

Conservation  
in the 21<sup>st</sup>  
Century



2016

# Maryland Land Conservation Conference and Summit

May 5

The Conference Center at the Maritime  
Institute in Linthicum Heights, MD

May 6

Quiet Waters Park in Annapolis, MD





THE MARYLAND ENVIRONMENTAL TRUST (MET) IS DEDICATED TO ASSISTING LANDOWNERS AND LOCAL LAND TRUST PARTNERS WITH PERMANENTLY PROTECTING SCENIC, CULTURAL AND NATURAL RESOURCES THROUGH ITS CONSERVATION EASEMENT, STEWARDSHIP AND LAND TRUST ASSISTANCE PROGRAMS.

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Conservation Easement Program Manager and  
Southern Region Easement Planner

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## WELCOME TO THE MARYLAND LAND CONSERVATION CONFERENCE AND SUMMIT!

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Maryland Environmental Trust, together with our partners and sponsors, is once again hosting the annual statewide conference for land trusts and others interested in land conservation throughout Maryland. This year, the conference will be split into two distinct events. The Conference on May 5 will be held at The Conference Center at the Maritime Institute in Linthicum Heights, Anne Arundel County, MD and feature our usual offering of diverse workshops, presentations, and speakers.

Day one will feature educational workshops, peer-to-peer networking and an evening reception. Mark J. Belton, Secretary of the Maryland Department of Natural Resources will provide the keynote address. The Conference will also offer a variety of tracks on the nuts and bolts of organization development, innovative partner projects, emerging and hot topics in the conservation community and the latest stewardship innovations.

The Summit on May 6 will be held at Quiet Waters Park in Annapolis, MD and will feature for the first time in conference history a summit for both conservation practitioners and others engaged in creating a healthy and sustainable Maryland. The purpose of this summit is to explore new ideas, reveal new partnership opportunities, and strengthen our collective efforts to create a healthy and prosperous future for all of Maryland.

This year's agenda provides new opportunities to unite land trusts, conservancies, governmental organizations and other partners who support land protection. Participants will hear and learn about the most pressing issues and challenges facing the land conservation community. Please plan to join us on Thursday evening for a reception and enjoy hors d'oeuvres and connecting with colleagues from across the state.

This annual land conservation conference is the only statewide event of its kind in Maryland and provides an opportunity to exchange new ideas and partake in meaningful discussions about land conservation and how to effectively protect scenic open space, forests, farmland and wildlife habitat. Many thanks to our conference sponsors, partner land trusts, speakers and attendees for making this conference one of the most successful in our history. Most importantly, thank you for your long term commitment to land conservation! Have a wonderful time!

Sincerely,



James W. Constable  
Maryland Environmental Trust Chair



William H. Leahy  
Director

# AGENDA

**Thursday, May 5, 2016**

*Maryland Land Conservation Conference  
at The Conference Center at the Maritime Institute*

8:30 am - 5:30 pm	Exhibits Open	Registration			
8:30 am - 9:30 am		Continental Breakfast & Networking			
9:30 am - 10:30am		<b><u>Welcome and Keynote Address</u></b> (Auditorium)			
10:30 am - 10:45 am		15 Minute Break			
10:45 am - 11:45 am		<b><u>Lightning Photo Talks</u></b> (Auditorium)			
11:45 am - 1:00 pm		Lunch (Dining Room)			
		<u>Track 1:</u> <b>Nuts and Bolts</b> (Classroom 1)	<u>Track 2:</u> <b>Partner Projects</b> (Classroom 2)	<u>Track 3:</u> <b>Hot Topics</b> (Classroom 3)	<u>Track 4:</u> <b>Stewardship</b> (Bridgeroom)
1:00 pm - 2:15 pm <i>Concurrent Sessions A</i>		<b>How and Where Do I Find Donors? No Money, No Mission!</b>	<b>Accelerating Land Conservation for Water Quality - New Funding &amp; Approaches</b>	<b>Trying Times: Important Lessons to be Learned from Recent Federal Tax Cases Involving Conservation Easements</b>	<b>Stewardship for the Digital Age</b>
2:15 pm - 2:30 pm		15 Minute Break			
2:30 pm - 3:45 pm <i>Concurrent Sessions B</i>		<b>Board Excellence</b>	<b>Revising Land Trust Standards and Practices Roundtable</b>	<b>Tourism and Conservation in Maryland</b>	<b>New Data and Tools for Land Stewardship and Management</b>
3:45 pm - 4:00 pm	15 Minute Break				

4:00 pm - 5:15 pm <i>Concurrent Sessions C</i>		Vision and Goal Setting	Improving Walkability and Liveability by Finding the Open Space Needle in the Dense Suburban Haystack	Comprehensive Plans - Scary but Important to Engage Unless You Have All the Money in the World	The Integration of Mobile Apps and Unmanned Aerial Vehicles for 21st Century Stewardship Capabilities
5:15 pm - 5:30 pm		15 Minute Break			
5:30 pm - 7:00 pm		Awards Ceremony and Reception (Dining Room)			
7 : 0 0 p m		<p style="text-align: center;"><u>END</u></p> <p style="text-align: center;">Thank you for participating in the Land Conservation Conference</p>			

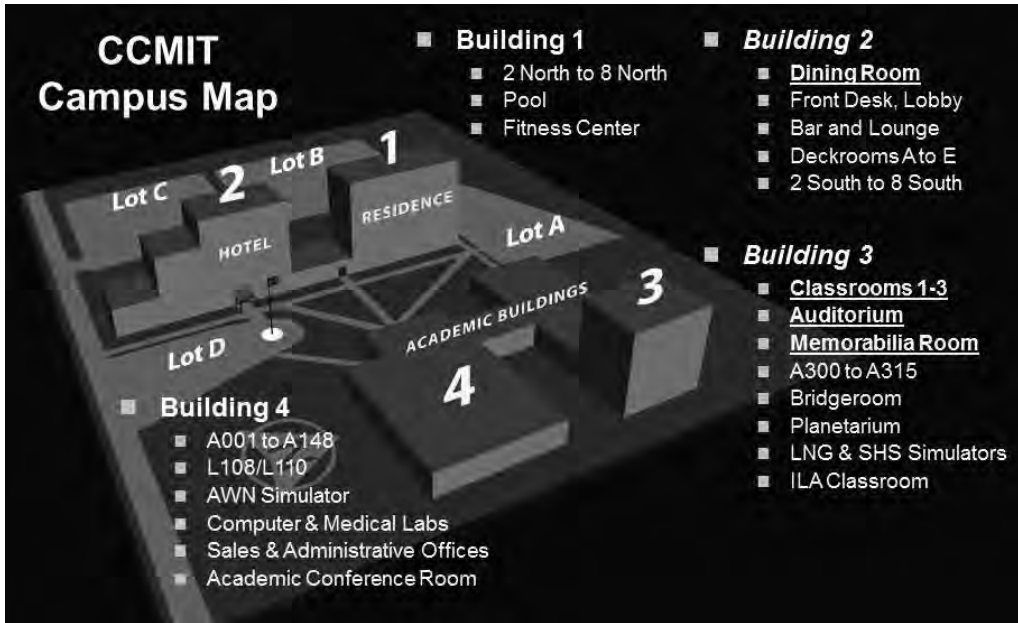
**Friday, May 6, 2016**

*Maryland Land Conservation Summit*

*at Quiet Waters Park*

9:00 am - 9:30 pm	Registration
9:00 am - 9:30 am	Continental Breakfast and Networking
9:30 am - 10:30 am	Welcome and Keynote Address
10:30 am - 11:30 am	Panel Discussion on Community Engaged Conservation
11:30 am - 12:30 pm	Lunch
12:30 pm - 1:30 pm	Round Table Discussion
1:30 pm - 2:30 pm	Idea Generation on Community Engagement
2:30 pm - 3:00 pm	Next Steps and Closing Comments
3 : 0 0 p m	<p style="text-align: center;"><u>END</u></p> <p style="text-align: center;">Thank you for participating in the Land Conservation Summit</p>

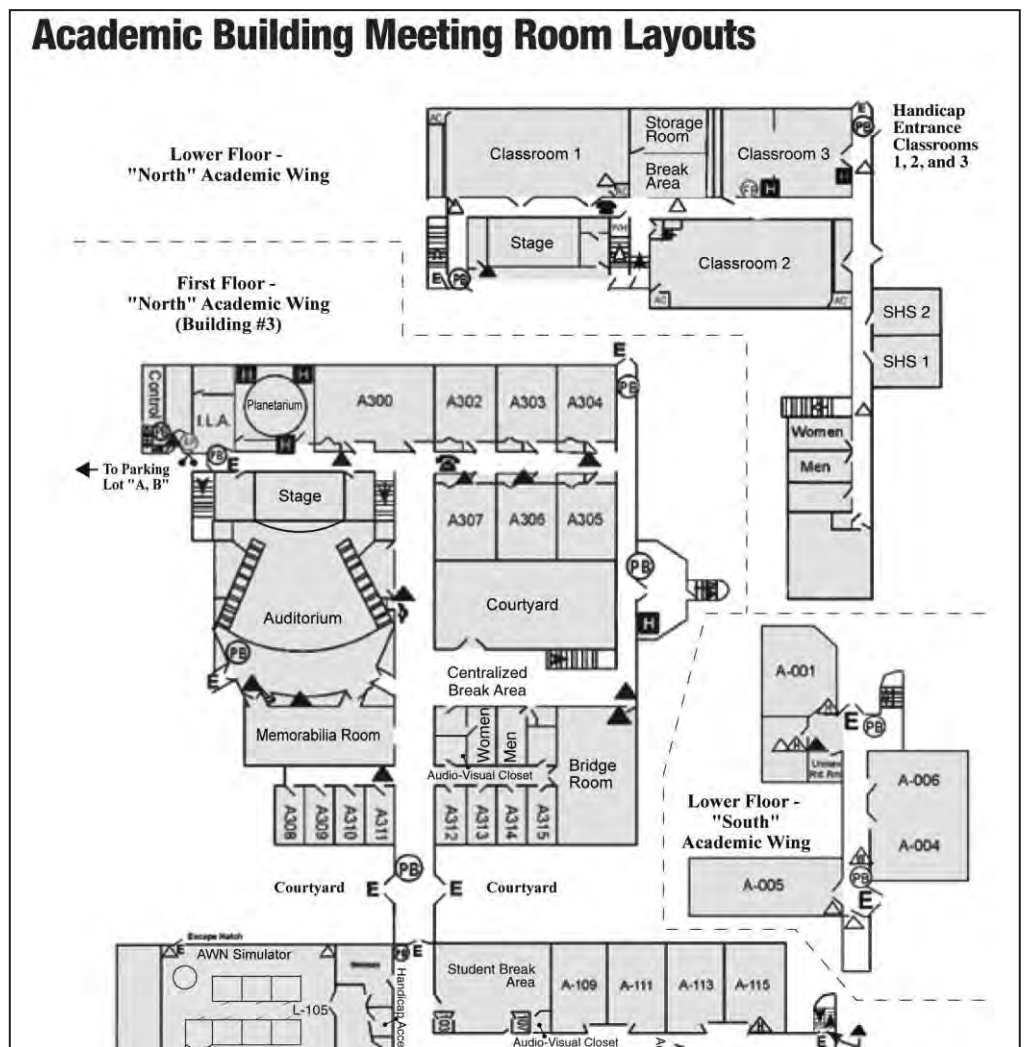
# MAPS



## THE CONFERENCE CENTER AT THE MARITIME INSTITUTE

692 Maritime Boulevard  
 Linthicum Heights,  
 MD 21090

Phone: 410.859.5700



# QUIET WATERS PARK

600 Quiet Waters Park Road, Annapolis, MD 21403

Park Hours: 7:00 am – Dusk (Closed Tuesdays) Phone: 410.222.1777

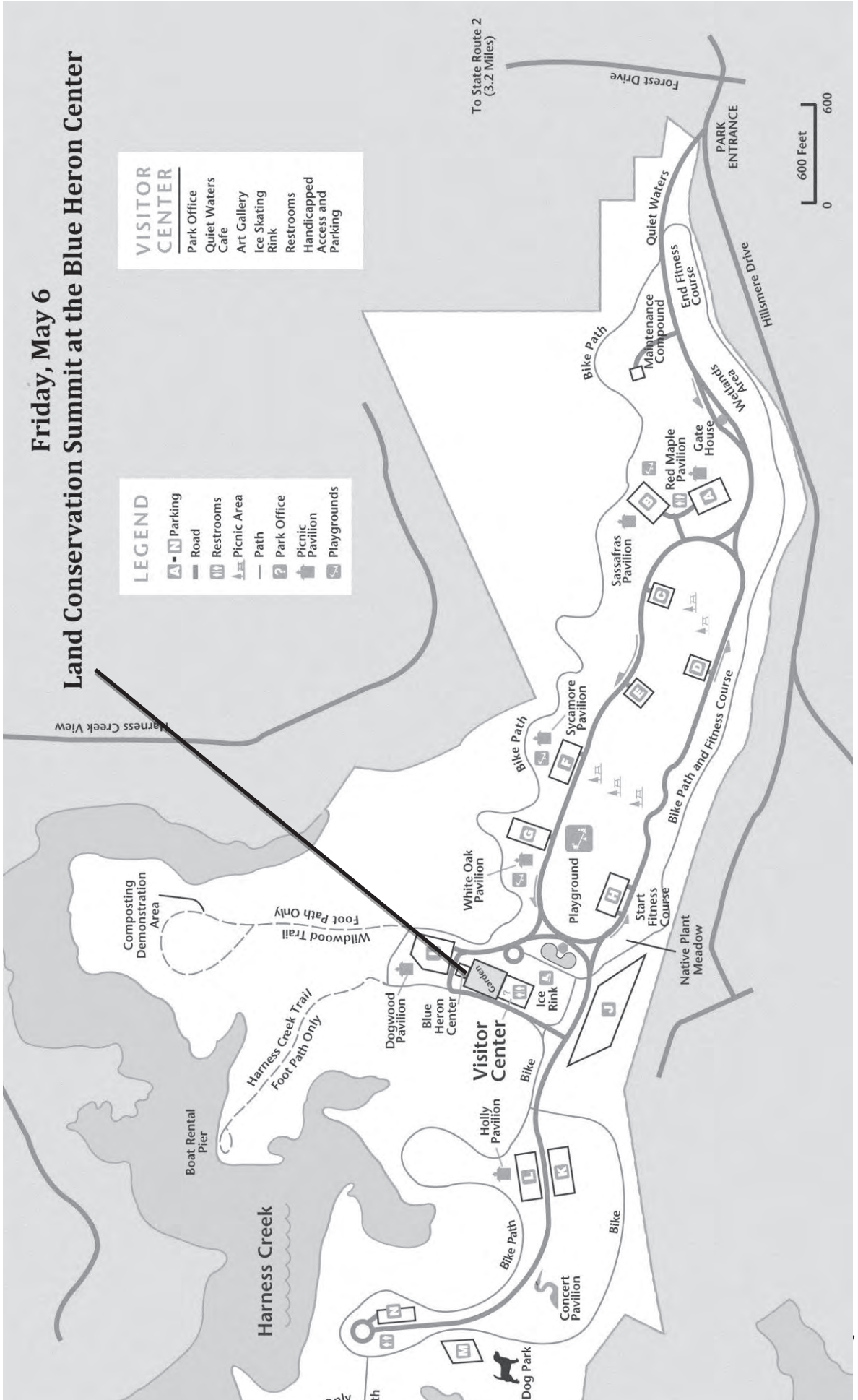
## Friday, May 6 Land Conservation Summit at the Blue Heron Center

**LEGEND**

	Pavilion
	Road
	Restrooms
	Picnic Area
	Path
	Park Office
	Picnic Pavilion
	Playgrounds

**VISITOR CENTER**

	Park Office
	Quiet Waters
	Cafe
	Art Gallery
	Ice Skating
	Rink
	Restrooms
	Handicapped
	Access and Parking





# KEYNOTE SPEAKER



## **Mark J. Belton**

*Secretary, Maryland Department of Natural Resources*

Mark retired from the U.S. Navy at the rank of rear admiral in 2014 after a 31 year career that included 8 years of active duty and 23 years of service in the Navy Reserve. A business and logistics specialist in the Navy Supply Corps, Mark's flag level assignments included duty as Commander, Navy Expeditionary Logistics Support Group and Deputy Commander, Naval Supply Systems Command. He was mobilized to active duty in 2009 to the U.S. embassy in Baghdad where he served as the Multi-National Force senior liaison to the Republic of Iraq Ministries of Oil and Electricity.

Mark's civilian career has included a variety of local and state government leadership positions. He served on the Board of Education and the elected Board of County Commissioners in Queen Anne's County, Maryland. He has served as chief administrative officer of three counties within the Chesapeake Bay Watershed. His non-profit organization experience includes serving as Executive Director for Pride of Baltimore, Inc.

In February 2015 he was appointed by Governor Larry Hogan as Secretary, Maryland Department of Natural Resources where he oversees Maryland's park system and public lands, manages the state's wildlife and fish species, and leads efforts to improve the health and enjoyment of the Chesapeake Bay.

Mark majored in political science at the United States Naval Academy and graduated in 1983. He holds an MBA degree from Regis University. Mark and his wife, Mary, live in Pomfret, Maryland. They have three daughters and three sons.

## **THANK YOU!**

Maryland Environmental Trust (MET) wishes to thank the Land Trust Advisory Committee, MET Staff and Partners for Open Space Summit Committee who participated in the planning and execution of the 2016 Maryland Land Conservation Conference and Summit.

### Land Trust Advisory Committee Members:

- Philip Hager (MET); James Constable (MET); Kevin Case (Land Trust Alliance); Wally Lippincott (Baltimore County Department of Planning); Rick Leader (Scenic Rivers Land Trust)

### Partners for Open Space Summit Committee Members:

- Ann Jones (Partners for Open Space); Jim Baird (American Farmland Trust); John Byrd (Howard County Recreation & Parks); Bill Crouch (The Conservation Fund); Josh Hastings (Eastern Shore Land Conservancy); Jodi O'Day (The Conservation Fund); Nicholas Redding (Preservation Maryland)

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## 2016 AWARDS AND GRANTS RECIPIENTS

### *Aileen Hughes Award*

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Each year, the MET Board of Trustees presents the Aileen Hughes award to an individual (or individuals) representing a Maryland land trust for outstanding leadership, partnership and/or innovation in a conservation project. This annual award is presented in honor of the late Aileen Hughes, a true leader of the conservation movement in Maryland. This year's Aileen Hughes Award recipient is:



**MEGAN D'ARCY,  
STEWARDSHIP MANAGER OF  
EASTERN SHORE LAND CONSERVANCY**

This year's Aileen Hughes Award recipient is Megan D'Arcy, Stewardship Manager of Eastern Shore Land Conservancy (ESLC), who has demonstrated outstanding leadership and creative thinking in her field. Megan's extraordinary work includes: building upon ESLC's robust land and easement stewardship program; fostering superior landowner relations through improved communications and recognition efforts; playing a significant role in ESLC's current effort to obtain land trust accreditation renewal; developing a successful Volunteer Land Stewards program that has trained 44 volunteers to assist with annual monitoring of all ESLC protected lands; and integrating new and innovative technologies into ESLC's stewardship program. MET congratulates Megan and wishes her continued success.

### *Janice Hollmann Grant*

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Each year, the MET Board of Trustees presents the Janice Hollmann Grants to support land trusts in Maryland. These grants are named in memory of Janice Hollmann who exemplified citizen leadership of local land trusts in Maryland. She co-founded the Severn River Land Trust and the Arundel Conservation Trust, and served on the Severn River Commission. Funding for these matched grants are made possible by the Maryland State Highway Administration. The 2016 Janice Hollmann Grants recipients are:

**BURKITTSVILLE PRESERVATION ASSOCIATION**

**CARROLL COUNTY LAND TRUST**

**CONSERVANCY FOR CHARLES COUNTY**

**EASTERN SHORE LAND CONSERVANCY**

**LOWER SHORE LAND TRUST**

**NEIGHBORSPACE BALTIMORE COUNTY**

**PATUXENT TIDEWATER LAND TRUST**

**URBAN ECOSYSTEM RESTORATION**

# SESSION DESCRIPTIONS

## ***Workshops and Conference***

### ***The Conference Center at the Maritime Institute***

**Thursday, May 5, 2016 | Concurrent Sessions A (1:00 pm – 2:15 pm)**

#### **How and Where Do I Find Donors? No Money, No Mission!**

*Classroom 1 | All*

Okay, you've asked all your family members and friends. You and the rest of your Board members have made contributions, too. You've hit up your membership, time and again. And, you're still not close to your income goals. Where do you turn? Where do you find new potential donors who believe in what you do? This workshop will focus on finding new sources of income. Specifically, we will provide tips and tools for identifying, researching, and reaching out to (1) new major donors, (2) foundation grantmakers, and (3) corporate donors.

*Don Owen: Potomac River Watershed Circuit Rider – Land Trust Alliance*

*Penelope Winkler: Vice President of Development – Land Trust Alliance*

#### **Accelerating Land Conservation for Water Quality – New Funding & Approaches**

*Classroom 2 | All*

A Chesapeake Bay Funders Network (CBFN) study, conducted in 2015 by the Land Trust Alliance, makes clear that water is a key driver for many land trusts. This session will review the study's findings and announce the Chesapeake Bay Land & Water Initiative, a \$1.3 million competitive grant program to accelerate land conservation for water quality in the watershed. Two Maryland land trusts will showcase projects that reflect Initiative opportunities. We also will look at how a policy change recommended in the 2013 Chesapeake Bay Program Crediting Conservation report could open up a major new funding stream for land trusts and their partners.

*Megan Gallagher: Vice Chair - Chesapeake Bay Funders Network, Trustee - The Hillsdale Fund Inc.*

*Laura Sanford: Director of Advancement - Eastern Shore Land Conservancy*

*Kate Patton: Executive Director – Lower Shore Land Trust*

#### **Trying Times: Important Lessons to be Learned from Recent Federal Tax Cases Involving Conservation Easements**

*Classroom 3 | All*

Since 2005, the courts have issued more than 80 opinions in cases involving challenges to deductions claimed under IRC § 170(h) for easement donations. These decisions address a variety of qualification, valuation, and other compliance issues. The presenters will discuss the lessons to be learned from this growing body of case law; the IRS's continued emphasis on administrative, perpetuity, and valuation issues; and the holder's responsibilities over the long term with regard to the easements it holds.

*Nancy A. McLaughlin: Robert W. Swenson Professor of Law - University of Utah College of Law*

*Karin Gross: Supervisory Attorney - IRS Office of Chief Counsel*

## **Stewardship for the Digital Age**

*Bridgeroom | Intermediate Audience*

Join this session to learn more about stewardship in the digital age. Deep Creek Lake NRMA will share details about their work to move 2,300 files to a paperless system and how the move to digital files enabled staff to more efficiently manage the inventory of land. Presentation highlights include: process to organize and scan each paper file into a digital file; organization of all property files in a secure cloud with remote access; field reporting forms and using an iPad to access digitalized files while in the field removing the need for additional paper monitoring files.

BackOffice Thinking will review LOCATE, the Land Conversion App built on Salesforce. They will discuss LOCATE's features, why land trusts are choosing it, the costs involved, as well as the benefits land trusts are finding after using LOCATE. They will also provide an overview demonstration of LOCATE which will include: organizing monitoring data in the cloud with access from anywhere; managing the monitoring process including tracking due dates, monitoring status, follow-up requirements, and much more. Built on Salesforce (which is free for most land trusts) with applications for fundraising, work/task management, volunteer management, and so much more, LOCATE is a game changer.

*Seth Metheny: Natural Resources Technician - Deep Creek Lake NRMA, Maryland Park Service*

*Donna Whitig: Director of Operations and Salesforce Practice Lead - BackOffice Thinking*

*Paul Keogan: Principal and Founder - BackOffice Thinking*

## **Thursday, May 5, 2016 | Concurrent Sessions B (2:25 pm – 3:40 pm)**

### **Board Excellence**

*Classroom 1 | Intermediate*

In this session attendees will participate in the Standards for Excellence training titled, Board Excellence. Nonprofit board members must understand the full scope of roles and responsibilities as it pertains to serving as the governing body of the organization. The board of directors is accountable for assuring that the organization operates in an ethical, forthright, and law-abiding manner. The Board Excellence training provides an in-depth review of state of the art best practices proven to strengthen operations, and enables boards to: establish effective management policies and procedures; assure adequate human and financial resources; and monitor the organization's financial and programmatic performance. Upon conclusion of the session, participants will be able to: a) identify the key responsibilities of an effective board member, b) identify the critical aspects between governance and management and, c) understand fiduciary responsibility and financial oversight best practices.

*Wendy Wolff, MPH: Director of Consulting - Maryland Nonprofits*

### **Revising Land Trust Standards and Practices Roundtable**

*Classroom 2 | All*

The Land Trust Alliance is leading a collaborative process to revise Land Trust Standards and Practices (the Standards) to reflect changes in the legal and operational environment of the land trust community over the last decade and to provide alignment with the Land Trust Accreditation Program, TerraFirma and the wide array of resources supporting best practices for land trusts. This session will discuss the background and approach to the Standards revisions process and collect high-level feedback on an initial draft, which will supplement a detailed online input process. Participants are encouraged to download the Standards Discussion Draft from the Alliance website in advance (<http://www.landtrustalliance.org/topics/standards-and-practices/standards-and-practices-revision>).

*Mary Burke: Associate Director of Educational Services - Land Trust Alliance*



## **Tourism and Conservation in Maryland**

*Classroom 3 | All*

Launching from the definition of “Ecotourism” of the World Conservation Union, the ICOMOS International Tourism Charter, tourism principles of the National Trust for Historic Preservation, and the UN Declaration on the Rights of Indigenous Peoples, this session probes the intersection of tourism and conservation in Maryland exploring creative alliances that promote well-planned meaningful conservation, promote bioregional, community and regional well-being, and equitable economic benefits. National conservation organizations, local land trusts, tourism planners and developers, and indigenous and cultural organizations will engage audience members in this exploration.

*Virginia R. Busby: Owner - Hillside Consulting, LLC*

*Lisa Hayes, PhD: CEO - Accokeek Foundation*

*Josh Winston, CDME: Director of Tourism for National Harbor - National Harbor*

## **New Data and Tools for Land Stewardship and Management**

*Bridgeroom | All*

The Chesapeake Conservancy is developing high resolution datasets and applications to empower the land trust community with news tools to enhance and prioritize its work. During this presentation, Conservancy staff will discuss some of these technologies and how they are currently being used by partners around the Chesapeake Bay watershed. They will also highlight an upcoming project with Maryland Environmental Trust that will aid management and stewardship responsibilities as well as remote easement monitoring efforts. Finally, the presentation will end with a brief facilitated discussion about tech-related challenges facing the land trust community.

*Colin Stief: Solutions Engineer - Chesapeake Conservancy*

*Cassandra Pallai: Geospatial Project Manager - Chesapeake Conservancy*

## **Thursday, May 5, 2016 | Concurrent Sessions C (4:00 pm – 5:15 pm)**

### **Vision and Goal Setting**

*Classroom 1 | All*

In this hands-on workshop you will spend time creating a vision statement, identifying what potential “energy drains” may occur, and brainstorming how to eliminate these drains. Participants will learn how to create a vision for success; eliminate drains and other roadblocks to your success and execute on your vision.

*Paul McMurray: President/Owner - Insight Management Consulting*

### **Improving Walkability and Liveability by Finding the Open Space Needle in the Dense Suburban Haystack**

*Classroom 2 | All*

NeighborSpace of Baltimore County, Inc. is devoted to ensuring that the residents of the inner suburbs have sufficient green space for their leisure as well as economic and environmental activity. As previously described a tremendous analytical effort has been undertaken with stakeholder buy-in, to evaluate potential open space parcels for preservation. This talk will focus on how the analysis has been refined from selecting hundreds or mixed value parcels to selecting a few high quality parcels for purchase in fee or easement. Field visits in combination with control indicators were used to evaluate the different analytical criteria scores so that they could be recombined. Control indicators include connectivity analysis and how a parcel would meet the unmet open space need of the surrounding

community based on the application, to existing developed areas, of the County's 1,000 square feet of open space per dwelling unit requirement for new development.

*Thayer Young: President - Cicada Systems GIS Consulting*

*Barbara Hopkins, JD, ASLA: Executive Director - NeighborSpace of Baltimore County, Inc.*

### **Comprehensive Plans - Scary but Important to Engage Unless You Have All the Money in the World**

*Classroom 3 | All*

How your county will develop is based on the comprehensive plans updated every ten years. This effort can save critical lands from development without having to find donors or make targeting spending easier. You know the land better than most and this knowledge must be part of the next plan.

*Dru Schmidt-Perkins: President - 1000 Friends of Maryland*

*Kimberly Golden Brandt: Policy Director - 1000 Friends of Maryland*

### **The Integration of Mobile Apps and Unmanned Aerial Vehicles for 21st Century Stewardship Capabilities**

*Bridgeroom | All*

While Federal Aviation Administration (FAA) compliance rules are yet to be fully understood, UAV systems are being sold at a rate of 10,000 per month. This presentation will explore certain UAV platforms (DJI Phantom 2 quad copters), will outline the process necessary to obtain a waiver for usage from the FAA, will demonstrate how the Atlantic Coast Conservancy is currently using this platform to fulfill its monitoring responsibilities under IRS Code 170(h) and the Land Trust Alliance's Standards & Practices, and will propose new usages and protocols for enhancing stewardship capabilities.

*Dr. Robert D. Keller, PhD: Chief Executive Officer - Atlantic Coast Conservancy/Pelican Coast Conservancy*

*David W. White: Conservation Technician - Atlantic Coast Conservancy/Pelican Coast Conservancy*

*Cheyenne Steptoe: Conservation Technician- Atlantic Coast Conservancy*

*Montavious Bridges: Conservation Technician- Atlantic Coast Conservancy*

## ***Summit***

### ***Blue Heron Center at Quiet Waters Park***

**Friday, May 6, 2015 | Summit (9:00 am – 3:00 pm)**

#### **Maryland Land Conservation Summit**

*Keeping Conservation and Land Trust Vital for the Next Century in Maryland*

Land conservation organizations and their partners must evolve to meet the changing attitudes, opinions, and needs of the public. At the same time, a growing number of new and innovative community nonprofits are implementing strategies to create healthy, resilient communities and economies. These groups are focused on issues such as healthy people, sustainable agriculture, better food systems, and housing.

This summit seeks to identify ways these groups and traditional land preservation organizations might coalesce a broader, collective community voice for increasing support and capacity to accomplish our work in mutually supporting ways. Through meaningful dialogue, we seek opportunities to increase funding and support for land and community conservation efforts.

Over the past fifty years in Maryland, public agencies, land conservation NGO's, and their partners have worked together to address the most pressing needs of the day by acquiring and protecting important resource lands from conversion to more intensive development. This work has been done by using creative approaches to land acquisition, shaping land protection policies, and increasing public funding for our work.

While the number of organizations and individuals engaged in conservation in Maryland has grown, the preservation landscape is facing profound changes that challenge our collective work and individual missions. Our future success is tied intimately with land conservation linked to the health of our farms, cities, waterways, forests, and cultural places.

To remain relevant and thrive we must adapt. Land conservation groups must partner to attract new voices to the table, discover new strategies and approaches, and build stronger alliances. This summit seeks to enhance and strengthen our efforts collectively and to create a healthy and prosperous future for all of Maryland.

*The Summit is brought to you by the generous support of Partners for Open Space and the Town Creek Foundation.*

# SPEAKER BIOGRAPHIES

## **Montavious Bridges**

*Conservation Technician- Atlantic Coast Conservancy*

[www.atlanticcoastconservancy.org](http://www.atlanticcoastconservancy.org) | Email: [mbridges@atlanticcoastconservancy.org](mailto:mbridges@atlanticcoastconservancy.org) |

Phone: 678.218.9323

## **Mary Burke**

*Associate Director of Educational Services - Land Trust Alliance*

Mary is the Associate Director for Educational Services for the Land Trust Alliance where she serves as the managing editor for the Standards and Practices Curriculum. Mary also produces webinars and other resources for land trusts, including Field Guide, a quarterly newsletter for boards. Prior to joining the Alliance, Mary worked for Sun Microsystems where she developed custom training solutions. She has taught literature and writing at the University of Maryland where she also earned her Ph.D. in English Literature. Mary also holds a master's degree in English Literature from Georgetown University and a degree in journalism from the University of Texas.

[www.landtrustalliance.org](http://www.landtrustalliance.org) | Email: [mburke@lta.org](mailto:mburke@lta.org) | Phone: 410.257.3893

## **Virginia R. Busby**

*Owner - Hillside Consulting, LLC*

Dr. Busby's career includes managing the Army's ACUB and Archaeology and Native American Affairs programs nationwide and addressing large landscape conservation and partnerships. She currently owns her own environmental, cultural resource, and heritage tourism consulting business. She serves on the Board of the Accokeek Foundation, the John Smith Trail Advisory Council, and the Maryland Commission on Indian Affairs. She has successfully worked with indigenous organizations to identify and protect landscapes in Maryland and the Chesapeake and performed significant archaeological research on Nanticoke River indigenous landscapes. She has won national awards for creative mitigation and partnering and holds advanced Anthropology degrees.

Email: [woodsandcreek@gmail.com](mailto:woodsandcreek@gmail.com) | Phone: 410.207.1454

## **Megan Gallagher**

*Vice Chair - Chesapeake Bay Funders Network*

Megan is co-chair of the Chesapeake Bay Funders Network Land Trust Working Group, which developed the Chesapeake Bay Land & Water Initiative with the Land Trust Alliance. A nearly 30-year veteran of conservation philanthropy and land protection and advocacy campaigns, Megan was founding executive director of the Virginia Eastern Shore Land Trust, former executive director of the Lowcountry (SC) Open Land Trust and recently retired as director of the Shenandoah Valley (VA) Network. She lives on her family's farm near The Plains, Virginia, which was protected by one of the state's earliest conservation easements in the mid-1970s.

[www.chesbayfunders.org](http://www.chesbayfunders.org) | Email: [mg@meganincva.com](mailto:mg@meganincva.com) | Phone: 540.253.5162

## **Kimberly Golden Brandt**

*Policy Director - 1000 Friends of Maryland*

Kimberly manages the organization's local campaigns. She supports local advocates working to improve planning in their communities and provides technical analysis of local planning efforts. Kimberly has a master's degree in urban and regional planning and has worked as a professional planner for fifteen years. Her experience includes local government planning, most recently with Carroll County, and hazard mitigation planning for the State of Maryland.

[www.friendsofmd.org](http://www.friendsofmd.org) | Email: [kim@friendsofmd.org](mailto:kim@friendsofmd.org) | Phone: 410.385.2910

## **Karin Gross**

*Supervisory Attorney - IRS Office of Chief Counsel*

Karin Gross is a Supervisory Attorney in the IRS's Office of Chief Counsel in Washington, DC. Over the past several years, Karin's work has focused on the charitable deduction for gifts of conservation easements. She provides legal advice to IRS examiners who are conducting audits of conservation easement deduction claims and IRS valuation experts who are reviewing taxpayers' easement appraisals. Her duties in the IRS's National Office include assisting field attorneys in crafting positions for litigation and presenting those positions in their legal briefs.

[irs.gov](http://irs.gov) | Email: [Karin.Gross@irscounsel.treas.gov](mailto:Karin.Gross@irscounsel.treas.gov) | Phone: 801.209.4449



**Lisa Hayes, PhD**

*CEO - Accokeek Foundation*

As CEO of the Accokeek Foundation, Hayes leads the Foundation's innovative approach to engaging the public in stewardship and sustainability through programs and experiences connected to the significant natural and cultural landscape of Piscataway Park. She serves as co-chair of the Potomac River Heritage Tourism Alliance and is on the National Park Service's Indigenous Cultural Landscape Team. She was a 2012 Noyce Foundation Fellow and a 2011 American Antiquarian Society Fellow. Before earning a PhD in American Studies at the University at Buffalo, Hayes was an actress and playwright and continues her creative work when possible.

[accokeekfoundation.org](http://accokeekfoundation.org) | *Email: [lhayes@accokeek.org](mailto:lhayes@accokeek.org)* | *Phone: 301.283.2113, ext.18*

**Barbara Hopkins, JD, ASLA**

*Executive Director - NeighborSpace of Baltimore County, Inc.*

Barbara is a lawyer and landscape architect who has served as the Executive Director of NeighborSpace of Baltimore County since 2009. She has lived within the County's growth line, or "URDL" in the inner suburb of Parkville for 20 years. Barbara is a member of the Land Trust Alliance's Members' Committee charged with oversight of LTA's pioneering Conservation Defense Insurance Program, known as Terrafirma. Barbara spent much of her early career in marketing and fundraising within higher education, including four years as Vice President for Institutional Advancement at Baltimore City Community College, a role which has continued to fuel her interesting in these pursuits within the context of land conservation.

[www.neighborspacebaltimorecounty.org](http://www.neighborspacebaltimorecounty.org) | *Email: [barbara@neighborspacebaltimorecounty.org](mailto:barbara@neighborspacebaltimorecounty.org)* | *Phone: 443.610-8601*

**Dr. Robert D. Keller, PhD**

*Chief Executive Officer - Atlantic Coast Conservancy/Pelican Coast Conservancy*

Robert Keller is the chief executive officer of the Atlantic Coast Conservancy/Pelican Coast Conservancy/Emerald Coast Conservancy/Magnolia Coast Conservancy/Crescent City Conservancy, and has integrated 21st Century technology into all facets of land conservation throughout the southeastern United States.

[www.atlanticcoastconservancy.org](http://www.atlanticcoastconservancy.org) | *Email: [rkeller@atlanticcoastconservancy.org](mailto:rkeller@atlanticcoastconservancy.org)* | *Phone: 770.273.9173*

**Paul Keogan**

*Principal and Founder*

Paul has been a leading technology consultant for 20 years working primarily with non-profit organizations. Paul's passion is to transform his clients' use of technology to better serve and engage their constituents, grow their donor/member/volunteer base, and run their organizations more effectively. Paul earned a bachelor's degree in Chemical Engineering from Rensselaer Polytechnic Institute and an MBA from University of Pennsylvania's Wharton School. He is active in his church, on National Advisory Council member at Villanova University, is a frequent contributor to NTEN and other nonprofit technology organizations.

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**Nancy A. McLaughlin**

*Robert W. Swenson Professor of Law - University of Utah College of Law*

Nancy (J.D. Virginia) is a professor of law at the University of Utah College of Law. She is a member of the American Law Institute, a fellow of the American College of Trust and Estate Counsel, Co-Chair of the ABA Real Property Trust and Estate Law Section's Legislative and Regulatory Issues Committee. She serves on advisory boards of Vital Ground and the Wildlife Land Trust, and as an advisor to Utah Open Lands. Her research focuses on conservation easements, tax, and nonprofit governance issues and she writes and lectures extensively on these issues. Her articles can be downloaded at [ssrn.com/author=95358](http://ssrn.com/author=95358).

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**Paul McMurray**

*President/Owner - Insight Management Consulting*

Paul McMurray, owner and president of Insight Management Consulting is a consultant, coach and master trainer focusing on theories of leadership, teamwork, and communications. For more than 20 years, Paul has helped hundreds of organizations worldwide transform their cultures so employees can openly discuss delicate issues and hold one another accountable. Globally, he has impacted thousands of lives by equipping individuals with the communication and leadership skills they need to be

successful. Paul engages the audience with entertaining stories and videos, small group activities, and larger group experiential exercises that enable participants to practice the skills he teaches.

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### **Seth Metheny**

*Natural Resources Technician - Deep Creek Lake NRMA, Maryland Park Service*

Seth is a graduate of Garrett College (Natural Resources & Wildlife Technology) and Frostburg State University (Wildlife and Biology) and has been working with the Deep Creek Lake NRMA since 2011. Seth is an outdoor enthusiast and a proud father of son Declan.

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### **Don Owen**

*Potomac River Watershed Circuit Rider – Land Trust Alliance*

Don serves as the Potomac River Watershed Circuit Rider for the Land Trust Alliance, assisting all-volunteer and small land trusts build capacity and improve their operations. He also consults for the West Virginia Land Trust, the Maryland Environmental Trust, the Land Trust of Virginia, the Partnership for the National Trails System, and several other nonprofit land trusts and trail organizations. Don worked for the National Park Service and Appalachian Trail Conservancy for most of his career. He has an M.S. in Natural Resource Administration and Planning in Outdoor Recreation from Colorado State University.

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### **Cassandra Pallai**

*Geospatial Project Manager - Chesapeake Conservancy*

Cassandra is supporting the strategic planning efforts of the Conservancy and its partners through the application of remote sensing and geospatial techniques. Before becoming a member of the Conservancy team, Cassandra spent time studying forest ecology in North Carolina and cultivating stakeholders in the Rappahannock River watershed through community engagement, education, and restoration activities. She holds a Master's of Environmental Management and a Geospatial Analysis Certificate from Duke University, as well as a Bachelors in Economics and Environmental Studies from Case Western Reserve University. Some of her favorite hobbies include having outdoor adventures, traveling, plant ID, baking, and crafts with friends, family, and her dog Murphy.

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### **Kate Patton**

*Executive Director – Lower Shore Land Trust*

Kate joined the Lower Shore Land Trust as executive director in 2006 and manages fundraising, land conservation, stewardship, marketing, public outreach and education programs. Under Kate's leadership, the Trust has protected an additional 5,000 acres on 25 properties, for a total of 20,000 acres permanently protected on 112 properties, and focused on sustainability, resiliency, water quality protection and habitat restoration. Kate also serves as Board Director for the Lower Eastern Shore Heritage Council. She was the owner operator of the Globe Theater in Berlin, Maryland for 17 years and has more than 25 years of business and nonprofit management experience.

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### **Laura Sanford**

*Director of Advancement - Eastern Shore Land Conservancy*

Laura served four years as land protection specialist at ESLC before becoming director of advancement in 2015. Laura earned a Master of Science in GIS Management at Salisbury University, a Bachelor of Science degree from Salisbury University in Biology/Botany, and an Associate Degree in Computer Networking from Anne Arundel Community College. She trained as a NRCS Technical Service Provider, acquired certification to write Maryland Agricultural Nutrient Plans through the Maryland Department of Agriculture. Laura has previously worked at the Chesapeake Bay Foundation and Adkins Arboretum. Her family has lived on the eastern shore since the early 1600s.

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**Dru Schmidt-Perkins**

*President - 1000 Friends of Maryland*

Dru Schmidt-Perkins became 1000 Friends of Maryland's first Executive Director in 1998 after serving on the founding steering committee for two years. Prior to joining 1000 Friends she was the Maryland State and Chesapeake Regional Director of Clean Water Action for over nine years. Dru has over 30 years of experience on a broad range of energy, growth, and environmental issues gained while working on the state and federal level.

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**Cheyenne Steptoe**

*Conservation Technician- Atlantic Coast Conservancy*

Cheyenne serves as the lead on land stewardship while enhancing capabilities with the integration of unmanned aerial vehicles.

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**Colin Stief**

*Solutions Engineer - Chesapeake Conservancy*

Colin is helping the Conservancy find new ways to use digital media and geospatial technology to inform conservation efforts in the Chesapeake Bay. In particular, he is interested in developing intuitive web and desktop applications that can automate tedious, but critical, analytical tasks and transform raw data into meaningful information. Prior to his current position, Colin built and maintained trails at Olympic National Park, worked at the NYC Department of Environmental Protection, and taught English overseas. He has a Master of Environmental Management (MEM) from Duke University and a Bachelor of Arts (BA) in Geography from Miami University in Ohio.

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**David W. White**

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David is a conservation technician with the Atlantic Coast Conservancy where he currently serves as the lead on integration of unmanned aerial vehicles into land stewardship roles.

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**Donna Whitig**

*Director of Operations and Salesforce Practice Lead - BackOffice Thinking*

Donna is an information technology consultant and project manager with over 20 years of experience working with nonprofit organizations. Donna architected and built LOCATE in 2013 and has led all LOCATE implementations to date. She is a Salesforce certified administrator, certified sales cloud consultant, and holds a degree in the Management of Information Systems from the Widener University. Donna also leads the Salesforce's Delaware Valley nonprofit users group. Previously, Donna worked for a large management consulting practice as the Manager of the software implementation team, served as Director of Information Technology for an international trade association.

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**Penelope Winkler**

*Vice President of Development – Land Trust Alliance*

Penelope, vice president of Development at Land Trust Alliance, has spent 25+ years working in conservation. Before joining the Alliance, she directed a whole gamut of fundraising programs, from Principal Gifts to Membership at The Nature Conservancy, Greenpeace, and World Wildlife Fund. Penelope has led donor trips to or traveled in more than 40 countries and has been covered head-to-toe with butterflies in Mexico, galloped horseback across the Mongolian steppes, and shaken hands with wild lemurs in Madagascar. Spending her waking hours saving life on Earth, Penelope has been glad to use her BA and MA in English for good, not evil.

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**Josh Winston, CDME**

*Director of Tourism - National Harbor*

Josh is Director of Tourism for National Harbor. He is responsible for heightening awareness of National Harbor and its partners to the tour and travel industry and leading all sales initiatives to attract domestic and international travelers. Formerly as Director of Domestic Sales for The Greater Fort Lauderdale Convention & Visitors Bureau, he facilitated and developed key strategic industry relationships for one of the country's largest leisure travel destinations. Winston has received numerous awards for excellence in sales from The National Association of Career Travel Agents, Professional Travel Agents of North America, and Destination Marketing Association International.

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**Wendy Wolff, MPH**

*Director of Consulting - Maryland Nonprofits*

Wendy, Director of Consulting for Maryland Nonprofits, has been providing capacity building and technical assistance services to nonprofit organizations for 20+ years. Ms. Wolff has collaborated with federal, state and local government agencies; universities; nonprofit organizations; and other community based agencies to enhance the quality of life within various communities throughout the United States. Her forte is acting as a liaison between communities and funding agencies for voices to be heard, programs to be implemented and progress to be made. Ms. Wolff holds a Master's Degree in Public Health from New York University. She is a licensed consultant with the Standards for Excellence® Institute.

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**Thayer Young**

*President - Cicada Systems GIS Consulting*

Thayer has a BA in Biology from Bates College in Lewiston, Maine, an MS in Environmental Engineering & Science from Johns Hopkins University and he recently completed the Intro and Advanced Certificates in Geospatial Applications at the Community College of Baltimore County. He is now the president of Cicada Systems GIS Consulting working on projects concerning GIS modeling, database rehabilitation, web-mapping and Java programming. The work that is presented in this talk was begun during his Gray to Green Internship with NeighborSpace of Baltimore County, Inc., and NeighborSpace continues to be a client of Cicada GIS.

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