

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 SCC = Sacramento Convention Center

	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 SCC 312</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 SCC 305</p>	<p>B01 Voices of Experience: Hear About First-Time Accreditation from Accredited Land Trusts <i>Jessica Whittaker, Kaila Dettman, Andy George, Kristin Troy</i> All Levels SCC 312</p> <p>B02 First Two Years of TerraFirma Results <i>Leslie Ratley-Beach, Soapy Mulholland, Grant Weaver</i> Basic SCC 305</p>	<p>C01 Behind the Curtain: An Inside Look at Land Trust Accreditation <i>Tammara Van Ryn, Greg Good, Dan Cline, Liz Crane-Wexler, Tom Duffus, Karen Ferrell-Ingram, Heather Richards, Steve Swartz</i> All Levels SCC 312</p>
Community Conservation <i>Sponsored by The Nature Conservancy - California and U.S. Forest Service</i>	<p>A03 Food Systems and Land Trusts: Bridging the Gap for Community Conservation and Working Lands Conservation <i>Shelli Bischoff, Jamie Pottern</i>, All Levels SCC 313</p> <p>A04 Open Spaces and People with Disabilities ★ <i>Ray Lyons, Lori Gray, Mike Muir, Aimee Rutledge</i> Basic SCC 309</p>	<p>B03 Community Forest Program: How It Works and How You Can Benefit <i>Maya Solomon, Ron Carlton, Owen Wozniak, Jay McLaughlin</i> Basic SCC 317/318</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 Vitek</i> Basic/Intermediate SCC 304</p>	<p>C02 Community Conservation: Connecting People to the Land, to Each Other and to Your Mission ★ <i>Rob Aldrich, David Wolf</i> Basic Sheraton, Gardenia</p> <p>C03 Collaboration: Our Primary Tool for Protecting Land, Staying Relevant and Attracting Funds ★ <i>Sarah Wells, Leigh Youngblood</i> Basic/Intermediate SCC 305</p>
Communicating Effectively	<p>A05 Engaging New Audiences in New Ways <i>Graham Chisolm, Jon Christensen, Sandy Close, Rue Mapp</i> Basic/Intermediate SCC 314</p> <p>A06 Constituent Engagement: Strategies for Building Your Community ★ <i>Sarah Mowry</i> Intermediate SCC 202</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 SCC 307</p> <p>B06 Story Mapping for Your Land Trust <i>David Asbury, Larry Orman</i> Basic/Intermediate SCC 314</p>	<p>C04 Practical Planning for Irresistible Communications <i>David Allen, Carolyn Brown</i> Basic/Intermediate SCC 202</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, Jerome Ryan</i> Basic/Intermediate SCC 317/318</p>	<p>B07 Impact Investing for Conservation: Part 1 <i>Eric Hallstein, Ricardo Bayon, Sally Dodge, Jerome Ryan, Peter Stein, Dan Winterson</i> Basic SCC 203</p> <p>B08 Project Finance: Three Foundational Best Practices <i>Mike Higuera, David Smith</i> Intermediate/Advanced Sheraton, Magnolia</p>	<p>C05 Impact Investing for Conservation: Part 2 <i>Eric Hallstein, Ricardo Bayon, Sally Dodge, Jerome Ryan, Peter Stein, Dan Winterson</i> Basic SCC 203</p> <p>C06 Partnering with Corporations to Achieve Conservation Success <i>Aimee Crawford, Soapy Mulholland, Mike Schonherr, Sylvia Bates, Leah Krider, Ashley Demosthenes</i> Intermediate SCC 317/318</p>
Doing Deals and Ensuring Permanence <i>Sponsored by ExxonMobil</i>	<p>A08 Appraisal of Conservation Easements <i>Vicki Adams</i> Basic/Intermediate 📖 Sheraton, Camellia</p> <p>A09 Tackling Trespassers ★^{CLE} <i>Jessica Jay, Tim Seifert, Lena Septimo</i> Intermediate SCC 306</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 Sheraton, Gardenia</p>	<p>B09 Real Estate Fundamentals: A Primer for New Land Trust Staff^{CLE} <i>Steve Swartz</i> Basic 📖 Sheraton, Gardenia</p> <p>B10 Practical Pointers on IRS Forms 8283 and 990 (Schedule D) ★^{CLE} <i>Ellen Fred, Harry Pollack</i> Basic 📖 SCC 301</p>	<p>C07 Condemning Conservation Easements: Understanding and Responding to the Threat ★^{CLE} <i>Nancy McLaughlin, Wendy Fisher, Darla Guenzler</i> All Levels SCC 307</p> <p>C08 Basic Tax and Compliance Issues^{CLE} <i>Jack Sawyer</i> Basic 📖 SCC 304</p> <p>C09 Land Protection in the Cloud: Choosing Technology that Works for You <i>Kristina Geiger, Chris Chung, Connor Coleman</i> Basic SCC 315</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 SCC 301</p>	<p>B11 Avoiding Orphan Easements <i>Ryan Chapin, Pelah Hoyt, Bill Long</i> Advanced SCC 309</p>	<p>C10 Voluntary Water Right Transactions and Instream Transfers for Conservation Purposes <i>Amy Beatie, Amy Campbell, Amanda Cronin, Mark Davidson, Tod Heisler, Chrysten Lambert, Laura Ziemer</i> Basic/Intermediate SCC 306</p>
<p>Effective Advocacy to Support Your Work</p>	<p>A12 USDA's Agricultural Conservation Easement Program: Opportunities for Land Trusts and Landowners <i>Jeremy Stone</i> All Levels SCC 307</p>	<p>B12 Local Conservation Funding Campaigns: Effective Advocacy by Land Trusts: Part 1 — Introduction and Overview <i>Mark Ackelson, Will Abberger, Cecilia Rosacker, David Hartwell, Jennifer Jay, Lisa Lord, Alicia Pimental</i> Basic/Intermediate SCC 302/303</p> <p>B13 Advocacy and Lobbying: Know the Difference in Order to Make a Difference <i>Allison Handler, Glenn Lamb, Jennifer Sims</i> Basic SCC 311</p>	<p>C11 Local Conservation Funding Campaigns: Effective Advocacy by Land Trusts: Part 2 — Case Studies from Local Land Trusts <i>Mark Ackelson, Will Abberger, David Hartwell, Jennifer Jay, Lisa Lord, Alicia Pimental, Cecilia Rosacker</i> Basic/Intermediate SCC 302/303</p>
<p>Fundraising and Membership</p>	<p>A13 Successful Comprehensive Campaigns: Relationships Matter ★ <i>Carey Miller, Genny McIntyre</i> Intermediate SCC 308</p> <p>A14 Advance Your Cause: Using Events as an Opportunity to Introduce and Engage People with Your Organization <i>Julie Seelen</i> Intermediate SCC 315</p>	<p>B14 Where Land Protection and Donor Development Come Together: Part 1 ★ <i>Anita O'Gara, Heather Jobst</i> Intermediate Sheraton, Camellia</p>	<p>C12 Where Land Protection and Donor Development Come Together: Part 2 ★ <i>Anita O'Gara, Heather Jobst</i> Intermediate Sheraton, Camellia</p>
<p>Governance & 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 SCC 311</p>	<p>B15 Vexing Tax-Exempt Compliance Issues Facing Land Trusts Today ★^{CLE} <i>Stefan Nagel, Konrad Liegel</i> Intermediate SCC 202</p>	<p>C13 Engage Your Stakeholders and SOAR to Success with Your New Strategic Plan ★ <i>Mary Ellen Boelhorwer, Kevin Redding</i> All Levels SCC 311</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 Sheraton, Magnolia</p> <p>A17 Carbon Farming 101: Land Management as a Climate Solution <i>Jeff Stump, Jeff Creque, Torri Estrada, Nancy Scolari, John Wick</i> Intermediate SCC 316</p>	<p>B16 "Shoring up" Coastal Conservation <i>Daniel Warren Guy, Jr., Joy Brown, Katy Malloy, Marilyn Latta, Garrett Budds</i> Basic/Intermediate SCC 316</p> <p>B17 Tools and Strategies for Protecting Working Farms: Part 1 <i>Holly Rippon-Butler, Addie Candib, Jim Oldham, Noelle Thurlow</i> Intermediate SCC 313</p> <p>B18 The Tweety Factor: Birds as Conservation Catalysts <i>Ron Rohrbaugh, Abbie Church, Andrew Mackie, Marie McCarty</i> Basic SCC 306</p>	<p>C14 Partnerships for Conservation and Public Recreation <i>Joe Sambataro, Heather Clish, Laurel Harkness, Hansi Johnson, Thomas O'Keefe</i> Intermediate SCC 308</p> <p>C15 Tools and Strategies for Protecting Working Farms: Part 2 <i>Holly Rippon-Butler, Addie Candib, Jim Oldham, Noelle Thurlow</i> Intermediate SCC 313</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 <i>Nancy Parachini, Robert Wick, Eric Alvarez, Jeannie Whitler, Karen Montgomery</i> Intermediate SCC 302/303</p> <p>A19 The Tehachapi Linkage: Large Landscape Conservation Success <i>Tom Maloney, Zach Principe, Mike White</i> Advanced SCC 304</p> <p>A20 Land Trusts and Water <i>Rob Bleiberg, Brad Chalfant, Noah Levy, Sarah Hardgrave, Paul Hardy, Soapy Mulholland</i> Basic/Intermediate SCC 203</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 SCC 308</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 SCC 315</p>	<p>C16 Scenario Planning: Moving Forward in an Uncertain Future ★ <i>Will Murray</i> Intermediate SCC 309</p> <p>C17 Grabbing the Tiger by the Tail: Land Trust Collaboration for Large Landscape Conservation Success <i>Shawn Johnson, Emily Bateson, Bob Bendick, Peter Dykstra, Adam Draper, Michael Whitfield</i> Intermediate SCC 301</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 SCC 316</p> <p>C19 GIS and Other Spatial Tech Tools that Expand Conservation Impact <i>Larry Orman, Breece Robertson</i> Intermediate/Advanced SCC 314</p>

DAY 2 SATURDAY, OCTOBER 10

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.

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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 SCC 316	E01 Exploring the Requirements Manual (for Renewal Applicants) <i>Melissa Kalvestrand</i> Intermediate SCC 316	F01 Tools and Tips for Maintaining Your Land Trust's Accreditation <i>Jennifer Brady-Connor</i> All Levels SCC 316
Community Conservation <i>Sponsored by The Nature Conservancy - California and U.S. Forest Service</i>	D02 The Making of an Urban Greenway <i>Aaron Zeleske</i> Basic SCC 306 D03 Cultural Conservation Easements in Indian Country <i>Curtis Berkey, Ken Holbrook, Valentin Lopez, Hawk Rosales</i> Basic SCC 301	E02 A New Approach to Gauging the Impact of Community Conservation ★ <i>Rob Aldrich, Melissa Levy</i> Basic SCC 306 E03 Local Food and Conservation: Tackling the Land Access Challenge <i>Bradley Leibov, Nathan Aaberg, Lenore Beyer-Clow, Emy Brawley</i> Intermediate Sheraton, Gardena	F02 Conservation Gone Wild! Boost Biodiversity While Building Healthier Communities ★ <i>Lisa Kiziuk, Fred de Long</i> Intermediate SCC 314 F03 Blazing the Trail to Community Conservation ★ <i>Leia Lowery</i> Basic SCC 311
Communicating Effectively	D04 How To Pitch a Story to a Busy Reporter ★ <i>Diane Aden Hayes, Aaron Collins</i> Basic SCC 202	E04 Analyzing Social Media to Better Reach New Audiences <i>Kerri Sorrell, Hannah Inman</i> Intermediate SCC 314	F04 The Lighter Side of Conservation ★ <i>Tom Horwe, David Froehlich, Bill Silberstein</i> Basic Sheraton, Magnolia F05 Land Trust Communicators' Network Roundtable <i>Elizabeth Ward</i> Intermediate/Advanced SCC 203
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 SCC 307 D06 Mitigation as Collaborative Conservation <i>Ashley Demosthenes, Nate Berry, Sarah Hartman, Leah Krider, Peggy Jo Nadler, Jim Newsome</i> Advanced SCC 315	E05 Tales of Borrowing Money ★ <i>Reggie Hall, Ole Amundsen, Colin Novick, Tim Siefert, Andy Zepp</i> All Levels SCC 304 E06 Work with Financial Advisors to Increase the Pace of Land Conservation ★ <i>Cary Ridder, Wade Martin, Linda Mead</i> Intermediate SCC 302/303	F06 Lessons from California's Climate Leadership: How to Harness the Climate Benefits of U.S. Forests to Battle Global Warming <i>Laurie Wayburn, Jim Levitt, Brian Shillinglaw</i> Intermediate SCC 302/303
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, Erica Goad, Stephanie Thomas</i> Intermediate SCC 309 D08 Getting to YES When Negotiating with Timberland Owners <i>Mark Rasmussen, Cherie Kearney, Roger Lord, Jon Rose</i> Intermediate Sheraton, Camellia D09 Roundtable on Land Trusts and Water <i>Sarah Bates, Tom Hicks, Erin Heskett</i> Basic/Intermediate SCC 203 D10 Making Sound Stewardship Decisions: Solving the Mystery of Private Benefit ^{CLE} <i>Melinda Beck, Jessica Jay, Kris Larson, Chris West</i> Intermediate/Advanced SCC 313	E07 Yes! You Must Obtain and Record that Mortgage Subordination Before or With Your Easement ★ ^{CLE} <i>Konrad Liegel, Adam Draper</i> Basic SCC 305 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 SCC 313 E09 Donative Transactions and the Federal Tax Deductibility of Gifts of Water Rights ^{CLE} <i>Bill Silberstein, Tom Hicks, Bill Hutton, Peter Nichols</i> All Levels SCC 317/318 E10 Conservation Easement Stewardship Roundtable <i>Jessica Blake, Jake Newell, Lena Septimo</i> Advanced SCC 202	F07 Conservation Easement Violation on Trial ★ ^{CLE} <i>Elizabeth Wroblecka, Buzz Constable, Ray Lyons, Rob Warren, Leigh Youngblood</i> Intermediate SCC 313 F08 Using Affordable and Affirmative Covenants for the Conservation of Agriculture <i>Dawn Haight, Jon Ramsay, Jamison Watts</i> Advanced SCC 301 F09 Striking the Balance: Stewardship Documentation to Substantiate Your Decisions and Actions and Minimize Risks <i>Emily Hague, Charles Allott, Dean Dougherty</i> Advanced SCC 317/318 F10 Fee Land Stewardship Roundtable <i>MaryKay O'Donnell</i> Basic SCC 202

<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 SCC 308</p>	<p>E11 Land and Water Conservation Fund: Achieving Reauthorization in 2015 <i>Hannab Clark, Kathy DeCoster, Amy Lindholm</i> Basic SCC 308</p>	<p>F11 Ambassadors Lightning Round: Real Advocacy Stories from Land Trusts Like Yours ★ <i>Sean Robertson</i> Basic SCC 304</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 Sheraton, Magnolia</p> <p>D13 Directors of Development Forum <i>Mary Ellen McGillan</i> MOVED TO E20</p>	<p>E12 The Surprising Secrets of Direct Mail Success: Part 2 ★ <i>David Allen, Anita O'Gara</i> Basic/Intermediate Sheraton, Magnolia</p> <p>E13 Building a Donor Retention Program Following a Community Conservation Project <i>Adrian Cain</i> Basic/Intermediate</p> <p>E20 Directors of Development Forum <i>Mary Ellen McGillan</i> All Levels SCC 203</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 Sheraton, Gardenia</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 Interested, 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 SCC 305</p>	<p>E14 Getting on Board: Policy Governance as a Framework for Board/Staff Collaboration in Setting Strategy ★ <i>Walter Poleman, Gil Livingston</i> Intermediate SCC 309</p>	<p>F13 Creating a Sustainable and Engaging Internship Program ★ <i>Tom Mullin, Nicole Collins</i> Basic/Intermediate SCC 309</p> <p>F14 The Big Picture: Putting All the Pieces Together for a Successful Land Trust ★ <i>Marc Smiley</i> All Levels Sheraton, Camellia</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 SCC 314</p> <p>D17 Partnering with Academics for Greater Land Trust Capacity ★ <i>Becca Washburn</i> Basic SCC 302/303</p>	<p>E15 Conservation Grazing and Holistic Management: Lessons Learned from the Field <i>Sallie Calhoun, Christy Fischer, Wendy Millet, Abbie Church, Devin Best, Cheryl Cufre, Billy Freeman</i> Basic Sheraton, Camellia</p> <p>E16 Managing Fee Lands on Any Budget <i>Robert Neale, Shanti Edwards</i> Basic/Intermediate SCC 307</p> <p>E17 Beyond Borders: Coordinating a Large Scale Regional Invasive Removal Project <i>Shawn Graff, Cody MacDonald</i> Intermediate SCC 301</p>	<p>F15 Ecological Restoration to Build Resilience and Engage People <i>Bob Wilber, Glorianna Davenport, David Gould</i> Intermediate SCC 308</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 SCC 304</p> <p>D19 Combining Floodplain Conservation, Streamflow Enhancement and Stream Restoration To Create Landscape-Scale Change ★ <i>Bradley Nye, Tod Heisler, Mathias Perle</i> Advanced SCC 317/318</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 SCC 315</p> <p>E19 California's Klamath-Cascade: Implementing Landscape Conservation for Climate, Water and Wildlife Benefits <i>Constance Best, Eric Haney, James Thorne, Steve Bachmann</i> Intermediate SCC 311</p>	<p>F16 Protecting Functional Landscapes: Applying the Conservation Toolbox Across a Critical Wildlife Corridor <i>Anthony Nelson, Tanya Diamond, John McCaull</i> Intermediate SCC 307</p> <p>F17 Opportunities for Strategic Land Conservation in the Gulf of Mexico Region <i>Elizabeth Rooks-Barber, Bob Stokes, Julia Weaver</i> Basic SCC 305</p> <p>F18 Sharing, Collaborating and Storytelling with ArcGIS Online <i>Jennifer Axelrod, Tyler Vick</i> Intermediate SCC 315</p>