



23rd Massachusetts Land Conservation Conference – Saturday, March 23, 2013

The Massachusetts Land Conservation Conference provides an opportunity for staff and volunteers from land trusts; urban and rural community groups; colleagues from federal, state and local government agencies; students; and philanthropists to participate in a full day of workshops and discussions that focus on fostering a green future in our state through land conservation and greening strategies.

MASSACHUSETTS LAND TRUST COALITION
 Massachusetts Land Trust Coalition, Inc., is the association of nearly 150 organizations dedicated to increasing the conservation impact of Massachusetts land trusts. The Coalition plays a crucial role in advancing key conservation legislation, improving communication and collaboration with state environmental agencies, providing a forum for the exchange of ideas and information, and serving as an important educational resource for the state's land trust community. MLTC welcomes all who care about land conservation to join the coalition; meetings are quarterly. www.massland.org



THE TRUSTEES OF RESERVATIONS
 The Trustees of Reservations, Massachusetts' oldest land trust, are committed to helping nonprofit organizations and state and local governments increase their effectiveness in protecting and caring for the natural and cultural lands of our Commonwealth. Through this conference, The Trustees seek to attract a broad range of people to the work of conservation and share information, news, ideas, experiences, and social capital that strengthen our collective capacity. The Trustees are dedicated to conservation partnerships that are inclusive, equitable, and informed by the needs of the community. The Trustees enjoy and care for more than 100 properties – nearly 25,000 acres – all around Massachusetts. We are actively building an extended community of friends and colleagues across the state that can help in different ways. www.thetrustees.org

CONFERENCE CO-SPONSORS
 We're delighted that this year's conference is being co-sponsored by Groundwork USA, Land Trust Alliance, Mass Audubon, Massachusetts Smart Growth Alliance, The Nature Conservancy, and The Trust for Public Land. We are very grateful for their support.



MASSACHUSETTS SMART GROWTH ALLIANCE

Conference Schedule – March 23, 2013

- 8–8:45AM REGISTRATION
Light Continental Breakfast
- 8:45–10AM PLENARY SESSION

WELCOME
Edward Becker, Massachusetts Land Trust Coalition
Wesley Ward, The Trustees of Reservations
Lisa Wong, City of Fitchburg, Mayor
- KEYNOTE SPEAKER**
Catherine Tumber, Author of Small, Gritty, & Green: The Promise of America's Smaller Industrial Cities in a Low-Carbon Future
- 10–10:15AM MORNING BREAK
- 10:15–11:45AM CONCURRENT WORKSHOPS: SESSION 1
- 11:45AM–12:45PM LUNCH
Bring your own lunch or pre-order one when you register.
- LUNCHTIME DISCUSSIONS**
See www.massconservation.org for details.
- 12:45–2:15PM CONCURRENT WORKSHOPS: SESSION 2
- 2:15–2:30PM AFTERNOON BREAK
- 2:30–4PM CONCURRENT WORKSHOPS: SESSION 3

REGISTER BY MARCH 9 & SAVE!
 We will process registrations on a first-come, first-served basis. Registration will close when the conference is fully-subscribed or on March 16, 2013 – whichever comes first. We can not guarantee space for walk-in registrations. Walk-ins are not eligible for any discounts. www.massconservation.org

CAN YOU PITCH IN BEHIND THE SCENES?
 This annual conference is organized by the conservation community, for the conservation community. Would you volunteer a few hours on March 14, 22, and/or 23? To sign up or for more details, please visit www.trustees.org/volunteer.

EXHIBITOR SPACE
 For information on organization and vendor exhibitor space, or to reserve space, go to www.massland.org/exhibit-2013-MLCC or contact Charles Knox at cknox@massland.org.

Massachusetts Land Conservation Conference

March 23, 2013 | Space is limited | Pre-registration is required
REGISTER ONLINE TODAY! | www.massconservation.org

CONTACT INFORMATION

NAME _____ TITLE _____

ORGANIZATION/AGENCY/COMPANY _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

TELEPHONE _____ EMAIL _____

ARE YOU A MASSACHUSETTS LAND TRUST COALITION (MLTC) MEMBER?
MLTC BASIC members receive one registration at \$32 if you register by March 9; \$52 after.
MLTC PLUS members receive four registrations at \$32 if you register by March 9; \$52 after.

GENERAL ATTENDEE REGISTRATION FEE
\$42 (Students \$32)* by March 9; **\$62 (Students \$52)*** after March 9
**Proof of student enrollment required*

REGISTRATION FEE \$ _____

LUNCH
 Would you like to buy lunch for \$12? YES NO
If so, please select your choice below:
 Chicken Sandwich, Salad & Dessert Vegetarian Sandwich, Salad & Dessert
If you don't wish to buy lunch, feel free to bring your own.

PAYMENT \$ _____
 Please make check payable to: *The Trustees of Reservations.*

PLEASE RETURN TO:
Massachusetts Land Conservation Conference
 c/o Delaney Meeting & Event Management
 1 Mill Street #315
 Burlington, VT 05401

WORKSHOP PREFERENCES (Circle one per session)
 SESSION 1: A B C D E F G H I J K L M
 SESSION 2: A B C D E F G H I J K L M
 SESSION 3: A B C D E F G H I J K

ONE REGISTRANT PER FORM
 PHOTOCOPY AS NEEDED OR DOWNLOAD FORM:
www.massconservation.org

Questions?
 Call 802.865.5202 or email info@delaneymeetingevent.com

2013 MASSACHUSETTS LAND CONSERVATION CONFERENCE
What Is a Green Future Worth?
From Rural Landscapes to City Parks

SATURDAY, MARCH 23, 2013
 WORCESTER TECHNICAL HIGH SCHOOL

REGISTER ONLINE TODAY! SPACE IS LIMITED.
WWW.MASSCONSERVATION.ORG



Presented
Non-Profit Org.
U.S. Postage
P A I D
Boston, MA
Permit No. 1012

The Trustees of Reservations
Doyle Community Park & Center
464 Abbott Ave
Leominster, MA 01453
www.thetrustees.org



2013 MASSACHUSETTS
LAND CONSERVATION CONFERENCE
What is a Green Future Worth?
From Rural Landscapes to City Parks

Register by March 9 and SAVE!
www.MassConservation.org

Saturday, March 23, 2013
Worcester Technical High School, Worcester, MA

CONVENED BY:
Massachusetts Land Trust Coalition
The Trustees of Reservations

CO-SPONSORED BY:
Groundwork USA
Land Trust Alliance
Mass Audubon
Mass Smart Growth Alliance
The Nature Conservancy
The Trust for Public Land



facebook.com/MassachusettsLandConservationConference

Printed on 100% post-consumer waste paper using vegetable-based inks.

WORKSHOP TRACKS ▶

SESSION ONE 10:15–11:45AM

SESSION TWO 12:45–2:15PM

SESSION THREE 2:30–4PM

	BENEFITS OF LAND CONSERVATION Coordinated by The Trustees of Reservations	EMERGING ISSUES & SPECIAL TOPICS Coordinated by The Trustees of Reservations	LAND MANAGEMENT & STEWARDSHIP Coordinated by the Mass Land Trust Coalition	LAND PROTECTION TOOLS & TECHNIQUES Coordinated by Mass Audubon	LEGAL, TAX & COMPLIANCE MATTERS Coordinated by the Mass Land Trust Coalition	ORGANIZATIONAL MANAGEMENT & FUNDRAISING Coordinated by the Land Trust Alliance	URBAN CONSERVATION & GREENING Coordinated by The Trustees of Reservations
	<p>1A. Economic Benefits of Land Conservation & Parks in Massachusetts Jessica Sargent, <i>The Trust for Public Land</i> Matt Zieper, <i>The Trust for Public Land</i></p> <p>1B. Economic Benefits of Ecological Restoration Tim Purinton, <i>MA Division of Ecological Restoration</i> Erin Healy, <i>ICF International</i></p>	<p>1C. Effective Legislative Advocacy for Conservation Steve Long, <i>The Nature Conservancy</i> Jack Clarke, <i>Mass Audubon</i></p> <p>1D. Speed Vision II: Updating the Conservation Vision from 2010 Bob O'Connor, <i>MA EOEEA</i> Kurt Gaertner, <i>MA EOEEA</i> Bob Wilber, <i>Mass Audubon</i></p>	<p>1E. Baseline Documentation Reports for Effective CR Stewardship Andrew Bentley, <i>The Trustees of Reservations</i> Sally Naser, <i>The Trustees of Reservations</i></p> <p>1F. Integrated Management for Invasive Plants & Identification with Go Botany Elizabeth Farnsworth, <i>New England Wild Flower Society</i> Lincoln Fish, <i>Bay State Forestry Service</i></p>	<p>1G. Using Trail Networks to Guide Land Conservation Nick Holland, <i>Land Stewardship, Inc.</i> Sue Brown, <i>Brown Walker Planners, Inc.</i></p> <p>1H. Basics of Planning & Funding Land Protection Projects Christa Collins, <i>Sudbury Valley Trustees</i> David Santomena, <i>Essex County Greenbelt Association</i></p>	<p>1I. Amending Conservation Restrictions: Can Something Perpetual Change? Jonathan Bockian, <i>Law Office of Jonathan Bockian</i> Robert Levite, <i>UMass Extension Service</i></p> <p>1J. Property Tax Exemptions for Land Held by Land Trusts Ray Lyons, <i>Attorney</i> Robert Perschel, <i>New England Forestry Foundation</i></p>	<p>1K. Small Land Trusts: Building the Tools for Success Charles Knox, <i>MA Land Trust Coalition</i> Rob Cardeiro, <i>Land Trust Alliance</i></p>	<p>1L. A New Generation of Smart Growth: Great Neighborhoods Andre Leroux, <i>MA Smart Growth Alliance</i> Ina Anderson, <i>MA Smart Growth Alliance</i> Heather McMann, <i>Groundwork Lawrence</i> Buzz Constable, <i>The Trustees of Reservations & Lincoln Land Conservation Trust</i></p> <p>1M. Massachusetts Brownfield Act: Reinventing the Urban Core Todd Helwig, <i>Mirick O'Connell</i> David McCay, <i>Mirick O'Connell</i></p>
	<p>2A. Property Tax Benefits & Fiscal Impacts of Conservation Sarah LaValley, <i>City of Northampton</i> Jay Closser, <i>LandVest</i></p>	<p>2B. Raising Your Voice on Community Issues Cormac Collier, <i>Nantucket Land Council</i> Emily MacKinnon, <i>Nantucket Land Council</i></p> <p>2C. New Roles for Land Trusts in a Changing World Bob Wilber, <i>Mass Audubon</i> David Outman, <i>The Trustees of Reservations</i> Rob Cardeiro, <i>Land Trust Alliance</i></p>	<p>2D. Effective Enforcement of Conservation Restriction Violations Chris Rodstrom, <i>The Trustees of Reservations</i> Sally Naser, <i>The Trustees of Reservations</i></p> <p>2E. What Is Good Stewardship, Anyway? Electa Kane Tritsch, <i>Oakfield Research</i> Denise Morrissey, <i>MA Dept. of Conservation & Recreation</i> Diane Lang, <i>The Trustees of Reservations</i></p>	<p>2F. Funding Opportunities at MA EOEEA Celia Riechel, <i>MA EOEEA, Division of Conservation Services</i> Melissa Cryan, <i>MA EOEEA, Division of Conservation Services</i></p> <p>2G. New Heritage Tools for Land Protection Sarah Haggerty, <i>MA Natural Heritage & Endangered Species Program</i></p>	<p>2H. The Ever-Changing World of Donation & Valuation Substantiation Rules Stefan Nagel, <i>Law Office of Stephen J. Small, PC</i> Jonathan Avery, <i>Avery & Associates</i></p> <p>2I. The Massachusetts Conservation Land Tax Credit (CLTC) Irene Del-Bono, <i>MA EOEEA, Division of Conservation Services</i> Paula Pariseau, <i>The Compact of Cape Cod Conservation Trusts</i></p>	<p>2J. DIY Strategic Planning for Small Land Trusts Henrietta Jordan, <i>Trailmarker Associates</i></p> <p>2K. And Now, Please Put on Your Advancement Hat! Molly Fannon Williams, <i>Philanthropy Consultant</i> Gabriela Silva, <i>Wildlands Trust</i></p>	<p>2L. Re-Knitting Our Communities through Conservation Connections Colin Novick, <i>Greater Worcester Land Trust</i> Andre Leroux, <i>MA Smart Growth Alliance</i> Jackie Douglas, <i>Livable Streets Alliance</i></p> <p>2M. Building Vibrancy: Creative Placemaking & Gateway City Green Spaces Ben Forman, <i>Gateway City Innovation Institute</i> Liz Nunn, <i>Loeb Fellow</i> Charles Tracy, <i>National Park Service</i></p>
	<p>3A. The Value of Agriculture: Past, Present & Future Kathy Orlando, <i>Sheffield Land Trust</i> Gay Tucker, <i>Landscape Historian</i></p> <p>3B. The Great Outdoors & Gateway City Parks Stephanie Cooper, <i>MA EOEEA</i> Kurt Gaertner, <i>MA EOEEA</i> Melissa Cryan, <i>MA EOEEA, Division of Conservation Services</i> Brad Buschur, <i>Groundwork Lawrence</i></p>	<p>3C. Improving the MA Food System: What Would You Like to See? Cris Coffin, <i>American Farmland Trust</i> Rep. Steve Kulik, <i>MA Food Policy Council</i> Brad Mitchell, <i>MA Farm Bureau</i></p> <p>3D. Anti-Government Movement & Your Projects: How to Handle Opposition Andre Leroux, <i>MA Smart Growth Alliance</i></p>	<p>3E. Administering a Deer Hunting Program on Land Trust Properties David Rimmer, <i>Essex County Greenbelt Association</i> Russ Hopping, <i>The Trustees of Reservations</i></p>	<p>3F. Organizing Successful Landscape-Scale Conservation Projects Jay Rasku, <i>Mount Grace Land Conservation Trust</i> Janet Morrison, <i>North County Land Trust</i></p>	<p>3G. Legal Roundtable MODERATOR: Buzz Constable, <i>The Trustees of Reservations & Lincoln Land Conservation Trust</i></p> <p>PANELISTS: Robert Levite, <i>UMass Extension Service</i> Irene Del-Bono, <i>MA EOEEA, Division of Conservation Services</i> Stefan Nagel, <i>Law Office of Stephen J. Small, PC</i> Elizabeth Wroblecka, <i>Land Conservation Associates</i></p>	<p>3H. Capital Campaigns for Beginners Tom Curren, <i>Pew Charitable Trusts</i></p> <p>3I. Risk Management for Land Trusts Richard Gilmore, <i>Asset & Risk Assessment International</i></p>	<p>3J. Urban Rivers: Rediscovering the Backbone of Our Cities Trish Garrigan, <i>US Environmental Protection Agency</i> Cindy DelPapa, <i>MA Division of Ecological Restoration</i></p> <p>3K. Youth Leadership in Urban Agriculture, Conservation, & Advocacy Youth Leaders from: <i>Groundwork Lawrence, Groundwork Somerville, and The Food Project</i></p>