



**THE COMPACT**  
OF CAPE COD CONSERVATION TRUSTS, INC.

January 11, 2019

Dear Conservation Friends,

It's that time of year again! A chance to come in from the cold to chat and learn with the leading conservation folks of our area. The Compact of Cape Cod Conservation Trusts invites you to the **Southeastern Massachusetts Land Trust Convocation, Saturday, February 2, 2018**, 8:15 am to 12:30 pm at (same place as last year) the Upper Cape Technical High School in Bourne MA, just over the Bourne Bridge on the Cape side of the Canal (directions below).

As a valued board member, volunteer or staff of a Cape Cod land trust or municipal conservation official, or interested citizen, we offer you the opportunity to spend the morning with us in Bourne to attend free workshops on social media, land stewardship, nonprofit management, and basics of the land acquisition process.

Our plenary session will be a little different this year. We have asked land conservation leaders to engage in a free-wheeling exchange with the audience. Get those burning questions answered by some real pros! We are delighted to be joined by Carolyn Sedgwick, new Executive Director of the Mass. Land Trust Coalition this year.

Please see the reverse of this letter for the full Convocation agenda. Directions to the event are below. The event is **free**, but **please RSVP** to me at [mark@thecompact.net](mailto:mark@thecompact.net). We look forward to your attendance. Please let us know if you have further questions.

Sincerely,

Mark H. Robinson  
Executive Director

**Directions from Route 6 West (Mid-Cape Highway)**

*Route 6 West to Exit 1 just before the Christmas Tree Shops. Third left is Ben Abbey Road. At end of Ben Abbey Road, turn left onto the Canal service road (Sandwich Road) and follow it along the Canal for about three miles. Upper Cape Tech is 220 Sandwich Road, on your left, just before you reach the Bourne Rotary. Look for The Compact's banner.*



**Southeastern Massachusetts Land Trust Convocation**  
**Saturday, February 2, 2019 8:15 a.m. to 12:30 p.m.**

**Upper Cape Technical High School**  
**220 Sandwich Road, Bourne MA**

Co-sponsored by The Compact of Cape Cod Conservation Trusts,  
 Buzzards Bay Coalition & Massachusetts Land Trust Coalition

*Funding provided by The Island Foundation and Bilezikian Family Foundation*

8:15 a.m. **ARRIVAL:** free coffee, danish, muffins

9:00 a.m. **KICK-OFF:** welcome; *Mark Rasmussen, President, Buzzards Bay Coalition*

**9:15 – 10:15 a.m. SESSION ONE (choose A or B workshop, each includes time for O&A)**

**WORKSHOP A.** Social Media Tips & Techniques to Highlight Your Land Trust’s Good Deeds  
 How can your land trust effectively share your stories through social media? Learn about the latest best practices for using Facebook, Instagram, Twitter, and more. Develop a social media plan that works for your land trust.

*Lillie Peterson-Wirtanen, Director of Administration & Outreach, Barnstable Land Trust*  
*Alicia Porter, Communications Director, Buzzards Bay Coalition*

**WORKSHOP B.** Tech Talk to Monitor and Steward Your Protected Lands  
 Land stewardship volunteers and staff are busy finding boundaries, monitoring lands, documenting changes, and so much more. Learn about the advantages and challenges of adding more tech (GPS, GIS, tablets, databases) to the land management puzzle.

*Jack Sidar, Land Stewardship Manager, Buzzards Bay Coalition*  
*Andrew Bagnara, Stewardship Coordinator, Eastham Cons. Fnd. & Orleans Cons. Trust*

**10:15-10:30 a.m.** 15 min. break

**10:30 – 11:15 a.m. Plenary Session: EMERGING & ONGOING ISSUES FOR LOCAL LAND TRUSTS**

Bring questions and concerns about issues affecting your local land trust to share during this panel-led discussion about persistent challenges facing land conservation efforts.

*Mark Rasmussen, President, Buzzards Bay Coalition*  
*Mark Robinson, Executive Director, The Compact of Cape Cod Conservation Trusts*  
*Carolyn Sedgwick, Executive Director, Massachusetts Land Trust Coalition*

**11:30 a.m. – 12:30 p.m. SESSION TWO (choose A or B workshop, each includes time for O&A)**

**WORKSHOP A.** Good Governance Basics: Striving for Optimal Organizational Management  
 Who do you want on your board & how about term limits (why? why not?).  
 What policies should your land trust have in place? Is it time to update your bylaws?  
 Cover the basics & more.

*Tom Evans, President, Harwich Conservation Trust*  
*Leonard Johnson, past President, The 300 Committee Land Trust of Falmouth*  
*Susan McCombe, President, Wareham Land Trust*

**WORKSHOP B.** Real Estate Transactions 101  
 From initial communication with landowners to deed recording and the path between, here's the land transaction process from A to Z with case studies to highlight unexpected detours.

*Allen Decker, Director of Land Protection, Buzzards Bay Coalition*  
*Scott MacFaden, Director of Land Protection, Wildlands Trust*  
*Mark Robinson, Executive Director, The Compact of Cape Cod Conservation Trusts*  
*Carolyn Sedgwick, Executive Director, Massachusetts Land Trust Coalition*