



2017 CANADA LAND SUMMIT

NOVEMBER 15 TO 17 2017
VICTORIA BRITISH COLUMBIA
MARRIOTT HOTEL INNER HARBOUR

LAND TRUSTS CANADA
LAND TRUST ALLIANCE OF BC

WEDNESDAY NOVEMBER 15 2017

11 am onwards [Registration](#) Marriott Hotel Inner Harbour 728 Humbolt St Victoria BC
1 pm to 4:30 pm [Pre-conference workshops](#): Now included in full conference registration!

I Mark Smiley, Portland Oregon

AUTHENTIC ENGAGEMENT: It's all too easy to talk about public engagement but do little to actually engage the public. The purpose of asking for community opinions is not to check a box; it's to benefit from diverse perspectives, to stir up a recipe of ideas so that the best rise to the top.

Marc has worked extensively with groups focused on conservation, historic preservation, energy and sustainability, affordable housing, and health and human services. He has also published books on board governance, strategic planning and fundraising, as well as dozens of articles in journals and periodicals. He has served in staff leadership roles with the Oregon Natural Resource Council, River Network, the Yakima Greenway Foundation and the Land Trust Alliance. He has also served on the boards of the Columbia Land Trust, Online Networking for the Environment (ONE-NW) and REACH Community Development.

II Susan Howlett, Seattle WA

Rise Above the Competition: Crafting Proposals that Sing and Succeed: In an increasingly cut-throat grant-seeking environment, your proposals (to grantors and major donors) need to set you apart from the competition. In this interactive session, you'll find out how to:

- Identify untapped sources
- Avoid the mistakes that put funders off
- Make more compelling arguments for support, and
- Tailor your message to different sources.

You'll leave with more vivid language, and helpful frameworks and checklists you can use in all your fundraising.

Susan Howlett has served as a grantseeker and a grantmaker (both government and foundation) for over 40 years. Subject Matter Expert and consultant to thousands of nonprofits just like yours, Susan wrote the most widely-used grantwriting text on the continent (Getting Funded), now in its 6th edition.

6 pm [Light dinner](#)

7:15 pm [Keynote Address](#)

Tracey Friesen, Director of Communications – David Suzuki Foundation

[The Power of the Media to Impact Social Change](#)

Tracey, active in Vancouver's media sector for 25 years, recently published the book Story Money Impact: Funding Media for Social Change. She joined the Suzuki Foundation after a decade at the National Film Board. One of her annual highlights is co-leading a four-day media conference at Hollyhock Leadership Institute. While we may not all have a "David Suzuki" we each have a story to tell and Tracey will inspire our collective approach to conserving Canada's environment.

THURSDAY NOVEMBER 16 2017

8 am [Continental Breakfast](#) - Marriott Victoria Inner Harbour

8:45 am [Welcoming remarks](#)

9 am [Keynote Address](#)

[Grand Chief Stewart Phillip](#)

[First Nations: Shared Values on the land we call home](#)

Presented by the Real Estate Foundation of British Columbia

We are delighted to have Grand Chief Stewart Phillip as our Keynote Speaker. Every land trust in Canada works on the traditional grounds of our first people. Grand Chief Phillip will share his thoughts on how we can work together in respect of the land and as partners in conservation. In October 2008, Grand Chief Stewart Phillip concluded his fourth consecutive term as Chief of the Penticton Indian Band (PIB) after having served the Band as Chief for a total of 14 years. In addition, he served as an elected Band Councilor for a 10-year period and continues to serve as the Chair of the Okanagan Nation Alliance. In October 2006, the Okanagan Nation, led by the Elders of the Penticton Indian Band, acknowledged his lifetime commitment to the defense of Indigenous Peoples' Title and Rights by bestowing on him and his family the rare honour of the title of Grand Chief. He is proud to be in his fifth three-year term as the President of the Union of BC Indian Chiefs.

10:15 am [Break](#)

10:30 am [Workshops](#)

[Branding – Not Just for Mad Men!](#) Marc Smiley, Portland OR. A brand is the experience you promise each and every stakeholder of your organization. It's who you are. If people experience your organization (and they do), you have a brand. The question is whether you manage it or neglect it.

[Boards on Fire! Inspire Your Leaders to Raise Money Joyfully](#): Find out how to overcome the obstacles that keep board members from being powerful, effective fundraisers.

Susan Howlett knows what makes your board tick. She's consulted with thousands of nonprofits over the last 40 years and wrote a transformative book ([Boards on Fire!](#)) that has helped the most reluctant board members participate in fundraising with comfort and ease. She teaches a year-long course in fundraising at the University of Washington, and speaks and trains nationally, known for her liberal use of humor, stories, and chocolate.

[First Nations: Meaningful Partnerships in Conservation](#). A dialogue on meaningful engagement of First Nations in the efforts to conserve land and protect the environment

12: 15 pm [Lunch](#): Participants will be able to enjoy a boxed lunch that can be shared in the meeting hall, taken outside or enjoyed in your room during the break.

1:30 pm [Workshops](#)

[How the Land Trust Standards & Practices Can Work for You!](#) Sylvia Bates, Washington, DC. Learn how the S&P program Standards can strengthen your land trust and how to approach best practices.

Sylvia is the director of Standards and Research Educational Services for the Land Trust Alliance and, since 2006, leads the Alliance's work on Land Trust Standards and Practices, land trust assessments, the Standards and Practices Curriculum and other cutting-edge issues. She was formerly the director of land protection for the Society for the Protection of New Hampshire Forests.

FEATURED WORKSHOP!

[Shelli Bischoff: SUSTAINABILITY: IT'S MORE THAN MONEY!](#) Sustainability is not just about more money, more partners or more meetings. Sustainability is creating an aligned and focused operation that articulates indispensable value and demonstrates tangible results and community impact. Is your identity, constituents and capacity most aligned to for greatest leverage and potency? Would you like to have a business plan blueprint to guide growth and impact? This workshop will introduce the Integrated Strategy for Success and Sustainability, a systems approach, based on practical experience with more than a 700 nonprofits and public agencies nationwide. The session will also share the business plan blueprint as a useful tool to build a stronger, more sustainable organizations. This will be a highly practical, interactive and dynamic workshop, and participants will have their own plan to create a more sustainable organization, agency, or program.

[Note](#): This session continues at 3:30 as our featured workshop for the Land Summit.

[Conservation Planning to Support Decision-Making](#) : From opportunistic to GIS-based prioritization models, the Islands Trust Fund will share how their conservation planning has evolved over time and will provide options for conservation planning at various stages of land trust development. A wide-ranging comprehensive approach to planning. Jennifer Eliason and, Kate Emmings, Nuala Murphy & Crystal Oberg, Islands Trust Fund.

3 pm [Break](#)

3:30 pm [Workshops](#)

[Shelli Bischoff: Integrated Strategy continued](#)

The founder of Conservation Impact and Nonprofit Impact, Shelli brings 30 years of experience in nonprofit management, technical assistance, training, and consulting, helping clients cut through the noise and produce powerful results. Clients love Shelli's direct, truth-telling style and no-nonsense approach as she helps them focus on the "business of the business" and challenges them to be even more potent and powerful than they imagined they could be.

[Sylvia Bates: Standards & Practices – Charting a Path Forward for Canada.](#)

This interactive session will explore how a new and vibrant S&P can be introduced to land trusts in Canada. How can the program best benefit groups, how can land trusts be recognized for achievements and how can a program reflect the capacity and resources available.

[Landscape-Scale Conservation: The Power of Strong Partnerships](#) – Louise Gratton, Two Countries, One Forest; Caroline Cormier, Reseau des milieux naturels proteges; Melanie Lelievre, Appalachian Corridor.

Conservation partnerships that stretch over large landscapes will explore the creation of a network of conservation partners preserving wildlife habitat, forests, natural heritage in an area that begins in New York and stretches to Nova Scotia!

[EVENING FREE: DISCOVER VICTORIA!](#)



FRIDAY NOVEMBER 17 2017

8 am [Continental Breakfast](#) - Marriott Hotel Victoria Inner Harbour
BC delegates invited to Habitat Conservation Trust Fund breakfast

9 am [Workshops](#)

[Working with YOUR Community](#) – Learn how groups in Saskatchewan and Alberta have achieved results significant results in conservation using innovative tools and approaches. Justin Thompson, Southern Alberta Land Trust Society; Chad MacPherson, SK Stock Growers Association

FEATURED WORKSHOP: sponsored by The Gosling Foundation

[Engagement Organizing: Harnessing People Power:](#) Matt Price, Gosling Foundation; Renata Woodward, Nature Trust of NB & guests

This session will make an intro to engagement organizing theory and practice suitable for small and medium size land trusts. How does your organization move from traditional membership drives to relationship-driven engagement where volunteers and supporters are part of the work you are doing.

Note: This session continues at 10:30

STRATEGIC POSITIONING: Shelli Bischoff, Denver, CO Is your land trust best positioned for results, success and sustainability? Are you fully occupying your niche? Traditional strategic planning processes do not best meet the needs of land trusts today. Land trusts operate in an increasingly complex environment, recognize the need to reach new audiences and are becoming more integrated into their communities. An organization's strategic choices must more fully understand and consider its position and its sphere of influence relative to diverse audiences and to other organizations, businesses and agencies. Strategic positioning is the overlap of planning and marketing. Learn how to achieve results and dramatically increase your land trust's presence, influence and potency.

10:30 am [Break](#)

10:45 am [Workshops](#)

[Land Trust Partnerships:](#) Story-telling and day-to-day partnerships that have formed a unique bond between two land trusts for more than twenty years! Gail Adrienne, Nanaimo & Area Land Trust; Kai Rietzel, Cowichan Land Trust

[Engagement Organizing: Harnessing People Power:](#) continued from 9 am

[Protecting Lands Owned by Americans: advice from lawyers & land trusts](#) – Konrad Liegel, Seattle; Paul Peterson, Toronto; Bonnie Sutherland, Nova Scotia Nature Trust American Friends

12 noon [Lunch](#)
Land Trusts Canada
A National Discussion

1:30 pm [Workshops](#)

[Cottage Succession to Conservation Success](#): working with American Land Owners – John Pierce, Gabriola Land & Trails Trust; Kay Kinoshita, Grant Thornton, Toronto; Karen Copper, Drache Aptowitz, Ottawa

[What Can be Possible with CWS Support](#) – Conservation Successes from across Canada – David Cunnington, CWS, Environment & Climate Change Canada

[Key Data! Toward a national Portrait of voluntary-based conservation measures](#): Explore the needs and required means to share knowledge about voluntary-based conservation initiatives across Canada using data and data-bases for collective outcomes. Caroline Cormier, RMN; Delphine Favorel, RMN; Leanna Warman, The Nature Trust of British Columbia

2:45 pm [Break](#)

3:00 pm [Closing Plenary - TBA](#)

- Program is subject to change

[Sponsors](#)

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2017 National Summit Registration Form - Nov 15 to 17 Marriott Hotel Victoria Inner Harbour

First Name: Last Name:

Organization:

Address:City: Province: Postal Code:

Email: Phone Number:

Conference includes:

- 2 breakfasts • 2 lunches • refreshment breaks
- Workshops and Keynotes • Handouts • And More!

NOW INCLUDES PRE-CONFERENCE WORKSHOPS

Workshop Packages:

Early Bird Rate until Sept 22, 2017:

___ Land Trust Member \$399
___ Non-Member \$499

Regular Rate until Oct 13th, 2017:

___ Land Trust Member \$429
___ Non-Member \$529

Please add late registration fee after October 13 2017:

____ Late Registration \$50

Hotel Rooms: \$129+ taxes per night (\$150 per night) [Marriott Hotel Victoria 728 Humbolt St](#)

____ Nov 14 ___ Nov 15 ___ Nov 16 ___ Nov 17

____ single occupancy

____ Shared Room (cost will be 50% of single rate)

• Preferred Roommate:

___ Additional room nights

Nov _____ (please add \$150+ per night)

____ Please check if you have a disability

I would like to attend the Marc Smiley pre-conference workshop on November 15

____ Land Trust Members NOW INCLUDED with registration!

____ Non-members / Non-conference attendees \$69

Please Indicate Any Special Dietary Requirements:

Registration fee \$ _____
Hotel fee \$150 x _____ nights single \$ _____
Hotel fee \$75 x _____ night shared \$ _____
Total payment \$ _____

Registration Total: \$

_____ CHEQUE ENCLOSED _____ VISA _____ MASTERCARD

CARD #:

EXPIRY ____/____

NAME ON CARD: SIGNATURE:

VERIFICATION CODE (3 DIGITS ON BACK):

BILLING ADDRESS

POSTAL CODE:

NO REFUNDS AFTER OCTOBER 15TH, 2017. BEFORE OCTOBER 15TH, REFUNDS SUBJECT TO A \$150 ADMINISTRATIVE FEE. SPACE IS LIMITED. PRIORITY WILL BE GIVEN TO REGISTRANTS FROM LAND TRUSTS AND THOSE REGISTERING BEFORE Sept 30, 2017.



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