

# 2019 Wisconsin Land Trust Conference

March 7-9, 2019

Green Lake Conference Center



*Draft January 29, 2019, Agenda subject to change*

## Thursday, March 7

**10:00am** Check-in

**10:30am** WORKSHOP

**– 4:00pm** Succession Planning: Sustainability and Growth Scenarios

*Trainer and consultant, Megan Olds, Parallel Solutions, LLC, will lead participants in learning:*

- What succession plans are and why every land trust needs one
- Key components of the succession planning process, from maintaining core functions during transitions, to what it takes to thrive, grow, and advance in the long run
- Tools and resources to help your land trust take the next steps

*Land trusts with two or more staff or board members participating in the workshop will have an opportunity to apply for additional consultation time with Megan during “Office Hours” at the Conference.*

**6:00 – Land Trust Gathering**

**8:30pm** *Town Square, 492 Hill St., Green Lake*

Gather with Wisconsin land trust friends for dinner and networking. Bring your best dessert to the beloved competition (winner to be announced at Friday banquet). And, *Wisconsin land trusts have talent!* This is the jam session you asked for—bring your instrument of choice.

## Friday, March 8

**7:30am** Breakfast

**8:30** **Advocacy: Taking It to the Fields and Streets**

*Mike Carlson, Executive Director, and Charlie Carlin, Communications Fellow, Gathering Waters*

Discuss what your land trust peers have been doing to advocate for conservation programs and funding. Learn about new grassroots advocacy tools.

**10:15** Break

**10:45** **Framing the Conversation about Climate Change**

*Kelly Watkinson, Land and Climate Program Director, and MaryKay O’Donnell, Midwest Senior Program Manager, Land Trust Alliance; Meg Domroese, Land Trust Program Director, Gathering Waters*

Discuss effective messages for communicating about climate change and engaging your community to promote greater resiliency. Featuring examples and resources to adapt for your land trust.

**Noon** Lunch

*Post topics and find peers to discuss them over lunch.*

**1:30 Telling the Story of Land Trust Impact: Green Lake Conservancy**

*Bur Zeratsky, President, Green Lake Conservancy; Mike Koutnik, Esri and Secretary of the Board, Gathering Waters; Patricia McMurtrie, Communications Specialist, Gathering Waters*

Take a virtual field trip with host land trust, Green Lake Conservancy. Discover how story maps can powerfully illustrate your land trust's impact.

**2:45 Break**

**3:15 CONCURRENT SESSIONS**

**21<sup>st</sup> century easements: Bring out your old, sticky provisions and discuss a path to a brighter future**

Moderator: *MaryKay O'Donnell, Midwest Senior Program Manager, Land Trust Alliance*

**Recruit, retain, reward: Make your ideal volunteer program a reality**

Moderator: *Meg Domroese, Land Trust Program Director, Gathering Waters*

**Grant writing and tracking: Tips for increasing your success**

Moderators: *Mindy Petersen, Development Director, and Melissa Hunter, Annual Giving Coordinator, Gathering Waters*

**4:30 Networking**

Take advantage of the opportunity to gather with affinity or interest groups (e.g., fellow land trust board members, women leaders, fundraisers, land protection staff).

**6:30 – Banquet and Storytelling**

**9:00** Dinner followed by presentation of dessert competition winner, and – new this year! - PechaKucha talks. Tell your story in 20 slides, 20 seconds each. **We are looking for storytellers!** The theme: The coolest conservation project you've worked on. Find out more about this fun, from-the-heart, storytelling style at PechaKucha.org. **Contact [meg@gatheringwaters.org](mailto:meg@gatheringwaters.org) to sign up to tell your tale.**

**Saturday, March 9**

**7:30 Breakfast**

**8:30 Charting a Path for Land Conservation into the Future**

Throughout the morning we will explore trends in land conservation and what Wisconsin land trusts are doing now, or plan to do, to chart a path for the future. Interactive sessions will enable you to reflect on your land trust's goals and needs, and identify next steps to take when you return to your community.

**11:45 Closing and Farewell**

*Go forth and try something new, share what you've learned, and develop collaborations with land trust colleagues and partners!*