

# PENNSYLVANIA LAND CONSERVATION CONFERENCE

APRIL 26-28, 2023 | READING





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**Kaitlyn Tothoro**

*Berks Nature (Host)*

**Amanda Burkard-Sell**

*Berks County Department of Agriculture (Host)*

**Ashley Showers**

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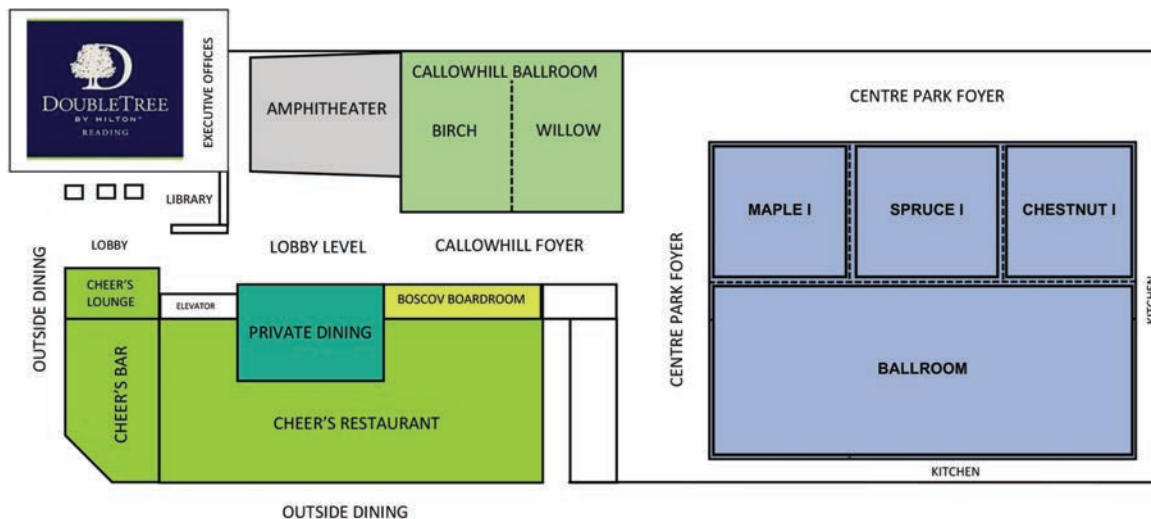
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# AGENDA-AT-A-GLANCE

## WEDNESDAY

**10AM** Registration opens; Mobile seminar departs (Agro-tourism) **LOBBY**

**10:30–11:30AM** Supporting Conservation Field Workflows with ArcGIS **MAPLE 1**

**11:30AM** Boxed lunch pickup **CENTRE PARK FOYER**

**12PM** Mobile seminars depart (Stormwater and Landscape-Scale Conservation) **LOBBY**

**12:30–3PM** Wilderness First Aid Basics for Stewardship Staff **MAPLE 1**

**3PM** Snack break **CENTRE PARK FOYER**

**3:30–4:30PM** Land Protection and Stewardship Roundtable **MAPLE 1**

**4–4:30PM** Mobile seminars return **LOBBY**

**5–6PM** Shuttles depart for evening reception (every thirty minutes) **LOBBY**

**5:15PM–8:00PM** Reception (heavy hors d'oeuvres, open bar) **THE ROOKERY AT THE NATURE PLACE**

**7:15PM–8:15PM** Shuttles return (every thirty minutes) **LOBBY**

## WEDNESDAY RECEPTION

The Wednesday evening reception will take place at The Rookery at The Nature Place, home to Berks Nature's headquarters. Multiple shuttle buses will be available. Carpooling to The Nature Place (575 St. Bernardine Street, Reading PA 19607) is also an option but parking is somewhat limited. Shuttle will leave from the hotel lobby each half hour between 5:00pm and 6:00pm.

## THURSDAY

**8AM** Breakfast **BALLROOM**

**9–10:30AM** Plenary and keynote address: Dr. Michael Mann **BALLROOM**

**10:30AM** Snack break **CENTRE PARK FOYER**

**11AM–NOON** Sessions I

**Noon** Lunch **BALLROOM**

**1:15–2:45PM** Sessions II

**2:45PM** Snack break **CENTRE PARK FOYER**

**3:15–4:45PM** Sessions III

**5–8PM** Reception, dinner, and awards ceremony (tickets purchased separately, dinner seats at 6:30PM) **BALLROOM**

## FRIDAY

**8AM** Breakfast **BALLROOM**

**9–10AM** Sessions I

**9AM–NOON** Seminar: Conservation Easements **AMPHITHEATRE**

**10AM** Snack break **CENTRE PARK FOYER**

**10:30AM–NOON** Sessions II

**NOON** Lunch **BALLROOM**; Mobile seminar departs (Reading Prong) **LOBBY**

**1PM–2:30PM** Sessions III

**3:30PM** Mobile seminar returns **LOBBY**



Scan to view full agenda online

**KEYNOTE ADDRESS: DR. MICHAEL MANN**

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.

**LIFETIME CONSERVATION LEADERSHIP AWARD | PRESENTED DURING THURSDAY, APRIL 27 DINNER**

The Lifetime Conservation Leadership Award recognizes individuals who have made outstanding contributions to conservation in Pennsylvania over the course of their life. Since its establishment in 2004, the award has honored both conservation professionals and volunteers for their commitment to and leadership in conservation.

**KAREN MARTYNICK**

Karen Martynick grew up in Delaware County and moved to Chester County to attend West Chester University just as the county was beginning to experience rapid development. After graduation Karen worked for the Chester County Commissioners and the Pennsylvania State Senate. In 1989,

Karen became active in efforts to preserve open space leading her to run for county commissioner. Karen served three terms as commissioner in Chester County. During her tenure, Chester County committed \$125 million to land conservation resulting in the preservation of more than 30,000 acres and the protection of critical water resources. After leaving the commissioners' office, Karen continued to pursue her passion for land conservation as Executive Director of Lancaster Farmland Trust. During her 17 years leading the organization, LFT permanently protected 22,546 acres on 368 farms and Lancaster County became the home of the most protected farmland in the country.


**DAVID SHIELDS**

David devoted over 38 years to the Brandywine Conservancy & Museum of Art. Throughout his long career, he worked to conserve the natural resources of the Brandywine Valley and nearby watersheds in SE Pennsylvania and northern Delaware. Beginning as an intern in the summer of 1980, he later joined the Conservancy as an employee at the start of the King Ranch project, the Conservancy's landmark effort to conserve the 5,367-acre property owned by the Texas cattle company. In his time as Senior Planner (and later as Associate Director in charge of its Land Stewardship Program), David was responsible for all aspects of the Conservancy's land conservation work, including conservation easement planning, preparation, stewardship (and sometimes enforcement actions), fee simple land acquisitions, and preserve management. David oversaw the permanent protection of over 32,000 acres through conservation easements. He also managed the acquisition of four Conservancy preserves.


Karen and David join only seventeen others this century in receiving this honor. Scan to view full agenda and speaker information online







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## Extend your learning

The Land Trust Alliance's Resource Library holds thousands of documents, courses, events and more related to the topics most important to your work. [landtrustalliance.org/resources](http://landtrustalliance.org/resources)



**Questions?**  
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# SESSIONS

FOR FULL SESSION DESCRIPTIONS, SEE [WECONSERVEPA.ORG/CONFERENCE/AGENDA](http://WECONSERVEPA.ORG/CONFERENCE/AGENDA)

## WEDNESDAY APRIL 26

### Supporting Conservation Field Workflows with ArcGIS (PRPS CEUs; CFEs)

10:30AM–11:30AM | MAPLE 1

The work of land conservation often takes place outdoors and away from the office, and this field work can be made more efficient with the use of location data and GIS. This presentation will introduce ESRI tools for field data work, including ArcGIS Field Maps, as well as the ArcGIS Online infrastructure to support these workflows. **Speakers: Rachel Weeden, Jacob Leizear**

### Wilderness First Aid Basics for Stewardship Staff (PRPS CEUs; CFEs)

12:30PM–3PM | MAPLE 1

This workshop will introduce people to basic concepts in Wilderness First Aid, train people in basic life saving methods, and discuss accident prevention and response planning considerations. This will not result in a certification but will instruct participants in basic life saving measures. **Speaker: Keith Williams**

### Land Protection and Stewardship Roundtable

3:30PM–4:30PM | MAPLE 1

The land protection and stewardship roundtable is open to people involved with acquiring and stewarding land and conservation easements.

## THURSDAY APRIL 27 11AM-NOON

### Innovative Approaches to Land Deal Contracts (PRPS CEUs)

MAPLE 1

As the prices of critical land transactions continue to rise, conservation organizations can implement creative approaches to securing and funding conservation efforts in areas with high development pressures. Approaches to be covered here include: partnerships; fundraising campaigns; and, matching funds. **Speaker: Alyson Fearon**

### What is a Title Commitment and How to Read It CHESTNUT 1

This session provides a section by section review of a title binder, with explanation following regarding how each section relates to insuring a title. Session includes a power point presentation and hand outs prepared so participants can try to answer questions that might be asked. **Speaker: Tina Miller**

### Solar Energy on the Pennsylvania Landscape—Optimizing Agriculture and Energy Production SPRUCE 1

Utility scale solar can have a significant impact on present agricultural systems and practices. This session will look at ways in which agriculture can be prioritized at the local level, while allowing some planned solar development to be built. **Speaker: Thomas Murphy**

### Retooling Land Trust Priorities and Communication to Address Climate Resilience: A Chester County Case Study (PRPS CEUs)

AMPHITHEATRE

French & Pickering Creeks Conservation Trust and the University of Pennsylvania are developing a public-facing GIS-based tool that will help reframe open-space preservation as a regional climate resilience imperative. **Speakers: Karl Russek, Shandor Szalay, Alex Cartwright**

### Migrating to the Cloud: Best Practices and Open Discussion

WILLOW

This is a two part session in which: (1) Lancaster Conservancy will share their journey and lessons learned migrating to a fully functioning, collaborative, Cloud-based suite of services; and, (2) Brandywine Conservancy will facilitate a round-table style discussion on concerns, ideas, and best practices for land trusts committed to going paperless. **Speakers: Jenn Teson, Susan Charkes, Kevin Rolfs**

### **The Triple-A Board: Ambassador, Advocate, Asker**

#### **BIRCH**

The Triple A Board model, created by Kaye Sprinkel Grace about 15 years ago, stands for Ambassadors, Advocates, and Askers—three roles Board members can play in fundraising. The Triple A construct gives us a way to talk about how to best utilize the board as part of an organization's development team. **Speaker: David Allen**

### **THURSDAY APRIL 27 1:15-2:45PM**

### **New Opportunities for Forest Landowners to Fight Climate Change Through the Family Forest Carbon Program** (PRPS CEUs; CFes)

#### **AMPHITHEATRE**

The Family Forest Carbon Program (FFCP) empowers family landowners to sustainably manage their forests and mitigate climate change. This session will cover progress and learnings to date from these partnerships and will equip land trusts to educate their landowners, members, and boards on opportunities in the carbon markets. **Speakers: Jonathan Shears, Ellen Ferretti, Karley Stasko, Evan Hunt**

### **Get Your Team Organized: Project Management, Mobile Monitoring, Easement Compliance, and Reporting with Landscape** (PRPS CEUs)

#### **SPRUCE 1**

This session will feature lightning talks from land trusts using Landscape land conservation software. Built by former land trust professionals, Landscape is a connected web and mobile app for the full range of conservation work from acquisition to stewardship. **Speakers: Dan Ford, Andrew Kirkpatrick, Susan Charkes, Jonathan Denlinger**

### **Land Conservation 101** (PA CLE)

#### **MAPLE 1**

Whether you're a new board member, staff, or volunteer, this session will bring you up to speed on land conservation concepts. Learn the basic tools of the trade—how land trusts responsibly acquire and steward land and easements. **Speakers: Kate Gonick, Dawn Gorham**

### **Adaptive Leadership: Thriving in Times of Change** (ICL)

#### **CHESTNUT 1**

How can leaders guide their organizations through the challenges of rapid change? This workshop will introduce participants to the principles of adaptive leadership, including tips for staying grounded and focused, and helping your organization adapt and innovate. **Speaker: Peter Lane**

### **Back to Basics: Fundraising Essentials**

#### **BIRCH**

This is a fundraising basics workshop based on four fundraising "systems" common to most nonprofit fundraising programs: Marketing, Renewal, Giving Leaders, and Major Gifts (including planned giving). The content defines the terms and includes strategies for success in each section. **Speaker: David Allen**

### **Easement Violation Roundtable**

#### **WILLOW**

This roundtable provides an opportunity for land trust board and staff to share violation stories and learn from others who have experience in defending their easements. We will discuss protocols and policies for addressing violations including when and how to communicate with the landowners and the media, use of Terra Firma, and litigation. **Speakers: Steve Schiffman, Andy Loza**

### **THURSDAY APRIL 27 3:15-4:45PM**

### **Climate-Smart Forestry: How We can Manage Forests to Mitigate and Adapt to a Changing Climate** (PRPS CEUs; CFes)

#### **MAPLE 1**

We can conserve and improve the management of our forests via Natural Climate Solutions. This presentation will cover: How and where forests sequester and store carbon; Management strategies to increase carbon storage and sequestration; How forest carbon can be monetized through carbon credits; What makes a forest resilient; and, When management is necessary to enhance resiliency. **Speaker: Kevin Yoder**



## Planning When Disaster Strikes: Brandywine's Hurricane Ida Experience and its Climate Resiliency Plan (PRPS CEUs)

### BIRCH

This session will provide an overview of Brandywine's experience with Hurricane Ida-related flooding in 2021, from preparations to immediate response and long-term recovery. Topics include helpful land trust practices and tips on planning, preparation, file recovery, and restoration. The session will also focus on how this experience is shaping the future of Brandywine's work with its Climate Resiliency Initiative. **Speakers: Stephanie Armpriester, Grant DeCosta**

## Revisiting Indigenous Management of Forests in Stream Corridors as a Model for Restoring Floodplain Forests (CFEs)

### AMPHITHEATRE

Pre-colonial Native American practices of agroforestry offer promising models for the restoration of forests in stream corridors and open spaces. Implementing these models requires overcoming institutional structures built around field crops. For much of our region's history, indigenous peoples depended heavily on the active management of forests for nuts and other tree products. **Speakers: Allen Kerkeslager, Louise Bugbee, Matthew Holt, Zach Elfers**

## Building a Diverse and Inclusive Board (ICL)

### WILLOW

This interactive workshop is designed to look at what it means to create and engage a diverse board and why it matters to your organization. You will also explore useful tools and approaches to recruiting and involving a diverse group of board members. **Speaker: Peter Lane**

## Individual Donor Stewardship: A 101 Approach

### SPRUCE 1

This workshop is for staff and Board members who want to explore donor cultivation planning. How to make the most out of first contact. How to think through the questions we want answered before we ask. How to plan donor communication that meets each individual's needs. **Speaker: David Allen**

## Private Transfer Fees in Conservation Easements (PA CLE)

### 3:15PM-4:15PM | CHESTNUT 1

Some land trusts insert private transfer fee provisions into their conservation easements that trigger a payment to the land trust when an eased property changes ownership. Join us for a panel discussion bringing together land protection and easement staff to discuss the particulars of private transfer fees and answer frequently asked questions. **Speakers: Erin McCormick, Pam Brown, Erik Hetzel**

## FRIDAY APRIL 28 9AM-NOON SEMINAR

## Conservation Easements (PA CLE)

### AMPHITHEATRE

This interactive session uses hypothetical situations to highlight issues addressed in each article of the Model Conservation Easement, as well as landowner concerns and atypical situations dealt with in the commentary and supplemental materials (a reprise of the seminar presented in 2022). **Speakers: Lauren Pregmon-Tetreault, Pat Pregmon**

## FRIDAY APRIL 28 9-10AM

## Ask an Appraiser

### MAPLE 1

An "ask the experts" style session where participants can ask their burning questions and discuss sticky appraisal issues with an appraiser. There will be an opportunity for participants to submit questions in advance. **Speakers: Gregory Snyder, Mike Burket**

## Centering Community in Conservation

### CHESTNUT 1

This will be a panel discussion amongst organizations that are at the forefront of connecting communities with conservation through a variety of practices including land commons, hybrid conservation/community land trusts, land rematriation, cultural use agreements, and other ways of meaningfully centering communities in their work. The focus will be on engaging and working with BIPOC communities and meeting their needs as they seek to take control of saving land that is important to them. **Speakers: Andrew Kirkpatrick, Johanna Rosen, and others**

## Community Gardens— Growing Long-Term for the Neighborhood (PRPS CEUs)

### SPRUCE 1

Community gardens in cities provide much needed green space for communities that often lack access to nature. Establishing, supporting, and maintaining these vital spaces for neighborhoods is a multi-step process that requires community engagement, stewardship, land use planning and protection, and the establishment of partnerships. **Speakers: Justin Trezza, Jenny Greenberg**

## Effective Donor and Member Outreach— Marketing and Growing your Land Trust

### WILLOW

French Creek Valley Conservancy Executive Director Brenda Costa will present the marketing strategies used to rebrand and build the land trust, and to motivate and engage French Creek’s rural communities. The program will cover strategies ranging from simple, free, and easy-to-higher cost (and risk) and explain how even the smallest organization can apply these methods. **Speaker: Brenda Costa**

## Graphic Grammar: Design Advice from a Guy Who Can’t Draw

### BIRCH

Visual communication is critical to conservation work. As we share ever more content through videos, social media, and interactive websites, we increasingly depend on images to tell our stories. In this session, you’ll learn basic graphic grammar rules and how to apply them to your designs. Not an artist? Not a problem. These design basics are something everyone can use. **Speaker: Joshua VanBrakle**



## FRIDAY APRIL 28 10:30AM-NOON

## Seeing the Forest for the Trees: Determining the Market Value of a Wooded Tract (PRPS CEUs, CFEs)

### MAPLE 1

This session examines the importance of the relationship between a forester and real estate appraiser to determine the market value of a wooded tract, giving participants a description of the process a forester completes to develop a timber valuation report (timber cruise). The session will also explore how a real estate appraiser develops an appraisal of a timber property. **Speakers: Gregory Snyder, Shannon Henry**

## Introducing “Open to All,” The Land Trust Alliance’s Guidelines for Including People with Disabilities (PRPS CEUs)

### CHESTNUT 1

People with disabilities—and their caregivers—face significant challenges to enjoying the outdoors and to participating meaningfully in their communities. The “Open to All” guidelines published in 2021 will be introduced and explored in this session. **Speaker: Peter Doehring**

## The Unique Evolution of Open Space Preservation Programs in Three Southeastern Pennsylvania Counties (PRPS CEUs)

### SPRUCE 1

Chester, Delaware, and Montgomery counties all have open space programs, but each experienced different growth and development patterns and each has followed a different approach. Come to this moderated discussion to hear the unique path that each of these suburban Philadelphia counties took to address open space needs and respond to public opinion over time. **Speakers: Patty Elkis, Rachael Griffith, Steven Beckley, Bill Hartman**



## Leading Collaborative Efforts (ICL)

### WILLOW

Unleashing the power of collaborative efforts takes time, new ways of thinking, and applying skills differently than in an organizational setting. In this session, gain practical approaches for collaborative leadership and bring your collaboration challenges to gain a new perspective on how to address them.

**Speaker:** Peter Lane

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

10:30AM–11:30AM | BIRCH

Our Pocono Waters (OPW) is a group of organizations and individuals who want to protect the clean and pristine waterways of the Poconos, the headwaters of the Delaware River. OPW built a robust communications and outreach campaign to educate local elected officials and support community advocacy efforts. In this session, participants will learn how the campaign successfully educated and mobilized the community. **Speaker:**

**Donna Kohut**

## FRIDAY APRIL 28

## From Superfund to Community Asset: Two Creative Land Preservation Solutions (PRPS CEUs)

1PM–2PM | MAPLE 1

Heritage Conservancy and Wissahickon Trails will share case studies of sites once designated as superfund sites that are now public preserves, including the accompanying opportunities, challenges, benefits, and obligations that come with the property. **Speakers:** Shannon

**Fredebaugh-Siller, Gail Farmer**

## Creating More Inclusive Land Trusts and Conservation Efforts

1PM–2:30PM | AMPHITHEATRE

Since 2018, both Berks Nature and Natural Lands have been working on diversity, equity and justice (DEIJ) in their workplaces and respective communities. Each organization has approached the goal of social justice in their own way. Speakers will describe their processes, challenges, lessons learned, outcomes, and future plans for advancing DEIJ within their organizations. **Speakers:**

**Oliver Bass, Kim Murphy, Andy Pitz**

## Innovations in Conservation Practices—Biofilters

1PM–2PM | SPRUCE 1

Biofilters are an emerging practice that uses carbon to reduce nitrogen and phosphorous concentrations of agricultural stormwater. Research has also demonstrated the ability of biofilters to also capture a variety of emerging contaminants of concerns such as pesticides, pharmaceuticals, and PFAS. This session provides an opportunity to learn more about what biofilters are and how they may be useful for agricultural conservation.

**Speaker:** Grant DeCosta

## It's Good to Have Options: A Conservation Success Story (PA CLE)

1PM–2:30PM | CHESTNUT 1

This session will share how ClearWater Conservancy used the Model Grant of Purchase Option and Model Grant of Conservation Easement, along with broad public support and community financing, to protect 300 acres of farmland in Centre County. **Speakers:** Ryan Hamilton, Lauren Pregmon-Tetreault





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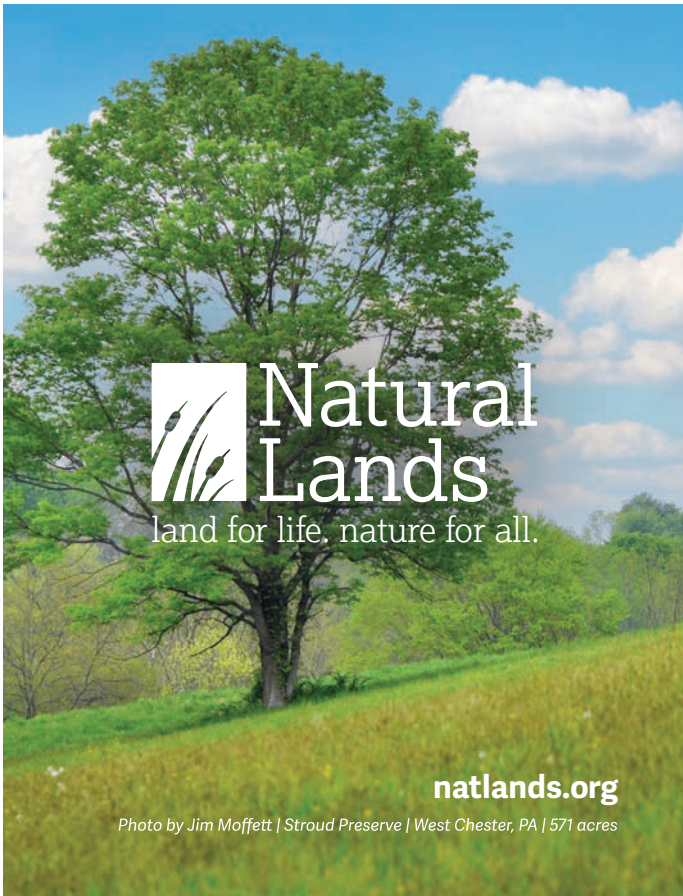


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# MOBILE SEMINARS

All mobile seminars will start boarding 15 minutes prior to posted leave time from the hotel Lobby.

## WEDNESDAY MOBILE SEMINARS

### Agrotourism in the Boyertown Area (10AM-4:30PM, includes lunch)

Discover the unique agriculture and agrotourism in the Boyertown area.



Conservation best management practices and sustainability will be highlighted, as well as spotted lanternfly research. Participants will learn about diversifying operations and adapting to new technologies, crops, and consumer preferences

and how these fit with existing operations and the history of the region. [Eligible for .4 PRPS CEUs]

#### Tour stops include:

Wild Fox Farm; Butter Valley Harvest; Colebrookdale Railroad; Manatawny Creek Winery.

### Landscape Scale Conservation in Southern Berks County (NOON-4:30PM, includes lunch)

Participants will explore the forests, fields, and farmlands of landscape-scale conservation efforts converging in Southern Berks County, including the Highlands Region, Hopewell Big Woods and the Delaware River Watershed Initiative. Hike a portion of the Horse-Shoe Trail and tour a fruit farm. Along the way, attendees will learn about multiple strategies used for land and water protection in this region through federal, state, county, and private funding programs. [Eligible for .3 PRPS CEUs]



#### Tour stops include:

Weavers Orchard; Love Farm; Buck Hollow; Gibraltar Hill.

### Stormwater and Source Water Protection in Berks County

(NOON-4PM, pickup boxed lunch prior to boarding bus)

Kent Himelright, watershed specialist with Berks County Conservation District, and Larry Lloyd, Senior Ecologist with Berks Nature, will lead participants on an adventure as they highlight exceptional stormwater and source water protection projects in Berks County. [Eligible for .275 PRPS CEUs]

#### Tour stops include:

Papermill Dam; Kreider Family property; Wilson West School; Little Cacoosing Creek.

## FRIDAY MOBILE SEMINAR

### Forests and Trails of the Reading Prong

(NOON-3:30PM, pickup boxed lunch prior to boarding bus)

Attendees will travel to the forested mountains of Berks County's 'Reading Prong' section of the New England Province. Visitors will learn about the ecological significance of the prong, as well as the partnerships that have formed to protect and preserve its natural diversity. Through an interconnected system of trails and shared stewardship, the area has become a hub of eco-tourism. [Eligible for .2 PRPS CEUs]

#### Tour stops include:

Mount Penn Preserve and the landmark Pagoda; Antietam Lake Park; Angora Fruit Farm; Antietam Reservoir; Gravity Railroad; Egelman's Park; Berks Nature's Neversink Mountain Preserve.





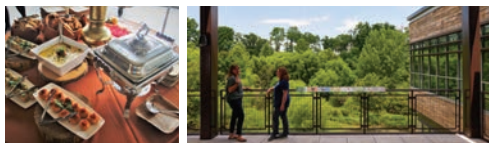
An aerial photograph showing an industrial facility on the left with large, rusted metal structures. A river flows through the center, bordered by a gravelly bank and a dense forest of green trees on the right. Multiple railroad tracks run parallel to the river. In the background, a bridge spans the river, and a town is visible on a hillside under a clear blue sky.

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**APRIL 3 – APRIL 5, 2024**  
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Conservancy  
  
water, land, life.  
WaterLandLife.org

## UPCOMING VIRTUAL EVENTS

**MAY 23** THE MECHANICS OF LAND AND  
EASEMENT ACQUISITIONS | 1-2PM

**JUNE 1** COMPONENTS OF A WELL-ROUNDED  
DEVELOPMENT PROGRAM, | 1-2PM

**JUNE 21** A PRAGMATIC APPROACH  
TO SOCIAL MEDIA | 10-11:15AM

*For more information, go to [WeConservePA.org/events](http://WeConservePA.org/events)*





## ABOUT WECONSERVEPA

WeConservePA helps people care for, wisely use, and enjoy what nature offers. We help organizations and individuals to effectively and efficiently conserve land, protect and restore waterways, implement sustainable practices, and connect people to the outdoors. We foster understanding of conservation and advocate for pro-conservation governmental policy to promote a high quality of life for all.

WeConservePA brings leadership to a diverse array of organizations and individuals at work in communities across Pennsylvania. It builds communities of shared interests for land trusts, environmental advisory councils, trail groups, municipal open space programs, and others with conservation goals. It helps volunteers and professionals connect with and learn from one another, and provides them with resources, equipping them to make Pennsylvania a better place. And by uniting people who conserve land, protect and restore waterways, and foster healthy communities, WeConservePA creates a powerful advocacy voice for conservation.

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