

Plenary Break Out Session Notes

March 7, 2017 – California Conservation Conference

This is a compilation of the breakout group reports from the 2017 annual conference regarding each group's take-away's and messages they heard from the morning plenary speakers.

Group #1:

- Who are we listening to? And what do we do about that?
- Conservation Horizons is a tool we can all use and implement.
- Action! Now is the time.
- CCLT can be the voice when organizations cannot.
- Land trusts are a bridge – between communities, between ideas and action.
- It's all about people. (Outreach)

Group #2:

- Bridge of conservation.
- Get people in communication.
- Do not forget ethics.
- Achieve bi-partisan support – statewide and locally.
- Turn the stresses into opportunities.
- Bring in stakeholders.

Group #3:

- Land trusts are examples of positive action – we want to lead with that.
- Land trust actions appear to be slow – harness positive energy for change.
- Land trusts need information regarding the impacts of national changes – share it with supporters/donors.

Group #4:

- Expanding support.
- Look outward and inward – strength, courage, and humility.
- Correct language for communication.
- Include the next generation in caring about nature.
- Seize the opportunity to bring people together to find common ground (storytelling).
- Tell story and listen to others' stories.
- Adapting communication style without compromising values.

Group #5:

- You can have a high conservation ethic and be an economic driver.
- Broader outreach and audience.
- People protect what they care about – find commonality.
- Engage diversity, and different opinions.

- We work to protect environmental diversity – need to apply it to community and differing opinions.
- Have meetings on land.
- Have a positive message.
- Engage young people – “Kids will care when they experience and appreciate the land.”
- Kids want to go out but they don’t always have the opportunity.
- 4 R’s – respect yourself, others, equipment/tools, and environment.

Group #6:

- Science is a good idea!
- Change creates energy – leads to innovative solutions.
- Division – rural vs. urban.
- We are the bridge.
- Be pragmatic.
- Outreach – especially to youth.
- Focus on the land.
- Opportunities: federal, state, and local. (Our local ideas are not being undone by the state.)