

# Land Conservation Assistance Network 2019 ANNUAL REPORT



*Conservation for a Better America*



*Our mission is to promote the protection  
of endangered species, farms, forests, ranches,  
wetlands, and other open spaces,  
by empowering landowners to make smart,  
sustainable decisions about their land.*





## Our Values for the Future of Land Conservation

LandCAN's conservation ethic is driven by the works of the founding fathers of American conservation such as Aldo Leopold, who wrote in his *The River of the Mother of God* essays, "The geography of conservation is such that most of the best land will always be held privately for agricultural production. The bulk of the responsibility for conservation thus necessarily devolved upon the private custodian, especially the farmer."

We believe our values will inspire and serve as the essence of our principles, beliefs, and philosophy. They shape what LandCAN does well—educating private landowners by providing resources and information about the importance of land conservation.

Leading with values is not wide-eyed altruism. It is clear-eyed business strategy. Values attract the best employees. They sustain all our relationships. And they guide our efforts to lead the industry in modeling what "good tech" looks like.

- ☆ **Passion for Conservation.** Conservation is what we are about. We provide the entire spectrum of conservation assistance programs to landowners nation wide—federal, state, non-profit, and for-profit.
- ☆ **Empowering People.** We help private landowners preserve land that is at the heart of their family history. Land is both real and symbolic of the continuity of family.
- ☆ **Information You Trust.** We are committed to providing quality resources, tools, and other information that landowners can trust to accomplish their conservation goals and outcomes.
- ☆ **Driven to Innovate.** From its beginning, LandCAN was the first to harness the power of the internet to connect people for the conservation of land. We encourage fresh ideas and new ways of doing things by building collaboration opportunities that translate into tangible and measurable on-the-ground actions.
- ☆ **Purpose-led Performance.** Our national conservation efforts are driven by a commitment to do what's right. We promote and facilitate the revival of conservation as a core American value, specifically through aiding the sustainable use of natural resources on private lands—farming, ranching, and forestry—that benefit the environment and rural economies.



## Message from our Executive Director, Amos S. Eno

# 2019 was a year of major progress!

*Sam Houston's declaration, "Do right and risk the consequences", has always been emblematic for me. And Sam Houston would have loved LandCAN.*

The first two months of 2019 saw Jessica Adkins-Mailman rejoin our staff as Director of Operations, and Kathy Becvar came aboard as Director of Development. Both have contributed to our progress and many successes.

In May, we finished and publically announced our eighth state LandCAN—Texas LandCAN—at the Texas Parks & Wildlife Department (TPWD) Commission meeting. We greatly appreciate the steadfast support from TPWD's Executive Director, Carter Smith.

In November, we completed our ninth state LandCAN—Virginia LandCAN! We dedicated the site to the Ohrstrom family who were principal supporters of building the network. Maggie Ohrstrom Bryant, who was my board chair at National Fish and Wildlife

Foundation, has supported LandCAN every year since its inception in 2000. We are extremely honored and genuinely appreciate her trust and support. Both of these networks are huge; the Texas LandCAN has over 15,000 service providers, and the Virginia LandCAN has over 10,000.

In July, Washington attorney Brent Fewell introduced me to Trammell Crow of Dallas, Texas who annually hosts EarthX, the largest Earth Day conference in the United States. For the past six months, I have helped him to create a land conservation portfolio for the conference featuring ranch, farm, and forest land conservation initiatives. Trammell and EarthX are now sponsors of LandCAN as is the Andrew Sabin Family Foundation.



Amos Eno and son, Amos at Eagle Valley Ranch, Idaho

In October, I was contacted by author Lowell Baier who asked me to review and endorse his new book: *Saving Species on Private Lands*, which encapsulates in one easily readable volume the crux of LandCAN's work and philosophy. *Saving Species* was released in March 2020 at the North American Wildlife Conference annual meeting.

On November 8th, LandCAN hosted a forum in Falmouth, Maine with Senator Angus King to support Maine's forest products industry, and we released our publication titled *May the Forests Be with You*. Read more on page 5 about the booklet and Maine's forest industry.

During the year, we added three new Maine board members: attorney Carol Warren, financial advisor Michael Wood, and fishing guide extraordinaire Tom Ackerman. We also welcomed Andrew Shipley from New York and Alex Echols of Virginia to our Board of Directors.

2019 also saw a major upsurge in traffic and usage of LandCAN sites that rose 30% over 2018 usage. Our database is huge! Our online resources total over 108,000, and just maintaining it requires substantial staffing resources. See page 4 for more details.

As always, we are honored to be the beneficiary of hundreds of individuals, foundations, and businesses who place their trust in our work by making financial contributions to LandCAN. We genuinely appreciate every dollar received, and our goal is to ensure that your support is well spent to forward our mission of providing private landowners with the resources they need to make good, sustainable decisions about their land.

On behalf of the LandCAN boards of directors and staff, I thank you for your continued trust and support, and I look forward to LandCAN's bright future because of you.

In closing, I am writing in late-March during the midst of COVID-19 closures. We at LandCAN are resolute in our conservation mission to providing the tools, services, and functionality to empower landowners across America to implement stewardship and conservation practices on their lands. LandCAN as an online web directory is designed for occasions such as this. All you need is fingers on a keyboard in the safety of your homes to bring conservation resources to your land.



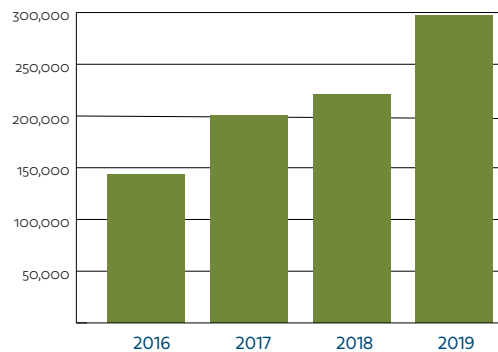
Amos S. Eno, Executive Director

## ■ Growing the LandCAN Audience

In 2019, the staff at LandCAN have made significant strides in growing our audience via online newsletters and social media websites. Our online resources include federal, state, non-profit, and for-profit businesses and organizations that continue to expand as we update our sites and add more state LandCANs.

- 46,410 unduplicated resources on all LandCAN sites
- 297,342 site visitors
- 3,637 eNewsletter subscribers
- 27.7% average open rate on eNewsletters (25.9% is national average for nonprofits)
- 1,300 social media followers
- 127 donors contributed \$770,429
- 130,272 online resources

**297,342 LandCan Site Visitors in 2019**



## ■ Conservation Partnership – EarthX

In 2019, Amos Eno and LandCAN provided guidance and assistance to EarthX, which is the brainchild of Trammell Crow of Dallas, Texas. It is currently the largest Earth Day conference in the United States focused on environmental education and awareness. The event consists of an environmental expo, conferences, and a film festival that champions progress and innovation by bringing together environmental organizations, businesses, academic institutions, government agencies, interactive programming, and thought leaders.

Watch a 17-minute video ([landcan.org/landcan-blog/the-future-of-land-conservation/304/](https://landcan.org/landcan-blog/the-future-of-land-conservation/304/)) by Amos who presented to EarthX ambassadors in January 2020 about how land conservation has evolved and offered suggestions for future land conservation.

We are proud to be in this beneficial partnership with EarthX. Their mission to connect a global community to create a sustainable world epitomizes LandCAN's mission of promoting the protection of endangered species, farms, forests, ranches, wetlands, and other open spaces by empowering landowners to make smart, sustainable decisions about their land.

## ■ LandCAN 2019 Events

### CONSERVATION ON TAP – LEWISTON AND FREEPORT, MAINE

In August 2019, LandCAN hosted its second Conservation on Tap event at Baxter Brewing Co. in Lewiston, Maine. Brewery owner Luke Livingston and their marketing guru Adam Platz talked about how land conservation is invaluable to providing clean water for their beer, as well as the importance of farmers who provide them with the grains that are necessary to the quality of their beverages.

A third Conservation on Tap event was held in September 2019 at the Stars & Stripes Brewery in Freeport, Maine. Amos Eno talked with guests about LandCAN and its impact on the brewing industry throughout the nation.

All 140 micro-breweries in the State of Maine are listed on our Maine Land Conservation Assistance Network.

### SUPPORTING AND PROMOTING MAINE'S POWERFUL FOREST INDUSTRY

On November 8th, LandCAN hosted an event titled *May the Forests Be with You* with keynote speaker Senator Angus King. Joining us as guest panelists were: Donna Cassese, formerly of Sappi's North American operations; Tom Doak, Executive Director of the Maine Woodland Owners; Brianna Bowman, Program Director for the FOR/Maine collaboration with the Maine Development Foundation; and Marina Bowie, Executive Director of Biobased Maine. The goal of the event was to stress the importance of the forest products industry for both Maine's economy and recreation infrastructure. Maine's forests provide the state with unique and abundant access to natural resources.



LandCAN is proud to author a booklet titled *May the Forests Be with You* that we made public at the forestry event. Putting our own spin on the famous line from the *Star Wars* movie, we acknowledge the power of the forests in Maine as a force behind our State's economy, our recreation, and our environment.

Visit [landcan.org/pdfs/MayTheForestBeWithYou.pdf](https://landcan.org/pdfs/MayTheForestBeWithYou.pdf) to download the *May the Forests Be with You* booklet.

## ■ What LandCAN's Site Users Have To Say

An untold story in American conservation and completely overlooked reality of on-the-ground conservation is that private landowners are the principal stewards of endangered and threatened species habitat nationwide. This is one of the reasons we built the Land Conservation Assistance Network, nine state-specific sites, and our endangered species conservation platform—the Habitat Conservation Assistance Network.

**We receive calls almost daily from people seeking advice, and we help them to navigate our online resources. Here's how LandCAN impacts conservation:**

🐾 James P. contacted Pound Ridge Land Conservancy in New York to sell land for conservation at significant discount to market value. President Mike Kagan of Pound Ridge Land Conservancy stated, “We moved the property to the top of our development pipeline... this is the first time we were approached through LandCAN—and we very much appreciate your help! This experience demonstrates the value of the network. We would not have learned of the opportunity without LandCAN’s help. THANK YOU VERY MUCH!” (08/22/2019)

🐾 A land consultant on behalf of a client contacted Prairie Land Conservancy in Illinois (05/14/2018) to initiate a conservation easement on his 325 acres of woodlands/wetland/floodplain land on the Illinois river.

🐾 Irene C. contacted Upper Peninsula Land Conservancy to put her land into a wildlife sanctuary in perpetuity (04/26/2018).

🐾 André Kok contacted St. Clair Soil & Water Conservation District (02/19/2020) to introduce native plants on nine acres of St. Clair County, Illinois and to gain assistance in submitting an application for USDA NRCS Environmental Conservation Program. After talking with the folks at the local NRCS office, they hope to put together an application for the Conservation Stewardship Program, and they hope to develop three plans/projects: 1) about four acres of native monarch butterfly habitat; 2) forestry conservation including control/removal measures for invasive species (primarily fortune's spindle); and 3) stream enhancements aimed at reducing bank erosion and improving wildlife habitat.

🐾 Yvonne A. contacted USDA Beginning Farmers and Ranchers Development Program (01/22/2020) for assistance in starting a small farm.

🐾 Scott Troutman contacted Peanut Soil and Water Conservation District, Virginia, for assistance in producing a management plan for a small horse farm in Suffolk. Troutman writes, “I am currently working with DCR to create the plan... Virginia LandCAN has been helpful, and I would recommend it to other farmers and friends and would use the network again.”



🦋 A state CIG manager (USDA.GOV) used Arkansas LandCAN to assist CIG applicants for forest conservation and contacted Foust Forestry Management and went back to Arkansas LandCAN for her family's forest lands, "It was a great tool!"

🦋 Sandra G. contacted Upper Green River Basin local Sage-Grouse Working Group (Wyoming) to get assistance to conserve a lek (a sage grouse mating congregation) from neighbor encroachment.

🦋 A representative from the Women Food and Agriculture Network (WFAN) from Iowa contacted Worth Soil & Water Conservation District to compile a list of resources for a group of woman farmland owners participating in WFAN (01/11/2018).



🦋 Traci Knight Ingleright contacted a forester for assistance in planting trees on her parent's property in Georgia. She writes, "I inherited property from my parents that I do not know how to manage. I googled the forester's name hoping to find him and found him on your website. He is helping me now. I live in Birmingham, AL and I'm thrilled I was able to find someone to help me with property in Georgia." (1/22/2019)

🦋 Corrie Ivey, Grants Project Coordinator, Idaho Department of Lands (03/26/2020) wrote, "I have filled a new position within Idaho Department of Lands as a grant coordinator and have found incredible value to your network's listing of grants associated with Idaho. My job is to find non-traditional sources of funding (outside USFS) for our contributors and partners to connect to. Thank you for your efforts in centralizing the information about these resources!"

🦋 Julie Unfried of Pheasants Forever, sage-grouse local implementation team contacted Jordan Valley Cooperative Weed Management Area (Oregon) to network and facilitate membership in local implementation teams.

**Your donations over the years make possible thousands of connections like these. Just think about it . . . the difference you make with your donation each year helps private landowners make invaluable connections across our nation and possibly in your own community.**

## ■ LandCAN 2019 Updates

### TEXAS LANDCAN

We are excited about launching our largest state LandCAN—the Texas Land Conservation Assistance Network (Texas LandCAN)! The site was released publically at a Texas Parks & Wildlife Commission meeting in May 2019. They say “everything’s bigger in Texas”, and the site definitely holds up to this motto with 15,000+ resources for Texan landowners. Between May and December 2019, Texas LandCAN experienced an average of 1,952 visitors per month!

### VIRGINIA LANDCAN

By the end of 2019, the Virginia Land Conservation Assistance Network (Virginia LandCAN) was completed. We are honored to dedicate the Virginia LandCAN to the Ohrstrom Family and Magalen “Maggie” O. Bryant who have been staunch supporters of LandCAN since its inception in 2000. The site boasts over 9,000 service providers and is already seeing more usage than seven of our other state sites. The public launch of the Virginia LandCAN will take place in the spring of 2020.

### MONARCH BUTTERFLIES ADDED TO LANDCAN'S HABITAT CONSERVATION ASSISTANCE NETWORK (HABITATCAN)

Loss of breeding and food habitat along the monarch’s migration route and less overwintering habitat in Mexico and southern California have been major factors in their decline, but these are not the only reasons. Other contributing challenges are the weather, pesticides, deforestation in Mexico, predators, pathogens, and parasites. In just the last two decades, its habitats have been reduced by 80%. Without intervention and additional support, it has been predicted to have a 60% likelihood of extinction in the next 20 years.

LandCAN is in the process of adding the monarchs to its HabitatCAN website so that private landowners and others interested in protecting the monarch butterfly will have resources available to them. It’s important to protect the monarch and other pollinators as they are a symbol of the health of our environment. Without pollinating insects, our food crops would be in jeopardy which could devastate our nation’s farming industry. Visit our HabitatCAN website often to find out what you can do to protect the monarch butterfly!



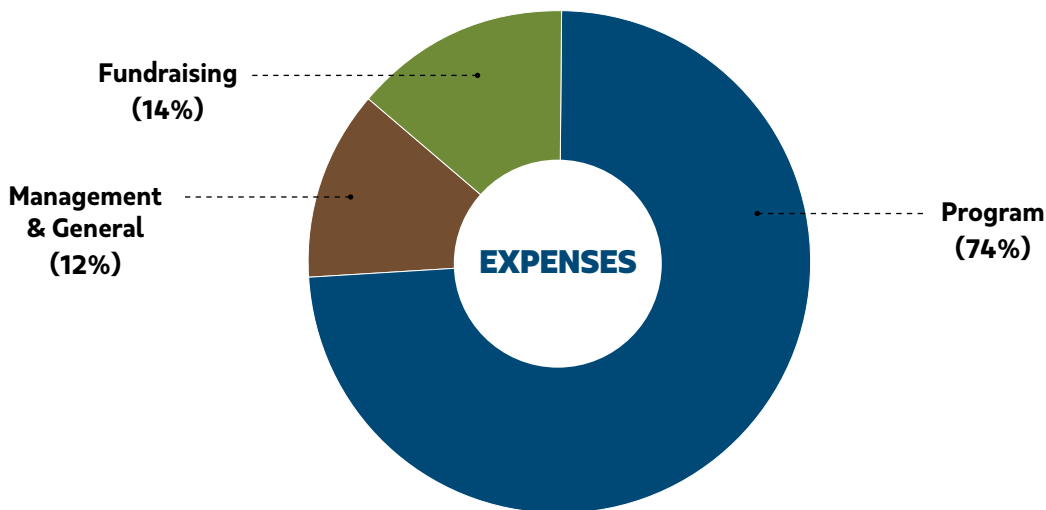
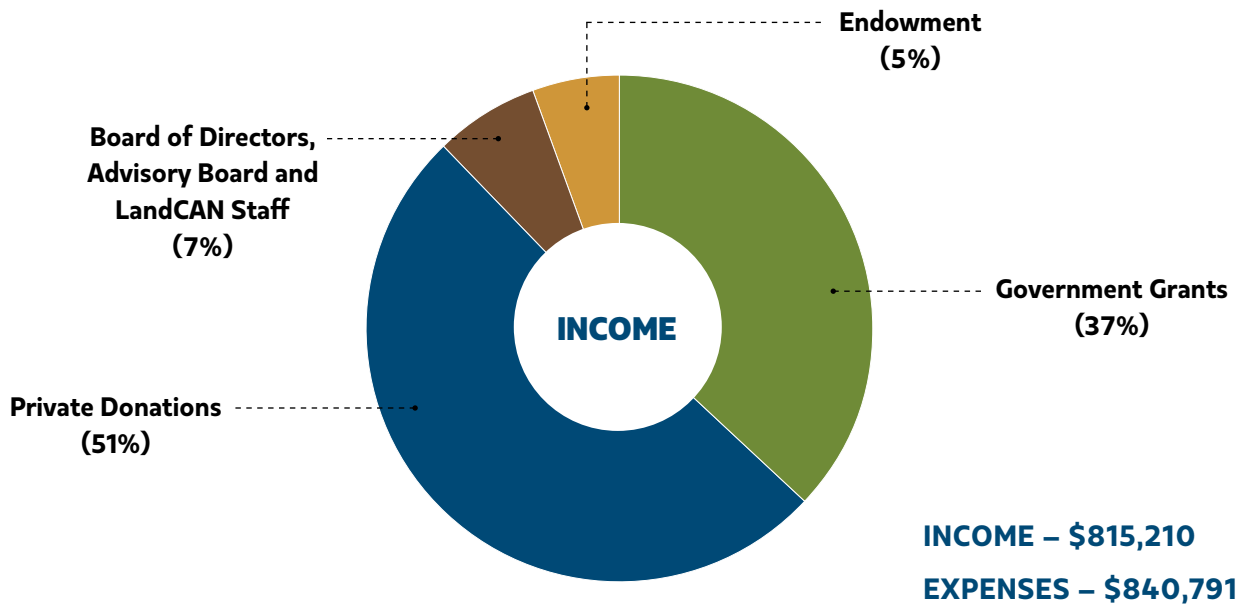
### FUTURE LANDCANS

LandCAN is always excited about having new opportunities to create additional state LandCANS that offer ease of access to private landowners when they are looking for information to accomplish a conservation goal. As funding through grants and individual donations becomes available, our staff are ready to respond with a new resource.



## ■ Preliminary Financial Summary for the Year 2019

Long-term land conservation results require sustained investment. Our funders and donors recognize this, and their support enables us to provide the online resources to private landowners—helping them to address both ongoing conservation challenges and emerging, urgent issues. We are grateful for the trust our donors place in us, and it is our pledge to use the financial support they provide wisely, efficiently, and for the best possible results.



## ■ LandCAN Partners In Giving

The Land Conservation Assistance Network would not exist today without the steadfast financial commitments of hundreds of donors who place their trust and who believe in the work we do. We are forever grateful to everyone who contributed to LandCAN and those who participated in our events to learn more about land conservation. We are honored to be the beneficiary of donors who have contributed to LandCAN over several years. Donors who contributed between 5 and 9 years are indicated with an asterisk (\*). Donors with two asterisks (\*\*) have supported LandCAN for 10+ years.

### ■ Humanitarian (\$50,000+)

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The Ohrstrom Foundation, New York NY  
US Fish and Wildlife Service, Falls Church VA  
USDA – Natural Resources Conservation Service\*

### ■ Legacy (\$20,000 - \$49,999)

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Anonymous (1)\*  
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 George L. Ohrstrom, Jr. Foundation, New York NY\*  
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 US Fish and Wildlife Service, Falls Church VA  
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The staff at the Land Conservation Assistance Network have taken every effort to ensure the accuracy of the donor information provided in this report. Please let us know if you have a question about your information by emailing Kathy Becvar, Director of Development, at [kbecvar@LandCAN.org](mailto:kbecvar@LandCAN.org) or calling 207.536.0831.

## ■ Meet Our New Board Member, Carol Warren

Carol Warren is a business lawyer and angel investor who supports start-up businesses and the non-profit organizations that advise them. Carol and her husband live in Portland, Maine where they enjoy using the cross-country skis, backpacks, kayaks, and boats that allow them to get out and see the best of Maine.

Growing up in Minnesota, Carol developed her connection to the outdoors through camping. Her family bought some logged-over land in northwest Wisconsin, where they filled their five-gallon jug at the town water pump and set up an extra-large tent to cover the table for meals on the inevitable rainy days. That scrubby campsite now has tall white pines and birches and is protected under the St. Croix National Scenic Riverway, a treasure to be enjoyed by all.

Carol and her six siblings benefited from going to YMCA camps in northern Minnesota, beginning at a family camp where even the youngest could learn to canoe and build a fire. YMCA Camp Widjiwagan on the edge of the Boundary Waters and the Quetico Provincial Park organized trips of two or more weeks, where the campers portaged between clear blue lakes and paddled along streams bordered by muskeg swamps. Trips for 17- and 18-year old Voyageurs were longer explorations in remote parts of Canada. Highlights were baking in a reflector oven and watching loons dance over the lake. Carol's four brothers all became experts at sourdough baking from their days on the trail.

Carol has always loved trees, from the ones in her backyard in Saint Paul, to the Sitka spruce and redwoods of the Olympic Peninsula, the mangroves of the Florida Gulf Coast, and the conifers of Maine. Her current obsession is learning about the incredible genetic diversity of heirloom apple trees—and the apples and cider they produce.

The trees and forests that Carol love have been harmed by acid rain, air pollution, habitat destruction, climate change, and the other unforeseen consequences of development and industrialization. Carol has joined and contributed to environmental groups for her entire adult life and has now joined the board of LandCAN to assist others who want to be good stewards of the land around them.

Organizations like LandCAN provide important tools for minimizing harm, restoring habitat, and making farmlands and forests more productive without harming the birds, plants, and trees that are critical not just to our enjoyment of the outdoors, but also to the future of the planet. Best environmental practices can bring economic benefits to landowners, and LandCAN is here to help them improve their properties and benefit future generations.



Carol Warren



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The Land Conservation Assistance Network is proud and honored to host these state sites for private landowners!

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Visit our Habitat Conservation Assistance Network where private landowners manage candidate, threatened, and endangered species habitat on their land.

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