

# Engaging Landowners and New Partnerships in Large Landscapes—

Getting More Landowners to Conserve and Steward Their  
Land—Lessons from the Forest

Karen P. Bennett, UNH Cooperative Extension

[karen.bennett@unh.edu](mailto:karen.bennett@unh.edu) 603-862-4861

# Project Origins, Funding, Sponsors- NY-New England Family Forest Initiative. 2011-2014



Northern Forest Lands Council 10th Anniversary Forum

FINAL REPORT April 25, 2005

Recommendations for the Conservation of the Northern Forest

Sponsored by the  
North East Foresters  
Association (NEFA)



Innovative Natural  
Resource Solutions, LLC



Blue Ribbon Commission on Land Conservation  
2010 REPORT TO THE GOVERNORS



New England Governors'  
Conference, Inc.

July 2010



MAINE · NEW HAMPSHIRE · VERMONT · NEW YORK

NEFA

The State Foresters cooperating with the  
US Forest Service State and Private Forestry



Keeping Forest  
as Forest  
Initiative

Highstead   
Dedicated to conserving New England's natural landscapes

# Goals of the Project

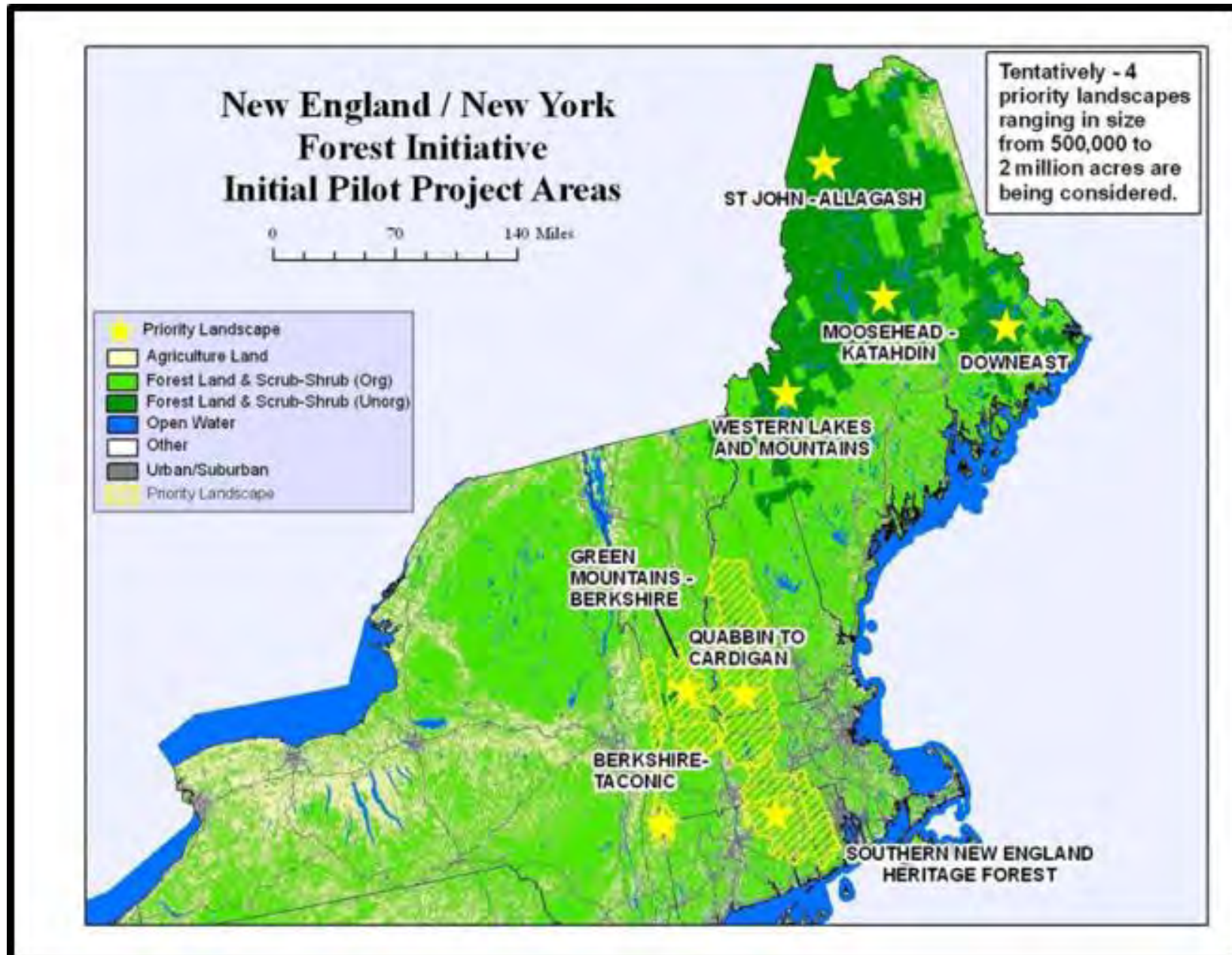
**Try out different outreach methods to engage landowners**



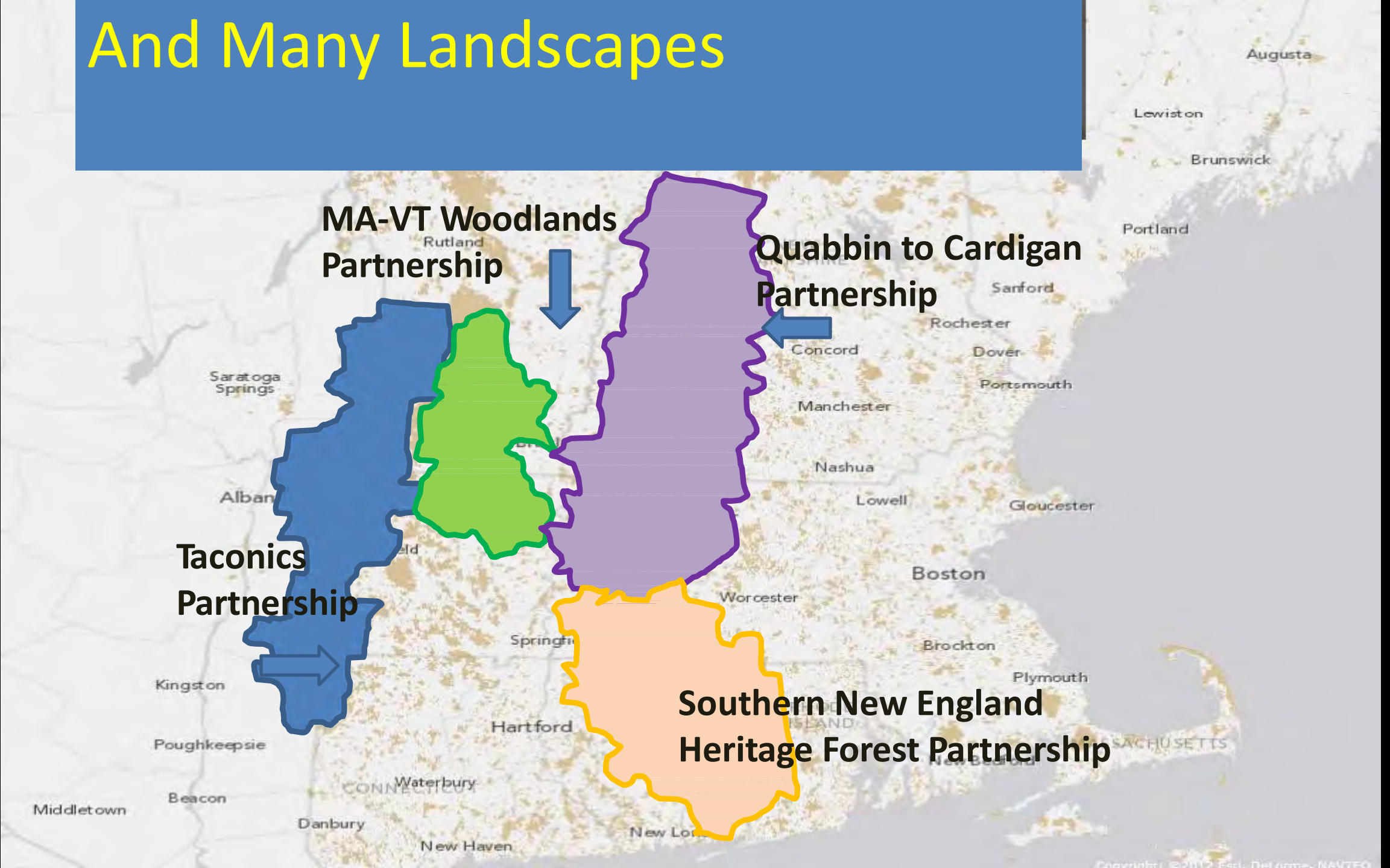
**Forge new partnerships**



# Over Many States



# And Many Landscapes



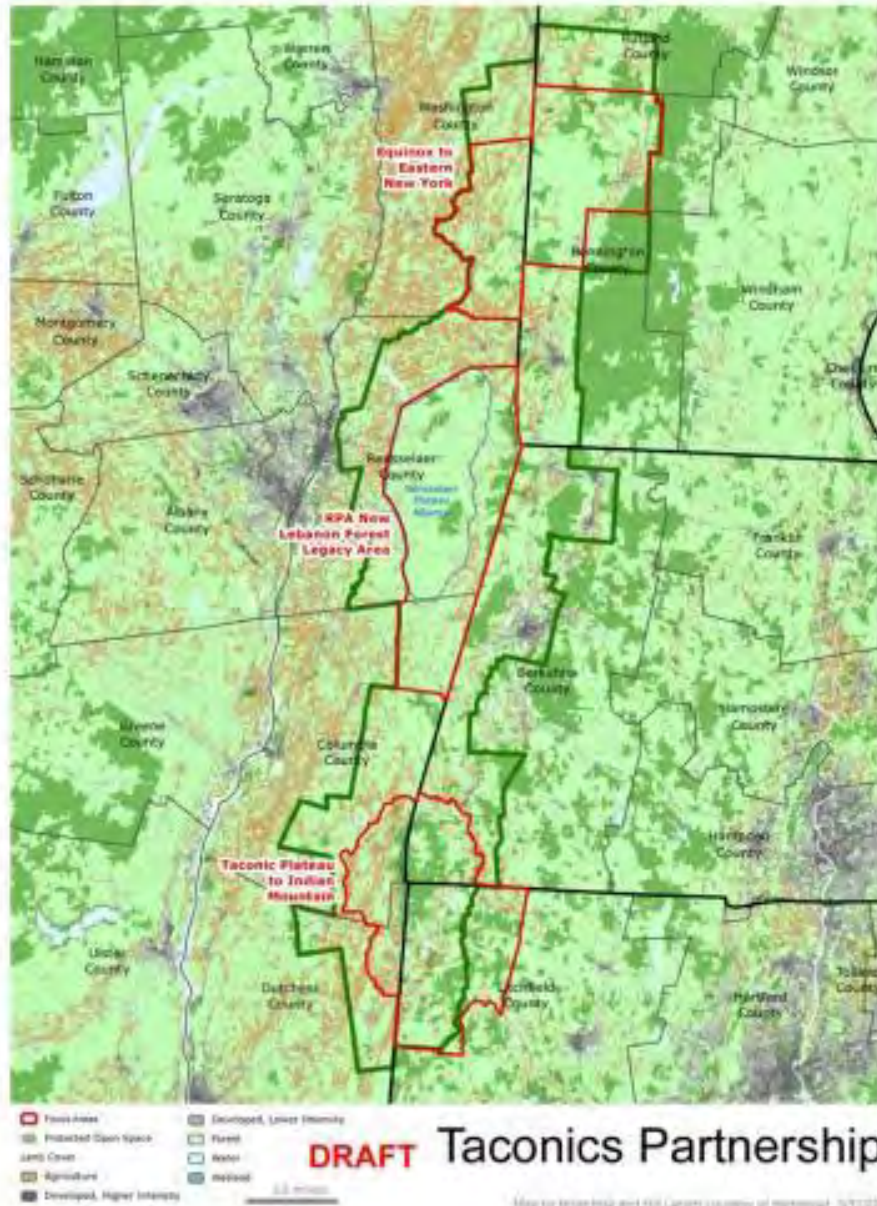
**MA-VT Woodlands Partnership**

**Quabbin to Cardigan Partnership**

**Taconics Partnership**

**Southern New England Heritage Forest Partnership**

# A Lot of People Involved- Taconics Partnership



## *Non-Governmental Organizational Members:*

### **Rensselaer Plateau Alliance, Inc. (NY)**

- Marybeth Pettit, Coordinator for the Taconics Partnership, and led activities in the RPA-New Lebanon Focus Area (Central).
- James Bonesteel, President
- Water Kersch, Board Member

### **Columbia Land Conservancy (NY)**

- Nathan Davis implemented action plan in southern and central focus areas in NY only.

### **Housatonic Valley Association (CT)**

- Tim Abbott implemented action plan in southern focus area in CT only.

### **Massachusetts Audubon (MA)**

- Matthew Kamm, Stu Watson, and Margo Servison implemented action plan in the southern focus area in MA only.

### **Audubon CT (CT)**

- Scott Heth and Patrick Comins implemented action plan in the southern focus area in CT only.

### **Vermont Land Trust (VT)**

- Kate McQuerry and Donald Campbell implemented the action plan in the northern focus area.

Agricultural Sustainability Association (NY)

Audubon NY (NY)

Connecticut Audubon Society (CT)

New England Forestry Foundation

- Whit Beals

## *Governmental Agency Members:*

VT Division of Forests, Parks, and Recreation

- Jay Maciejowski, Chris Stone

NY Department of Environmental Conservation

- Sloane Crawford, Barbara Lucas-Wilson, Jason Drobnak

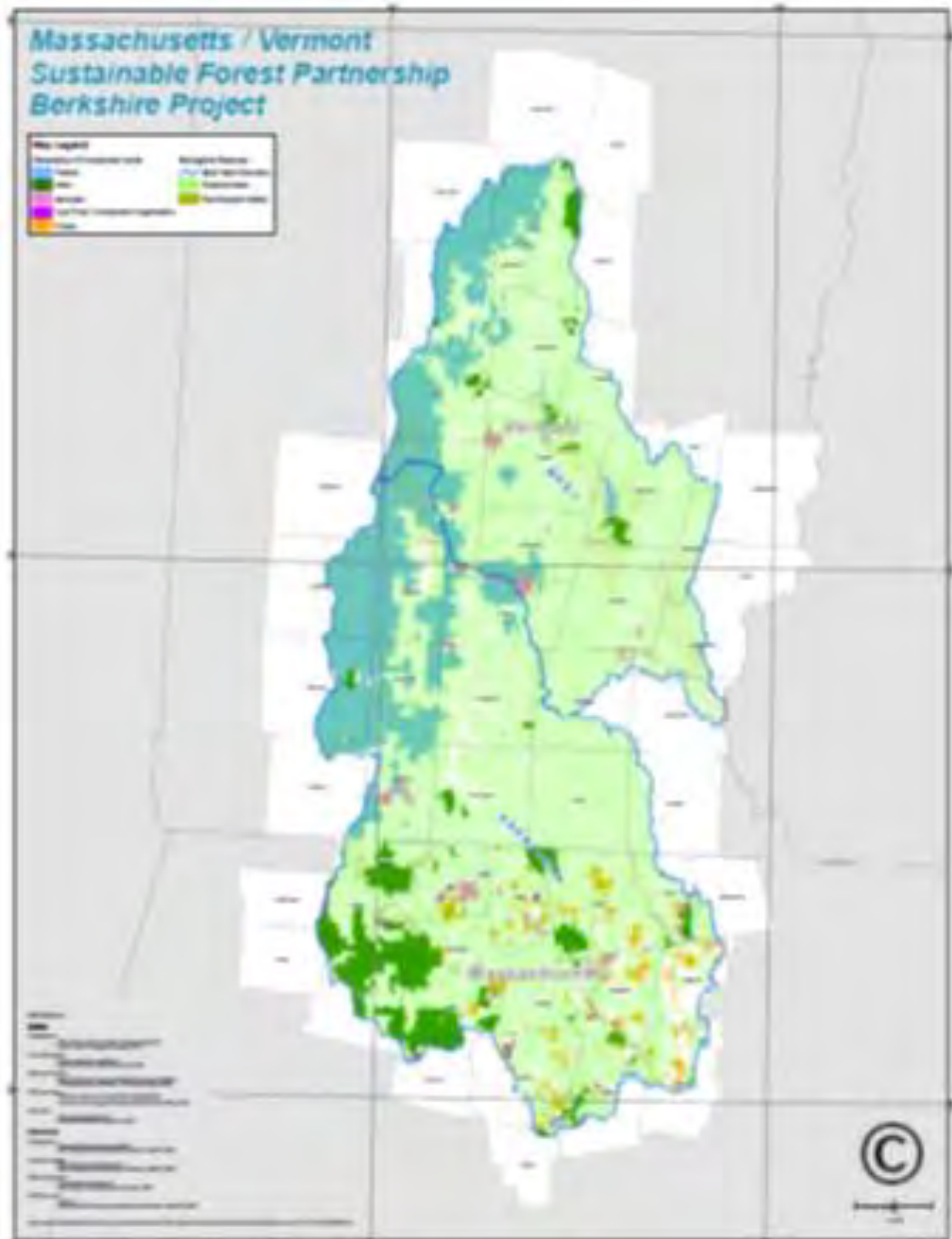
CT Department of Environmental Protection

MA Executive Office of Energy and Environmental Affairs

- Robert O'Connor

22  
people

# A Lot of People Involved- Mass-Vt Woodland Partnership



## *Non-Governmental Organizational Members:*

### **Vermont Land Trust (VT)**

- Joan Weir, Coordinator of the MA-VT Woodlands Partnership, Pieter van Loon

### **Massachusetts Audubon (MA)**

- Matthew Kamm, Stu Watson, and Margo Servison

### **VT Coverts (VT)**

- Lisa Sausville

### **Franklin Land Trust (MA)**

- Wendy Ferris and Alain Peteroy

### **Audubon VT**

- Jim Shallow

## *Governmental Agency Members:*

### **VT Division of Forests, Parks, and Recreation**

- Jay Maciejowski and Sam Schneski

### **MA Department of Conservation and Recreation**

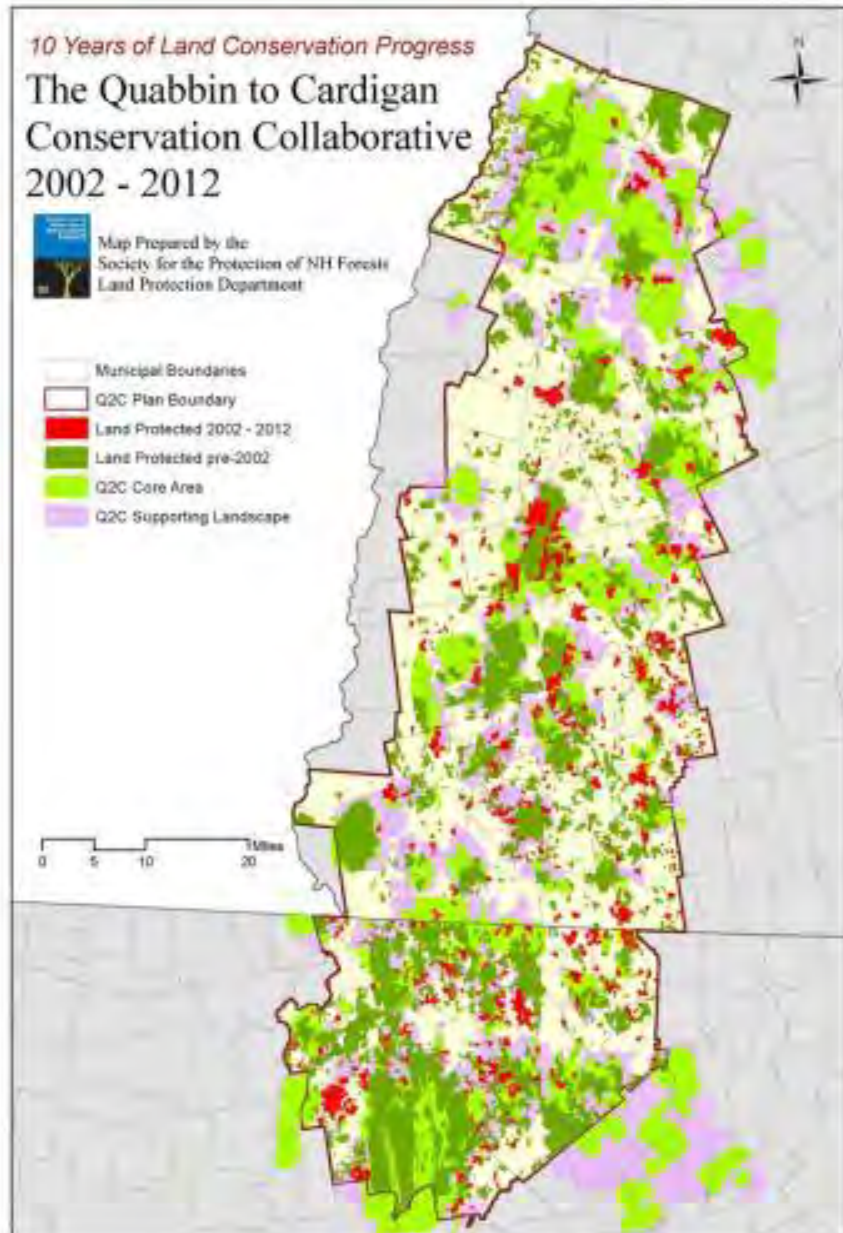
- Allison Wright and Peter Grima

### **MA Executive Office of Energy and Environmental Affairs**

- Robert O'Connor

13 people

# A Lot of People Involved- Quabbin to Cardigan



*Non-Governmental Organizational Members:*

**Ausbon Sargent Land Preservation Trust**

(NH)-Beth McGuinn

**The Monadnock Conservancy (NH)-Emily**

Hague

**The Society for the Protection of NH**

**Forests (NH)-Chris Wells**

**North Quabbin Regional Landscape**

**Partnership (MA), Mt. Grace Land**

Conservation Trust- Jay Rasku, Coordinator,

Mathias Nevins, Sara Wells

27 UMass Keystone Cooperators

**Kestrel Land Trust (MA) Advisor- Ben**

Wright, Kari Blood, Kristin DeBoer

**Franklin Land Trust-Rich Hubbard**

**North County Land Trust-Janet Morrison**

**Ashburnham Conservation Trust-Gary**

Howland

**East Quabbin Land Trust (MA) Advisor-**

Cynthia Henshaw

**Rattlesnake Gutter Trust-Mary Alice Wilson**

*Governmental Agency Members:*

**University of NH Cooperative Extension-**

Karen Bennett, Steve Roberge, Tim Fleury

**NH Division of Forests and Lands**

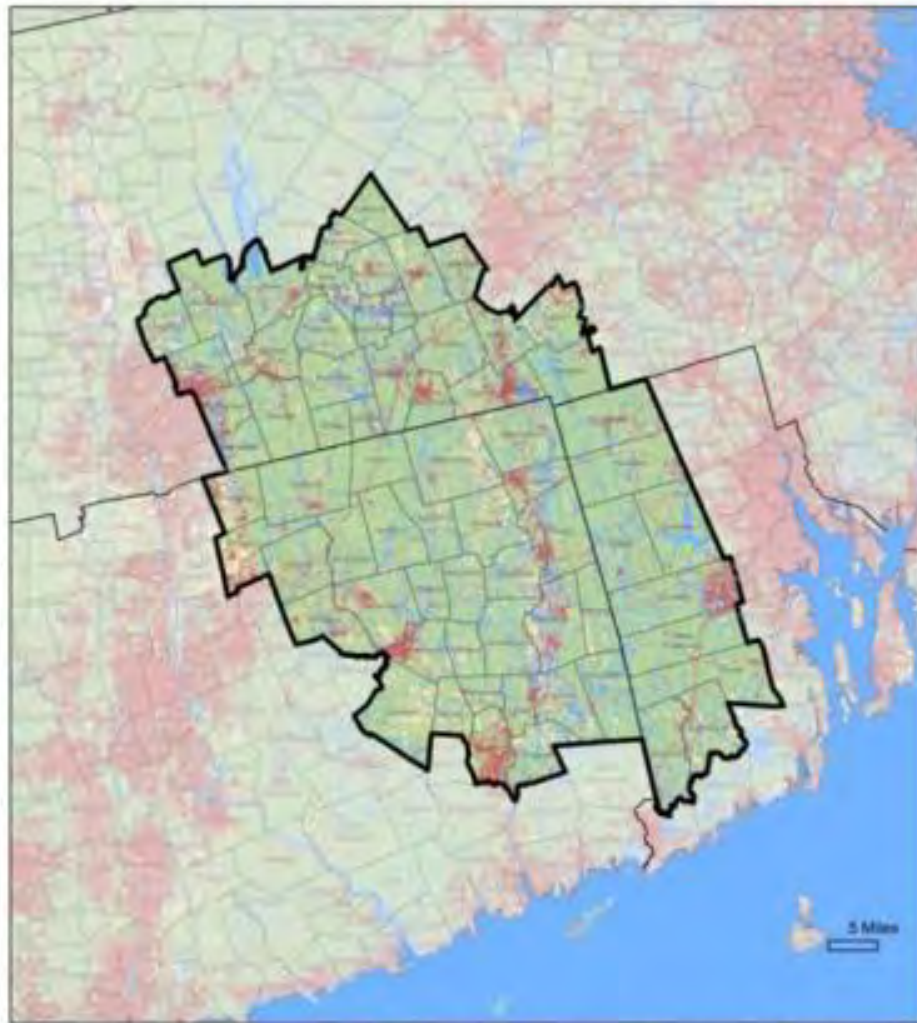
**MA Department of Conservation &**

**Recreation- Robert O'Connor, Helen Johnson**

46 people



# A Lot of People Involved- Southern New England Heritage Forest Partnership



## *Non-Governmental Organizational Members:*

### **MassConn Sustainable Forest Partnership (MA,CT)**

- Katherine Blake

### **Northern RI Conservation District (RI)**

- Paul Dolan
- Kate Sayles

### **RI Forest Conservators Organization, Inc. (RI)**

- Marc Tremblay

### **The Last Green Valley (MA, CT)**

- Lois Bruinooge
- Bill Reid

### **TNC – RI Chapter (RI)**

### **Opacum Land Trust (MA)**

### **East Quabbin Land Trust (MA)**

- Cynthia Henshaw

## *Governmental Agency Members:*

### Providence Water Department

- Christopher Riely

### RI Department of Environmental Management

### CT Department of Environmental Protection

### MA Department of Conservation and Recreation

- Carmine Angeloni
- Doug Hutcheson

### MA Executive Office of Energy and Environmental Affairs

- Robert O'Connor
- UCONN Extension

12 people

# Executive Summary

What works best in engaging individual and family owners in managing and conserving their woodlands to sustain large, highly prized, forested landscapes?

Regional conservation partnerships of foresters and conservationists collaborating with woodland ambassadors to creatively bring small groups of landowners in priority areas together to learn from each other and to facilitate and oversee over time their advancement towards stewarding and conserving their woodlands.

# Sixteen Steps—That's All It Takes!



1. Share local and regional knowledge:
  - a. Map priority areas with most important and threatened forests
  - b. Forest owners
2. Get trained:
  - a. To think like, and write to attract, your target audience (e.g. Sustaining Family Forest Initiative's Tools for Engaging Landowners Effectively (TELE)).
  - b. To help unengaged landowners do the next positive thing towards managing and conserving their land.
  - c. Identify and collect winning strategies from within and from outside your region.
3. Identify the target landowner audience (by location, acreage, TELE attitudinal group).
4. Build a landowner database
5. Develop evaluation protocol
6. Develop work plans
7. Using TELE, develop outreach messages for each target landowner category
8. Reach out to Woodland Ambassadors and invite them to help promote and or lead peer-landowner education events like Woods Walks and Woods Forums.

# Sixteen Steps—That's All It Takes!



9. Develop media—post cards, flyers, press releases, using the outreach messages.
10. Engage and train private consulting foresters to assist in engaging and following-up with landowners.
11. Implement the strategies and programs.
12. Use the evaluation tools.
13. Track all landowner participation, outcomes, results, and partner investments using the landowner database.
14. Meet regularly and in-person as an RCP and with surrounding RCPs so that partners can learn from their own and others' mistakes, lessons, and successes.
15. Communicate these methods, lessons, and outcomes to the larger RCP, conservation, and forestry communities.
16. Continue to engage WAs, foresters, and partners in activities, coordinated via the RCP, that help individual landowners achieve their long-term stewardship and conservation objectives.

# Best Approaches to Landowner Outreach

## TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY

1. Determine desired outcomes
2. Get to know your conservation focus area and culture of communities
3. Know which landowner category you want to reach
4. Develop your communication plan (audience, message, multiple channels)
5. Invite a peer landowners to help reach out
6. Use good design crafting outreach media
7. Highlight food
8. Have a follow-up plan, e.g. flyers for other activities, resources, professionals to connect with

# Activities by the Landscape Groups

- Did some kind of assessment of landscape and landowners to base outreach messages and activities upon
- Developed outreach/communications plan based on TELE (next slide)
- Woods Forums
- Estate Planning workshops & follow-up consultations
- Stew Club
- Woodland Ambassador training
- Information packets
- Demonstration forest
- Forestry for the Birds

Please join us for the inaugural meeting of the  
**Greater Quabbin “Stew” Club**  
*Good food. Good people. Good ideas.*

\*off Route 32 at the  
Athol/Petersham line  
(413)-358-8859

Saturday, April 6, 2013

Home of Ben & Susie Feldman  
586 Briggs Rd.\*  
Athol, MA

#### Agenda

2:00 pm Meet & Greet  
2:30 pm Walking Tour of  
the Property  
5:00 pm Dinner and  
Discussion!

#### What is the Stew Club?

“Stew” represents three things: land *stewardship*, stew for nourishment, and stewing of ideas. Join us for a behind-the-scenes look at the trails and wildlife habitat our hosts are creating on their property; talk about the joys and challenges of caring for land, swap ideas and resources, and share great food.

Space is limited. Please RSVP or call for more info: Andrea Buglione,  
978-248-2055 x21 or [conservationist\\_amicorps@mountgrace.org](mailto:conservationist_amicorps@mountgrace.org)



# TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY

- Good messaging
  - Gives compelling reason to take action you're recommending. Different from telling people what to do--it's telling them *why* (and/or *how*) they should do it.
- Language matters:

Words to use	Words to avoid
Woods, woodlot, woodland	Forest
Woodland owner, landowner	Family forest owner
Respecting the land, looking after the land	Technical terms like sustainable land management, stewardship, conservation, preservation
Wildlife, critters	Animal population, specific animals (like deer)
Recreation, enjoy the land	Hunting (some love, but some hate)
Keeping woods healthy	Silviculture, forestry

# Lessons Learned from Southern NE Heritage Forest and NH Q2C Groups



# Southern New England Heritage Forest Landscape Partnership



# PARTNERS

MassConn Sustainable Forest Partnership  
Northern Rhode Island Conservation District  
Opacum Land Trust  
Providence Water

Rhode Island Resource Conservation & Development Area Council

State Forestry Agencies: CT DEEP, RI DEM, MA DCR

The Last Green Valley

The Nature Conservancy

University of CT Cooperative Extension

University of Rhode Island

USDA - NRCS

# TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY



Woodland Retreat Owner



Working the Land Owner



Supplemental Income Owner



Uninvolved Owner

“Landowners of each type are more likely to respond to an invitation that is specifically designed to match their interests and values. In other words. Send a post card designed to appeal to everyone, it will appeal to no one....”

# Focus on “Woodland Retreat” Landowners



# **Goal - To Engage Previously Uninvolved Woodland Retreat Landowners**

## **Approach –**

- **Low-Key**
- **Non-Technical**
- **Peer-to-Peer**
- **Small Groups**
- **No Pressure**



**Message - You Love Your Woods – What's Their Future?**

# Recruit and train Woodland Ambassadors

People passionate about their woods



**Woods Walk & Woods Forums**

**Personal & Neighborhood  
Connections**

**You love your woods. Share your passion!**



↙ **Picture yourself here**

Postcard photo provided by New England Forestry Foundation

# Woodland Ambassador Training Agenda

- How project fits into the “Big Picture”
- Emphasis on peer-to-peer education & learning
- Presentations from landowners who are already sharing their woods with others
- Time for ambassadors to talk about their motivations for participating
- How to plan an effective meeting
- Logistics and professional support
- Example of a Woods Walk





## Resources Provided to Woodland Ambassadors

- Reimbursement of expenses, up to \$225-250 per Ambassador
- Access to professionals
- Sample press releases
- Event planning and budget worksheets
- Sign in/liability release forms
- Reimbursement forms
- Survey/evaluation forms
- Small group meetings
- Database
- Design and production services
- Encouragement and inspiration



## ***You Love Your Woods - What's Their Future?***



**Today's opportunity and tomorrow's potential:  
A walk with woodland owner Richard Fedor**

Please join Killingly Resident and Woodland Ambassador Richard Fedor for a tour of his woods in East Killingly. Richard is interested in managing his woods and has attended programs offered by the Eastern CT Forest Landowners Association to learn more about caring for his woods. He will explain his plans for timber production and wildlife management, and the challenges and future potential for his land. This walk will provide an opportunity to meet other local woodland owners, professional foresters, members of local land trusts, conservation commissions, and people interested in their woods.

***If you own woods, this is a great chance to  
share information, and ask questions!***

**When: Saturday, March 29 (rain date March 30<sup>th</sup>)**

**Where: 133 Pratt Road, East Killingly, CT**

**RSVP: Contact Bill Reid at 860-774-3300 or e-mail [bill@tlgv.org](mailto:bill@tlgv.org)**

*Light refreshments will be served*

*Please wear sturdy shoes and dress for the weather. No dogs please.*

This event is sponsored by the Southern New England Heritage Forest Partnership (SNEHFP), The Last Green Valley, Inc., and The Eastern CT Forest Landowners Association/Wolf Den Land Trust. SNEHFP is a 3-state working group of public and private partners combining efforts to ensure the future of our woods. This program is funded by a USDA Forest Service grant through the North East State Foresters Association.

## **Please Join Us at Our Woods Walk**

**9 AM, Saturday, April 12, 2014**

**Duhamel Woodlot, 16 Dexter Saunders Road**

**(Sponsored by So. NE Heritage Forest Program)**

**Come learn about how our woods helps protect wildlife habitat & water quality, and can provide us with firewood and timber! Walk will be led by forester Marc Tremblay.**

**Roland & Jeanne 647-3845**

MONDAY  
SEPTEMBER 9, 2013

# The Republican.

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## Woodland walks promote forestry

By LORI STABILE  
lstable@repub.com

BRIMFIELD - John W. and Jane Freeman of the Freeman Farm at 228 Little Adam Road will open their 300-acre property to visitors on Sept. 11 for a woodland walk.

The brother-and-sister farming team have owned the property since 1975 but had been familiar with it while growing up as a family friend lived there. They purchased additional acreage over the years and were awarded the honor of being the 1997 Massachusetts Tree Farm of the Year.

They now have a sawmill on the property and sell firewood year-round. Their Freeman Farm stand also sells home-grown vegetables, flowers and maple syrup.

"We grow everything from tomatoes to trees," Jane Freeman, 56, said.

They got the idea to open their property to visitors after attending a "woodland ambassador" workshop at Norcross Wildlife Sanctuary in Wales. The walk will take place from 4:30 p.m. to dusk.

The Freemans joined the tree farm program in the 1970s because they needed expansion as to what to do with the property. It's their full-time job. And, with the help of friend Harrison Achilles, they

Please see Farm, Page A1



Harrison Achilles, left, stands with John W. and Jane Freeman of the Freeman Farm in Brimfield. The Freemans will open the farm on Sept. 11 for a woodland walk. Achilles will point out some of the bluebird boxes he's built and erected, along with several wood duck boxes. Video at masslive.com.

## Flight brings new spin to artist

By CORE URBAN

EASTHAMPTON - When artist Lisa Lemeland turned 40, she decided it was time to get over her long-standing rollercoasters and skateboarding, but flying was an early story.

Once she got into the air in a

the plane and did loops and barrel rolls that "totally thrilled me," Lemeland re-hired use of the city's refurbished mill buildings.

"The experience as an im-pressed Lemeland, she earned a pilot's license and has been participating in aerobatics competitions throughout the

Space Museum in Washington, D.C.

"My work reflects a personal translation of the physiological experience of aerobatics flying," she said. "As an artist and a pilot, what draws me to aerobatics is the hyper-stimulation of both the visual and vestibular senses."

Throughout the years, she and her husband explored the woods where they looked for signs of wildlife, identified

Through-out the years, she and her husband explored the woods where they looked for signs of wildlife, identified

2013 The Republican Co.

Other victims in this region will be remembered as well today. AB

Hot down to business

Inside The Republican Today, Business Monday Section D

MONDAY

Twin City

Obituary Index, Page A2

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Celebrate on today's comic pages

The Daily **FREE FOR ALL**

## Informal

BELCHERTOWN - When the days are a brief time one beautiful display ready for you to enjoy getting you like to woods head.

Please bring a picnic for Belchertown will be a chair for you to work.

## Index

Business	B1	Obituaries	B6
Local	B2	Parenting	C1
News	C4	Puzzles	E3
Special	A6	Sports	B1
Real Estate	B12	Television	C6



chase Department of Conservation and Recreation, members of Opicum Land Trust, East Quabbin Land Trust and Norcross Wildlife Sanctuary to tour their woods. The presentation

## Invasive plant

ment lined

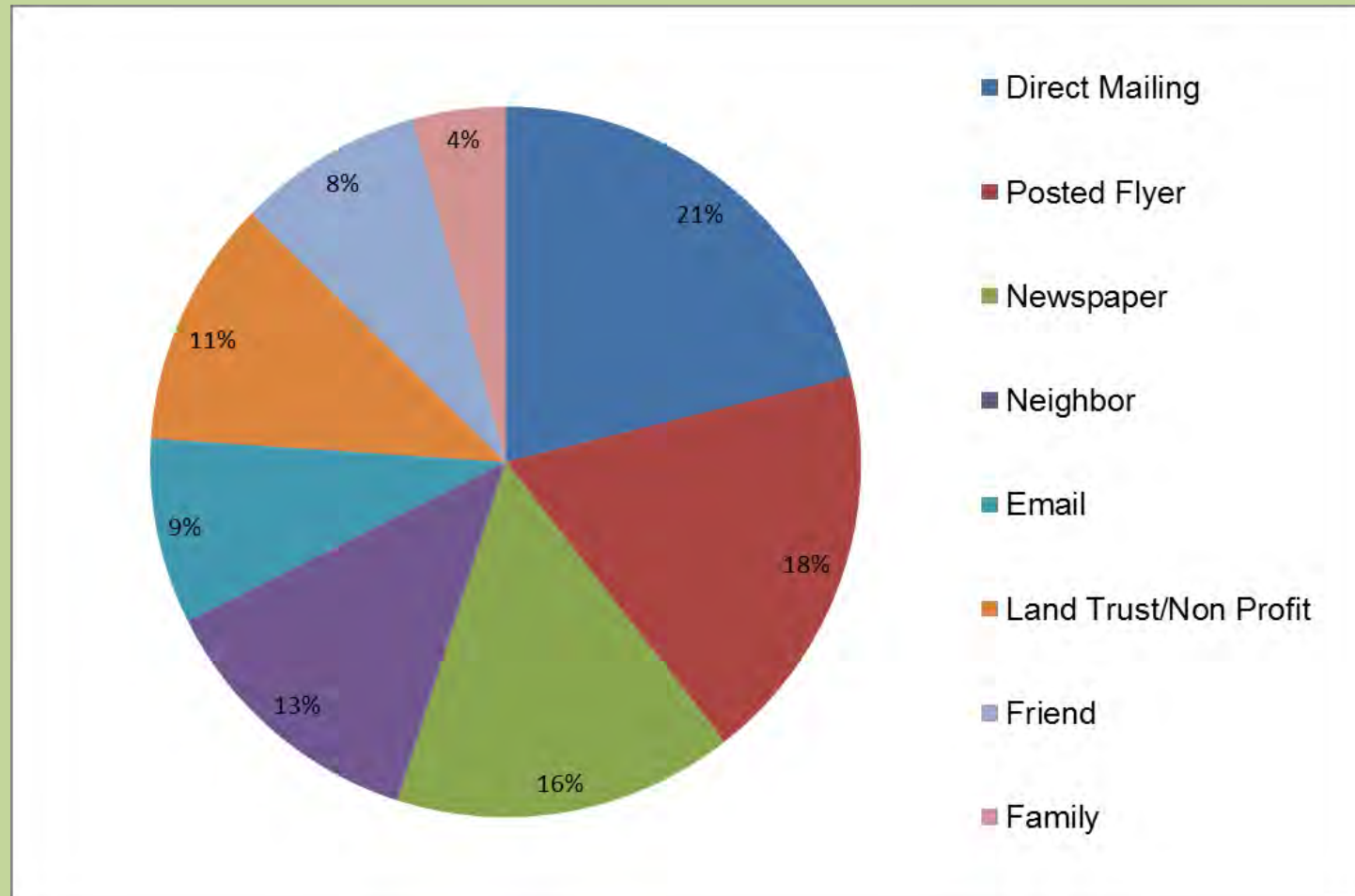
FIELD -

ough them

tion in West

# Preliminary Assessment of Tri-Corner Focus Area Surveys

**How did  
you  
learn  
about  
the  
event?**





# Challenges

- Multiple partners from 3 states that had never worked together
- Long planning timeframe
- Short implementation timeframe
- Decisions by committee
- Had to develop infrastructure (maps, database, materials) from scratch
- Woodland Ambassadors needed more hand-holding than expected
- Busy schedules made it hard for Woodland Ambassadors to commit

# Lessons

- With more partners, more time is needed to coalesce and plan
- Reality checks are necessary – we were overly ambitious from the start
- Project was dependent on buy-in from very busy people
- Even simple Woodland Ambassador events required an incredible amount of time, energy, and commitment from everyone involved. More than 1 event per Ambassador is not realistic.
- Partner teams (i.e. husband & wife) of Woodland Ambassadors worked well
- \$250 is not enough for large mailings, advertising and food
- Collecting completed surveys is an art
- Woods walks/informal event formats were well-received
- Small, targeted follow-up events worked well

# Benefits

- Brought TELE approach and messaging to wide variety of partners in the field
- Inspired 31 Woodland Ambassadors
- Reached woodland retreat landowners
- Developed maps and databases that are important for future outreach activities
- Collected landowner information that can be used to target next steps
- Developed new partnerships
- Learning to leverage those new partnerships – project and grant support
- Developed in-house organizational capacity



# Recommendations

- Continue to apply TELE principles of communicating with woodland owners
- Obtain funding for dedicated coordinator for each focus group
- Build upon momentum of the pilot project and continue to work with Woodland Ambassadors that have already been recruited in focus areas
- Using lessons learned, expand program over time and geography to reach new focus areas
- Continue partnership development

Have land trust staff or state forestry staff do more of organizational work and have woodland ambassador focus on connection with landowners and event—(from ex. Sum)





# Quabbin to Cardigan Focus Area

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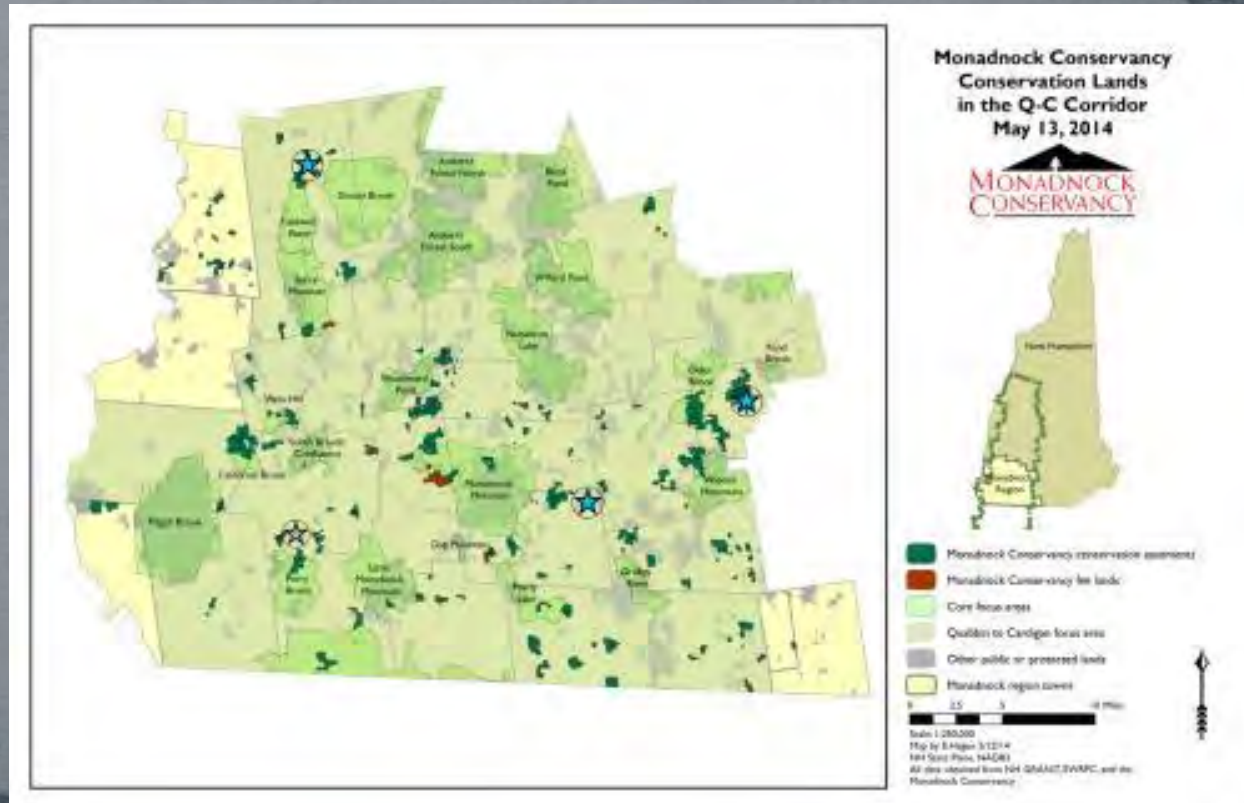
Reaching out to landowners who own land  
with conservation easements



**University of  
New Hampshire**  
Cooperative Extension

# Activities

- 10 handouts for a landowner information packet
- 3 landowner interviews & 3 profile articles
- 4 Woods Forums in 3 towns
- 2 public workshops on 1 demonstration forest
- 1 outreach video
- 1 educational kiosk



# Sample Woods Forum Promotion



Photo: Emily Hague

You're invited  
to a  
**Woods Forum**  
Thursday, April 10  
7-9 p.m.

at Pilgrim Pines Conference Center  
220 West Shore Road, Swanzey, NH

Woods Forums are a chance to learn more about woodlot management, ask questions, and hear land ownership stories from owners of conserved forests. We hope you'll join us! Please **RSVP** to Emily Hague at 603-357-0600, or email [Emily@MonadnockConservancy.org](mailto:Emily@MonadnockConservancy.org).

*Refreshments included.  
Bring a neighbor or a friend!*

This event is co-sponsored by  
the Monadnock Conservancy  
and UNH Cooperative Extension.

## Got woods? Come to a **Woods Forum!**

Thursday, September 12 7-9 p.m.  
or  
Wednesday, October 9 7-9 p.m.



Do you own woods and have questions about planning the future of the land? Woods Forums are informal gatherings that give landowners a chance to learn more about woodlot management, ask questions, and hear land ownership stories from owners of managed forests.

### **WHERE?**

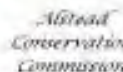
Orchard Hill Breadworks  
125 Old Settlers Road, Alstead

**We hope you'll join us!**

Space is limited! Please **RSVP** to  
Emily Hague at 357-0600 or by email:  
[Emily@MonadnockConservancy.org](mailto:Emily@MonadnockConservancy.org).

*Refreshments included.  
Bring a neighbor or a friend!*

Co-sponsored by:



# Landowner outreach packets



## MANAGING WOODLANDS



The Monadnock Conservancy has always taken pride in protecting the working landscapes of the Monadnock region, and working cooperatively with landowners to ensure that lands are managed responsibly.

### What does my easement allow?

Our standard conservation easement language allows for:

- commercial forestry
- non-commercial forestry

### What's the difference?

Commercial forestry activities result in a sale of products, and that sale is one of the motivating factors (typically of a large enough volume to require filing an "Intent to Cut" form with your town).

Non-commercial forestry activities are typically small-scale and a sale is not a primary motivating factor, such as cutting firewood, cutting to maintain a view, cutting to create or maintain a walking trail, cutting a few trees for woodworking, or cutting to maintain field edges.

### What do I do before cutting trees?

If you're thinking about managing your woodlands, the Conservancy recommends the following steps:

1. Hire a professional **licensed forester**. A forester will help you set goals for your property and determine what types of harvesting might be appropriate. A forester will also take on the responsibility of hiring a logging contractor, meeting local government requirements and Best Management Practices, and selling timber products to the best buyers.
2. Work with your forester to **prepare a forest management plan**.
3. **Submit the forest management plan to the Conservancy** prior to your harvest.

To engage in **non-commercial forestry**, simply complete a **forest management summary** for the Conservancy's records.



# Information via UNHCE and MC website

The screenshot shows the University of New Hampshire Cooperative Extension website. The main content area is titled "Woods Forum Landowner Information Packet". It lists two PDF documents:

- Checklist--Before You Decide to Sell Timber**  
Format: PDF  
Size: 99.0 KB  
Creator: UNH Cooperative Extension
- Choosing a Professional**  
Format: PDF  
Size: 55.0 KB  
Creator: Beth McGuire

A QR code is overlaid on the bottom left of the screenshot, linking to the information.

The screenshot shows the Monadnock Conservancy website. The main content area is titled "Caring for the land". It discusses the importance of land stewardship and lists the responsibilities of the Monadnock Conservancy:

- Document the land's conservatory values and natural resources as a baseline report
- Conduct annual monitoring visits
- Communicate and collaborate with landowners
- Keep accurate and up-to-date records
- Respond to landowner concerns and requests for approval, easements and reserved rights
- Work with landowners to enforce and resolve any violations of the easement terms
- Raise and manage stewardship funds

The "Stewardship funds" section explains that the Conservancy maintains three funds specifically for covering future stewardship costs. It also mentions that the Conservancy seeks a contribution to its Easement Stewardship Fund at the completion of each easement or land acquisition project.

On the right side of the page, there is a "Landowner resources" section with a list of links to various resources, including:

- Agricultural Best Management Practices in New Hampshire
- Agricultural Management Assistance program
- Cheshire County Conservation District
- Environmental Quality Incentives Program
- Wilderough County Conservation District
- Natural Resources Conservation Service, New Hampshire
- N.H. Department of Agriculture, Markets and Food
- UNH Cooperative Extension

# Woodlot management video

<https://www.youtube.com/watch?v=N-HIxPILTdY&feature=youtu.be>



# Landowner outcomes

- 91 landowners, 15 foresters attended workshops
- 50 copies of 'More Than a Woodlot' were given out
- 31 landowners attended Woods Forums
- 10 contacted a county extension forester for assistance with their land
- 9 engaged the services of a licensed forester
- 6 had a forest management plan written
- 11 conducted a management activity on their property
- 1 landowner became a Coverts Cooperator



# Lessons learned

- Keep setting informal, yet facilitated
- Partner with local Conservation Commissions and other organizations
- Send follow-ups
- Postcards, e-vites & press releases flopped: phone calls and articles worked

## Spring Presentations & Pests

Nature is awakening from a long, white winter. Red-winged blackbirds have returned signaling spring. Soon we will prepare garden beds, plant seeds, pick dandelions, and mow lawns. April is filled with events to inspire the gardener, farmer, and landowner.

UNH Cooperative Extension and the Monadnock Conservancy are sponsoring a Woods Forum on Thursday, April 10th at 7 p.m. at the Pilgrim Pine Conference Center in Swanzey for landowners to get together and share their woodland management experiences. Licensed Forester Wayne Young will answer questions about woodland management, management plans, private ownership of land, and general silviculture questions. One of his specialties is managing the forest for wildlife. He has been discussing the growth of his own woodlands since 1978. For more information about this free event, contact Emily Hague at the Monadnock Conservancy at 603-357-1800 or e-mail Emily@MonadnockConservancy.org.

On Wednesday, April 10th at 10 a.m., Stuart & John's Sugarhouse in Westmoreland will host No-Till Techniques for Soil Health for farmers, gardeners, and landowners, sponsored by the Cheshire County Conservation District and presented by UNH Cooperative Extension Agricultural Educator Carl Majewski. Equipment for viewing, discussion, and possible rental includes the Haybuster 77, a subsoiler, Pentracometer, and Aerway. For more information on this free event, e-mail Stuarlene@cheshireconservation.org or call 603-758-2988, Ext. 115.

On Thursday, April 24th at 7 p.m., Antioch University New England will host New England's Changing Forests, a free discussion by ecologists and foresters: Tom Weseloh, Swift Corwin, Steve Roberge, Jeremy Wilson, and Steve Jones on topics including conservation, forest dynamics, economics, and the changing landscape.

The do-it-yourself landowner can learn Safe & Productive Felling at the New Hampshire State Nursery in Boscaawen on Tuesday, April 29th from 9 a.m. to 3 p.m. during a workshop coordinated through the New Hampshire Timber Harvesting Council as part of the Professional Loggers Program. Participants will learn about personal protective equipment, chainsaw maintenance and safety, evaluating hazards - including what's overhead that may not be attached to the target tree, and the basics of felling a

tree. Registration is required. For more information about this workshop, call NHCOA at 603-226-9699 or visit [www.nhco.org/FLPlogger.html](http://www.nhco.org/FLPlogger.html).

Landowners and outdoor enthusiasts are asked to be on the lookout for a few pests this spring - before the leaves emerge along with the pupae and



instrument destruction of some of our native trees. Recently, the Hemlock Woolly Adelgid was found in Charlestown's town forest. There is concern that it will spread to neighboring forests and destroy the hemlock so many deer have bedded down under this winter. Information about the insect and its visible cottony fluff at the base of the needles can be found at [www.nhbugs.org/hemlock-woolly-adelgid](http://www.nhbugs.org/hemlock-woolly-adelgid). There is also a short video on the Web site with good close-ups of the insect.

Another pest in the news this season is the Emerald Ash Borer, which was recently found in Canterbury. Evidence of the borer in the tree is easily spotted before the leaves emerge by looking for "blonding," or areas of the tree where the bark was removed by woodpeckers searching for the larvae beneath the surface. The adult borers leave D-shaped exit holes in the bark, often at crown height, so looking for woodpecker activity in spring is often the best way to find the pest that can kill a tree in just a few years. More information about the EAB is at [www.nhbugs.org/emerald-ash-borer](http://www.nhbugs.org/emerald-ash-borer). A downloadable PDF of actual signs and damage is at [www.emeraldashborerinfo/signs\\_and\\_symptoms\\_of\\_eab.cfm](http://www.emeraldashborerinfo/signs_and_symptoms_of_eab.cfm).

A web page where landowners and bug detectives can send photographs of suspicious insects for identification is at [www.nhbugs.org/interactive-insect-reporting-form](http://www.nhbugs.org/interactive-insect-reporting-form).

There is a lot happening in April besides mud and black flies. See spring photos at [Facebook.com/WildandWoody](http://Facebook.com/WildandWoody).

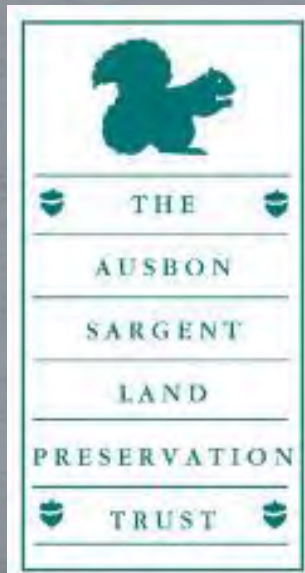
Janine Mori, a Cheshire County advanced master gardener offering landscape consultations to the do-it-yourself gardener, can be reached at [nikoweblog@yahoo.com](http://nikoweblog@yahoo.com).

Monadnock Shopper News, April 2, 2014

Also written up in the Keene Sentinel, September 9, 2013



# Quabbin to Cardigan Focus Area



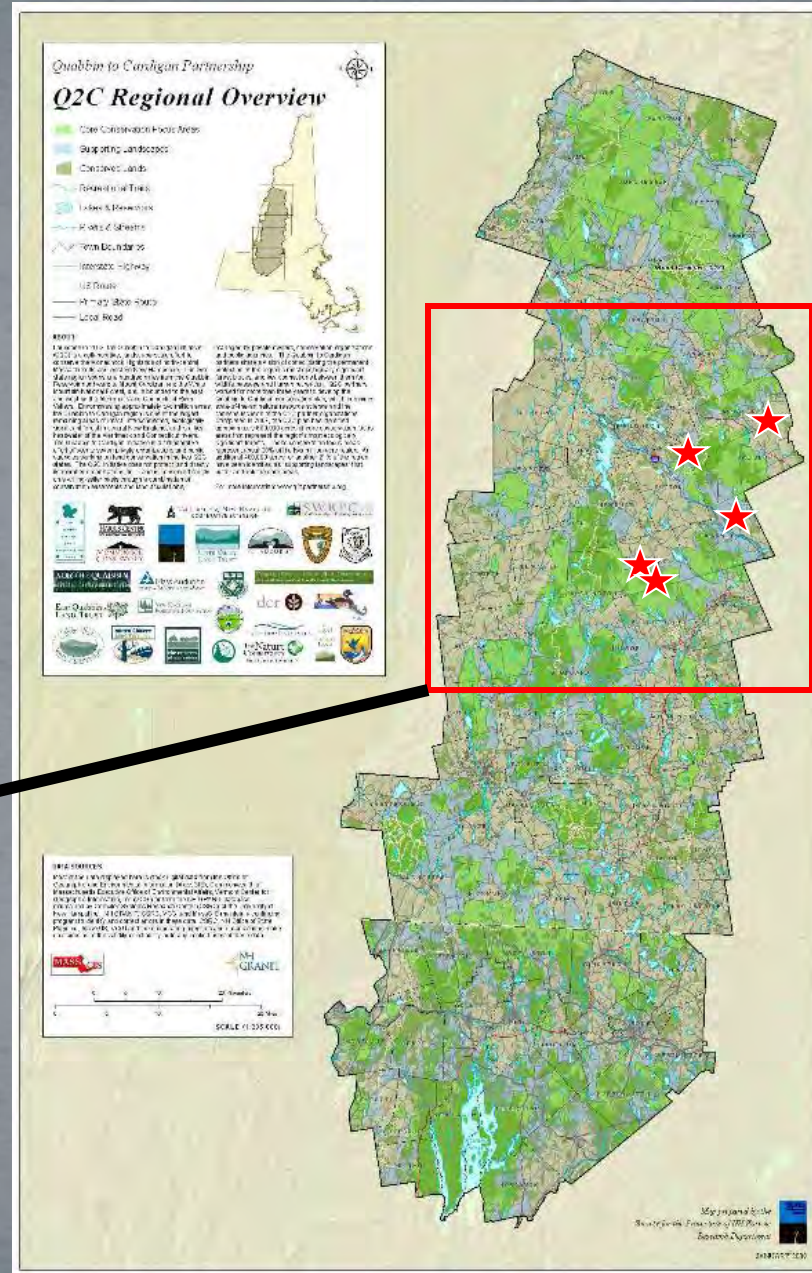
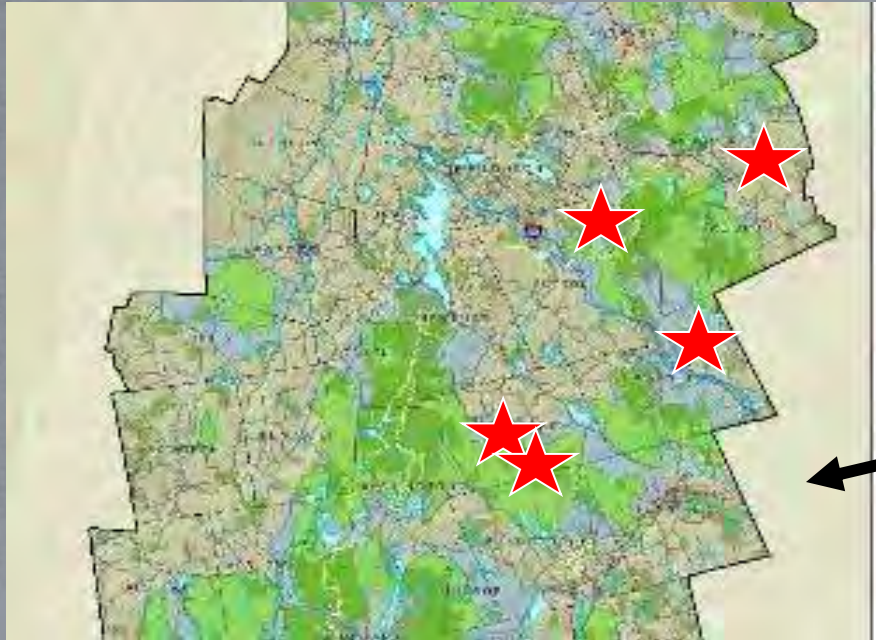
Reaching out to landowners who own land  
with important conservation values



**University of  
New Hampshire**

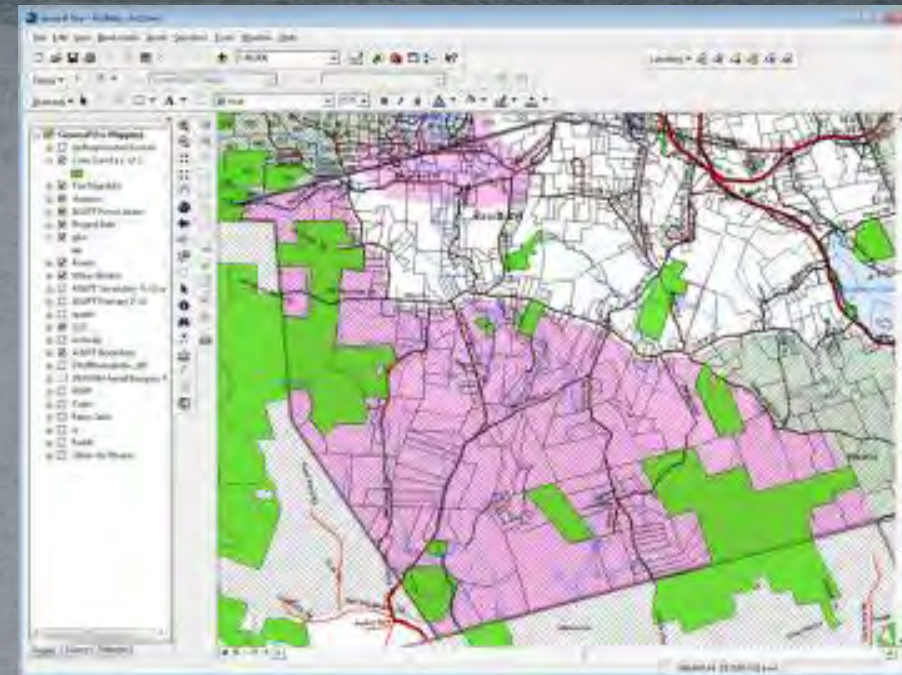
**Cooperative Extension**

# Regional Locator Map



# Activities

- Identify important conservation landowners
  - Based on conservation plan / Q2C Focus Areas
  - Using Tax Maps and Data
- 5 Woods Forums in 4 towns
- 1 Woods Forum Field Trip
- 3 landowner profile articles
- 2 handouts for a landowner information packet



B's Corner	Corner Contact Pt	Acres	MAP & LOT	OWNER
		125	15-028-2	DYAN M GOODWIN
Abuts Rollins SF		18.7	20-019-1	YOUNG TRUST, NAN
surrounded by Kearsarge SF		20	21-001-A	VINCENT G & MACE
abuts Kearsarge SF		27.4	24-002	LLOYD H STONE III
surrounds by Kearsarge SF		33.4	21-008-2	LAWRENCE TUSONI
		39.4	22-022	CHRISTOPHER L DE
		45	22-001	HUGH BUTTERFIELD
surrounded by Kearsarge SF		48	21-006	CATHERINE F CREE
		88	20-007	TAYLOR LOOP CLAU
		79.43	20-005-3	WALLACE FAMILY LI
		81	20-017	JOHN HESLOP
		99.76	20-005-1-1	HUNT REVOCABLE T
abuts Kearsarge Gore		123.73	20-020	ANDREW F HOWARD
		128.88	18-037	MAGDALEN COLLEO
abuts Kearsarge SF		170	22-008	SHARON STEARNS
		217	20-013	THEODORE & GARY
		37.37	18-019	SCOTT F JOHNSON

# Sample Woods Forum Promotion

The Andover Beacon • July 2013 Page 19



**ASLPT Continues Its "Engaging Landowners" Gatherings**

Two in July, one in August in Andover

Please consider joining us. We're an evening, all-weather, family event by calling 526-6555 or e-mailing: [RSVP@AustonSargent.com](mailto:RSVP@AustonSargent.com) (If you plan to talk, post.)

**Schedule**

- Thursday, July 18, 7 to 8:30 PM, hosted by Lee and Gerry Gold, Sutton
- Tuesday, July 30, 7 to 8:30 PM, hosted by Amy Blitzer, Bradford
- Tuesday, August 13, 7 to 8:30 PM, hosted by Bluewater Farm, Andover

**BEACON DEADLINE: THE 15TH!**

**WILKES FARMERS MARKET**

Open Every Saturday through September 28<sup>th</sup> from 9 a.m. – noon

**Children's Day July 20**

Fire trucks, games, face painting, balloons, live frogs

Hot breakfast (with Lunch, Music, Education Booth, Cider/Apple Syrup)

Dig/No Product – Dairy – Meats – Eggs – Flowers & Plants – Herbs – Hot by Seasonings – Preserves – Special Goods – Soups – Jams/Jellies – Wooded Art – Maple Syrup – Wood – and more!

7000 Green St Route 11 & Bourne Valley Road  
www.wilkesfarmersmarket.com

## Andover Naturally: Trail Work on Ragged and Kearsarge

Loon, heron, deer, bear, moose, coyote, fox ...

By Lee Carville  
Beacon columnist

On Tuesday, July 23, a group of volunteers will be heading to the Sutton Ragged Kearsarge Greenway (SRKG) trail between Proctor Annex and the summit of Ragged. If you've hiked that trail you will probably recall one part of it is extremely steep (and side that's a challenge whether taking up or down). The plan is to replace that section with a switchback trail into the woods and back out. SRKG's Gerry Gold estimates a 1.5 mile walk up the trail and then 4 hours of work to complete the job. If you are interested in

It seems that they are coming back. Bring binoculars and walk the perimeter to the path from the trail parking area at the end of River's Edge Road to have a look. While you are there, be sure to admire the impressive beaver dam.

Dorcas Blake-Hartwell reports that a pair of loons is once again nesting near the island on Highland Lake. We are all hoping for a successful hatch and trap nesters and houses to stay the way from the loons of this time, when they are so vulnerable. I'm using a pair of loons on Bradley Lake as well, but am unsure about their progress with a nest of eggs or chicks. Stay tuned for more information, and please give these loon plots of grace.

Ed and Mary Hilder (continue on

## Do You Love Your Land and Value Your Woods?

Attend one of three upcoming

### Woods Forums

Discuss how to care for your woods **today** and plan for the **future** of your land

Talk with other local landowners, hear about their experiences  
Share your questions, concerns and advice  
Meet local conservation and forestry professionals

Light refreshments will be served

### Three Woods Forums and a Field Trip Near You!

#### SUTTON/NEW LONDON

Thurs. July 18, 7 - 8:30 pm Location: Shaker St  
Hosted by: Gerry & Jane Gold

#### BRADFORD

Tues. July 30, 7 - 8:30 pm Location: Center St  
Hosted by: Amy Blitzer

#### ANDOVER

Tues. Aug. 13, 7 - 8:30 pm Location: Bradley Lake  
Hosted by: Deb Brower, Bluewater Farm

#### BRADFORD FIELD TRIP

Thurs., Aug. 1, 4 - 6 pm  
Location: Rowe Mtn Rd  
Hosted by: Amy Blitzer

#### SPACE IS LIMITED

Please RSVP to save your spot today!  
Call 526-6555 x 0  
Leave your  
Name, Town, E-mail and Phone Number





Auston Sargent  
Land  
Preservation  
Trust

UNH  
Cooperative Extension



UNIVERSITY  
of NEW HAMPSHIRE  
Cooperative Extension

Please contact us  
if you have questions:

**Beth McGuire**  
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**Tim Fleury**  
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795-2151

# Lessons learned

- Landowner identification is time consuming AND valuable
- Targeting message to desired audience works
- Personal invitations turn out landowners
- Community partners are essential
  - Easement Donors
  - Conservation Commissioners
  - Coverts participants
  - Land Trust Board Members
- Informal message brings a different audience
- Food helps break the ice!

# MA-VT Woodlands Partnership

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- 2 large watersheds of Conn. River Valley (Deerfield River and West River)
- Partners and contractors: NEFA, county and service foresters, 2 land trusts, Audubon from both states, and VT Coverts

## **Benefits, Lessons and Recommendations**

- Birds are an effective “hook” for getting landowners interested in managing land.
- On-the-land activities work better to engage than mailings.
- Define an objective, then apply TELE strategies. Broad outreach is tough in terms of results.
- A targeted audience is better than a bigger audience.
- 1-on-1 sessions with an attorney are valuable & productive.
- Training foresters in estate planning will impact landowner conversations in the future.

# Karen's Take Homes

- Conservation organizations and state service forestry need each other
- Peer-to-peer—whatever you call it—works
- Peer-to-peer works even better when professional-to-professional work together
- Nothing wrong with having fun
- Not all messages work with all people all the time—that's ok—be known and available when needed.
- Not everyone is ready to hear and act on your message. Need to meet them where they are.

