

ROUNDTABLES for the Web

1: Integrating Conservation with the Crossroads of the Revolution Heritage Area

Facilitators: **Cate Litvak**, Executive Director, Crossroads of the American Revolution; **Candace Ashmun**, founding member, Pinelands Commission; **A. Elizabeth Watson**, Principal Preservation Planner, John Milner. The roundtable will focus on the role of the Crossroads National Heritage Area in providing for the preservation of natural and historic resources. The discussion will also delve into the ways in which Crossroads will partner with land preservation organizations to identify and preserve historic landscapes and support stewardship throughout the heritage area.

2: New Jersey Outdoor Recreation Plan: Share Your Ideas!

Facilitator: **Steven Jandoli**, Supervising Program Specialist, New Jersey Department of Environmental Protection, Green Acres Program. The Green Acres Program is preparing a new open space and recreation plan that will guide funding and acquisition decisions over the next five years. As a land trust, your organization's input into the State's open space and recreation program is important. Green Acres is looking for comments on issues, funding and open space and recreation priorities.

3: Understanding Search Engines and Achieving Higher Rankings for Your Website

Facilitator: **Kevin Sparkman**, FusionSparks Media Inc. How do some organizations consistently show up in the Google top 10 search results for certain key word searches? There is no magic bullet, but you can achieve higher rankings if you understand the basics of how search engines index content and assign priority to web content. In this roundtable, participants will learn about strategies for breaking into Google's top search results for and practical steps that can be taken today to give your organization greater visibility via web search engines.

4: The Growing Rain Garden Population at Brookdale College

Facilitators: **Michael S. Fedosh**, chairman of the Monmouth County and Middletown Township Environmental Council; **Ann Waters**, Monmouth County Planning Board. Join a walking tour of the Brookdale rain gardens and hear the pleasure and pain of the rain garden construction experience. This program was started in 2010 through the Monmouth County Environmental Commission county stakeholders.

5: Speaking for the Land - Poetry as Testimony

Facilitator: **Jeff Hoagland**, Education Director, Stony Brook-Millstone Watershed Association. The natural landscape is full of mystery and excitement, inspiring us in countless ways. Encounters with nature have stirred the hearts of writers and poets, who have captured this magic in written word. These words provide startling testimony for the importance and value of nature. Through this roundtable, participants will examine the poetic moment in nature as well as the creative process. We will first share a collection of poems, written by a range of poets, expressing the profound and the heartfelt, illuminating many aspects of the natural landscape. We will go outdoors, weather permitting. During our exploration outdoors, utilizing some simple guidelines, participants will reach deep, into themselves, and into the landscape, to harvest and construct their own poems.

6: Our Changing Legal Landscape: Trends in the Law that You Need to Know

Facilitator: **James P. Wyse, Esq.**, Coughlin Duffy, LLC. We will discuss emerging trends in the law that may affect the way land trusts and municipal open space programs do business, including new statutes and regulations, case decisions, tax law changes.

7: Green Infrastructure Planning – A Sustainable Approach for Land Conservation

Facilitators: **Martin McHugh**, The Conservation Fund (TCF). “Green infrastructure” is known as a network of natural areas and open spaces that conserves ecosystems, sustains clean air, water and provides benefits to people and wildlife. TCF also thinks of green infrastructure as a process—a way to identify the best lands to preserve while accommodating appropriate development and “grey” infrastructure. TCF’s “GI” planning approach is a collaborative effort that engages a broad community of conservation, local government and development stakeholders. Land trusts, regional governments and others can lead GI planning. The products of GI planning articulate a vision of healthy communities, benefiting humans and nature. Over the past decade, GI planning has evolved from a novelty practice into a national planning method. TCF helped make this evolution happen, bringing green infrastructure to communities across the US. This workshop will discuss TCF’s Green Infrastructure approach and how it may build on New Jersey’s Greenways Program.

8: Partnerships with the Open Space Institute

Facilitator: **William Rawlyk**, Open Space Institute. The Open Space Institute (OSI) has been actively supporting land preservation in NJ for many years. Come and learn about the Open Space Institute (OSI) and how OSI is helping NJ nonprofit organizations meet the challenges and opportunities of conserving land in NJ. OSI operates the New Jersey Conservation Loan Fund (NJCLF) capitalized by the Geraldine R. Dodge and William Penn Foundations and used by many NJ nonprofit organizations for bridge loans to complete land acquisition projects. In 2011 OSI launched the Bayshore-Highlands Fund to supply capital funding for land acquisition projects in the four NJ counties that border the New Jersey Delaware Bayshore and in the Highlands Region of Pennsylvania. Supported by the William Penn Foundation, the Bayshore-Highlands grant program assists nonprofit conservation organizations with funding for land acquisition projects in these regions. Visit the roundtable if want to learn more about the Open Space Institute’s conservation work in New Jersey.

9: Home/Business Energy Efficiency

Facilitator: **Xavier Walters**, President, The Energy Team. Xavier will tell the audience about The Energy Team, including what we do, who we work with, and what our goals are, both community and monetarily oriented. Xavier will outline each product and service we offer, and discuss how that service/product is offered and applied to our clients, and the financing of these products.

10: Farmland Preservation: Ask the State Agriculture Development Committee

Facilitators: **Susan E. Payne**, Executive Director; **Heidi Winzinger**, Chief of Acquisitions; and **Tim Brill**, Planning Manager, State Agriculture Development Committee (SADC). This roundtable is a question-and-answer session hosted by the chief officials of the State Agriculture Development Committee. Get answers to your questions or share your comments on project area strategies, helping landowners make informed decisions, the appraisal process, on-farm solar energy generation and everything else under the sun related to farmland preservation.

11: Discover Urban Waters

Facilitators: **Jim Cummings**, UrbanPromise Academy/Urban Trekkers; **Demetrius Marlowe**, Principal, UrbanPromise Academy. In this roundtable panelists and participants will discuss why and how UrbanPromise Academy's "Learning Community" has created an opportunity for teachers and students to understand the meaning of ecological literacy. The discussion will center on environmental awareness, stewardship, and advocacy concerning the sustainability of Camden, NJ waterways and systems and their impact on the quality of life in Camden, NJ. Discussion points will include activities that focus on behavior change that can directly provide for a cleaner community and sustainable environment

12. Community Participatory Mapping: Empowering Environmental Communities using Google Maps/Google Earth

Facilitators: **Wansoo Im, Ph.D.**; **Gretchen Grajo**, Vertices, LLC. Despite the huge potential of visualization and spatial analysis outcomes that GIS offers, issues of affordability, accessibility and technical expertise have been major obstacles for non-profit environmental advocacy groups to overcome. In recent years these challenges have been slowly, yet significantly, diminishing with the advent of Web 2.0 and open-source/open-access technologies. In this roundtable, we will discuss how non-profit environmental organizations are utilizing GIS through Google Maps. We will also review how Google Maps affects current implications of community participatory practices and future concerns by demonstrating several case studies of conservation organizations employing this application.

13. Land Conservation and Climate Change

Facilitators: **Christopher Jage**, Assistant Director, South Jersey, New Jersey Conservation Foundation; be **Patty Doerr**, Director of Conservation Projects, The Nature Conservancy. The roundtable will discuss potential follow-up actions that were the result of a December 12 workshop on Land Acquisition, Conservation and Stewardship in the Face of a Changing Climate.

14. Wetlands

Facilitator: **Mike Greene**, Use Manager, Envirotactics, Inc. The roundtable discussion will focus on regulatory impacts and potential permitting options available under the Freshwater Wetlands Protection Act Rules (N.J.A.C. 7:7A). The roundtable will be tailored to address a general overview of the regulations and the questions of the conference attendees. It is recommended that any interested attendees come prepared with questions.

15. Successful Service Projects: Best Practices for Collaborative Stewardship Projects Engaging Volunteers

Facilitator: **Charles Kline**, REI. Is volunteer stewardship a key objective for your organization? Do volunteers have the potential to make a significant impact with mission centric stewardship priorities? Moderated by REI's New Jersey Outreach Specialists, this Roundtable will share best practices for building successful partnerships to promote volunteer stewardship. Participants will be encouraged to present questions to the group and share their own experiences.

16. Politics of the Environment: An Assessment of NJ's Environmental Issues

Facilitator: **Ben Spinelli**, former executive director of the New Jersey Office of Smart Growth. This roundtable will be discussing a survey of the major environmental issues facing NJ and the their political implications. Participants will discuss where the environmental community stands in 2012, what the political climate is like for environmental issues, and strategies for environmental organizations. Strategies for the environmental community to achieve their goals and gain and exert political power will also be discussed.