



610 N 3rd St, #301  
Harrisburg, PA 17101

[WeConservePA.org](http://WeConservePA.org)

# PENNSYLVANIA LAND CONSERVATION CONFERENCE

*The Pennsylvania Land Conservation Conference is Pennsylvania's premier networking, training, and inspirational event for staff and volunteers of conservation groups.*

Registration now open at [WeConservePA.org/Conference](http://WeConservePA.org/Conference)



**PENNSYLVANIA LAND CONSERVATION CONFERENCE**  
April 26-28, 2023 | DoubleTree Hotel Reading  
[WeConservePA.org/conference](http://WeConservePA.org/conference)



## KEYNOTE | THURSDAY, APRIL 27

**Dr. Michael Mann, *The New Climate War: The Fight to Take Back our Planet***

Dr. Michael E. Mann is Presidential Distinguished Professor in the Department of Earth and Environmental Science at the University of Pennsylvania, with a secondary appointment in the Annenberg School for Communication. He is director of the Penn Center for Science, Sustainability, and the Media (PCSSM). Dr. Mann received his undergraduate degrees in Physics and Applied Math from the University of California at Berkeley, an M.S. degree in Physics from Yale University, and a Ph.D. in Geology & Geophysics from Yale University. His research interests include the study of Earth's climate

system and the science, impacts and policy implications of human-caused climate change. Dr. Mann is author of more than 200 peer-reviewed and edited publications, numerous op-eds and commentaries, and five books including: *Dire Predictions: Understanding Climate Change*; *The Hockey Stick and the Climate Wars: Dispatches from the Front Lines*; *The Madhouse Effect: How Climate Change Denial is Threatening our Planet*, *Destroying Our Politics*, and *Driving Us Crazy*; *The Tantrum that Saved the World*; and *The New Climate War: The Fight to Take Back Our Planet*.

Cover photo: PA Americana  
Top Right: Berks Nature  
Inside Left: Berks Nature

# PENNSYLVANIA LAND CONSERVATION CONFERENCE

## WEDNESDAY, APRIL 26

### Sessions 10:30AM–4:30PM

Supporting Conservation Field Workflows with ArcGIS  
10:30AM – 11:30AM

Wilderness First Aid for Stewardship Staff  
12:30PM – 3PM

Land Protection and Stewardship Roundtable  
3:30PM – 4:30PM

### Reception 5PM–7PM

The Wednesday evening reception will take place at the Rookery at the Nature Place. Home to Berks Nature's headquarters, The Nature Place is LEED Gold certified and sits among nearly 100 acres in Reading's beautiful Angelica Creek Park. **Shuttle will be available to take conference attendees to and from the reception.**

## THURSDAY, APRIL 27

### Plenary Starting at 9AM

Keynote by Dr. Michael Mann

### Session I 11AM–Noon

Retooling Land Trust Priorities and Communication to Address Climate Resilience: A Chester County Case Study

Solar Energy on the Pennsylvania Landscape—Optimizing Agriculture and Energy Production

Innovative Approaches to Land Deal Contracts

Migrating to the Cloud: Best Practices and Open Discussion

The Triple-A Board: Ambassador, Advocate, Asker

What is a Title Commitment and How to Read It

### Session II 1:15PM–2:45PM

New Opportunities for Forest Landowners to Fight Climate Change Through the Family Forest Carbon Program

Get Your Team Organized: Project Management, Mobile Monitoring, Easement Compliance, and Reporting with Landscape

Land Conservation 101

Adaptive Leadership: Thriving in Times of Change (ICL)

Back to Basics: Fundraising Essentials

Easement Violation Roundtable

### Session III 3:15PM–4:45PM

Climate-Smart Forestry: How We can Manage Forests to Mitigate and Adapt to a Changing Climate

Planning When Disaster Strikes: Brandywine's Hurricane Ida Experience and its Climate Resiliency Plan

Indigenous Models of Agroforestry and the Integration of Perennial Tree Crops...

Building a Diverse and Inclusive Board (ICL)

Individual Donor Stewardship: A 101 Approach

Private Transfer Fees in Conservation Easements

### Session II 10:30AM–Noon

Conservation Easements (Continued)

Seeing the Forest for the Trees: Determining the Market Value of a Wooded Tract

The Unique Evolution of Open Space Preservation Programs in Three Southeastern Pennsylvania Counties

Introducing "Open to All", The Land Trust Alliance's Guidelines for Including People with Disabilities

Our Pocono Waters and the (Communications) Battle for the Headwaters

Leading Collaborative Efforts (ICL)

### Session III 1PM–Varies

It's Good to Have Options: A Conservation Success Story (1PM - 2:30PM)

From Superfund to Community Asset: Two Creative Land Preservation Solutions (1PM - 2PM)

Innovations in Conservation Practices—Biofilters (1PM - 2PM)

Creating More Inclusive Land Trusts and Conservation Efforts (1PM - 2:30PM)

## MOBILE SEMINAR INFORMATION

### Wednesday, April 26

Agrotourism in the Boyertown Area  
10AM–4:30PM

Landscape-scale Conservation Projects in Southern Berks County  
Noon–4:30PM

Stormwater and Sourcewater Protection in Berks County  
Noon–4:00PM

### Friday, April 28

Forests and Trails of the Reading Prong  
Noon–3:30PM

## REGISTRATION INFORMATION

	Early	Regular
3 Day Registration	\$345	\$405
2 Day Registration	\$230	\$270
1 Day Registration	\$115	\$135

## INCLUDED IN FEE

**Wednesday:** Lunch, mobile seminars, reception

**Thursday:** Breakfast, lunch, snacks

**Friday:** Breakfast, lunch, snacks, mobile seminars  
*Guest tickets are available for meals and receptions.*

## THURSDAY RECEPTION AND DINNER

*(includes open bar)*

\$35 through Mar 2 / \$55 Mar 3 and later

## ADD ONS

*(for guests or if not registered for the day)*

**Wednesday Reception**

*(includes open bar and heavy appetizers)*

\$25 through Mar 2 / \$35 Mar 3 and later

**Thursday Breakfast and Plenary**

\$20 through Mar 2 / \$30 Mar 3 and later

*Thanks to our sponsors for their help keeping these costs low!*

**10% DISCOUNT**  
FOR 2023 WECONSERVEPA  
MEMBER ORGANIZATION  
STAFF AND BOARD

## LODGING

Make your hotel reservation with the Double Tree Hotel Reading to receive the group rate of \$159 USD per night. **Last day to book:** April 3, 2023, at 5pm. **Book online at** [WeConservePA.org/conference](http://WeConservePA.org/conference).  
Booking by phone? Reference **WeConservePA23** to receive the group rate.



### DOUBLETREE HOTEL READING

701 Penn St.  
Reading, PA 19601  
(610) 375-8000

**Early registration ends March 2**  
**Late fees applied after April 5**

**Register at** [WeConservePA.org/conference](http://WeConservePA.org/conference)

## CONFERENCE HOSTS



## SPONSORS



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