

The Massachusetts Keystone Project

formerly COVERTS

Important people making the conservation difference

The Keystone Project

Strategic Investments in Forest Conservation



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UMass Amherst

Background

- Ruffed Grouse Society wanted to reach private landowners
- Started in CT and VT in the '80s
- Currently there are about 12-15 programs across the country....including Hawaii!
- Programs vary slightly in focus and expectations

Diffusion of Innovation

Everett Rogers

- Some people will adopt new ideas faster than other
- Opinion leaders are highly influential in the decisions of their peers
- Inter-personal relationships matter!
- The Influentials: How 1 in 10 Americans Tell the Other 9 What to Do, *R.J. Roper and Associates*

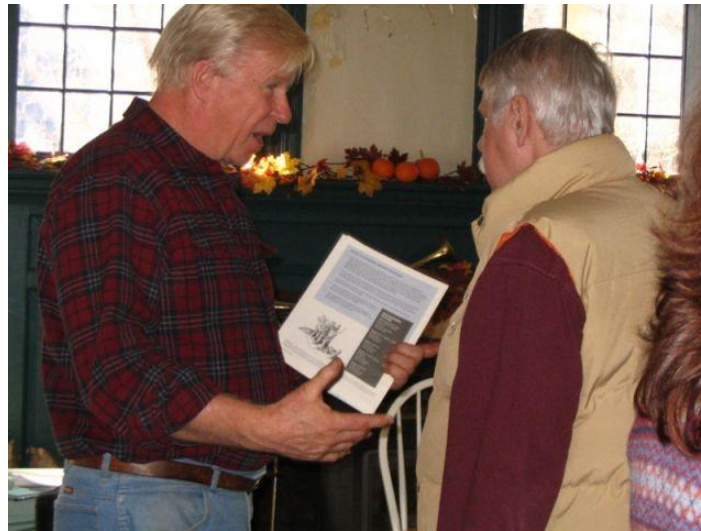


**Don't assume that you are
the best or even most credible
source of information!**



Goal

- Seed into each community, trained opinion leaders that help inform the forest conservation decisions of their community.



Keystone Species

- Keystone Species: A species with a disproportionate influence on its environment.
- Keystone Cooperator: An individual with a disproportionate influence on his/her environment.

Recruitment and Selection

- Landowners, municipal officials, community leaders, influential professionals
- Direct mail to municipal boards, land trusts, watershed associations, landowner organizations, foresters.
- References from KS Cooperators and professionals
- Typically get 60 – 80 applications for 25 spots

Selection

- Impacts on land owned
- Impacts on land involved with
- **Potential to influence the decisions of others**
- Connectedness within a community
- Evidence of past success
- Unique knowledge or experience
- References
- Male : Female ratio (50:50)
- Statewide coverage
- Different roles/perspectives (e.g., landowner/lawyer)

Program

Retreat Style: Thurs. evening – Sunday afternoon
½ Indoor & ½ Outdoor

- Land use history
- Forest ecology (succession, tolerance)
- Wildlife ecology
- Early and late successional habitats
- Elements of timber mgt.
- Land protection tools
- Invasive species (plants and insects)
- Landowner decisions
- Landscape context
- UMass resources
- Outreach ideas
- Alumni success stories



The “canvas bag”

- A Field Guide to the animals of Vernal Pools
- A Guide to Invasive Plants in Massachusetts
- A Guide to Logging Aesthetics
- Applied Ecosystem Management on non-industrial forest land
- A Sand County Almanac
- Ch. 132 Forest Cutting Practices Act
- Conserving Grassland Birds (large grasslands, small grasslands, and agricultural lands)
- Cost of Community Services
- Careful Timber Harvest (video)
- Enhancement of Wildlife Habitat on Private Lands
- Foresters and the Care of Your Land
- Guide to Wildlife Tree Management in northeast northern hardwoods
- High-Grade Harvesting: Understand the impacts, know your options
- Land Conservation Options
- Landowner's Guide to Wildlife Habitat
- Landscaping for Wildlife
- Mammal Tracks and Scat: Life Size Tracking Guide
- Native and Naturalized Trees of Massachusetts
- New England Forests Through Time: Insights from the Harvard Forest Dioramas
- New England Wildlife: Habitat, Natural History, and Distribution
- Profiles from Working Woodlands
- Preserving Family Lands: Book I Essential Tax Strategies for the Landowner
- Preserving Family Lands: Book II More Planning Strategies for the Future
- Reading the Forested Landscape
- Restoring Old-Growth Characteristics
- Silvicultural Options for Managing Hemlock Forests Threatened by Hemlock Woolly Adelgid
- Working with Your Woodland: A Landowner's Guide
- Your Land, Your Choices

Expectations

- 30-hours of their time towards a forest conservation project(s) of their choosing
- Meet local needs
- Uses their skills and interests

Total Per Person Investment: \$700

Invest heavily in good people!



2011 Survey Results

Thanks to Tyler Van Fleet!

- Volunteered hours: 21,147 (10.5 FTE)
- Work hours: 16,067 (8 FTE)
- Total hours contributed: 37,214 (**18.5 FTE**)
- Average number of years since training >**10!** That makes the investment \$70/person/year.
- Number of referrals: 1,536 (2010 survey)
- Top activities: Land Trust, Conservation Commission, Trails , Watershed Assoc., Conserve land of another, Wildlife enhancement

Keystone Influence

- Provided information about forest conservation to media – 82% of hours
- Referred woodland owners to other sources of information resources – 70%
- Distributed forest conservation information – 66% of hours
- Wildlife enhancement on land you are involved with – 64%
- Wildlife enhancement on land you own – 58%

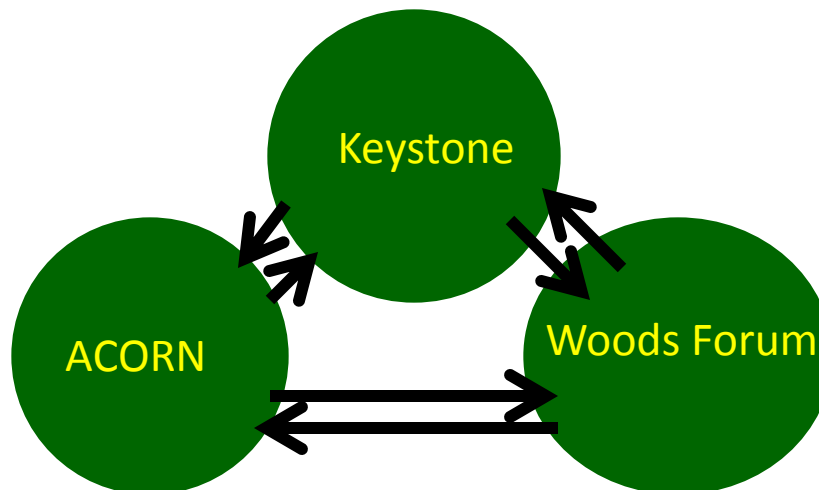
Investment Decisions

- \$1,000 per 1.0 FTE
- Equivalent of 756 cost-shared stewardship acres (30 plans of 36 acres each)
- **Not just any FTE....a local opinion leader in a position to influence decisions!!!**



Keystone in the Bigger Picture

- Connect cooperators with local conservation professionals and efforts
- Provide content for our websites (e.g., MassACORN)
- Set up outreach events (e.g., Woods Forum Programs, estate planning)
- Local Contact for future projects and work (e.g., pubs.)



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www.masskeystone.net

- Description of Keystone
- Sample program
- Canvas bag
- Finding a cooperator in your town
- List serve
- Applications

Contact Information for Resources in Petersham

Keystone Cooperator

A landowner or community leader with special training in forest and wildlife conservation. Keystone cooperators are available to help you find information and professionals.

BERGSTROM, JEAN
155 Hemenway Road
Leverett, MA
01094
Phone: (413) 367-2842
Email: blueskybera@huahes.net
Business Name: Rattlesnake Gutter Trust

Cooperator's role in the community:
Land Trust
Planning Board

BURDIN, JO-ANNE
299 Royalston Road
Baldwinville, MA
01436
Phone: 978.939.2385
Email: jo0@verizon.net

Cooperator's role in the community:
Conservation Commission
Open Space Committee

CLOUTIER, RON AND SUE
P.O. Box 83
New Salem, MA 01355-0083
01355-0083

Cooperator's role in the community:
Landowner
Land Trust
Conservation Organization
Conservation Commission
Open Space Committee

DEELY, JOAN
129 Winchester Rd
Northfield, MA
01360
Phone: (413) 498-0112
Email: joan@northfield.com

Cooperator's role in the community:
Conservation Commission
Open Space Committee

ENMAN, TIM
1 Erickson St., 3rd floor
Worcester, MA
01606
Phone: (617) 877-3493
Email: timenman@gmail.com

Cooperator's role in the community:
Conservation Organization

HARTWELL, CINDY
S Conlidge Drive
New Salem, MA
01355
Phone: (978) 544-5783
Email: cindyhartwell56@gmail.com

Cooperator's role in the community:
Landowner

HERBERT, LAURA
117 Old State Road
Erving, MA
01344
Phone: (413) 423-3027
Email: laura@ladvelvis.com

Cooperator's role in the community:
Conservation Organization
Conservation Commission

LECLAIR, SONYA
P.O. Box 1346, 32 Foster Street
Littleton, MA
01460
Phone: (978) 952-6856
Email: sleclair@newenglandforestry.org
Business Name: New England Forestry Foundation

Cooperator's role in the community:
Conservation Organization

LYONS, RAY
206 Ayer Road, Suite 4
Harvard, MA
01451
Phone: (978) 456-8400
Email: ryons@lyonslawassociates.com

Cooperator's role in the community:
Land Trust
Conservation Organization
Landowner Organization
Planning Board

MACIVER, DONALD
43 Foster Street
Littleton, MA
01460
Phone: (978) 952-2706
Email: donaldmaciver@yahoo.com
Business Name: MA Association of Conservation Commissions

Find Other Local Resources

Find a forester, land trust, or conservation organization working in your town.

MASSWOODS
Website: <http://www.masswoods.net/index.php/professionals>