Thursday, March 7

10:00am  Check-in  Bauer Lodge Lobby

10:30am  WORKSHOP  Morehouse A & B

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

*Megan Olds, Parallel Solutions, LLC*

- 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

6:00 – 8:30pm  Land Trust Gathering  Town Square, 492 Hill St., Green Lake

Gather with Wisconsin land trust friends for food, drinks, and networking. Bring your best dessert, along with any necessary serving utensils, for the beloved dessert potluck competition. And bring your musical instruments to join in a jam session.

Friday, March 8

7:30am  Breakfast  Dining Room

8:30  Advocacy: Taking It to the Fields and Streets  Morehouse A & B

*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  Morehouse A & B

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

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  Dining Room

*See posted topics and find peers to discuss them over lunch.*
1:30  Telling the Story of Land Trust Impact: Green Lake Conservancy  Morehouse A & B

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 DISCUSSIONS

21st century easements: Bring out your old, sticky provisions and discuss a path to a brighter future  Morehouse A & B

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

Recruit, retain, reward: What does it take to make your ideal volunteer program a reality?  Morehouse C

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

Grant writing and tracking: Tips for increasing your success  Boddie

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). Locations to be determined.

6:30 – 9:00  Banquet and Storytelling  Dining Room

Dinner and cash bar, followed by PechaKucha storytelling with Master of Ceremonies, Tom Clay, Executive Director, Door County Land Trust. The theme of the evening is “the coolest conservation project you’ve worked on.”

Saturday, March 9

7:30  Breakfast  Dining Room

8:30  Charting a Path for Land Conservation into the Future  Morehouse A & B

Lisa Brush, Executive Director, The Stewardship Network; Steve Barg, Executive Director, Jo Daviess Conservation Foundation; Meg Domroese, Land Trust Program Director, Gathering Waters

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. 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!