

# 2017 CANADA LAND SUMMIT\*

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

## GOLD SPONSORS

The Gosling Foundation



\*PROGRAM SUBJECT TO CHANGE

## WEDNESDAY NOVEMBER 15 2017

11 am onwards **Registration** Marriott Hotel Inner Harbour 728 Humboldt St Victoria BC ([Lobby](#))

1 pm to 4:30 pm **Pre-conference workshops**: Now included in full conference registration!

I Marc Smiley, Portland Oregon ([Ballroom A](#))

**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 ([Ballroom B](#))

**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** ([Main Ballroom](#))

7:15 pm **Keynote Address** ([Main Ballroom](#))

**Alaya Boisvert, David Suzuki Foundation: The Power of People to Impact Social Change**

*Alaya Boisvert joined DSF in 2013. As manager of government relations for the Blue Dot project, she helped achieve more than 160 municipal environmental rights declarations from coast to coast to coast. While building a support base of more than 100,000 people and thousands of active volunteers, she planted seeds for provincial and federal recognition of the right to clean air and water, safe food and a stable climate. Alaya now works as the public engagement manager with the aim of empowering people to strategically and creatively tackle climate, biodiversity and environmental rights issues locally, regionally and nationally.*

## THURSDAY NOVEMBER 16 2017

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

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](#)

[Fundraising Readiness](#) ([Ballroom A](#))

Marc Smiley, Portland, OR. Is your organization ready for a capital campaign, to launch a new major appeal to the community? Marc will explore what it takes to ready your organization for success.

[Boards on Fire! Inspiring Leaders to Raise Money](#) ([Ballroom B](#))

Susan Howlett: Joyfully distills Susan Howlett's years of experience working with thousands of boards and offers simple steps and practical solutions to get your board on fire about fundraising.

[Protecting Lands Owned by Americans: advice from lawyers & land trusts](#) ([Terrace Room](#))

Facilitator: Sandra Tassel, American Friends of Canadian Land Trusts, Bellingham WA; Paul Peterson, Lawyer, Toronto; Bonnie Sutherland, Nova Scotia Nature Trust; Konrad Liegel, lawyer, WA. Discover how your land trust can work with AFOCLT to protect lands owned by Americans!

12:00 noon [Lunch](#) ([Main Ballroom](#))

We are providing a box lunch so you have the option of enjoying the outdoors, chatting with associates in the ballroom, or relaxing in your room. The Conservation Fund will make a brief presentation on programs offered during lunch in the [main ballroom](#).

1:30 pm **Workshops**

**How the Land Trust Standards & Practices Can Work for You!** (Ballroom A)

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!** (Ballroom B)

**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. Are your identity, constituents and capacity most aligned 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 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 organization. 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 3:20 as our featured workshop for the Land Summit.

3 pm **Break**

3:20 pm **Workshops (end at 4:30 pm)**

Shelli Bischoff: **Sustainability** continued (Ballroom B)

**Standards & Practices – Charting a Path Forward for Canada** (Ballroom A)

Panel: Sylvia Bates and land trust reps engage in a discussion on the program's future in 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?

**Working with YOUR Community** (Terrace Room)

Learn how groups in Saskatchewan and Alberta have achieved significant results in conservation using innovative tools and approaches. Justin Thompson, Southern Alberta Land Trust Society; Chad MacPherson, SK Stock Growers Association.

**FREE NIGHT TO ENJOY VICTORIA!**

## FRIDAY NOVEMBER 17 2017

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

BC delegates invited to hear a brief presentation on programs and funding available through Habitat Conservation Trust Foundation.

9 am **Workshops**

**Key Data! Toward a national Portrait of voluntary-based conservation measures** ([Terrace Room](#))

Explore the needs and required means to share knowledge about voluntary-based conservation initiatives across Canada. Caroline Cormier, RMN; Delphine Favorel, RMN; Leanna Warman, The Nature Trust of British Columbia.

**FEATURED WORKSHOP!** sponsored by *The Gosling Foundation* ([Ballroom B](#))

**Engagement Organizing: Harnessing People Power:** Matt Price, the author of *Engagement Organizing, The Old Art and New Science of Winning Campaigns*; Renata Woodward, Nature Trust of NB; Mark Bisset, The Couchiching Conservancy; and Lyda Salatian, Green Teams of Canada  
This session is an introduction to engagement organizing theory and practice suitable for small- and medium-sized 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 10:45.

**STRATEGIC POSITIONING:** Shelli Bischoff, Denver, CO ([Ballroom A](#))

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 Overview & Roundtables** ([Terrace Room](#))

Join UVIC Graduate Student Karen Kalyinka as she presents data from her 2016-17 survey of land trusts. The room will then be available for those who would like to have small group discussions and networking.

**Engagement Organizing: Harnessing People Power** *continued* ([Ballroom B](#))

**Conservation Planning** ([Ballroom A](#)) A wide-ranging comprehensive approach to planning. Jennifer Eliason, Kate Emmings, Nuala Murphy and Crystal Oberg, Islands Trust Fund.

12 noon **Lunch** (Main Ballroom)

**Land Trusts Canada, A National Discussion**

1:30 pm **Workshops**

**Landscape-Scale Conservation: The Power of Strong Partnerships** (Ballroom B)

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!

**What Can be Possible with CWS Support** (Terrace Room) Conservation Successes from across Canada. David Cunnington, CWS, Environment & Climate Change Canada.

**ROUNDTABLES!** (Ballroom A) Delegates will be asked to identify topics and small groups will be able to dialogue on specific areas of interests from covenants to land management, funding and communications. Topics will be posted during Wednesday and Thursday and the Top 3 will be announced on Friday at lunchtime.

2:45 pm **Break**

3:00 pm **CLOSING PLENARY** (Main Ballroom)

Wayne Wilson, Executive Director, Central Okanagan Land Trust

**Paddle Canada 150:** In June 2017, paddling enthusiasts set out to celebrate Canada 150 by paddling sections of fur trade rivers between Fort St. James in northern BC and Ottawa's Rideau Canal. With three 26-foot-long voyageur canoes (each with a crew of 6, and an additional 6 in a 'switch-out-crew') 40 people experienced our truly spectacular nation and the kind nature of its people. Join Wayne as he recounts the journey, the adventure, the hard work, the rain, and the thrill of seeing these beautiful parts of Canada from three feet off the water in this amazing illustrated talk!

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