

WELCOME

Welcome to the Pennsylvania Land Conservation Conference in Lancaster—where we build the knowledge to protect the places that matter most.

We are glad you are here to join a community of conservation leaders, advocates, landowners, and partners dedicated to protecting and stewarding our natural landscapes. Over the course of this conference, you will explore innovative approaches to land conservation, share ideas with peers, and gain practical tools to support your work.

Lancaster’s rich agricultural heritage and strong conservation ethic provide an ideal setting for these conversations. We encourage you to take full advantage of the sessions, connect with fellow attendees, and enjoy the unique character of the region.

Thank you for being part of this important effort to conserve land for future generations.

VOICES OF THE EVENT

KEYNOTE

Allen Dieterich-Ward, Professor of History and Director of Graduate School, Shippensburg University
Thursday | 8:45 am

LIFETIME CONSERVATION LEADERSHIP AWARDEE

Ellen Ferretti, Executive Director, North Branch Land Trust
Thursday | 8:30 am

FEATURED SPEAKERS

Ray D’Agostino, Commissioner, Lancaster County
Wednesday | Luncheon Address

Senator Scott Martin, 13th Senatorial District, Serving Lancaster & Berks Counties
Thursday | Luncheon Address

Dr. Claire Jantz, Deputy Secretary, Pennsylvania Department of Conservation and Natural Resources
Friday | Luncheon Address

All Speakers



THANK YOU TO OUR SPONSORS



**Allegheny Land Trust | Brandywine Conservancy & Museum of Art
 EcoMetrics LLC | Horizon Farm Credit
 Foundation for Pennsylvania Watersheds
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 Lancaster Farmland Trust | Make Voters the Donors
 Natural Lands | Pennsylvania Game Commission
 Serratelli, Schiffman & Shaffer, P.C. | Steinman Foundation
 Western Pennsylvania Conservancy | Wildlands Conservancy**

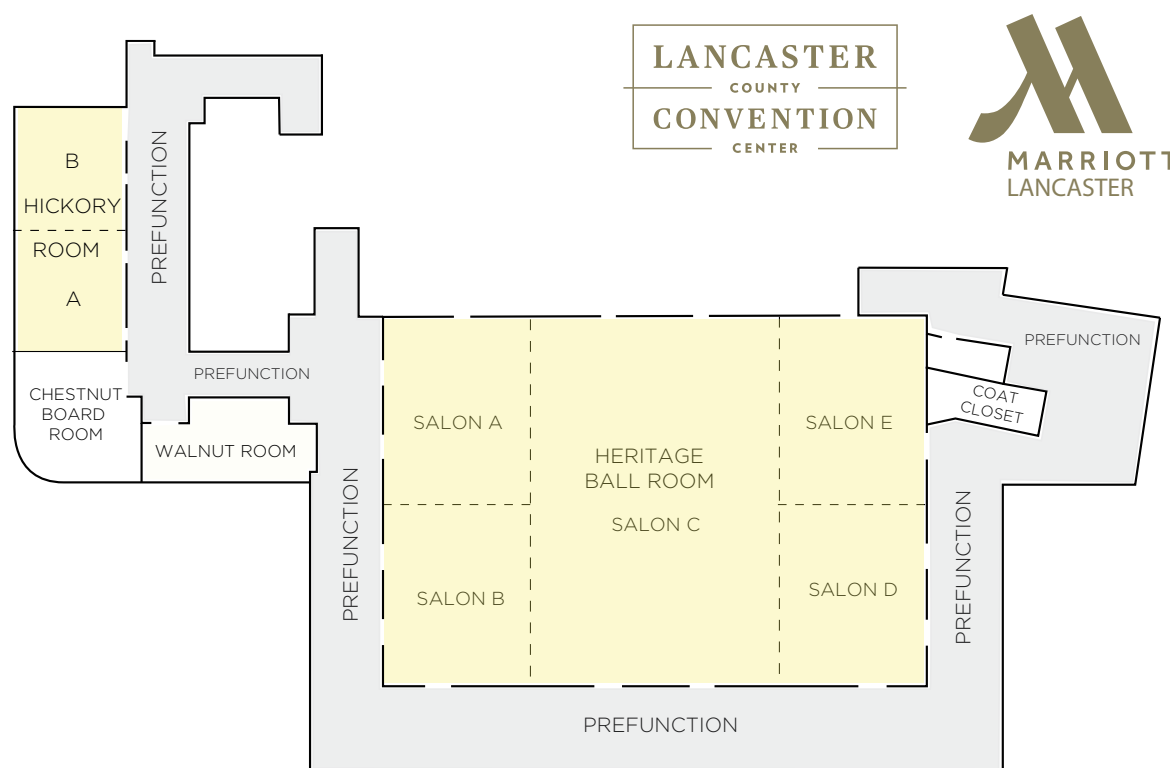
**Bike It Lancaster | Commonwealth Commercial Appraisal Group
 Ernst Conservation Seeds | Farm & Natural Lands Trust of York County
 Function & Flow | The James C. Finley Center for Private Forests at Penn State
 LandStudies | New Directions in the American Landscape
 North Branch Land Trust | Rosenberger Art | Smart Grant Solutions**

This project was financed in part by the Pennsylvania Recreational Trails Program, Federal Highway Administration, administered by the Pennsylvania Department of Conservation and Natural Resources, Bureau of Recreation and Conservation.

THANK YOU TO OUR HOSTS

Lancaster Conservancy | Lancaster Farmland Trust | Farm & Natural Lands Trust of York County

LANCASTER MARRIOTT AT PENN SQUARE FLOOR PLAN



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. We build communities of shared interests for land trusts, environmental advisory councils, trail groups, municipal open space programs, and others with conservation goals. We help 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.



SHOW PA LEGISLATORS YOU CARE ABOUT CONSERVATION

Create a postcard to support state funding for conservation and outdoor recreation.

conservationadvocate.org/postcard



SAVE THE DATE

PENNSYLVANIA LAND CONSERVATION CONFERENCE
APRIL 14-16, 2027
 WYNDHAM GETTYSBURG HOTEL & CONFERENCE CENTER | GETTYSBURG



PENNSYLVANIA LAND CONSERVATION CONFERENCE

APRIL 29-MAY 1, 2026 | LANCASTER



SESSIONS WEDNESDAY, APRIL 29

TIME	LOCATION							
	Hickory A	Hickory B	Salon A	Salon B	Salon C	Salon D	Salon E	Mobile
10:15 AM								
10:30 AM								
10:45 AM								
11:00 AM	Writing Effective Appeal Letters that Raise More Money <i>David Allen</i>					Land Protection 101 <i>Sarah Turner, Nicole Wooten</i>	Building Community Connections through Nature Journaling <i>Paula Purnell</i>	
11:15 AM								
11:30 AM								
11:45 AM								
12:00 PM								
12:15 PM								
12:30 PM								
12:45 PM								
1:00 PM								
1:15 PM								
1:30 PM								
1:45 PM								
2:00 PM	Part 1: Strategic Fundraising Planning <i>David Allen</i>					Conservation Easement Primer & Introduction to the Model <i>Andy Loza, Justin Hollinger, Esq.</i>	Part 1: Getting Started Together - Building the Foundations of Trust <i>Lisa Schaefer</i>	Mobile Seminars <i>Departing from Vine Street Lobby at 1:15 PM</i> Rock Solid Partnerships <i>Dana Caracciolo, Ryan Shippis</i>
2:15 PM								
2:30 PM								
2:45 PM								
3:00 PM								
3:15 PM								
3:30 PM								
3:45 PM								
4:00 PM	Part 2: Strategic Fundraising Planning <i>David Allen</i>					Introduction to Conservation Tools <i>Justin Hollinger, Esq.</i>	Part 2: Coalitions That Click - Building Trust and Shared Purpose <i>Lisa Schaefer</i>	Local Lancaster Walking Tour: A History of the City <i>Historic Lancaster Walking Tour, Corp.</i>
4:15 PM								
4:30 PM								
4:45 PM								
5:00 PM								
5:15 PM								
5:30 PM								
5:45 PM								
6:00 PM	EVENING NETWORKING EVENT <i>Ticketed event. Limited tickets still available for purchase.</i>							
6:15 PM	DECADES WELCOME EVENT 5:45 - 8:45 PM							
6:30 PM	<i>438 North Queen Street</i>							
6:45 PM	GETTING THERE:							
7:15 PM	<ul style="list-style-type: none"> Walk — Just a half-mile, scenic stroll straight from the Lancaster County Convention Center. Bike — Use Bike It Lancaster, the city's bike share program. Conference attendees have complimentary access during the event. Instructions for use will be provided at the event registration desk. Drive — Parking perk! Parking passes for the adjacent North Queen Street Garage (424 North Queen Street) will be validated at Decades—50 available, first come, first served. 							
7:30 PM								
7:45 PM								
8:00 PM								
8:15 PM								
8:30 PM								



View Session Descriptions



Networking Events



Session and Mobile Seminar Evaluation

THURSDAY, APRIL 30

TIME	LOCATION							
	Hickory A	Hickory B	Salon A	Salon B	Salon C	Salon D	Salon E	Mobile
7:30 AM								
7:45 AM								
8:00 AM								
8:15 AM								
8:30 AM								
8:45 AM								
9:00 AM								
9:15 AM								
9:30 AM								
9:45 AM								
10:00 AM								
10:15 AM								
10:30 AM								
10:45 AM								
11:00 AM	A Roadmap to Improving Trail Access & Safety <i>Margaret Rohde, Tom Votaw</i>	Influence That Lasts: Advocacy in Today's Political Climate <i>Lisa Schaefer</i>	Land Restoration: Getting Ahead of Climate Change Effects <i>Mark Bronnle, Jesse Hart</i>	Interpretive Messaging - Ensuring Your Story is Effectively Shared <i>Tom Mullin</i>				
11:15 AM								
11:30 AM								
11:45 AM								
12:00 PM								
12:15 PM								
12:30 PM								
12:45 PM								
1:00 PM								
1:15 PM								
1:30 PM	Cussewago Creek Dam Removal <i>Lisa Hollingsworth-Sogedy, AICP, Casey Bradshaw-Wilson, Brenda Costa</i>	Farming Futures: The PA Farm Link Database in Action <i>Allie Staley</i>	The Power of Beautiful Graphics in Conservation <i>Evan McNaught</i>	Designing Resilient Landscapes <i>Gretchen Addington, C.E.</i>				
1:45 PM								
2:00 PM								
2:15 PM								
2:30 PM								
2:45 PM								
3:00 PM	Gripes & Great Ideas: A CNRAC Feedback Session <i>Silas Chamberlin</i>	Legalizing Naturalized Lawns: New Model Ordinance <i>Justin Hollinger, Esq.</i>	From Buzzwords to Action: Unlocking AI for GIS and Conservation <i>Simon Jolly</i>	Education-Driven Approaches to Land Stewardship <i>Steven Gosch, Lydia Freerby</i>				
3:15 PM								
3:30 PM								
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7:00 PM								

EVENING NETWORKING EVENT *Ticketed event. Limited tickets still available for purchase.*

TELLUS360 RECEPTION | 5:45 - 7:15 PM

24 East King Street (1-minute walk from convention center)

FRIDAY, MAY 1

TIME	LOCATION							
	Hickory A	Hickory B	Salon A	Salon B	Salon C	Salon D	Salon E	Mobile
7:30 AM								
7:45 AM								
8:00 AM								
8:15 AM								
8:30 AM								
8:45 AM								
9:00 AM	A Municipal Approach for Both Climate Change and Water Quality <i>Michael Busch, Marc Henderson</i>		Conservation Landscapes <i>Katie Hess, Estelle Wynn Dolan, Jenn Teon Pitts, Lori Yeich, Jennifer Silko</i>	Level Up Your Web Maps: Graphic Design Tips and Tricks <i>Josh VanBrakle</i>				
9:15 AM								
9:30 AM								
9:45 AM								
10:00 AM								
10:15 AM								
10:30 AM								
10:45 AM								
11:00 AM	Arts Integrated Watershed Education <i>Ryan Neuman, Rebecca Schultz</i>	Between a Bluff & A Hard Place: Deconstructing Complex Appraisals <i>Derek Molan, Gregory Snyder</i>	The First Urban Wildlife Refuge's Integration With Its Community <i>Jack McCausland</i>	Jumpstarting Natural Resource Management in Developed Communities <i>Derek Dureka</i>				
11:15 AM								
11:30 AM								
11:45 AM								
12:00 PM								
12:15 PM								
12:30 PM								
12:45 PM								
1:00 PM								
1:15 PM								
1:30 PM								
1:45 PM								
2:00 PM	Digital Calm: Right-Fit Tools for Smart Systems and Happy Teams <i>John McGinley, Kelly McGinley</i>	Trailblazers of Tomorrow: Youth, Equity, and Conservation Careers <i>Monica Gould</i>	Legal Remedies for Easement Violations and 3rd Party Trespass <i>Bret Shaffer, Justin Hollinger, Esq., Steven Schiffman</i>	Say Less, Connect More: Communicating for Impact <i>Lisa Schaefer</i>				
2:15 PM								
2:30 PM								
2:45 PM								

FREE BIKE SHARE RIDES

BikeIt is Lancaster's bike share program, offering an exciting micromobility option to residents, commuters, and visitors.

While you are in Lancaster, try BikeIt for free!



View Interactive Bicycle Network Map

Here is a quick guide to using the program:

1. Download the **Movatic app**.
2. Create an account.
3. Use the membership name: **WeConservePA Conference**
Password: **WeConPA2026**

