

# Land Conservation Assistance Network 2021 Annual Report



Painted By - R.P. Elliott

*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.



2021 was the best year for LandCAN in fifteen years!

We experienced record user traffic; we completed a new network for the conservation of monarch butterflies covering eleven states; and we completed a new conservation network for Georgia, our tenth state LandCAN.

User traffic rose month-to-month throughout 2021. In August, we topped 40,000 users for the first time. We just got our numbers for January as I write and we topped 47,000 users the first month of 2022. We ended 2021 with 412,000 users, up 20% from 2020. We have enjoyed three successive years of significant traffic increases by LandCAN users.

On HabitatCAN, the new Monarch Conservation Network spans Midwestern states from Texas to Minnesota, east to Ohio and west to Nebraska. Each of the 11 states is designed for aggregating service providers down to the county level for all hosted services. We are grateful to our three monarch advisors for their thoughtful suggestions and help: Dr Anurag Agrawal of Cornell University, Pete Berthelsen of Conservation Blueprint, and Chip Taylor of Monarch Watch. The success of the Monarch Network spurred one of our donors, Tucker Andersen, to come forward and ask us to build a network for western state monarchs, whose population crashed two years ago. We started building the Western Monarch Network in late fall.

The Georgia LandCAN was the inspiration of my former National Fish and Wildlife Foundation board member, former Congressman Lindsay Thomas from Savannah, Georgia. Thomas introduced us to the Georgia Chamber of Commerce which was

seeking to revitalize Georgia's heavily forestry-dependent rural economy.

The year 2021 was a busy year helping Trammell Crow with EarthX, both his conferences and the launch of in-house EarthX TV productions. EarthX's first in-house production is American Forest Fires, which I helped produce and our plans include doing ranch conservation as the second EarthX film. I organized the Farm, Ranch and Forest sessions for the EarthX conference this coming 22/23 April with Ross Melinchuk who Trammell hired as his Director of Conservation. Ross serves on our LandCAN board.

I also wrote a chapter on the Endangered Species Act, for its 50th anniversary in 2023 - accessible on the Keep Working Lands Working blog.

In previous annual letters, I have written about the passing of colleagues whom I miss dearly: Orri Vigfusson, Nat Reed, Terry Grosz, Russell Friedman, but this year we lost my closest and dearest supporter, Maggie Ohrstrom Bryant who passed away on June 28th, 2021, at age 92. Fortunately, Angus was with me when we had lunch with Maggie just five days before her passing.

On behalf of the entire LandCAN team,  
Thank you for a great year!

A handwritten signature in blue ink that reads "Amos S. Eno".

Amos S. Eno  
Executive Director  
2021 Annual Report — 3





The Georgia LandCAN was developed with support from local stakeholders. The Georgia Chamber of Commerce requested LandCAN’s assistance in their initiative to restore Georgia’s rural economy in an environmentally sustainable manner, and the Georgia Department of Natural Resources has written a letter of support for the project: “We look forward to working with the LandCAN to create resources for Georgia landowners that are relevant, timely and help landowners overcome the obstacles that often slow implementation of endeavors to improve conservation on private lands.”

This conservation network will facilitate private landowners in the State of Georgia to make connections with conservation professionals to properly steward their forestlands, and support and strengthen their rural economies in ways that promote conservation and recovery efforts for the northern bobwhite quail, as well as other bird, mammal and aquatic species.

We developed the Georgia LandCAN in close collaboration with the Natural Resources Conservation Service and U.S. Fish and Wildlife Service to highlight their Working Lands for Wildlife and Partners for Fish and Wildlife programs, respectively, including information on how landowners can seek assistance from these programs.

Developing the Georgia LandCAN was a priority for us because of the state’s high proportion of private working lands. Approximately 80% of land in Georgia is privately owned, and 91% of forests in Georgia are privately owned and operated, making it uniquely suited to promoting conservation on private working lands.

The Georgia LandCAN provides thousands of pages of free educational materials on the LandCAN’s conservation networks for Georgia, and developing a resource directory that connects landowners with on-the-ground programs and professionals who can help them turn their conservation objectives into reality.

LandCAN Georgia is in final development and testing. You can visit the Beta version now at:

<https://www.georgialandcan.org/>



“Recognizing the critical role that private lands play in conservation, the Georgia LandCAN offers a spectacular resource to incorporate conservation into landowners’ management goals. The Georgia LandCAN supports vital collaborations critical to connecting lands and waters. We cannot have successful recovery efforts of fish and wildlife species without private landowners playing a major role. We are proud to partner with Georgia LandCAN to further these efforts.”

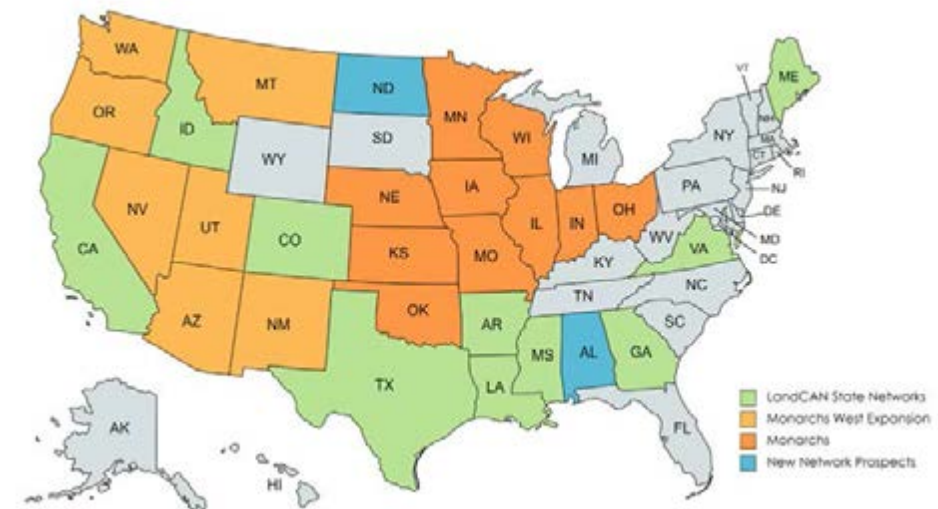
- Leopoldo Miranda-Castro, the Service’s Regional Director for the South Atlantic-Gulf & Mississippi Basin Regions



## 2021 NRCS Monarchs

As of the end of October, the Monarch Network is complete and we are dutifully working towards the completion of the Georgia LandCAN. This contract runs through the end of October, 2022. We are currently working with the NRCS and the Georgia Chamber of Commerce on edits and additions to the network. LandCAN will also continue to make code and content changes to the Monarch Network throughout 2022, as we continue to receive more feedback.

<https://www.habitatcan.org/Monarch-Butterfly/>



### Monarchs Expansion:

With the assistance of The Xerces Society for Invertebrate Conservation and the generous support of Tucker Andersen LandCAN will be expanding the Monarch Network to include the West Coast population, in addition to the existing Midwest states. HabitatCAN’s Monarch Network will soon include; AZ, CA, ID, OR, MT, NM, NV, UT and WA. With the addition of California; our Monarch Network will focus on the species only winter habitat in the continental United States.





# What LandCAN’s Users Have To Say

Maya contacted Greg Powell, P.C. from the Colorado LandCAN with the following message:

*“We entered into a Conservation Easement in 2020 with RIGHT (Rio Grande Headwaters Land Trust) on our farm... Our accountant suggested we pursue conservation easement tax credits but we had never heard of them. Allen Law, the attorney for RIGHT, didn’t suggest these when we began the process because they were at one time so difficult to decipher but apparently they are now managed by a different agency and are probably a good idea. We would like to consult with you on how to go about this.”*

## Maya’s reply to if she obtained useful information on LandCAN

*“Yes, we did and we are working on our goals. We have retained Greg Powell to answer our questions and guide us through complicated stuff. Yes, I did a web search for Greg Powell who was recommended to us by the Rio Grande Headwaters Land Trust. You were also recommended to us by them as we are baffled by Conservation Tax Credits. We created a Conservation Easement on our farm in 2020 with RIGHT. Absolutely.”*

## Site Visitor Contact

Donald contacted Mississippi Forest Stewardship Program from the Mississippi Land Conservation Assistance Network with the following message:

*“I joined MFA today. How do I join the stewardship program?”*

## Donald’s feedback on help received via the Mississippi LandCAN

*“Yes, Howard Strogbel contacted me and he was very helpful. My project is not complete yet as I still (need) my forestry agent to walk the property and write my 10-year management plan. Once we meet I will share my experience. This far everyone in the program I’ve spoken with has been helpful.”*  
*I spoke to JJ McCool, with Wildlife Solutions, and he told me about the MFA and the Stewardship program. I also spoke to Howard Stogner and he was very helpful.*

Would you recommend us to a friend?

*Sure wood!*



## Resource Contact

Jeremy contacted the Arkansas Forestry Commission, Stone County from the Arkansas LandCAN with the following message:

*“Good Morning, I have 40 acres in [Ozark-St. Francis] National Forest bordered by the forest on three sides. Are you all able include it in your control burn or do you have a list of contractors that I can hire to do it?”*

Arkansas Forestry Commission, Stone County Feedback

*“I did talk with [Jeremy] regarding his property. I’m glad he was able to contact me through your network. He was wanting a prescribed burn and that will take place next year if possible.”*

## Site Visitor Contact

Craig contacted Leon J. Manchin from the California LandCAN with the following message:

*“Hi Leon, this is Craig. We corresponded back in February 2020 regarding reforesting our property in Mountain Ranch that My wife and I own with William. We are close to a settlement with PG&E over the fire damage to our property and would like to proceed with the reforestation plan you laid out last year. I would like to talk to you about proceeding with the plan. Thanks, Craig”*

## Craig’s Feedback

*“Yes, Leon contacted us and is in the process of calculating the cost of our project.”*

Please briefly tell us about the outcome of your project.

*We are in the beginning stages of our project.*

*“A CalFire representative advised us of the opportunity to reforest our land that was burned in the Butte Fire in 2015. CLCA was recommended as being able to help with the reforestation project.”*

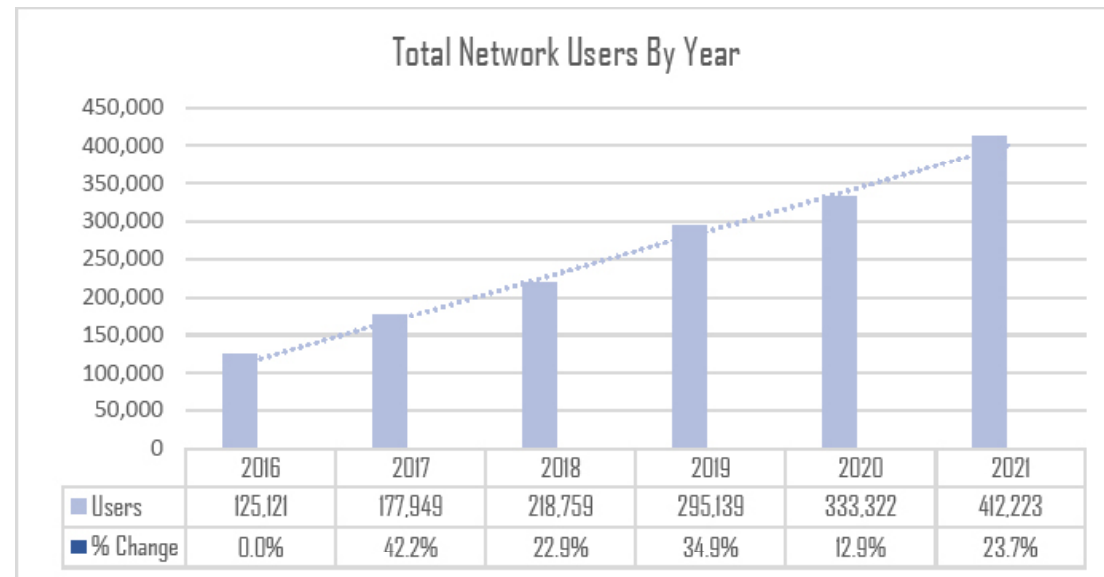
Would you recommend us to a friend?

*Yes*

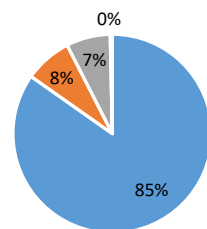




## Network Traffic Analysis



### User Destination



■ Visit Resource page ■ visit Resource website  
■ view article ■ earthx

order to keep operating costs to a minimum. Our supporters should expect to see a detailed data analysis in our forthcoming summer report.

If user growth continues at the same pace as years prior, our 2022 goal of 500,000 annual users will be within reach.



## Preliminary Financial Summary for the Year 2021

### Expenses

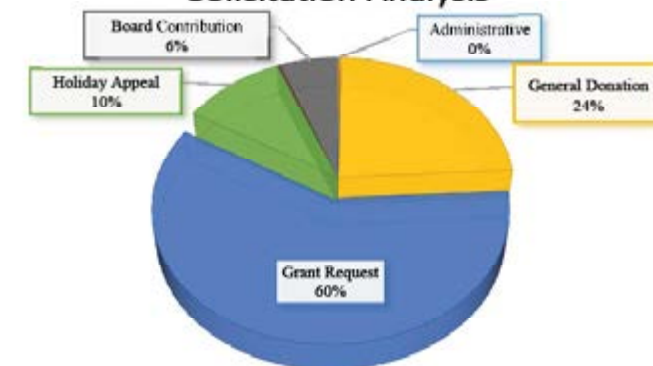
Expenses  
-\$899,485.05



Between our best fundraising year and a continued focus on cutting operational costs, we have set ourselves up for success in 2022 despite the expiration of our federal contracts.

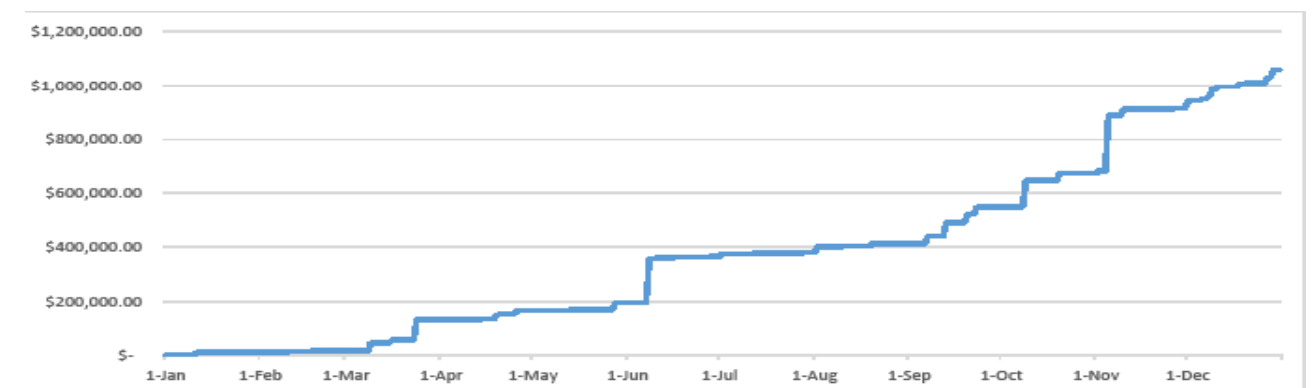
### Solicitation Analysis

Fundraising  
-\$1,058,562.79



2021 was the best fundraising year LandCAN has had in at least 6 years. Nearly 40% came through our federal NRCS contract (with matches bringing it to 60%). Although LandCAN was not granted additional federal funding in the 2022 fiscal year, we still have approximately \$200,000.00 remaining on the contract.

### 2021 Donations (January-December)



LandCAN will be hard pressed to reach 2021 funding levels in 2022 - without federal funding - however we are optimistic. With the continued support of our private donors and foundations; as well as our reduced costs, we are well poised for 2022.



# 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 in us and who believe in the work we do. We are forever grateful to everyone who contributed to LandCAN in the past years!

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 sending an email to Angus Eno, Director of Development — [anguseno@landcan.org](mailto:anguseno@landcan.org) or call (207) 847.8509

## >\$25,000

Trammell S. Crow  
Tucker Andersen  
Gordon Russell  
Mr. & Mrs. Paul T. Jones, II  
Edward Warner  
Earthx

## \$10,000-\$25,000

George L. Ohrstrom  
John E. Phipps  
Peter Eno  
Gerry Ohrstrom  
Timothy A. Ingraham  
David Brown  
Brian & Natasha Scrivani  
Valerie Brackett & Nikos Monoyios

## \$2,500-\$9,999

Amos S. Eno  
James W. Gorman, Jr.  
Diandra Douglas  
Carol Warren  
Jessica L. Mailman  
Michael R. Crane  
Malcolm Steve Forbes

## \$1,000-\$2,499

Michael P Wood  
Felton Jenkins, III  
Amos P. Eno  
Shaw Sprague  
Mark Rey  
Ross W. Melinchuk  
Russ Krauss  
Kenneth Berlin  
Thomas Nicholas Trkla

## \$500-\$999

Angus C. Eno  
Linda Borgman  
Willard Dyche  
Alex Beehler  
Philip W. Grone  
Bruce F. Buchanan  
Lowell E. Bair  
Stuart Taylor

## \$250-\$499

Elizabeth Crewson Paris  
Andrew Shipley  
Thomas L. Daniels  
Roger Kelley  
Marshall Acuff

## \$1-\$250

Walter Winans  
Terry R. Fankhauser  
Lawrence Morris  
Kari Cutting  
Michael Hays  
Samuel Martin  
Reese Hudson  
Howard L. Burris, Jr.  
Chandler Van Voorhis  
Elisabeth Gaines  
Richard Murrison  
Alexander Wheeler  
David Gravelle  
Stephen Schley  
Gary Chassells  
Karen Guzak  
K. Gregg Elliott  
David Johns

## Grants And Foundation Support

Anonymous  
Diana Davis Spencer Foundation  
George L. Ohrstrom, Jr. Foundation  
Andrew Sabin Family Foundation  
Phineas W. Sprague Memorial Foundation  
The French Foundation  
The Tim and Karen Hixon Foundation  
The Jane and William Curran Foundation, Inc.  
Ruda Foundation  
Charles Stewart Mott Foundation  
USDA - Natural Resources Conservation Service - MONARCHS  
US Fish and Wildlife Service



Meet Two of our Board Members

Chandler Van Voorhis - Co-Founder and Managing Partner, ACRE Investment



Chandler Van Voorhis is widely acknowledged as a leading expert in conservation and ecological markets. He has given a recent TEDx Talk, guest lectured at Princeton & Yale, and authored several publications on the emergence of natural capital.

Prior to co-founding C2I, Chandler was co-host of GreenWave Radio, a nationally syndicated radio talk show on the environment and business. In 2002, he was awarded, along with Mr. Crane, the nation’s most distinguished private conservation award, the ChevronTexaco Conservation Award.

Chandler is former President of the Alliance for Environmental Education, an international non-profit that played a key role in getting environmental education in K-8 over the last 30 years. Currently, he serves on the advisory boards of IETA Natural Climate Solutions and RenewWest. He is also a member of the Outdoor Writers Association of America.

“My parents instilled in me a simple truth - the two greatest joys in life are the tilling of the land and the cultivation of character. One anchors us, and the other elevates us. For centuries, we have understood the tilling of the land, but we have only faintly grasped how the cultivating of character deepens the soil of the mind and spirit.”

Russ Krauss - CEO, American Mass Timber



Russ Krauss is the founder and CEO of American Mass Timber, a Maine startup developing off-site constructed housing, and an advisor at russkrauss.com, where he analyzes markets and consults to private equity and corporate investors. Russ recently spent 13 years in executive leadership roles building Resource Environmental Solutions (RES) into the country’s largest ecological restoration company, delivering compensatory mitigation solutions, restoring wetlands, streams and endangered species habitats and planting 14 million restorative trees. He has published and presented about the business of environmental mitigation and environmental challenges facing project developers.

For 25 years prior, Russ worked in technical and business development roles at global technology companies BMC Software, Sun Microsystems, Cray Research, and Digital Equipment Corp and as interim executive with startup and early-stage firms.

Russ served the ecological restoration industry as a Member of the Board of Directors of the National Mitigation Banking Association from 2011 through 2015. On the Board of LandCAN, Russ continues support and development of private landowner initiatives and conservation of ecological habitats including wetlands, grasslands, prairies, and forests.

Russ earned a BA Geology from Boston University and an Executive MBA from the University of Houston. Russ and his wife Michelle reside in Owls Head, Maine.

Board of Directors & Advisory Board

Board of Directors

- Adam White  
AEI
- Alex Beehler  
Bethesda, MD
- Alex Echols  
Shenandoah, VA
- Amos S. Eno  
LandCAN
- Andrew Shipley  
JPMorgan Private Bank
- Carol Warren  
Warren Business Law, LLC
- Chandler Van Voorhis  
ACRE Investment Management, LLC
- David Brown  
Oak Hill Venture Partners
- Ethan Lane  
National Cattlemen’s Beef Association
- George L. Ohrstrom II  
Berryville, VA
- Grace Terpstra  
Terpstra Associates
- Howard Burris  
Arlington, VA
- James W. Gorman, Jr.  
L.L. Bean, Inc.
- Kari Cutting  
Cutting Edge Consulting, LLC
- Mark Rey  
The Livingston Group
- Michael Wood  
R.M. Davis
- Pamela K. McClelland  
Fishery/Riparian Specialist
- Philip W. Grone  
Findlay and Western Strategies, LLC
- Roger Kelley  
Continental Resources, Inc.
- Ross Melinchuk  
EarthX
- Russ Krauss  
American Mass Timber
- Shaw Sprague  
National Trust for Historic Preservation
- Terry R. Fankhauser  
Colorado Cattlemen’s Association

Advisory Board

- Alan Clark  
Department of Natural Resources, Utah
- Andrea Howell  
Sierra Pacific
- Bill Vail  
Former Maine Wildlife Commissioner
- Bruce Knight  
Strategic Conservation Solutions, LLC
- Carol Hamilton  
Rancher
- Cina Alexander Forgason  
San Antonio, TX
- David Weiman  
AgResources
- Diandra DeMorrell Douglas  
Millhook, NY
- Doug Wheeler  
Hogan, Loovells, USLLP
- Edward (Ted) Williams  
MA
- Elizabeth Butler  
Butler Law Offices, LLC
- Eric Dillè  
Denver, CO
- Eric Kingsley  
Innovative Natural Resource Solutions, LLC
- Jac Arbour  
J.M. Arbour Wealth
- James Cummins  
Wildlife Mississippi
- Jeff Morgheim  
Edge Strategic Consulting
- Joan Chevalier  
Chevalier Communications
- Keith Ross  
LandVest
- Michael Webert  
Virginia House of Delegates 2012
- Minot Weld  
Scarborough, ME
- Monty Halcomb  
Retired, FWS
- Morgan Beckwith  
Austin, TX
- Patrick Shea  
Patrick Shea, PC
- Richard Seline  
AccelerateH2O
- Rick Knight  
Warner College of Natural Resources
- Robert R. Williams, C.F., R.P.F.  
Pine Creek Forestry
- Scott J. Cameron  
Alexandria, VA
- Sharon S. O’Toole  
Ladder Ranch
- Stewart Fefer  
U.S. Fish and Wildlife, Retired
- Teri Murrison  
Idaho Coalition of Land Trusts
- Tom Cassidy  
Washington, DC
- Tom Daniels  
University of Pennsylvania
- Vinh Lang  
Pine Creek Forestry



## LandCAN Updates

- ☛ We continue to save money with our new office location, overlooking the Royal River (picture on the right)
- ☛ LandCAN discontinued our use of both Donor Perfect and Mailchimp to reduce operating costs.
- ☛ The annual report is being designed in-house to further cut operational costs.
- ☛ Willard and Angus took advantage of downtime this winter to upgrade and replace our server, which runs all of our networks. (Should increase speed and reliability.)
- ☛ LandCAN operated as the foundation for the “*Our Eden Association*” - who have been working to preserve land on the shores of Kezar Lake in Lovell, Maine.
- ☛ Completed our tenth state conservation network, the Georgia LandCAN.
- ☛ We are upgrading our data analytics capabilities - to generate greater insight on our impact, as well as provide our donors with a better picture.
- ☛ We have redesigned the lesser prairie chicken site on HabitatCAN to emphasize USDA-NRCS and U.S. Fish and Wildlife Service Programs.
- ☛ We are targeting, depending on funding commitments, new state conservation network builds for Iowa and North Dakota.
- ☛ Amos S. Eno wrote a chapter on the Endangered Species Act, which celebrates its 50th anniversary in 2023. The chapter is posted on LandCAN’s Keep Working Lands Working blog and HabitatCAN.
- ☛ In October, 2021, we began discussions with the Farm Journal, the premiere publication for U.S. agriculture. Farm Journal’s Chief Strategist Office, shares office in our building in Yarmouth, Maine. A priority for 2022 will be to try to implement a partnership with Farm Journal on sustainable and regenerative agriculture.



Photo: Amos Jr. Eno  
Jim Gorkman

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, “[T]he 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 devolves upon the private custodian, especially the farmer.”

These values shape what LandCAN does well - educating private landowners by providing resources and information about the importance of land conservation and stewardship.

**Passion for Conservation** - Conservation is what we are about. We provide the entire spectrum of conservation assistance programs to landowners nationwide - 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 is 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 - to benefit the environment and rural economies.

Donate to LandCAN today by clicking  
on the Sage Grouse:





# Land CONSERVATION ASSISTANCE NETWORK



106 Lafayette Street, Suite 3G  
Yarmouth, Maine 04096  
207.847.0589  
[LandCAN.org](http://LandCAN.org)  
[Info@LandCAN.org](mailto:Info@LandCAN.org)

*Check out our state networks for  
private landowners!*

## **Arkansas**

[ArkansasLandCAN.org](http://ArkansasLandCAN.org)

## **California**

[CaliforniaLandCAN.org](http://CaliforniaLandCAN.org)

## **Colorado**

[ColoradoLandCAN.org](http://ColoradoLandCAN.org)

## **Georgia**

[GeorgiaLandCAN.org](http://GeorgiaLandCAN.org)

## **Idaho**

[IdahoLandCAN.org](http://IdahoLandCAN.org)

## **Louisiana**

[LouisianaLandCAN.org](http://LouisianaLandCAN.org)

## **Maine**

[MaineLandCAN.org](http://MaineLandCAN.org)

## **Mississippi**

[MississippiLandCAN.org](http://MississippiLandCAN.org)

## **Texas**

[TexasLandCAN.org](http://TexasLandCAN.org)

## **Virginia**

[VirginiaLandCAN.org](http://VirginiaLandCAN.org)

## **LandCAN Team:**

*Executive Director*  
**Amos S Eno**

*Director of Operations*  
**Jessica Adkins-Mailman**

*Director of Technology*  
**Willard Dyche**

*Program & Grants*  
**Amos P Eno**

*Director of Development*  
**Angus Eno**

*Consultant*  
**Greg Elliott**

Photo: Dead River - Township, Maine

