

# PENNSYLVANIA LAND CONSERVATION CONFERENCE

The Pennsylvania Land Conservation Conference is Pennsylvania's premier networking, training, and inspirational event for people working to conserve land.

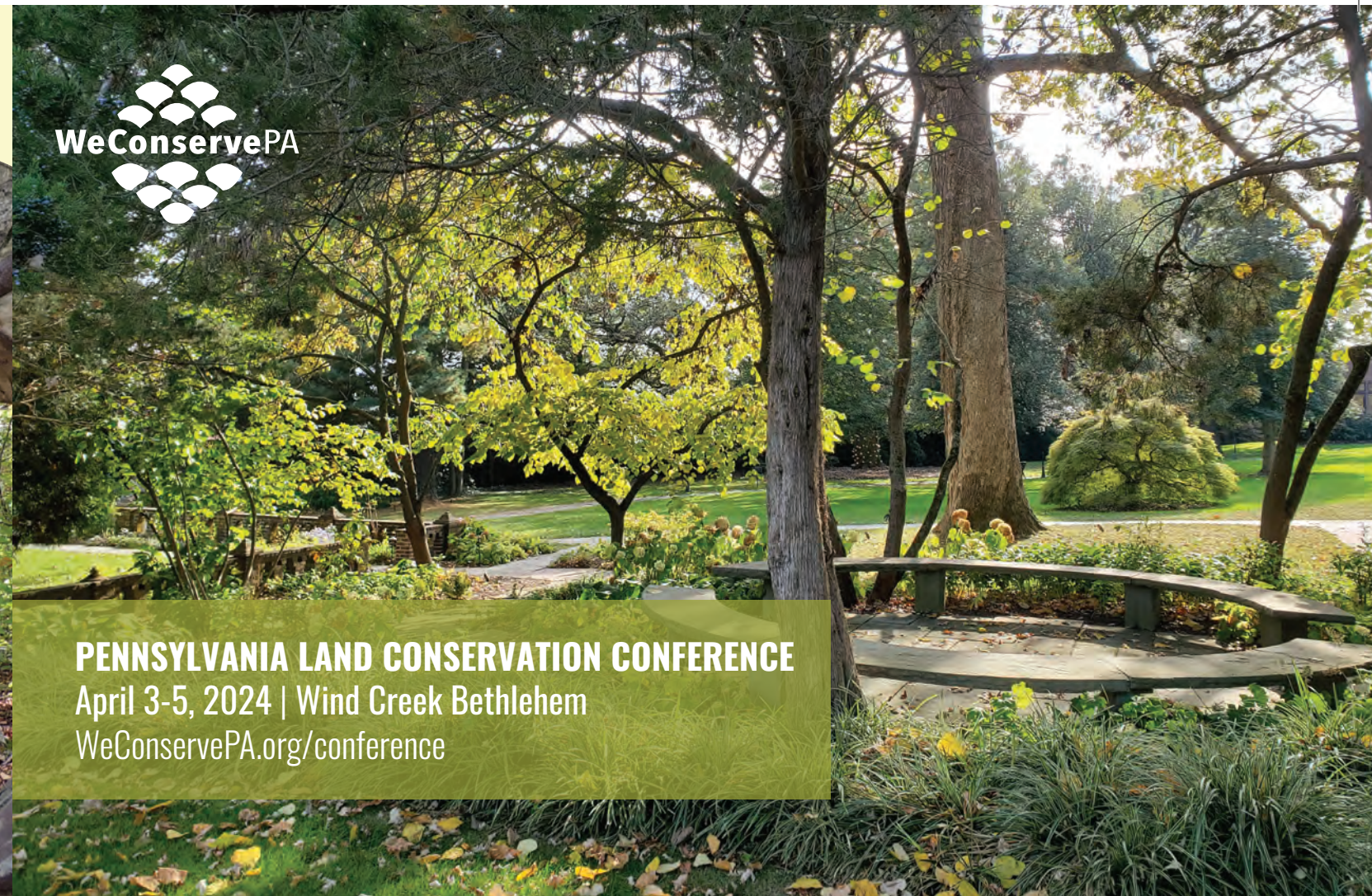
Registration now open at [WeConservePA.org/conference](https://WeConservePA.org/conference)

## ABOUT WECONSERVEPA

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



**PENNSYLVANIA LAND CONSERVATION CONFERENCE**  
April 3-5, 2024 | Wind Creek Bethlehem  
[WeConservePA.org/conference](https://WeConservePA.org/conference)



## KEYNOTE | THURSDAY, APRIL 4, 9AM

**Dr. Diane Husic, Budburst, Bird Migrations, Bloom Times, and Bug Hatches: Their Times They Are a Changin'**

For centuries, seasonal activities of animals and plants have been monitored for cultural purposes and celebrations, by farmers and gardeners to determine planting and harvesting times, and by naturalists. This observational practice evolved into a scientific area of study known as phenology. In this presentation, Dr. Diane White Husic will share some history and examples of phenology and discuss how decades of data related to biodiversity surveys or the timing of seasonal events in nature provide valuable information for conservation science and land management.

Dr. Husic is the founding dean of the Center for Scholarship, Research, and Creative Endeavors at Moravian University in Bethlehem, Pennsylvania. Trained as a plant biochemist, her research focuses on

the ecological restoration of contaminated sites, examining heavy metal impacts on plants, and return of biodiversity. She has authored over 50 publications, and contributed to several reports, including the 2011 PA Climate Change Adaptation report. Since 2009 she has attended international meetings as a credentialed observer for the UN Framework Convention on Climate Change.

In Pennsylvania, she works with nature centers and nonprofits to develop informal educational programming and finding unique ways to effectively communicate science to a general audience and engage the public in science and policy. She earned a BS and PhD in Biochemistry (from Northern Michigan University and Michigan State University, respectively)



Cover photo: Heritage Conservancy  
Top Left: Sherry Acevedo Nature Photography

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

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



# PENNSYLVANIA LAND CONSERVATION CONFERENCE SCHEDULE

## WEDNESDAY, APRIL 3

### Session A 10AM–Noon

Wilderness First Aid Basics for Stewardship Staff  
Condemnation and Conserved Land

### Session B 1:30PM–4PM

Ecological Stewardship:  
Managing What We've Protected  
Amending Easements for Conservation  
Success in the Long Run

### Reception Starting at 5PM

The Wednesday evening reception will be held on the beautiful rooftop deck of Wind Creek, overlooking the Lehigh River and the SteelStacks, a revitalized remnant of Bethlehem's industrial past. Reception includes heavy appetizers. **Included in Wednesday registration fee, or available as an add on.**

## THURSDAY, APRIL 4

### Plenary Starting at 9AM

Welcome from Lehigh and Northampton County Commissioners. Remarks by PA's state forester, Seth Cassell. Keynote address by Dr. Diane Husic.

### Session C 11AM–Noon

Utility-Scale Solar in PA: Local Decision-Making Impacting Local Energy Development

Lets Talk: Developing Meaningful Communications with Farmers and Rural Landowners

Implementing Northampton County's Livable Landscapes Program

Using Build Out Analysis to Balance Natural Resource Protection and Future Development

Dam Removal in Your Neighborhood: Everything You Need to Know

Dealing with What Is Left Behind: Dumps, Structures, and Other Bits on Your Preserves

### Session D 1:30PM–3PM

Protecting Parks and Open Space in Perpetuity  
Beyond Blocking the Bad: Enhancing Conservation Values on Eased Land

County and Regional Planning: Working Together to Achieve Common Goals

Harnessing Remote Sensing to Inform Watershed Planning and Restoration Efforts (1:30PM – 2:30PM)

STEELS: The What, Why, and How of Pennsylvania's New Educational Standards (1:30PM – 2:30PM)

Tour of the Hoover-Mason Trestle at SteelStacks and Interpretive Walk (1:30PM – 3:30PM)

### Session E 3:30PM–4:30PM

Personal Injury: RULWA Provides Protection  
Land Protection Roundtable

Natural Burial: Connecting People with Land From the Cradle to Grave

GIS Roundtable

Fostering Forest Bird Habitat and Ecosystem Resilience Through Management

Cell Phones Aren't Going Away. So, Let's Use Them for Education and Conservation (3:30PM – 5PM)

### Reception and Dinner Starting at 5:30PM

The Thursday evening reception and dinner will be held in the Moravian Ballroom of Wind Creek\* Dinner will include presentation of the 2024 Lifetime Conservation Leadership Award\* **Additional charge. Not included with standard registration.**

## FRIDAY, APRIL 5

### Session F 8:30AM–10:30AM

Visual Storytelling: Take Photos That Inspire Action and Drive Your Mission Forward

Consider the "Why and How" for DEIJ in Your Organization

Tools for Shifting Board Culture in Favor of Fundraising

Land Conservation 101

### Session G 8:30AM–9:30AM

Trials and Triumphs in Ecological Restoration on Public Spaces

Farm Succession: Soft Skills and Family Communication

### Session H 9:45AM–10:45AM

Building Partnerships, Increasing Stewardship Capacity, and Amplifying Conservation Through Birds (9:45AM – 10:30AM)

Land Conserved Over Time: Trends in Pennsylvania Land Protection

### Session I 11AM–Noon

Inspiration and Structure for Engaging and Effective Conservation Storytelling

Land for People: Conservation and Affordable Communities

Essentials for Growing a Sustainable Planned Giving Program

Property Review: Standards and Criteria

Methods to Identify Pollinator Conversion Projects

### Session J 1PM–2:30PM

The Three P's of Proactive Communications: Small Team Strategies for Effective Storytelling

Indigenous Ceremonial Stone Landscapes Across Pennsylvania and the Northeast

Capital Campaigns Can Be Fun!

Navigating the Federal Tax Maze: Latest Cases and Trends

## MOBILE SEMINAR INFORMATION

### Wednesday, April 3

Landscape Conservation Within the Kittatinny Ridge and Minsi Lake Greenway 10AM – 4PM  
Jordan Creek Greenway Tour 11AM – 4PM

Soil Health Walk-and-Talk: The Evolution of a Small Family Farm Using Agritainment 1PM – 4PM

### Thursday, April 4

Land, Water, and Tree Crop Conservation in an Urban Environment Noon – 4PM

### Friday, April 5

D&L Bike Tour: Canal Park, Allentown to Hugh Moore Park, Easton 11AM – 3PM

Getting There Together: Conservation, Collaboration, Success Noon – 3PM

## REGISTRATION INFORMATION

	Early (by 2/13)	Regular (by 3/13)
3 Day Registration	\$395	\$465
2 Day Registration	\$266	\$310
1 Day Registration	\$133	\$155

## INCLUDED IN FEE

**Wednesday:** Lunch, mobile seminars, reception  
**Thursday:** Breakfast, lunch, snack, mobile seminars  
**Friday:** Breakfast, lunch, snack, mobile seminars

## THURSDAY RECEPTION AND DINNER

\$45 early / \$65 regular

## ADD ONS

(for guests or if not registered for the day)

**Wednesday Reception**

(includes heavy appetizers)

\$35 early / \$45 regular

**Thursday Breakfast and Plenary**

\$35

**10% DISCOUNT**  
FOR 2024 WECONSERVEPA  
MEMBER ORGANIZATIONS

**Thanks to our sponsors for their help in keeping costs down!**

## LODGING

Make your hotel reservation with Wind Creek Bethlehem to receive the group rate of \$159 USD per night. **Last day to book:** March 3, 2024, at 5PM. **Book online at [WeConservePA.org/conference](https://www.WeConservePA.org/conference).** Booking by phone? Reference [WeConservePA](https://www.WeConservePA.org) to receive the group rate.



### WIND CREEK BETHLEHEM

77 Wind Creek Blvd  
Bethlehem PA 18015  
(877) 726-3777



**Early registration ends February 13**  
**Late fees applied March 14 and later**

Register at [WeConservePA.org/conference](https://www.WeConservePA.org/conference)

## CONFERENCE HOSTS



## SPONSORS

