

Second Quarter 2011

Conservation Innovation Update

The Program on Conservation Innovation at the Harvard Forest



BIG IDEAS, FINE DETAIL

The long trek to lasting change

Join us at 11 am EDT this Friday, May 20, 2011 for a live, online discussion with **NED SULLIVAN** of Scenic Hudson and **LAURA JOHNSON** of Mass Audubon. Both Laura and Ned have, over the past decade, transformed their respective -- and storied -- regional conservation organizations through careful planning and meticulous follow-through, achieving ambitious climate change and landscape scale-related conservation goals.

Please click [HERE](#) to register for this online event.

Dear Colleagues in Conservation:

The Program on Conservation Innovation at the Harvard Forest, Harvard University, along with the Conservation Finance Forum, is delighted to be hosting an online dialogue with two of the most respected leaders of regional conservation organizations in the nation.

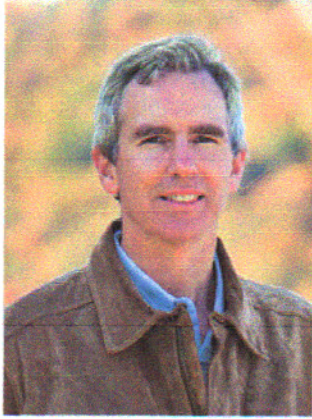
Laura Johnson has been the President of the Massachusetts Audubon Society, better known as Mass Audubon, since 1999. She has deftly managed the oldest existing Audubon Society in the world, increasing acres protected, building totals of individuals served and enhancing the organization's leadership in statewide advocacy efforts while successfully completing a \$55 million capital campaign. She has led with conviction and grace in an exceptionally challenging economic environment.

By working closely with her staff, board and energy experts, Laura has also guided Mass Audubon to significantly reduce its energy-use footprint, leading by example in addressing the challenge of climate change. We will discuss with Laura the methods used, as well as the results that Mass Audubon has achieved, on its path to greater energy efficiency.



Ned Sullivan has spearheaded Scenic Hudson's advocacy, land conservation, sustainable agriculture and local economic development initiatives for the last dozen years. A former banker who has served as Deputy Commissioner of the New York State Department of

Environmental Conservation, and then as Environmental Commissioner for the State of



Maine, Ned is an exceptionally savvy and widely-respected leader (click [here](#) for a recent interview with Sullivan, characterized as a "local luminary"). He was, for example, at the vanguard of Scenic Hudson's multi-year advocacy effort to halt what could have been a series of highly detrimental industrial developments along the Hudson River.

But Ned is not only skilled at defense -- he and his organization have, in the past several years, pioneered the effort to form a regional land conservation collaborative that is in the midst of "Saving the Land That Matters Most." We will have the chance to talk with him about this effort, which involves some 16 fellow land trusts and government agencies working together to save ridgelines offering iconic views, forests and wetlands critical to maintaining the Hudson Valley's extraordinary biological diversity and farmland essential to creating a sustainable "foodshed" for the region and New York City.

Please join us this Friday for a chance to listen to and exchange ideas with two of the best conservation executives in the business.

Best regards,
Jim

James N. Levitt
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