



Executive Director's Report Cumulative for 2020 (through 12/1)

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The symbol  indicates that there is new information of significance since the September report.

Researching and Developing Guidance

WeConservePA published six new guides in 2020. Each is briefly described below.

Conservation Easements in Court: A Review of Easement Violation and Enforcement Litigation in Pennsylvania

WeConservePA's report, [*Conservation Easements in Court: A Review of Easement Violation and Enforcement Litigation in Pennsylvania*](#), reviews eleven Pennsylvania cases where the interpretation or enforcement of a conservation easement was at the center of litigation. It reveals that conservation easement holders and the conservation values they uphold prevail when a dispute leads to litigation. Judges respect the text of easement documents and their conservation purposes. In many cases, courts order the violator to pay the easement holder's attorney fees and costs incurred in enforcing the easement. Anyone that [reads the report](#) sensibly would think long and hard before challenging an easement holder's interpretation or enforcement of a conservation easement in Pennsylvania. ([link](#), 11 pages)

Your Loss Is Not My Benefit; Your Gain Is Not My Detriment: The Tenuous Link Between Value to Landowner and Value to Conservation in Easement Transactions

How does decrease or increase in market value of land resulting from establishing or amending an easement relate to the conservation easement's value? What do we mean when we refer to "value"? This guide explores these questions. ([link](#), 8 pages)

Other Power-Driven Mobility Devices on Trails and Areas Open to Pedestrians: Creating and Implementing Policies for Accessibility and Compliance with the ADA

Trails and other areas open to the public for pedestrian use must also be open to motorized vehicles used by persons with mobility disabilities. Any type of motorized vehicle must be allowed unless the trail owner or operator has written policies that justify restrictions. ([link](#), 10 pages)

Adding to Land Under Conservation Easement

A landowner has land under conservation easement and is ready to conserve more of their nearby property. How best to carry this out? This guide describes three approaches and includes a model document to help implement one of the alternatives. ([link](#), 8 pages)

Adverse Possession in Pennsylvania

A long-time trespasser may gain ownership of land by using it with no documented challenge for 21 years. Landowners can avoid this threat with some good, basic practices. ([link](#), 7 pages)

Trapped in a Contract: Don't Get Burned by Evergreen and Automatic Renewal Clauses

Organizations should be wary of draconian renewal clauses that are sometimes embedded in seemingly innocuous contracts. If an organization enters into a contract containing such a clause, the organization should have a management system in place to ensure that crucial dates for action are not missed. ([link](#), 2 pages)

One Guide Refreshed

WeConservePA made a few improvements to [Street and Sidewalk Design](#), a 2010 guide that had received a thorough refresh in 2019, based on land use planner feedback.

Building New and Improved Models for Conservation

Model Amendment of Grant of Conservation Easement

If changes to a conservation easement granting document are necessary or desirable, the easement holder must decide whether to amend and restate the document in full or to amend without restatement. The [Model Amendment of Grant of Conservation Easement and Declaration of Covenants](#) is intended for use when the easement holder's decision is to amend without restatement.

WeConservePA finalized the first edition of this model and its accompanying commentary after peer and public review of the draft material.

Model Grant of Conservation Easement and Declaration of Covenants

During 2020, WeConservePA made improvements to six provisions in the [Model Grant of Conservation Easement and Declaration of Covenants](#). WeConservePA also made various updates and additions to the commentary such as two new supplemental provisions: "Providing for Alternative Minimal Protection Areas" and "Explicitly Addressing Changes in Conditions." The improvements were preceded by peer and public review of the proposed changes.

Connecting, Educating, and Inspiring People

▲ Western PA Land Conservation Summit

Assisted by a team of Western PA land trust staff and volunteers, WeConservePA organized its second Western PA Land Conservation Summit. The virtual event provided 1.5 days of programming for land conservation organization staff and volunteers. Key statistics:

- 18 hours of workshops delivered across four learning tracks
- Attendees **rated the summit a 4.8** overall on average based on a 1-5 scale (5 being the best). They gave the individual workshops an average rating of 4.6.
- 73 individuals participated in the Summit (excluding the six WeConservePA staff who supported the event).
- A total of 38 organizations were represented at the event, including 16 conservation nonprofits, 9 units of government, and 13 other organizations (businesses, educational institutions, and related nonprofits).
- The Summit utilized Sched and Zoom technologies. A few isolated technological problems arose, but the vast majority of respondents indicated no issues.

On a scale of 1-5 rate your overall impression of the Western PA Land Conservation Summit (1 being "poor" and 5 being "excellent")



1 2 3 4 5

▲ Trailability: Diversity, Equity, Inclusion, and Access on Recreational Trails

On September 22, WeConservePA presented "Trailability: Diversity, Equity, Inclusion, and Access on Recreational Trails in Pennsylvania," a two-hour Zoom event featuring four panelists: Tykee James, Larry Knutson, Taiji Nelson, and Virginia Rose.

The event provided an opportunity for trails and recreation professionals and others to discuss DEIJ as related to recreational trails in Pennsylvania. Panelists shared their unique perspectives on the social, physical, and cultural barriers to trail access that trail planners and managers need to consider when programming and communicating about their trails. This event drew 67 attendees representing over 50 organizations. Participants rated their overall impression of the event at **4.7 out of 5** on a 1 to 5 scale (5 being the best; 22 evaluations submitted)

▲ Building Trails in Wetlands and Wet Areas

On September 24 – 25, WeConservePA held the workshop "Building Trails in Wetlands and Wet Areas" at the Kings Gap Environmental Education Center in Cumberland County. Led by Penn Trails, LLC, the participants learned elements of planning, design, management and construction for trails located in wet areas over the course of two days. This workshop received an overall evaluation of **4.85 out of 5**, and an instructor rating of 5. To address Covid-19 concerns, the sold-out workshop was limited to 10 participants, and two instructors.

EAC Network Conference

WeConservePA converted the one-day EAC Network Conference planned for southeast Pennsylvania into a two-day Zoom event held over the weekend of May 2-3, 2020. Registration fees for the in-person event were refunded and a nominal \$20 fee was charged for those registering for the online event.

Eighty-three of the 99 people who registered attended. They **rated the event a 4.7** on average on a 1 to 5 scale with five meaning "excellent."

Thirty-nine environmental advisory councils and 14 other organizations were represented from across the state. Southeast PA accounted for 71% of registration, followed by the Northeast with 12%, Southcentral with 7% and Southwest with 5%. There were no registrants from either Northcentral or Northwest Pennsylvania (no surprise given the dearth of environmental advisory councils in those areas).

An eight-page, detailed report is available upon request.

Webinars

Thanks to the support of funders and presenters, WeConservePA delivered all of its webinars in 2020 free of charge to participants.

Spring Webinars

Immediately following the pandemic-driven cancellation of the 2020 annual conference, WeConservePA organized a series of stand-alone webinars:

- Apr. 2: Program Evaluation Methods for Environmental Outreach
- Apr. 2: Ready or Not: Switching from ArcMap to ArcGIS Pro
- Apr. 2: Farmland Preservation for a New Generation
- Apr. 3: Plan Implementation: Going Beyond the Planning Stage
- Apr. 3: Easements and Rights of Way in Forests
- Apr. 9: How Do Pennsylvanians Value Outdoor Recreation? Survey Says...
- Apr. 15: Planning for Historic Landscapes
- Apr. 17: Build Better Trails Without Breaking a Sweat
- Apr. 17: Planning Outdoor Universal Access for Your Conserved Land

Development Forum Webinars

WeConservePA held three fundraising webinars in April and May. Registration was limited to those who had registered for the development forum planned for the Pennsylvania Land Conservation Conference. Eighteen individuals from 15 organizations participated. The topics of the sessions, which varied from 60 to 90 minutes in length, were:

- Planned Giving During A Pandemic
- Fundraising Metrics that Matter: Too Much Data, Too Little Information
- How to Deal with Fundraising During Covid-19

The sessions were facilitated by **David Allen**, a national expert on conservation fundraising, and **Amanda Hickle**, the development director of Lancaster Farmland Trust.

Model Grant of Conservation Easement Webinar Series

WeConservePA organized a six-part webinar series, *Model Grant of Conservation Easement: How It Works and Can Work for You*, which was presented by **Pat Pregmon** of Pregmon Law Offices.

- May 13: The Roadmap to Conservation and Tax Deductibility (focus on article 1)
- May 20: Planning for the Future (focus on article 2 and stewardship funding arrangements)
- May 27: Preserving Natural Habitat and Identifying Areas to Accommodate More Intensive Uses (focus on articles 3 and 5)
- June 10: Providing for Sustainable Agriculture, Forestry, and Other Open-Space Uses (focus on article 4)
- June 17: Rights and Duties of Holder and Beneficiaries (focus on article 6)
- June 24: Easement Management in Perpetuity (focus on articles 7 and 8)

Understanding the Story Your Appraisal Tells Webinar Series

WeConservePA held the two-part webinar, *Understanding the Story Your Appraisal Tells*, led by **Greg Snyder** and **Michael Burket**, on August 18 and 25.

▲ WeConservePA Conference

The 2021 WeConservePA Conference (formerly the Pennsylvania Land Conservation Conference) will be a virtual event encompassing a concentrated set of plenary sessions and concurrent workshops and roundtables on March 24 and 25 followed by additional sessions spread out over the next couple weeks.



We delayed and compressed the normal planning schedule to develop a better understanding of event options and dynamics in the context of the pandemic. A planning committee is helping shape the agenda.

Greenways and Trails Summit

We are taking a slow approach to planning the next biennial statewide Greenways & Trails Summit, which is scheduled for September 20 – 22, 2021 in Erie.



▲ Sharing Educational Recordings

WeConservePA established a Vimeo site, <https://vimeo.com/weconservepa>, enabling us to easily house and share recordings of our online educational offerings.

Although WeConservePA is now recording many of its online programs, staff recognize that a substantial portion of the value of workshops come from the real-time interaction amongst participants and instructors.

WeConservePA's practice is to refrain from recording events where staff believe that recording would unduly inhibit constructive engagement by participants.

Creating Community

From organizing conferences and summits to bringing together groupings of individuals with common interests to holding roundtables, WeConservePA strives to build a community of conservationists (and subgroupings within the community for those with common needs) in which people can lean on and learn from one another.

Diversity, Equity, Inclusion, and Justice Community

WeConservePA is working with interested conservationists in building a “DEIJ Community” in which people can share experiences, learn about and advance effective practices, and identify opportunities to individually and collectively promote diversity, equity, inclusion, and justice in conservation work and organizations.

After issuing a broad invitation to people working and volunteering in conservation, WeConservePA convened a first meeting of interested people in July with 48 attendees from 42 different conservation organizations sharing with each other and discussing the direction of the effort. In August, a self-selected subset (16 excluding WeConservePA staff) of the group met to agree on a working purpose statement and move forward in establishing an *ad hoc* organizing body. This organizing body is now meeting monthly and affinity groups to focus on specific issues are being formed.



Staff member Sara Painter is running point on this initiative with assistance from nationally renowned expert Marcelo Bonta of J.E.D.I. Heart. **Renee Carey** (Northcentral Pennsylvania Conservancy) and **Carissa Schnabal** (Natural Lands) have volunteered to serve as co-chairs of the effort.

In addition to the community-based effort, Sara has met with staff from four land trusts to provide DEIJ assistance and explore specific needs and concerns.

Helping Environmental Advisory Councils

WeConservePA continued its management of the EAC Network to support environmental advisory councils and those who seek to create new EACs. WeConservePA surveyed EAC volunteers in July to assess the status, training, and communications needs of Pennsylvania's EACs to better inform the upgrade of EAC Network communications and assist the informal strategic planning committee in developing relevant training. Current committee members are working with WeConservePA staff to formalize an EAC Network Steering Committee and subcommittee structure so that it can better serve the needs of the Network.



Roundtables

WeConservePA held, free of charge, dozens of roundtable discussions via Zoom in 2020.

Pennsylvania Roundtables

WeConservePA held 10 open-ended, roundtable discussions from March through May to help land trust leaders better navigate the challenges and opportunities brought on by Covid-19. Attendance varied week to week, ranging from 42 on 3/23 to a dozen on 5/4.

WeConservePA held two roundtable discussions specifically for trail builders and managers on April 23 and 24: “Managing Walking & Hiking Trails in the Year of Covid-19” and “Managing Bicycle/Multi-Use Trails in the Year of Covid-19” with 29 and 33 registered respectively.

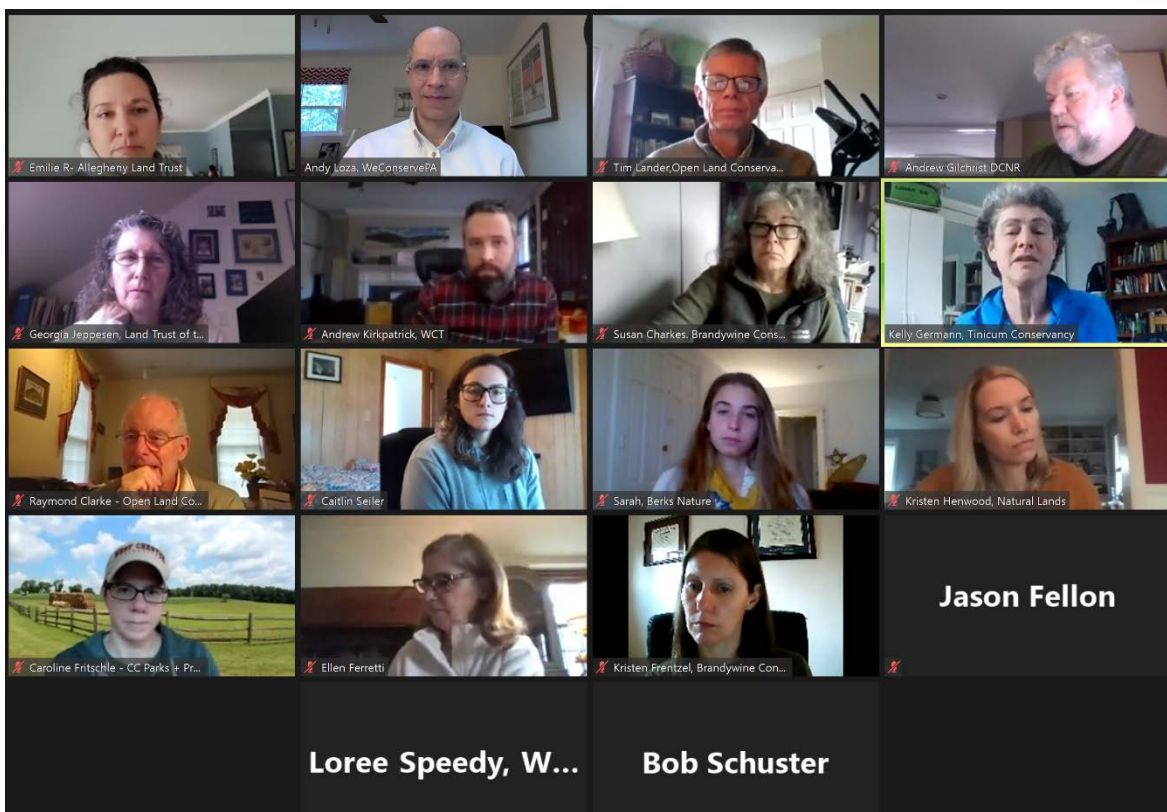
Keeping in tune with the needs of conservationists, WeConservePA shifted from roundtables to other forms of assistance through the summer into the fall. WeConservePA held an open-ended roundtable discussion for conservation leaders on 10/19 and a land stewardship-focused one on 12/1.

Additionally, WeConservePA convened the Delaware River Watershed Land Protection Group on 9/23 for a mixture of presentations and roundtable discussions.

National Land Trust Roundtables

WeConservePA organized/hosted/facilitated nine hour-long Zoom meetings for national land trust leadership council members from 4/1 through 6/3. Attendance ranged from a high of 56 participants on 4/15 to a low of 13 on 5/20. These gatherings did double duty of serving a subset of organizations across the country and giving WeConservePA a broader perspective from which to provide services to PA organizations.

Following the initial burst of pandemic-oriented sessions, WeConservePA held national roundtables on 6/24 to address DEIJ issues and on 12/9.



Event Assistance

With organizations and agencies struggling to adjust to the virtual meeting and event landscape brought on by the pandemic, WeConservePA provided staff assistance for planning and hosting events, including:

- *Planning Nuts and Bolts: Growing a Stronger Carbon County.* WeConservePA hosted and assisted with this two-part webinar series on October 22 and 29. Partners included the Carbon County Office of Planning & Economic Development, Natural Lands, Wildlands Conservancy, Audubon, Pennsylvania Department of Community & Economic Development, and the Pennsylvania Department of Conservation and Natural Resources.
- Fall meeting of the Pennsylvania Farmland Preservation Association. WeConservePA managed this meeting of county farmland preservation administrators on October 21.
- WeConservePA hosted State Comprehensive Outdoor Recreation Plan Work Group and other meetings for which WeConservePA could help the Bureau of Recreation and Conservation achieve better results.

Gathering and Communicating News and Information

▲ WeConservePA.org

WeConservePA debuted [WeConservePA.org](https://www.weconservepa.org) in mid-November. WeConservePA.org consolidates, improves, and expands upon the content and function of four former WeConservePA websites:

- ConserveLand.org
- GreenwaysandTrails.org
- EACnetwork.org
- ConservationAdvocate.org

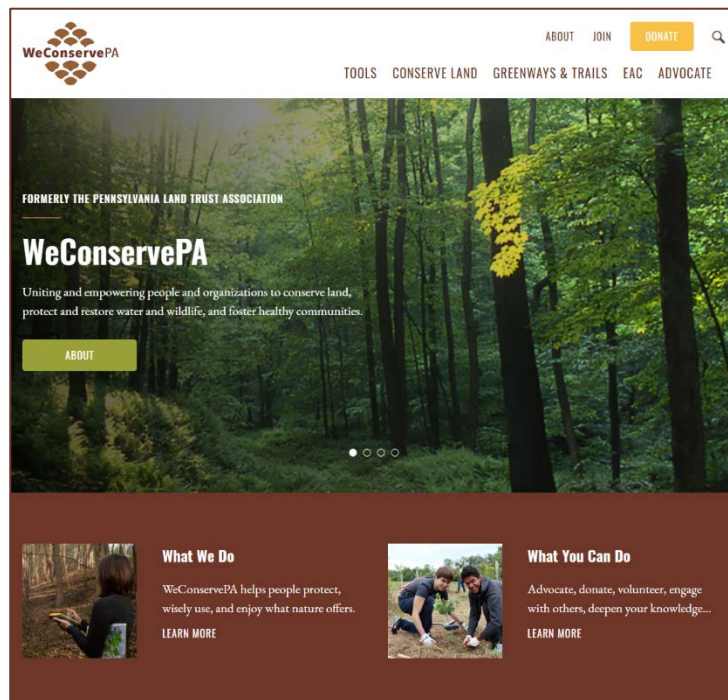
(The four domain names of the consolidated sites now serve as means to navigate to pages of the new site.)

We are also in the process of reorganizing the content of ConservationTools.org to improve user navigation and move it under the umbrella of WeConservePA.org.

Email Communication

WeConservePA's chief e-newsletters—*Conserve Land Update*, *People and Project News*, and *Greenways & Trails*—reach 5,813 unique individuals altogether. Collectively, the newsletters' open rate is 25%, nine percent higher than similar industry averages. The frequency and timing of publication is governed primarily by the rate at which WeConservePA staff identify or develop items worth reporting. So far in 2020, 22 issues of *Conserve Land Updates*, 10 of *Greenways & Trails*, and 11 of *People & Project* newsletters have been sent:

- *Conserve Land Update* reports news of significant new tools, guidance, events, issues, or other matters impacting conservation statewide to 2,553 recipients.



- *Pennsylvania Greenway & Trail News* reports what's happening regarding greenways and trails in Pennsylvania to 946 recipients.
- *Project & People News* reports on land conservation projects and the people working and volunteering in conservation throughout the state to 2,485 recipients.

WeConservePA also sends out "Conservation Advocate" action alerts and "Growing Greener Coalition" emails that reach 5,700 recipients.

Social Media

WeConservePA continues to post regularly on social media with the handle @WeConservePA, sharing conservation-related news and resources and growing the size of its audience on Facebook, Twitter, and Instagram. WeConservePA has 5,102 followers across the three platforms:

- Facebook – 2,525 followers
- Twitter – 1,150 followers
- Instagram – 1,427 followers

In addition, the Growing Greener Coalition social media accounts managed by WeConservePA have a number of followers:

- Facebook – 2,341 followers
- Twitter – 1,461 followers
- Instagram – 1,003 followers

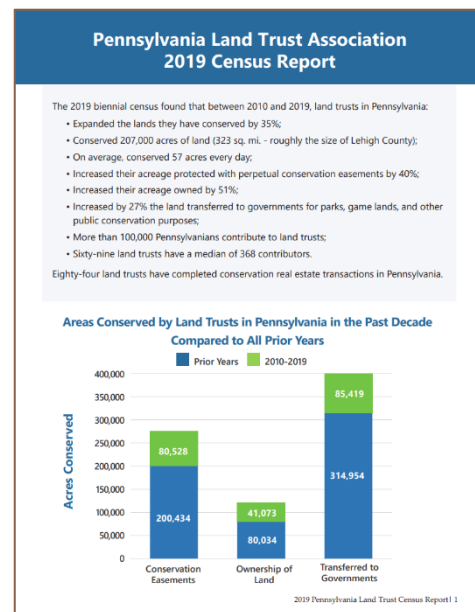
2019 Land Trust Census Report

WeConservePA posted and mailed the [2019 biennial land trust census report](#) in July. Findings include that:

- Pennsylvania land trusts expanded the lands they have conserved by 35% in the past decade, on average conserving 57 acres every day.
- Of the 84 land trusts that have completed conservation real estate transactions in Pennsylvania, 64 own land and, coincidentally, 64 hold conservation easements.

Land Trust Interviews

Sara Painter interviewed leaders of two-dozen member organizations, focusing on those not represented on the board and policy advisory committee. These interviews presented an opportunity for leaders to identify their issues, needs, and concerns. They assisted WeConservePA in identifying opportunities to improve its services, as well as improving communications and raising awareness of WeConservePA activities.



Mapping and Analysis

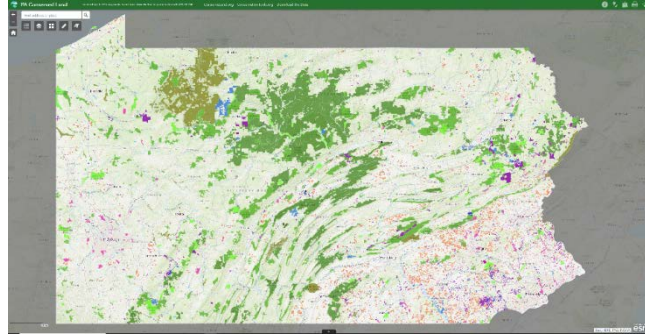
GIS in Conservation Communications

WeConservePA expanded and refined its conservation-related databases, analytical tools, and other mapping and GIS information, which now can be found via the GIS & Mapping page at WeConservePA.org: <https://weconservepa.org/gis/>

GIS Analyst Irina Beal brought together a new GIS user group, which had its first convening in August. Email ibeal@weconservepa.org for more information.

Comprehensive, Interactive Map of Conserved Lands

WeConservePA maintains an immense, comprehensive [geodatabase of publicly and privately conserved lands](#). First established in 2018, WeConservePA updated the content and made improvements to the [interactive, public interface](#) in 2020. Please share new property acquisitions and easement holdings with our GIS analyst, Irina Beal, at ibeal@weconservepa.org.



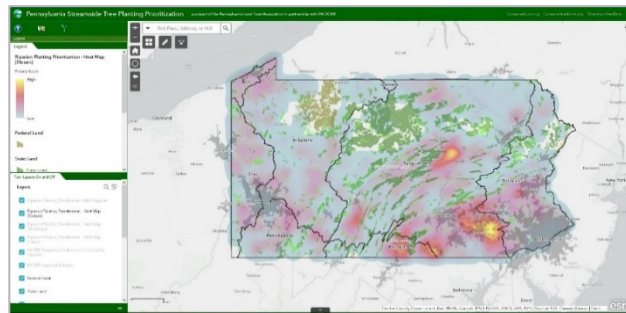
Grant Project Finders

WeConservePA updated its [grant project finder](#) for the [Keystone Recreation, Park and Conservation Fund](#) accessed via WeConservePA's [KeystoneFund.org](#) and the [grant finder](#) for the [Environmental Stewardship Fund](#) accessed via WeConservePA's [ESFund.org](#). The finders now include DCNR grants awarded through December 2019 as well as grants awarded by other state agencies.

WeConservePA also improved the [Grants on the Ground](#) interactive map that provides information about all the grants awarded through DCNR's Bureau of Recreation and Conservation's [Community Conservation Partnerships Program](#).

In the Works: Riparian Forest Plantings, Phase 2

In 2019, WeConservePA used GIS to identify and rank potential riparian planting sites in Pennsylvania on their ability to improve water quality. The aim was to figure out the most cost-effective locations for planting trees to maximize water quality gains. In 2020 we refined the analysis. We are also developing an interactive, online web map to assist in project planning.



Directly Assisting Organizations and People

One-on-One Assistance

WeConservePA staff have directly assisted people from dozens of conservation organizations and local governments in 2020, addressing their questions and problems via videocalls, telephone, and email. Of particular note this year, WeConservePA offered direct assistance in regard to fundraising and membership development. To quote from a *Conserve Land Update*:

Organization staff and volunteers are welcome to reach out to Sara Painter, WeConservePA's director of outreach and development, at spainter@weconservepa.org at any time with questions regarding their land trust's membership development and fundraising efforts. Sara can also provide deeper, focused assistance to organizations that are seeking to:

1. Create a development plan
2. Boost and retain membership
3. Determine if and how to hold a fundraiser/gala
4. Improve an annual appeal
5. Craft a grant boilerplate

Three organizations took advantage of this deeper assistance in 2020.

Conservation Easement Assistance Program

In 2020 through November 30, WeConservePA awarded 25 Conservation Easement Assistance Program (CEAP) grants, providing organizations the means to use best practices in their easement projects. WeConservePA administers CEAP to increase the quantity of special places protected as well as increase the quality and long-term viability of easements. The 25 grants are broken down as follows:

- 21 grants to complete new easement projects
- 2 grants to upgrade baseline documentation
- 2 grants to amend/restate conservation easement projects

Since 2004, CEAP has helped create 304 new easements protecting 25,228 acres. For these projects, landowners donated \$57.8 million in easement value and land trusts secured \$2.2 million for stewardship.

WeConservePA made the following Conservation Easement Assistance Program (CEAP) grant awards in 2020 through December 1:

Organization	Project Name	Project Type	County	Award Date	Amount (\$)
Central Pennsylvania Conservancy	Strickler Easement I	Acquire New	Franklin	23-Jan-20	6,092.63
Heritage Conservancy	Clymer Easement	Acquire New	Bucks	23-Jan-20	870.00
Heritage Conservancy	Eichert Property North	Acquire New	Bucks	23-Jan-20	795.00
Heritage Conservancy	Eichert Property South	Acquire New	Bucks	23-Jan-20	795.00
Farm and Natural Lands Trust of York County	Redding Property - Rockery Road	Acquire New	York	3-Feb-20	6,924.44

Delaware Highlands Conservancy	Bone Pond	Baseline Doc	Wayne	4-Feb-20	2,482.02
Delaware Highlands Conservancy	Hempstead Lakes I and II	Baseline Doc	Wayne	4-Feb-20	2,381.49
Farm and Natural Lands Trust of York Co.	Stambaugh 2019	Acquire New	York	11-Feb-20	4,822.50
Farm and Natural Lands Trust of York Co.	McGuinn 2019	Acquire New	York	11-Feb-20	5,421.50
Mid State Trail Association	Ram Gas Rte. 150 Easement	Acquire New	Clinton	14-Feb-20	872.00
Manada Conservancy	Osbakken Holmes	Acquire New	Dauphin	4-Mar-20	7,500.00
Western Pennsylvania Conservancy	Gould Easement	Acquire New	Venango	4-Mar-20	7,500.00
Brandywine Conservancy	Ryan Road Easement	Acquire New	Chester	25-Mar-20	1,500.00
Farm and Natural Lands Trust of York Co.	KHT Real Estate	Acquire New	York	10-Apr-20	7,500.00
ClearWater Conservancy	Canoe Creek-Conservation Banking site	Acquire New	Blair	17-Apr-20	7,500.00
Berks Nature	Love Property	Acquire New	Berks	17-Apr-20	7,500.00
Lebanon Valley Conservancy	Ulsh Lane Easement	Acquire New	Lebanon	17-Apr-20	2,573.75
Heritage Conservancy	Scannapieco Property	Acquire New	Bucks	18-Sep-20	2,500.00
Brandywine Conservancy	Homeville Road Amendment	Amend/Re-state	Chester	18-Sep-20	1,500.00
ClearWater Conservancy	Pasquinelli	Acquire New	Centre	29-Sep-20	7,500.00
Wildlands Conservancy	Fogel Conservation Easement	Acquire New	Northampton	29-Sep-20	7,500.00
Wildlands Conservancy	Coberly Conservation Easement	Acquire New	Northampton	29-Sep-20	7,500.00
Wissahickon Trails	498 Lewis Lane- Amended and Restated Easement	Amend/Re-state	Montgomery	29-Sep-20	7,483.00
Farm and Natural Lands Trust of York Co.	Blymire Property 2020	Acquire New	York	23-Oct-20	7,500.00
Brandywine Conservancy	Rosedale Road Easement	Acquire New	Lancaster	2-Nov-20	7,500.00

Trail Workshop Grants

With support from its greenway and trail grant from DCNR, WeConservePA awarded \$33,690.49 in grants to the following organizations to deliver educational programming and training in regards to trails and greenways through September 30, 2020. Some of the grant numbers shifted as organizations made pandemic-related adjustments to their programming:

Grantee	Final Grant Award
Pittsburgh Conservation Corps	\$5,000.00
Lancaster Conservancy	\$5,000.00
Erie to Pittsburgh Trail Alliance	\$1,323.49
Watersheds of South Pittsburgh	\$5,000.00
Pennsylvania Environmental Council	\$5,000.00
Willistown Conservation Trust	\$3,377.00
Pennsylvania Environmental Council	\$5,000.00
Steffey Trail Connections	\$3,990.00

Trail of the Year

With support from its greenway and trail grant from DCNR, WeConservePA also awarded \$9,634.10 in support of the trail work of the Cambria County Conservation and Recreation Authority in association with the selection of The Ghost Town Trail (managed by the Cambria County Conservation and Recreation Authority and Indiana County Parks and Trails) as the trail of the year for 2020.

Advocating for Conservation

- ▲ We should celebrate a remarkable achievement in that when the General Assembly completed the 2020-2021 state budget in November, the Keystone Recreation, Park and Conservation Fund and Environmental Stewardship Fund were kept intact. Tens of millions of dollars in new state investments in conservation projects would not be happening but for our advocacy!

In the new year, we will have to redouble our efforts to keep conservation investments flowing given the ongoing pandemic-driven reductions in state revenues.

WeConservePA's public policy-related activities during 2020 will be described in a future report.

Organizational Development

Rebranding, Name Change, Etc.

Member organizations voted to adopt the **WeConservePA** name on June 30 with only one dissenting vote. On July 14, we amended the articles of incorporation to effect the change. We announced the change to the world in September.

- ▲ Much more could be written, but other priorities interfere!

▲ **Welcome Lina Berón Echavarría!**

Lina joined WeConservePA in mid-September. In her role as Conservation Advocate, she shines a light on the environmental, economic, cultural, and health benefits of conservation and advocates for public policies supportive of conservation including increased state environmental investments.



A recent graduate of Kenyon College, Lina holds a BA in Environmental Studies and Studio Art. Prior to joining WeConservePA, she spent six years studying environmental issues from an interdisciplinary perspective in Hong Kong, rural Ohio, Greece's Dodecanese Islands, southwestern China, and Baja California. Growing up in Ecuador's Andean Choco, Lina became a nature enthusiast at a very early age—around the same time when she finally decided to crawl for the sake of piggy-backing caterpillars. She loves to travel, socialize, cook, make art, and learn about environmental history.

