberstein</i> Basic F05 Land Trust Communicators' Network Round Table <i>Elizabeth Ward and Land Trust Communicators</i> Intermediate/Advanced
Conservation Financing <i>Sponsored by U.S. Department of Defense</i>	D05 Federal Financing for Wetlands, Land Conservation and Landscape Partnerships <i>Lacy Alison, Kristin Thomasgard-Spence, Nisa Marks, Anya Rushing</i> All Levels D06 Mitigation as Collaborative Conservation <i>Asbley Demosthenes, Nate Berry, Sarah Hartman, Leah Krider, Peggy Jo Nadler, Jim Newsome</i> Advanced	E05 Tales of Borrowing Money ★ <i>Reggie Hall, Ole Amundsen, Colin Novick, Tim Siefert</i> All Levels E06 Work with Financial Advisors to Increase the Pace of Land Conservation ★ <i>Cary Ridder, Wade Martin, Linda Mead</i> Intermediate	F06 Lessons from California's Climate Leadership: How to Harness the Climate Benefits of U.S. Forests to Battle Global Warming <i>Laurie Wayburn, David Foster, Glenn Lamb</i> Intermediate
Doing Deals and Ensuring Permanence <i>Sponsored by ExxonMobil</i>	D07 Perpetual Conservation Easements and Natural Disasters: What Could Possibly Go Wrong? <i>Courtney Bennett, Molly Fales</i> Intermediate D08 Getting to YES When Negotiating with Timberland Owners <i>Mark Rasmussen, Cherie Kearney, Brandon Vickery</i> Intermediate D9 Roundtable on Land Trusts and Water in the West <i>Sarah Bates, Tom Hicks, Erin Heskett</i> Basic/Intermediate D10 Making Sound Stewardship Decisions: Solving the Mystery of Private Benefit ^{CLE} <i>Melinda Beck, Jessica Jay, Kris Larson, Chris West</i> Intermediate/Advanced 📖	E07 Yes! You Must Obtain and Record that Mortgage Subordination Before or With Your Easement ★ ^{CLE} <i>Konrad Liegel, Adam Draper</i> Basic 📖 E08 Beginning with the End in Mind: Drafting Conservation Provisions You Can Monitor and Enforce <i>Ryan Young, Burgess Jackson, Tom Masland, Anne Murphy</i> Intermediate E09 Donative Transactions and the Federal Tax Deductibility of Gifts of Water Rights ^{CLE} <i>Bill Silberstein, Tom Hicks, Bill Hutton, Ruth Madrigal, Peter Nichols</i> All Levels 📖 E10 Conservation Easement Stewardship Roundtable <i>Jessica Blake, Jake Newell, Lena Septimo</i> Advanced	F07 Conservation Easement Violation on Trial ★ ^{CLE} <i>Elizabeth Wroblecka, Buzz Constable, Ray Lyons, Rob Warren, Leigh Youngblood</i> Intermediate 📖 F08 Using Affordable and Affirmative Covenants for the Conservation of Agriculture <i>Dawn Haight, Jon Ramsay, Jamison Watts</i> Advanced F09 Striking the Balance: Stewardship Documentation to Substantiate Your Decisions and Actions and Minimize Risks <i>Emily Hague, Charles Allott, Dean Dougherty</i> Advanced 📖 F10 Fee Land Stewardship Roundtable <i>MaryKay O'Donnell</i> Basic

<p>Effective Advocacy to Support Your Work</p>	<p>D11 Land Use Advocacy: Motivate, Innovate, Collaborate for Conservation Success! <i>John Snook, Seth Adams, Stephanie Smith</i> Basic/Intermediate</p>	<p>E11 Land and Water Conservation Fund: Achieving Reauthorization in 2015 <i>Brandon Helm, Kathy DeCoster, Amy Lindholm</i> Basic</p>	<p>F11 Ambassadors Lightning Round: Real Advocacy Stories from Land Trusts Like Yours ★ <i>Sean Robertson</i> Basic</p>
<p>Fundraising and Membership</p>	<p>D12 The Surprising Secrets of Direct Mail Success: Part 1 ★ <i>David Allen, Anita O'Gara</i> Basic/Intermediate</p> <p>D13 Directors of Development Forum <i>Mary Ellen McGillan</i> All Levels</p>	<p>E12 The Surprising Secrets of Direct Mail Success: Part 2 ★ <i>David Allen, Anita O'Gara</i> Basic/Intermediate</p> <p>E13 Building a Donor Retention Program Following a Community Conservation Project <i>Adrian Cain</i> Basic/Intermediate</p>	<p>F12 Ultimate Giving: Lessons Learned from Donors About Making the Largest Gifts of Their Lives <i>Susanne Kibler-Hacker, Jane Difley</i> Intermediate/Advanced</p>
<p>Governance and Management <i>Sponsored by the Bureau of Land Management, California State Office</i></p>	<p>D14 What Program Information Will Keep Your Board Members Informed, Engaged and Awake <i>Melanie Allen</i> Intermediate</p> <p>D15 Do's and Don'ts for Hiring the Right Investment Manager for Your Trust ★ <i>Rob Wolford, Greg Pellizzon</i> Advanced</p>	<p>E14 Getting on Board: Policy Governance as a Framework for Board/Staff Collaboration in Setting Strategy ★ <i>Nick Richardson, Elise Annes</i> Intermediate</p>	<p>F13 Creating a Sustainable and Engaging Internship Program ★ <i>Tom Mullin, Nicole Collins</i> Basic/Intermediate</p> <p>F14 The Big Picture: Putting All the Pieces Together for a Successful Land Trust ★ <i>Marc Smiley</i> All Levels</p>
<p>Managing Land and Water Resources <i>Sponsored by Peninsula Open Space Trust</i></p>	<p>D16 The Integration of Mobile Apps and Unmanned Aerial Vehicles for 21st Century Stewardship Capabilities <i>Robert Keller, Brooks Godfrey, David White</i> Intermediate</p> <p>D17 Partnering with Academics for Greater Land Trust Capacity ★ <i>Becca Washburn</i> Basic</p>	<p>E15 Conservation Grazing and Holistic Management: Lessons Learned from the Field <i>Sallie Calboun, Christy Fischer, Wendy Millet</i> Basic</p> <p>E16 Managing Fee Lands on Any Budget <i>Robert Neale, Shanti Edwards</i> Basic/Intermediate</p> <p>E17 Beyond Borders: Coordinating a Large Scale Regional Invasive Removal Project <i>Shawn Graff, Cody MacDonald</i> Intermediate</p>	<p>F15 Ecological Restoration to Build Resilience and Engage People <i>Bob Wilber, Glorianna Davenport, Alex Hackman, Ewan Schulman, Henry Tepper</i> Intermediate</p>
<p>Strategic Conservation Vision <i>Sponsored by The Nature Conservancy and U.S. Fish and Wildlife Service</i></p>	<p>D18 The LA Basin and Beyond <i>Claire Robinson, Josephine Axt, Edward Belden, Kathy Peterson, Charlotte Pienkos, Jack Sabl</i> Basic/Intermediate</p> <p>D19 Combining Floodplain Conservation, Streamflow Enhancement and Stream Restoration To Create Landscape-Scale Change ★ <i>Bradley Nye, Tod Heister, Mathias Perle</i> Advanced</p>	<p>E18 Healthy Lands and Healthy Economies: Successful Outcomes from Documenting the Multiple Benefits of Conservation <i>Karen Gaffney, Chris Coburn, Andrea Mackenzie, Jim Robins</i> Basic/Intermediate</p> <p>E19 California's Klamath-Cascade: Implementing Landscape Conservation for Climate, Water and Wildlife Benefits <i>Constance Best, Eric Haney, James Thorne</i> Intermediate</p>	<p>F16 Protecting Functional Landscapes: Applying the Conservation Toolbox Across a Critical Wildlife Corridor <i>Anthony Nelson, Tanya Diamond, Kara Heckert</i> Intermediate</p> <p>F17 Opportunities for Strategic Land Conservation in the Gulf of Mexico Region <i>Elizabeth Barber, Bob Stokes, Julia Weaver</i> Basic</p> <p>F18 Sharing, Collaborating and Storytelling with ArcGIS Online <i>Jennifer Axelrod, Tyler Vick</i> Intermediate</p>