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## THINKING LIKE A REGION

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### 1st ANNUAL NORTHERN REGIONAL TRAINING CONFERENCE

June 15-16, 2007

River Lodge Conference Center  
1800 Riverwalk Drive, Fortuna CA

**Two Days with Workshops, Networking and Educational Training Opportunities**  
Presented by Northern Regional Steering Committee

#### **Meet your Land Trust Neighbors**

Learn what other land trusts are doing in the region.

#### **Fundraising for Small Land Trusts**

Membership Development, Events and other Smart Strategies.

#### **Asking for Big Bucks**

How to create and manage a successful major donor and capital campaign program at your land trust.

#### **Conservation Easements and Stewardship**

What is a conservation easement and why is this a premier conservation tool for our region.

#### **Tapping into State Funding Sources and Other Funding Options**

All about Proposition 84 and more.

#### **Getting Businesslike about Boards- Recruiting Your Dream Team**

The future success of your organization starts with an effective Board of Directors.

#### **Why you can't afford NOT to Set up a Planned Giving Program for Your LT**

How to set up Planned Giving for all-volunteer or staffed Land Trusts.

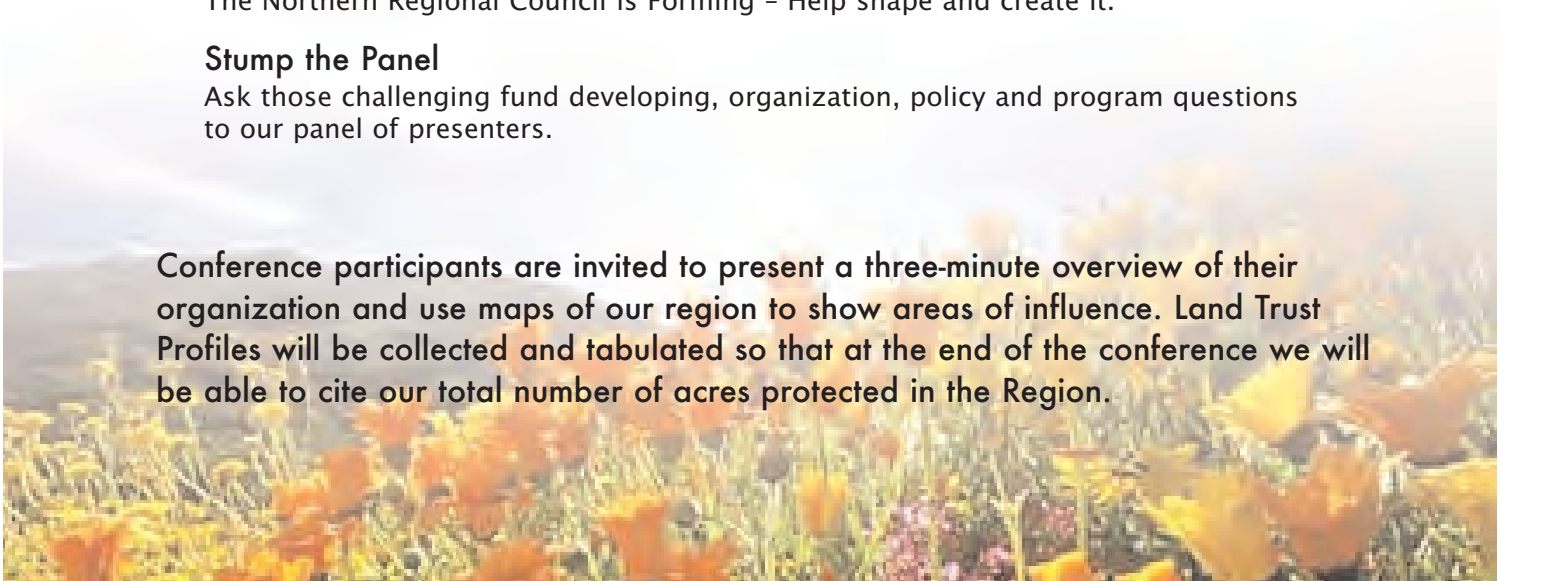
#### **California Legislative Policy and How to Do Advocacy At Home and in Sacramento**

#### **Visioning the Regional Organization**

The Northern Regional Council is Forming - Help shape and create it.

#### **Stump the Panel**

Ask those challenging fund developing, organization, policy and program questions to our panel of presenters.



Conference participants are invited to present a three-minute overview of their organization and use maps of our region to show areas of influence. Land Trust Profiles will be collected and tabulated so that at the end of the conference we will be able to cite our total number of acres protected in the Region.

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## PROGRAM SCHEDULE

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### Friday June 15, 2007 Program

|                      |  |
|----------------------|--|
| <b>8:30 – 9:30</b>   | <b>Registration</b><br>Collect Completed Profiles and Sign up for 3 Minute Presentation              |
| <b>9:30 – 10:00</b>  | Welcome and Opening Introductions – Steering Committee Panel   |
| <b>10:00 – 11:00</b> | Introductory 3 Minute Presentations by Participants  |
| <b>11:00 – Noon</b>  | Map Presentation   |
| <b>12:00 – 1:15</b>  | Lunch Provided with Optional Topic Tables  |
| <b>1:15 – 2:45</b>   | Class 1A: Fundraising for Small Land Trusts–Membership Development                                   |
| <b>1:15 – 2:45</b>   | Class 1B: Conservation Easements and Stewardship   |
| <b>2:45–3:00</b>     | <b>Afternoon Break Cookies and Lemonade</b>  |
| <b>3:00 – 4:30</b>   | Class 2A: Asking For Big Bucks – Major Donor and Capital Campaign                                    |
| <b>3:00 – 4:30</b>   | Class 2B: Tapping State Funding Sources, Mitigation Options  |
| <b>4:30 – 5:15</b>   | Optional Session: “Stump the Panel” Participants with specific issue and challenges ask the Trainers |
| <b>4:30–6pm</b>      | <b>Break</b>   |
| <b>6:00–8pm</b>      | Social and Dinner at Eel River Brewery<br>Silent Auction   |

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### Saturday June 16, 2007 Program

|                       |   |
|-----------------------|---|
| <b>7:30 – 8:00 am</b> | Check in, Submit Completed Profiles<br>Fill out “Questions Sheet” for Visioning Exercises     |
| <b>8:00 – 8:15</b>    | Welcome – Briefly overview the day’s program<br>More 3 minute Presentations from Land Trusts  |
| <b>8:15 – 9:00</b>    | Policy and Advocacy at Home and Sacramento  |
| <b>9:00 – 10:15</b>   | Visioning the Regional Organization Part 1  |
| <b>10:15 – 10:30</b>  | <b>Break</b>  |
| <b>10:30 – 11:45</b>  | Visioning the Regional Organization Part 2  |
| <b>11:45 – 12:30</b>  | <b>Lunch Provided</b>   |
| <b>12:30 – 1:30</b>   | Summary of Visioning Process<br>Setting Next Steps and Dates                                  |
| <b>1:30 – 3:00</b>    | Class 3A: Building A Successful Organization<br>Class 3B: Setting Up a Planned Giving Program |
| <b>3:00</b>           | Complete Conference Evaluation  |

## LODGING AND CONFERENCE LOCATION INFORMATION

### LODGING

Special hotel conference room rates available up to May 14, 2007. Room reservations may be made by calling hotel of choice directly in advance by May 14 to receive conference discount rate. When reserving your room let them know you are attending the Northern Region Training conference at the River Lodge Conference Center.

**Best Western Country Inn on Riverwalk Drive**  
2025 Riverwalk Dr. Fortuna CA.

(707) 725-6822

\$85 per night

**Holiday Inn Express**

1859 Alamar Way Fortuna CA.

(707)725-5500

\$109 double \$129 suite

Both hotels offer expanded continental breakfast, swimming pool and room internet service.

**Camping:**

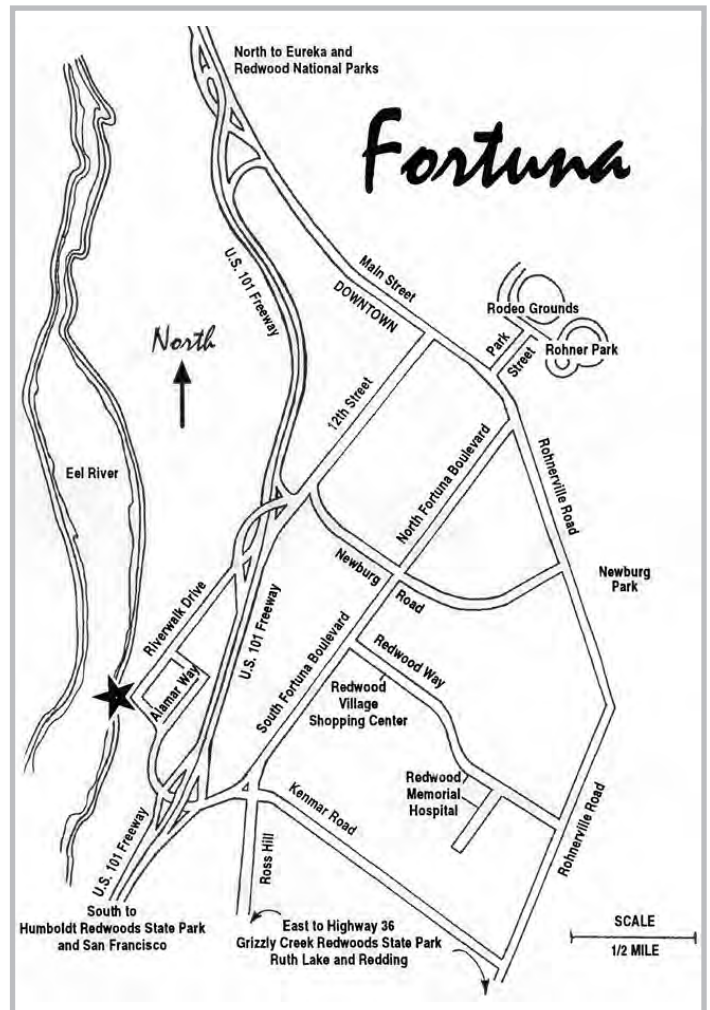
Numerous facilities listed at:

[www.redwoods.info](http://www.redwoods.info)

Or call:

Humboldt County Convention Center

(800)346-3482



### ***River Lodge Conference Center***

1800 Riverwalk Drive, Fortuna CA

[www.sunnyfortuna.com/lodge](http://www.sunnyfortuna.com/lodge)

### CONFERENCE REGISTRATION and TRAINING CLASS SIGN-UP

|   |      |
|---|------|
| Conference and dinner - Early bird registration by May 14, 2007 | \$65 |
| Conference and dinner - After May 14                            | \$80 |
| Spouse or guests welcome to attend dinner additional            | \$25 |

# REGISTRATION FORM

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Other Participants: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_



Please register me for the following:

| Conference (Friday & Saturday)    |       |
|-----------------------------------|-------|
| \$65 by May 14                    | _____ |
| \$80 after May 14                 | _____ |
| \$25 per person (Spouse or guest) | _____ |
| Total Amount \$                   | _____ |

| Friday Dinner          |                                       |
|------------------------|---------------------------------------|
| Participant _____      | Tri-tip _____ Vegetarian (choose one) |
| Spouse or guests _____ | Tri-tip _____ Vegetarian (choose one) |

## CONCURRENT CLASS SESSIONS - Please sign up for your choices

| Time                   | Class Description   | Check One |
|------------------------|---|-----------|
| Day one<br>1:15-2:45   | <b>Class 1-A: Fundraising for Small Land Trusts - Membership Development and other Smart Strategies</b><br><i>Diane Brown</i>                               |           |
| 1:15-2:45              | <b>Class 1-B: Conservation Easements and Stewardship</b><br><i>Darla Guenzler</i>   |           |
| 3:00-4:30              | <b>Class 2A: Asking for Big Bucks - How to create and manage a successful donor and capital campaign program at your organization</b><br><i>Diane Brown</i> |           |
| 3:00-4:30              | <b>Class 2-B Tapping into State Funding Sources and Mitigation Options</b><br><i>Chuck Mills and Darla Guenzler</i>   |           |
| Day two<br>1:30 - 3:00 | <b>Class 3A Building A Successful Organization - (Board Dev)</b><br><i>Diane Brown</i>  |           |
| 1:30 - 3:00            | <b>Class 3B Setting up a Planned Giving Program for Your LT</b><br><i>Cheryl Belcher</i>  |           |

## Make checks payable to California Council of Land Trusts

Please mail completed forms & check to  
 California Council of Land Trusts, 1107 9th Street, Suite 1050, Sacramento, CA 95814

After May 30: Fax registration form and pay at the door. Fax to 916-557-1675  
 Questions? Call Renee Crowley at 707 923-7716 or call CCLT at 916-497-0272

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## LAND TRUST PROFILE - NORTHERN REGION

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Please help us to better understand your organization and the work your land trust does in our region. Thank you.

Name of Participant: \_\_\_\_\_ Title: \_\_\_\_\_

Name of Organization \_\_\_\_\_

How long has your organization been in operation? \_\_\_\_\_

Does your organization have a website? Please share: \_\_\_\_\_

Number of acres your land trust has protected: (Total) \_\_\_\_\_

\_\_\_\_\_ Conservation Easements:

\_\_\_\_\_ Owned in fee title:

\_\_\_\_\_ Acquired and then Transferred to governmental agencies:

\_\_\_\_\_ Trails (number of miles):

Do you work in partnerships with:

- cooperating agencies
- private landowners
- other organizations

Do you Manage/steward lands for other agencies? \_\_\_\_\_

How many acres? \_\_\_\_\_

Type of Lands Managed: \_\_\_\_\_

Do you work with Tribal Councils to protect or manage Tribal Lands? \_\_\_\_\_

Do you work with other agencies to build or maintain public trails? \_\_\_\_\_

Project Focus/Activities: (please check all that apply)

- Forest
- Dunes, Coastal Areas
- Coastal Access
- Agriculture/Rangelands
- Recreational lands:
- Restoration
- Watershed
- River/ Stream
- Water Conservation
- Open Space/Scenic
- Other \_\_\_\_\_

Does your land trust hold Special Events? \_\_\_\_\_

\_\_\_\_\_ Do you have an Outdoor Education Program?

\_\_\_\_\_ Do you lead Guided Hikes/Walks/Nature Studies?

\_\_\_\_\_ How many Board members do you have?

\_\_\_\_\_ Is your land trust All Volunteer ?

\_\_\_\_\_ How many active volunteers do you have?

\_\_\_\_\_ How many Paid Staff do you have ?

\_\_\_\_\_ How many Paid Membership/Supporters does your land trust have?

What is your Budget Range?:

- 0-\$50,000
- \$50,000-\$150,000
- \$150,000-\$250,000
- Above \$250,000

Anything else you'd like to tell us about your land trust? \_\_\_\_\_

Please bring this completed Land Trust profile to the conference for the "Get to know you exercise". Thank you!