

WORKSHOPS

FRIDAY, OCTOBER 18

Advance your knowledge and renew your spirit by attending our 100+, content-rich workshops presented by the top conservation leaders in the country.

See the full Rally schedule at www.alliancerally.org/schedule.

CLE: Continuing Legal Education | RM: Risk Management

	Session A 10:30 a.m. – Noon	Session B 1:30 p.m. – 3 p.m.	Session C 3:30 p.m. – 5 p.m.
Accreditation and Insurance	A01 Do You Have the Right Balance of Insurance and Risk Management? <i>Leslie Ratley-Beach, Lyles Cooper Lyles, Laurie Smith, Meghan Mullee</i> Basic ^{RM}	B01 First-time Accreditation 101: Why, What and How <i>Jennifer Brady-Connor</i> Basic B02 Be Prepared; Don't Be Scared: How TerraFirma Helps Meet Risk <i>Leslie Ratley-Beach, Sarah Sheeran, Carl Silverstein, Lach Zemp</i> Basic ^{CLE, RM}	C01 First-time Accreditation 201: Pointers for Preparing Your First-time Application <i>Melissa Kalvestrand</i> Intermediate
Building Support through Fundraising and Membership	A02 The State of the Environment Sector: Fundraising Research and Advice <i>Christina Yoon</i> Intermediate	B03 Too Much Data, Too Little Information: Using Fundraising Metrics <i>David Allen</i> Intermediate B04 Corporate Partnerships <i>Marissa Max, Suzanne Erera, Representatives from Cargill Salt, Westervelt Ecological Services and Triangle Land Conservancy</i> Basic	C02 How to Ask for Money <i>Sally Price, Kerry Roszel</i> Basic
Communicating Effectively	A03 Mobilizing Support in the Face of Eminent Domain <i>Kirsten Werner, Oliver Bass</i> Basic	B05 Crisis Communications Strategies for Issues Created by Climate Change <i>Diane Hayes, Aaron Collins</i> Intermediate B06 Learn How to Drive Online Donations and Engagement <i>Paul Keogan, Brad DeForest</i> Intermediate	C03 Communicate Economic Benefits, Create New Allies and Empower Advocates <i>Jennifer Plowden, Jessica Sargent</i> Basic C04 Building Authentic Community Partnerships through Shared Values <i>Mary Alice Holley, Chris Fowler, Angela Shepard</i> Intermediate
Community Conservation	A04 The Land That Binds Us All: Socially Responsible Conservation <i>Julia Farr, Viola Baskerville, Jason McGarvey, John Sydnor, Tyrone Wilson, Caca Yvaire</i> Basic A05 Conservation and Community Planning for Climate Resilience <i>Allison Handler, Chris Canfield, Robert Dowling</i> Advanced	B07 Take it Outside! Tools to Tackle Community Conservation <i>Sarah Livesay</i> Basic B08 Heirs Property: Standing on a Lot of Love <i>Mavis Gragg, Sam Cook</i> Basic B09 A Step Towards Reversing History: Indigenous Community Conservation <i>Reggie Hall, Robert Lucero, Ciona Ulbrich</i> Basic	C05 Common Ground: Creating a Shared Vision for Conservation <i>Karena Mahung, Taylor Cooper</i> Basic C06 Building Equity and Community Resilience through Engaged Conservation <i>Amy Morris, Kristina Ortez</i> Basic
Doing Deals and Ensuring Permanence	A06 Building Envelopes and Permitted Improvements: Best Practices <i>Tamara Galanter, Pat Pregmon</i> Basic ^{CLE, RM}	B10 Conservation Easement Stewardship: Lessons from the Courtroom <i>Bob Neale, Crystal Simons</i> Intermediate ^{RM}	C07 Successfully Surviving Litigation: Lessons Learned from Trial <i>Sarah Sigman, Bob Neale, Leslie Ratley-Beach</i> Intermediate ^{CLE, RM}

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Doing Deals and Ensuring Permanence	<p>A07 Valuing Conservation Easements <i>Brian Reynolds</i> Basic</p> <p>A08 Tackling Trespassers <i>Jessica Jay, Eric Hiegl, Sarah Sheeran</i> Intermediate ^{CLE}</p>	<p>B11 Real Estate Fundamentals: A Primer for New Land Trust Staff <i>Steve Swartz</i> Basic ^{CLE}</p> <p>B12 Addressing Ephemeral Land Management in a Perpetual Conservation Easement <i>Kris Larson, Ellen Fred, Jessica Jay</i> Advanced ^{CLE}</p>	<p>C08 Commercial Uses in Conservation Easements <i>Melinda Beck, Lena Pollastro</i> Intermediate ^{CLE}</p> <p>C09 Practical Pointers on IRS Form 8283 and Gift Letters <i>Ellen Fred, Misti Schmidt</i> Intermediate ^{CLE}</p>
Financing for Conservation	<p>A09 Climate and Economic Resilience: Working Forests as a Means to the End <i>Trevor Cutsinger, Bethany Olmstead</i> Intermediate/Advanced</p> <p>A10 Tales of Borrowing Money <i>Caitlin Guthrie, Reggie Hall, Colin Novick, Nicole Rosmarino, Andy Zepp</i> Basic</p>	<p>B13 Contamination to Conservation: Natural Resource Damage Program Funds <i>Clint Miller, Steve Glomb, Mackenzie Greer, Kevin Redding</i> Basic</p>	<p>C10 Federal Financing for Landscape-scale Conservation: A Case Study <i>Megan Dougherty, Kristin Thomasgard-Spence</i> Basic</p> <p>C11 Conservation Finance 101: Where's the Money? <i>Allegra Wrocklage, Reggie Hall, Spencer Meyer, Maggie Monast, Leigh Whelpton</i> Basic</p>
Managing Land and Water Resources	<p>A11 Strategically Site Multiple-benefit Parks to Fight Urban Flooding <i>Kristen Weil, Taj Schottland</i> Basic</p> <p>A12 Identifying and Addressing Community Needs through Fee Land Management <i>David Montague, Colin Brown, Hans Carlson, Chris Müller, Mike Quist Kaust</i> Basic</p> <p>A13 Restoring Ecological Resilience through Climate-smart Stewardship <i>Marian Vernon</i> Intermediate</p>	<p>B14 Natural Climate Solutions: Addressing Climate Change with Conservation <i>Brian Boutin, Lora Eddy, Chuck Peoples, Eric Soderholm</i> Advanced</p> <p>B15 Rethinking the Invasion: Context and Techniques for Non-native Plants <i>Ben Miles</i> Basic</p> <p>B16 Opening Nature to Everyone: Improving Access to Persons with Disabilities <i>Lynn McNamara, Rachel Hampton</i> Intermediate</p>	<p>C12 Innovative Approaches to Raising Sustainable Meat on Protected Lands <i>Sarah Blacklin, Andrew Branan, George Jones, Lee Menius</i> Advanced</p> <p>C13 Dying for Conservation: How Land Trusts and Burial Grounds Work <i>Heidi Hannapel, Sara Brink, Jeff Masten, Kieran Roe</i> Intermediate</p>
Organizational Impact	<p>A14 Measuring Program Impact: Data, Evaluation and Success (or Failure) <i>Tolu Olorode</i> Basic</p>	<p>B17 From Asset Mapping to Impact: Collaborative Conservation at Scale <i>Hallie Schwab, Kara Whelan</i> Basic</p>	<p>C14 A Picture = 1,000 Words: Five Visuals for Strong Land Trusts <i>Marc Smiley</i> Intermediate</p>
Public Policy	<p>A15 Agricultural Land Easements (ALE) 101 <i>Jerome Faulkner</i> Basic</p>	<p>B18 Land Trusts' Role in Building Bipartisan Support for Climate Solutions <i>Tiffany Hartung, Katherine Skinner, Lindsay Stevens, Kaola Swanson</i> Intermediate</p>	<p>C15 Land Trusts Can Lobby Too: A Guide to Lobbying and Other Advocacy <i>Cameron Tommey, Shelley Robbins</i> Intermediate</p>
Strategic Conservation Vision	<p>A16 Climate Change: A Unique Opportunity to Leverage Organizational Assets <i>Alexandra Vecchio, Gail Yeo</i> Intermediate</p> <p>A17 Engaging Land Trusts in NFWF's National Conservation Framework <i>Chris West, Jon Scott</i> Intermediate</p> <p>A18 Regional Trails: Landscape-scale Planning to Achieve Local Benefits <i>Rachael Faye, Megan Wargo</i> Basic</p>	<p>B19 Wildlife Corridor Conservation: Vision, Science, Partnerships <i>Ron Sutherland, Michelle Pugliese, Elesa Brown, Dennis Shaffer, Rua Mordecai</i> Intermediate</p> <p>B20 Avoiding Development through Carbon Offset Projects <i>Matthew Arsenault, Matthew Brantley, Charlie Mize, Sunny Qiao</i> Intermediate</p>	<p>C16 North Carolina Leading the Way on Low-impact Solar Siting and Design <i>Liz Kalies, Daniel Brookshire, Gabriela Garrison, Claudia Weeks</i> Basic</p> <p>C17 Natural Climate Solutions and the U.S. Climate Alliance <i>Cathy Macdonald, Julie Cerqueira</i> Intermediate</p> <p>C18 Fast-paced Peer Exchange on Collaborative Landscape Conservation <i>Bill Labich, Jim Bonesteel, Kat Deely, Connie Manes, Jennifer Miller-Herzog, Bryan Wentzell, Sarah Wells</i> Advanced</p>
Technology Tools	<p>A19 When Land Trust Data Grows... How to Growl Back <i>Emily Parish, Brickey Nuchols, Mike Szymkowicz</i> Basic</p>	<p>B21 Tell Your Stories, with Maps (and Text and Images) <i>Dan Rademacher, Story Clark, Jennifer Wilson Woody</i> Basic</p>	<p>C19 Prioritizing Acquisition: Demystifying GIS Models for Small Land Trusts <i>Jennifer Teson, Christian Przybylek</i> Intermediate</p> <p>C20 IT Security Fundamentals <i>Matthew Eshleman, Andy Weaver</i> Basic</p>

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SATURDAY, OCTOBER 19

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CLE: *Continuing Legal Education* | RM: *Risk Management*

	Session D 10:30 a.m. – Noon	Session E 1:30 p.m. – 3 p.m.	Session F 3:30 p.m. – 5 p.m.
Accreditation and Insurance	D01 Renewing Accreditation 101: Why, What and How <i>Jennifer Brady-Connor</i> Basic	E01 Renewing Accreditation 201: Pointers for Preparing your Renewal Application <i>Melissa Kalvestrand, Tammara Van Ryn</i> Intermediate	F01 Our Changing World Needs Insurance to Cover Your Risks. Do You Have the Right Balance? <i>Leslie Ratley-Beach, Robyn Carlton, Tom Kay, Meghan Mullee</i> Intermediate
Building Support through Fundraising and Membership	D02 Creating a Culture of Philanthropy <i>Marc Smiley</i> Intermediate D03 The Recipe for a Successful Special Event <i>Michelle Pleim, Laurie LaFond, Michele DeRossi Vidarte</i> Basic	E02 Writing and Executing Grant Proposals for Success <i>Chris West</i> Intermediate E03 Legal Fundraising: Raising Funds and Not Raising Issues <i>Kristalyn Loson, Jonathan Blum</i> Intermediate ^{CLE}	F02 Working Towards Vision-based Fundraising and Campaign Readiness <i>JoAnn Mills</i> Intermediate
Communicating Effectively	D04 Tips to Build Trust and Work with Conservative Audiences around Climate <i>Judy Anderson, David Clutter, Teri Ptacek, Ethan Winter</i> Intermediate	E04 This Land Is Our Land: Making a Stronger Case for Conservation <i>Brandon Hayes</i> Intermediate	F03 Using Local Landscapes and Projects to Tell the Climate Resilience Story <i>David Patrick, Mark Anderson, Dirk Bryant, Gus Goodwin</i> Basic
Community Conservation	D05 A New Framework for Blended Conservation of Land and Buildings <i>Mary Anthony, Ethiel Garlington, Christine McCauley Watts</i> Intermediate D06 A Seat at the Table: Advancing Our Commitment to Diversity and Inclusion <i>Zoraida Lopez-Diago, Sam Cook, Mavis Gragg, Karena Mabung, Dez Ramirez, Amie Schiller</i> Basic D07 K–12 Community of Practice Network: The Best, Last Tool You Will Need <i>Rob Wade</i> Intermediate	E05 From Training to Transformation: Facing Race from the Roots <i>Victoria Chetty, Caitlin Burke</i> Basic E06 Inclusive Education: Guiding Teens and the Underserved to Conservation <i>Andrea Foster</i> Intermediate E07 Nature-based Climate Solutions and Examples of Inclusive Conservation <i>Ted Haffner</i> Basic	F04 People in Perpetuity: Elevating Youth Voices and Community Partnerships <i>Travis Custer, Marissa Moore, Jay Loschert, Ami McAlpin</i> Intermediate F05 Catawba Trail Farm: Charting a Pathway <i>Delphine Sellars, Lucille Patterson</i> Intermediate
Doing Deals and Ensuring Permanence	D08 Federal Tax Law: The Latest and Greatest <i>Rob Levin, Jessica Jay, Steve Small</i> Advanced ^{CLE}	E08 P5 Deals: Perpetual Preservation through Public-private Partnerships <i>Bill Silberstein, Molly Fales, Heather Haney, Brian Lorch</i> Intermediate ^{CLE}	F06 Run the Numbers!!! <i>Steve Small</i> Intermediate ^{CLE}

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Doing Deals and Ensuring Permanence	<p>D09 Land Trusts in Court: A Survival Guide <i>Steve Swartz, Michelle Albert, Kristalyn Loson</i> Intermediate ^{CLE}</p> <p>D10 Managing Expansion: Three Easement Stewardship Staffing Models <i>Andrew Moe, Joel Nystrom</i> Intermediate</p>	<p>E09 Perpetuity, Adaptation and Farmland Retirement <i>Adam Livingston, Scott Butterfield, Soapy Mulholland</i> Basic</p>	<p>F07 Good Example or Horrible Warning? A Board Tackles Climate Change <i>Steve Swartz, Buzz Constable, Tom Fanslow, Ken Grudens, Kristalyn Loson, Ray Lyons</i> Basic</p> <p>F08 Conservation Easement Stewardship Roundtable <i>Suzanne Simpson, Jessica Blake, Megan Knott</i> All Levels</p>
Financing for Conservation	<p>D11 Not Red or Blue But Green: How to Get Billions for Conservation <i>Will Abberger, David Hartwell, Christine Johnson, Bill Kastning</i> Basic</p>	<p>E10 Fresh out of the Oven: Hot Ideas in Conservation Finance <i>Reggie Hall, Margaret Williams, Frank Lowenstein, Wayne Ostlie, Sophie Traficonte, Olga Lyandres, Fuller Callaway</i> All Levels</p>	<p>F09 Building a Water Fund: Engaging Businesses as Clean Water Champions <i>Tamara Lee Pinard, Laurel Jackson, Spencer Meyer, Doug Shaw</i> Intermediate</p>
Managing Land and Water Resources	<p>D12 Catching Fire: Building Effective Partnerships for Prescribed Fire <i>Sara Clark, Daniel Guy, Valentin Lopez, Gus Nyberg, Kay Ogden</i> Basic</p> <p>D13 Protect Land to Protect Water: Case Studies of Watershed Protection <i>Caitlin Burke, David Lillard, Ed Saxon, Victoria Taylor</i> Intermediate</p>	<p>E11 Roundtable: Hot Topics for Land Stewards — Dogs, Trash, Vandals and More <i>Tom Mullin</i> Basic</p> <p>E12 Sustainable Trails: Balancing Public Recreation and Resource Protection <i>Peter Barr, Tim Johnson</i> Basic</p>	<p>F10 Fish and Fisheries Connecting Land, Water, Community and Economy <i>Jacob Van De Sande, Charles Rudelitch, Mike Thalhauser</i> Intermediate</p> <p>F11 Community Forest Restoration in the Sandy Mush Community of Western N.C. <i>Robert Lamb, Nick Biemiller</i> Basic</p>
Organizational Impact	<p>D14 Developing the Next Generation of Conservation Leaders <i>EJ Porth</i> Basic</p> <p>D15 Sustainability Modeling: Taking Your Financial Model to the Next Level <i>Becky Thornton, Bryant Seaman, Rebecca Martin Seaman</i> Advanced</p>	<p>E13 Making the Workplace Fair and Inclusive <i>Marcia Nicholson, Sandy Sweitzer</i> Basic</p> <p>E14 Oh__! I'm Going to be the Board Chair! <i>Jonathan Scheuer, Maura Adams</i> Basic</p>	<p>F12 Culture Eats Strategy for Breakfast <i>Erik Glenn, Nick Richardson</i> Basic</p>
Public Policy	<p>D16 The New Land and Water Conservation Fund <i>Suzanne Taylor, Tom Cors, Jay Leutze</i> Advanced</p> <p>D17 Opportunities and Funding for Wildlife Conservation <i>Nicole Adimey, Marquette Crockett, Mitch Doherty, Representative from Defenders of Wildlife</i> Basic</p>	<p>E15 ALE Farm Bill Updates <i>Jerome Faulkner, Kari Cohen</i> Advanced</p> <p>E16 Fossil Fuel Pipelines: Threat to Our Land and Climate <i>Tom Gilbert, Chris Miller</i> Basic</p>	<p>F13 Marks Creek Speaks: Two Decades, 2200 Acres, Two Bonds and Many Voices <i>Leigh Ann Hammerbacher, Jeff Deal, George Jones, Patricia Ann McCullers, Chris Snow</i> Basic</p>
Strategic Conservation Vision	<p>D18 Implementing a Resilient and Connected Landscape Conservation Vision <i>Jessie Levine, Andrew Cutko, Andrew Finton, Campbell Moore, Steve Walker</i> Basic</p> <p>D19 Big, Better, Best: Building Effective Landscape-scale Partnerships <i>Emily Bateson, Gary Burnett, Sharon Farrell, Julia Weaver, Sarah Wells</i> Intermediate</p>	<p>E17 Accelerating Natural Climate Solutions: U.S. Grant Program Overview <i>Eriks Brolis, Jad Daley, Rita Hite, Cathy MacDonald, Mark Wisnie</i> Intermediate</p> <p>E18 Farms Under Threat: State of America's Farmland — What's At Stake <i>Cris Coffin, Julia Freedgood, Ryan Murphy</i> Basic</p>	<p>F14 Navigating the Intersection of Solar Energy and Conservation <i>Nava Tabak, Mike Kane, Dan Holmes</i> Intermediate</p>
Technology Tools	<p>D20 The Maryland Line Trail: A Study in Improving Suburban Livability Using GIS <i>Barbara Hopkins, Thayer Young</i> Basic</p>	<p>E19 We're All in this Together: Regional Data for Local Conservation <i>Louise Vaughn, Justin Boner, Margaret Fields, Misty Buchanan, Rickie White</i> Advanced</p>	<p>F15 Remote Property Monitoring: Reimagining Annual Compliance Inspections <i>Ethan Inlander, Michael McFadden</i> Intermediate</p>