

New Jersey's 14th Annual Land Conservation Rally
Roundtable Descriptions

1 - Topic: Mapping Open Spaces in New Jersey - GIS Taskforce Update

Facilitated by Tanya Nolte, New Jersey Conservation Foundation

In 2009, the New Jersey Geospatial Forum formed a taskforce to create a methodology for the development of a comprehensive preserved lands/open space GIS dataset for the state of NJ. Learn about the work of the taskforce and share your ideas about the types of land that should be mapped. Tell us about the different ways you would use preserved lands data in order to help us design a better dataset.

2 - Topic: Executive Directors Roundtable

Facilitated by David Epstein, President, The Land Conservancy of New Jersey

This Roundtable will provide an open forum for land trust Executive Directors to discuss the intricacies of running a nonprofit organization in an uncooperative economy. The discussion will focus on operational issues including fundraising, staffing, health insurance and relationships with the Board of Trustees as well as the personal challenges involved in running a land trust.

3 - Topic: Farmland Preservation: Working with the SADC

Facilitated by Kate Buttolph, Hunterdon Land Trust Alliance; Bob Canace, The Land Conservancy of NJ; Janet Eisenhauer, New Jersey Conservation Foundation; Heidi Winzinger & Susan Craft, State Agriculture Development Committee (SADC)

Talk with three land trust project managers, and two SADC representatives about how to preserve farmland: how to avoid delays; new SADC policies to be aware of; common problems with applications and how to solve them.

4 - Topic: Easement Enforcement Role Playing

Facilitated by Jim Wyse, Herold Law; Tina Bologna, Harding Land Trust; and Tim Morris, New Jersey Conservation Foundation.

Jim, Tina, and Tim will role play the difficult confrontations with easement violators and invite the attendees to join them.

5 - Topic: Marketing: Increase and Diversify Membership, Participation and Support

Facilitated by Shelli Bischoff-Turner, Conservation Impact

Are you trying to increase membership, reach a more diverse audience, or attract new donors? This roundtable will discuss a strategic marketing approach to fundraising, volunteer recruitment, membership, program participation and even board recruitment. We will also provide templates and examples to help organizations create marketing plans to enhance mission, members, and money; and to reach a larger and more diverse constituency.

6 - Topic: Implementing the Wildlife Action Plan

Facilitated by Margaret O'Gorman, Conservation Wildlife NJ

An opportunity for land stewards to present land management projects and discuss how to incorporate the goals and actions of the State Wildlife Action Plan. This interactive discussion will help land stewards improve their plans and enhance their efforts for rare and imperiled wildlife.

7 - Topic: Delaware River Stewardship Initiative

Facilitated by Catherine Suttle, Hunterdon Land Trust Alliance

The Delaware Stewardship Initiative, started by the Hunterdon Land Trust Alliance, involves the development and implementation of a model public-private stewardship and management plan for permanently protected public lands along the Delaware River in Hunterdon County. The land trust's approach to this project was to engage municipalities and the state parks department to bring them together to improve public access to this parkland. The roundtable will cover the challenges presented by the parkland itself and the complications involved in improving access to undeveloped publicly owned lands as well as the process and rationale for the establishment of this initiative.

8 – Topic: Use of the Web Soil Survey

Facilitated by Fred C. Schoenagel, III, Natural Resources Conservation Services

Web Soil Survey (WSS) provides soil data and information produced by the National Cooperative Soil Survey (NCSS). It is operated by the US Department of Agriculture's Natural Resources Conservation Service (NRCS) and provides access to the largest natural resource information system in the world. NRCS has soil maps and data available online for more than 95 percent of the nation's counties and anticipates having 100 percent in the near future. These soil maps can be used by agricultural producers, government agencies, consultants, realtors, and others for relevant soil and related information needed to make land-use and management decisions. Discussion will center around issues dealing with soil survey information, which is updated and maintained online as the single authoritative source of soil survey information.

9 - Topic: Creating Trails on a Shoestring

Facilitated by Mary Penney, D&R Greenway Land Trust and Alan Hershey, New Jersey Trails Association

You've preserved the land and it's time to create public access. Often times, resources such as *volunteers* and funds to cover materials may be in short supply. **New Jersey Trails Association (NJTA)** is a coalition of land preservation and conservation organizations created in 2002 to provide convenient and accurate information about walking trails and to promote healthy outdoor recreation. NJTA representatives will share practical advice for maximizing volunteers, and leveraging local resources and partnerships with county park commissions and local businesses. The result will be well-built trails in parks and private preserves. This roundtable will facilitate the exchange of ideas for organizations across the state to share the most effective programs for building trails on a shoestring.

10 – Topic: Let’s Talk About the Rally

Facilitated by Alyse Greenberg, Stony-Brook Millstone Watershed Association and Rally Planning Committee

Share your thoughts on the Rally! Suggest future workshop topics, keynote speakers, or venues, comment on strengths or recommend improvements for the next Rally. Tell us what you like about the Rally!

11 - Topic: The Spirit of Stones: Identifying Native American, Colonial and Ecological Presence Through Rocks

Facilitated by Philip Getty, Environmental Geologist, Boucher & James, Inc.

Discussions will center on how to identify the various structures and artifacts which may be encountered during field surveys that may reveal the presence of early Native American and Colonial activities. Examples will be provided to improve your ability to discern these features. Conversation will focus on how to reveal these features as assets to a property’s value yet protect the sites from being vandalized.

12 - Topic: Green Acres Rule Amendments: Tell Us What You Think

Facilitated by Courtney Wald-Wittkop, Martha Sapp and Judeth Yeany, Green Acres Program
Every five years, the administrative rules governing the Green Acres Program must be reviewed and updated. January 3, 2011 is the date that the current rules expire. This roundtable will be an effort to facilitate discussion and exchange ideas for the re-adoption session.

13 – Topic: Accreditation, Conservation and Easement Defense

Facilitated by Kevin Case, Land Trust Alliance. This interactive roundtable will cover the suite of tools available for implementing *Land Trust Standards & Practices* and helping your organization reach its conservation potential. Participants will learn how to access The Learning Center online and *Pathways to Accreditation*, a new internet-based tool to help land trusts prepare for accreditation while providing resources you can use along the way. The discussion will also cover the feasibility of conservation defense insurance as a proactive response to potential violations and legal actions related to conservation easements and fee owned properties, including a review of current legal challenges and the business terms for the proposed insurance program.