



2017 Annual Working Meeting

Half Makes Us Whole

Maps, BHAGs & the Next Generation: Pushing Our Work Forward

November 29-30

National Conservation Training Center, Shepherdstown WV

PURPOSE:

- Learn from our mapping work and offer guidance on next steps
- Work on a BHAG (Big Hairy Audacious Goal) and communicating it effectively
- Deepen our work on mitigation strategies
- Look ahead and envisioning the next generation of conservation innovation we need

WEDNESDAY, NOVEMBER 29

10:00 AM Registration and Check-in

11:00 AM Welcome, Introductions, and Agenda Review

- Joel Dunn and John Griffin will welcome us
- Bill Potapchuk will lead introductions and review the agenda.

11:20 AM Tom Lovejoy - Why Setting Big Goals is More Important Now Than Ever
Thomas Lovejoy, "the Godfather of Biodiversity," is a Senior Fellow at the United Nations Foundation and University Professor in the Environmental Science and Policy department at George Mason University.

12:15 PM Lunch

1:15 Maps and Layers: More Layers and More Specificity
Last year, staff unveiled the first phase of a major mapping effort and asked for your feedback. In this session, we will see and discuss the results of the second phase of our mapping work. We will examine, in particular, new draft "influences" mapping and how what it suggests about where we focus. All of this work, bound up in a new draft *Chesapeake Conservation Atlas* presents an image of our long-term landscape-scale effort and supports our discussions throughout the meeting.

2:45 PM Break

- 3:05 PM** **From BHAG to Communications Strategy**
The Steering Committee has developed a draft BHAG -- a moon shot -- for propelling conservation for decades into the future. We will explore this and then, with the help of communications experts from Spitfire Strategies, will focus on strategies for communicating with multiple audiences to build support for conservation.
- 5:15 PM** **What's Up for Thursday**
- 5:30 PM** **Head to dinner**
- 7:30 PM** **Informal networking, conversation and sharing of successes (Roosevelt Room)**

THURSDAY, NOVEMBER 30

- 8:30 AM** **Agenda Review, Reflections from Day 1**
- 8:45 AM** **Mitigation: Research and Practice**
This panel session features preliminary findings from work by the Environmental Law Institute to examine mitigation policies, as well as a conversation with several individuals involved in projects where mitigation discussions have proceeded substantially. We will explore what can be learned from this work and how it shapes our future actions. Our speakers:
- Jim McElfish, Environmental Law Institute
 - Sharee Williamson, National Trust for Historic Preservation
 - Russ Baxter, Office of Secretary of Natural Resources, Virginia
 - Diana Christopulos, Roanoke Appalachian Trail Club
- 10:35 AM** **The Next Generation**
We have a near-term goal of protecting an additional million acres by 2025; current trends look good, but we still have a ways to go to meet our goal? And we are looking ahead to an ambitious long-term goal of conserving half the watershed in the decades to come. We have a sense of the places that are most important to conserve and those that may be threatened.
- We have long-established and successful land protection programs that fueled a wave of land protection since the 1980s. Some are still well-funded; others, less so. The political, economic, demographic and other social factors that spawned the innovations of the 1970s and 80s are different from those we face today and in the future.
- In this working session we will explore and envision the next generation of conservation innovation needed to fuel the achievement of our goals.
- 12:10 PM** **Closing Comments**
- 12:30 PM** **Lunch**