

LANDSCAPES

NORTH FLORIDA LAND TRUST NEWSLETTER | MARCH 2018

THE GERENUK

One of the many species spotted during NFLT's Legacy at White Oak event on February 1st. Read more on page 3.

IN THIS ISSUE

NFLT EARNS ACCREDITATION	2
LEGACY AT WHITE OAK	3
2018 ANNUAL MEETING	3
OCALA TO OSCEOLA CORRIDOR RCPP	4-5
THE IMPORTANCE OF MONTHLY GIVING	6
ADAM HOYLES: OUTGOING CHAIR	6
TEAM SPOTLIGHT	7
MY REAL FLORIDA: DOUGLAS J. ENG	8
JOIN TEAM TERRAPIN	8

NORTH FLORIDA LAND TRUST EARNS NATIONAL RECOGNITION

The land conservation organization has received accreditation from the Land Trust Accreditation Commission



North Florida Land Trust is incredibly honored and proud to announce that we have been accredited by the Land Trust Accreditation Commission, an independent program of the Land Trust Alliance. This national recognition places NFLT within a network of 398 accredited land trusts across the nation that have demonstrated a commitment to professional excellence and to maintaining the public's trust in their work. NFLT has been saving open and natural spaces since 1999 and this national recognition shows their commitment to permanent land conservation throughout their 10-county focus area and beyond.

"This accreditation is a huge step for us and brings credibility to our operations," said Jim McCarthy, president of NFLT. "A donor, large or small, will know we operate to the highest standards and are among the very best in the country. Cassie Froeba, our operations manager, did a great job of pulling our team together for our application and follow up. While everyone actively participated in this rigorous process, she, Susan Carr and Elizabeth Guthrie put in incredible hours to get this done right. I am so proud of our team for their hard work. This designation has strengthened our mission to preserve the beautiful lands throughout our state for future generations to enjoy."

The land trust accreditation program recognizes land conservation organizations that meet national quality standards for protecting important natural places and working lands forever. The main objectives of the accreditation program are to build and recognize strong land trusts, to foster public confidence in land conservation and to help ensure the long-term protection of land.

NFLT provided extensive documentation and underwent a comprehensive review as part of the accreditation application. The Land Trust Accreditation Commission awarded accreditation, signifying its confidence that NFLT's lands will be protected forever. Almost 20 million acres of farms, forests and natural areas vital to healthy communities are now permanently conserved by an accredited land trust. Architects, engineers, contractors, and building owners should know that working with an accredited land trust will earn credit to LEED certification.

NFLT is proud of what we have accomplished over the years. We have preserved thousands of acres of ecologically sensitive land primarily in Baker, Bradford, Clay, Duval, Flagler, Nassau, Putnam, St. Johns, Union and Volusia counties. In the document we created and named the Preservation Portfolio, we identified more than 112,000 acres of land in critical need of preservation within our 10-county focus area. We have been successful in acquiring some of those lands, but continue to work to preserve the remaining properties. We are also leading a team of 18 partners to preserve approximately 100,000 acres within the Ocala to Osceola, or O2O, wildlife corridor, which is an important habitat for many threatened and endangered species.

"It is exciting to recognize North Florida Land Trust with this distinction," said Tammara Van Ryn, executive director of the Commission. "Accredited land trusts are united behind strong ethical standards ensuring the places people love will be conserved forever. Accreditation recognizes North Florida Land Trust has demonstrated sound finances, ethical conduct, responsible governance, and lasting stewardship."



STAFF

President | Jim McCarthy
Land Protection Director | Marc Hudson
Stewardship Director | Elizabeth Guthrie
Development Director | Dana Doody
Assoc. Land Protection Director | Rebecca Perry
Operations Manager | Cassie Froeba
Multimedia Manager | Allison Cologne
Development Officer | Genevieve Fletcher
Stewardship Coordinator | Emily Dunn
Conservation Coordinator | Susan Carr
Conservation Advocate | Andrea Conover

FOUNDER, 1999

Bill McQuilkin

WEEKLY VOLUNTEERS

Beth Strawbridge
Kathi Chalk

BOARD OF DIRECTORS

CHAIR

Keith Holt | North Florida Properties, LLC.

VICE CHAIR

Dr. Ellen Williams | St. Vincent's Healthcare

SECRETARY

Charles "Trey" Mills III, Esq. Rogers Towers PA

TREASURER

Patrick Carney | CSX Corporation

MEMBERS AT LARGE

David Barton | Bank of America Merrill Lynch
Ray Bunton | St. Johns River Water Mgmt. District (Ret.)
Ross Chafin, Esq. | Fisher, Tousey, Leas & Ball, P.A.
Margaret Kirkland | Amelia Tree Conservancy
Tom Larson | Energy Consultant

TEAM TERRAPIN

Paul Dunn, Tabitha Hootman, Caleb Johnston, Harriet Klontz, Karin Lagerström, Dana Logan, Forrest & Nancy Penny, Kelli Spinks, Tina Taker, Ashlen Ward

PHOTO CREDITS

Jenny Alvarado | Cover, Page 3
Keith Novosel | Page 4
Douglas J. Eng | Page 6

DESIGN CREDITS

Allison Cologne

CONTACT

2038 Gilmore St. | Jacksonville, FL 32204
(904) 479-1967

info@northfloridalandtrust.org
www.northfloridalandtrust.org

FOLLOW US!

on Twitter and Instagram @nflandtrust
and Facebook, Google Plus, LinkedIn,
YouTube | #NorthFloridaWild #NorthFloridaLandTrust

LEGACY

AT WHITE OAK



ABOVE: From left to right are Bill's son, Eric, daughter-in-law, Shannon, and his wife, Sue McQuilkin. To Bill's right are some of NFLT's early supporters and friends, David Strickland, Elaine Strickland, and Mindy Hanna. **BELOW:** Shannon feeds a giraffe, one of the many residents of White Oak.



PHOTOS BY JENNY ALVARADO

A RE-CAP: NORTH FLORIDA LAND TRUST'S 2018 ANNUAL MEETING FEATURING GOVERNOR BOB GRAHAM

North Florida Land Trust's Annual Meeting featuring former Governor Bob Graham took place on February 13th at the Friday Musicale in Jacksonville. The Annual Meeting is NFLT's annual report to the community and business luncheon, where we also present our annual awards. The event brought over 150 of North Florida Land Trust's most dedicated donors, supporters, and business partners to stay up-to-date on NFLT's achievements and goals for the New Year. Formerly known as our Legacy Luncheon, the Annual Meeting is a renewed continuation of this long-standing tradition.



THE OCALA TO OSCEOLA CORRIDOR

REGIONAL CONSERVATION PROGRAM PARTNERSHIP (RCPP):

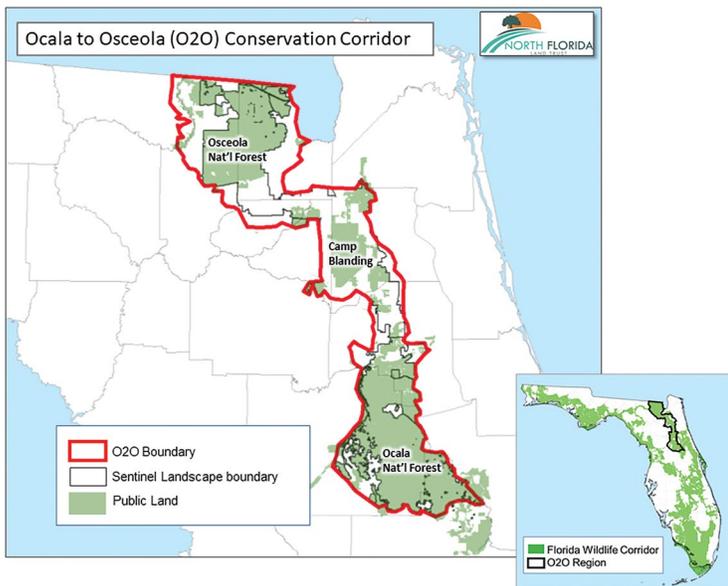
One more step toward building the wildlife corridor in Northeast Florida

BY SUSAN CARR, PHD |
CONSERVATION COORDINATOR



PHOTO BY KEITH NOVOSEL

We continue our conservation efforts in the Ocala to Osceola (O2O) Corridor which is a 100 mile long chain of land connecting Ocala and Osceola National Forests, and an important piece of the Statewide Florida Wildlife Corridor. Half of the O2O is already conservation land, and much of the remaining is working timberlands. NFLT is leading a partnership to try to stitch together these private and public lands into a permanent wildlife corridor, which provides habitat for dozens of threatened and endangered species and contains traditional working forests.



Just after Christmas, NFLT received some very good news! After a lot of hard work and collaboration with our partners, we received an award through the Regional Conservation Partnership Program (RCPP) - one of only four projects selected for Florida. Through RCPP, \$3.56 million is authorized for land protection and management in the O2O through 2022, meaning we have a new funding source which compliments existing conservation funding and leverages upwards of \$17M over the next five years. The RCPP is a program administered by the Natural Resources Conservation Service (NRCS, part of U.S. Department of Agriculture). This program allows NFLT and other partners to identify willing landowners and help them conserve and manage their lands through conservation easements and management practices. This program compliments our ongoing partnerships with the Florida National

Guard (Camp Blanding) and State land protection programs, and boosts our efforts to protect 10,000 of O2O acres in the next three years, and our overall goal to protect >140,000 acres over the next 20 years.

HOW DOES THE RCPP PROMOTE CONSERVATION IN THE O2O CORRIDOR?

The benefits stemming from this program include:

- **More funding for land protection in the O2O:** The RCPP targets funding for conservation easements for wildlife habitat protection under the Healthy Forest Reserve Program (HFRP).
- **Funding for conservation practices on private lands:** RCPP supports NFLT's work with willing O2O landowners through the Environmental Quality Incentives Program (EQIP), which provides cost sharing for conservation practices. In the O2O, this provides incentives for longleaf pine forest restoration (extinct in 97% of its historic range), prescribed fire for wildlife habitat improvement, and gopher tortoise habitat. NFLT is excited about partnering with NRCS to deliver conservation programs in the O2O.
- **Strengthening existing and creating new partnerships:** The O2O Partnership is consortium of public agencies, nonprofit organizations and landowner groups working together on similar conservation goals. This partnership includes non-profit groups like NFLT, state and federal conservation agencies like the U.S. Fish and Wildlife Service, and even groups like the National Guard, which also seeks to protect and conserve their natural resources on and around Camp Blanding, at the heart of the O2O.

The RCPP is a partnership, a new funding source, and one more important strategic step toward land and resource protection in the O2O Corridor. Piece by piece, we build the foundation for conservation programs, funding sources and creative partnerships in the O2O region.

WHY MONTHLY GIVING IS SO IMPORTANT TO US

A LETTER FROM DEVELOPMENT DIRECTOR, DANA DOODY



PHOTO BY DOUGLAS J. ENG

I have been with the North Florida Land Trust for a year now. I really love my job. I have met some really amazing people who care about the natural spaces we want to protect as much as we do! One donor in particular has really made an impression on me as to what supporting a nonprofit is all about. Her views and tactics are simple and practical but in the end really make a difference.

Let me tell you why. First of all, I sent out a year end letter that asked folks if they wanted to donate monthly. She was one of the first to respond. I was curious why she chose to be a monthly donor and asked her to sit down with me over coffee. This is what she said -

She knows how much she wants to give a year. "It's simple," she said. "I know how much I want to give a year to an organization. If broken up monthly it is easier for me to give and then I don't have to think about it at the end of the year."

It's convenient. She also said that using her checking account was easier because then the "your-credit-card-has-expired" situation never has to happen and she can easily increase the amount or stop it at any time with just a phone call.

Better health to the organization. Monthly giving also appeals to the more 'investor' style donors. A gift made over a longer period of time stacks up in

terms of total impact. These dedicated givers understand that their regular and predictable support allows us to fund our operations and predict our future cash flow, leading to a better overall organization.

Please consider our monthly giving program! We still have so much land to protect and you can make a difference!

If you would like to opt for this easy method of donating to the land trust contact Genevieve Fletcher at gfletcher@northfloridalandtrust.org

**Thank you,
Dana J. Doody**



ADAM HOYLES

Outgoing Chair

Adam Hoyles is the immediate past-chair of the North Florida Land Trust and oversaw tremendous growth and changes to the organization over his years on the board. Adam began his involvement in

2008 on a volunteer committee that reviewed land acquisition opportunities and in 2010 was asked to join the Board of Directors. At that time the board needed an VP Operations and co-owner of Onsite Environmental Consulting, LLC to fill a technical niche that was open. Adam was elected to the position of Chair in 2011 and maintained that role through 2017, and during that period witnessed significant growth.

Under the leadership of Adam and Jim McCarthy, the organization's president, the North Florida Land Trust developed and maintained certain beliefs that have helped the organization grow. First among those is that the North Florida Land Trust is not anti-development, but rather pro-conservation. As Adam says, in echo of the organization's focus, "There is a

recognition that, as humans, we require development to live our lives, house our families, and provide roads. However, there needs to be a balance between development and conservation that allows nature to thrive. It is recognized that wild places are vital to our quality of life we enjoy in North Florida. The trees and plants provide clean air, the land cleans and stores water necessary to the health of the rivers and waterways which support the marine environment, and farmland provides our food. Without our natural and undeveloped environments, the lifestyle we value would be impossible."

In pursuit of these goals, the North Florida Land Trust has grown in size and capabilities. Adam is proud of his contributions and is excited about the future for conservation in North Florida.

TEAM SPOTLIGHT



REBECCA PERRY

ASSOCIATE LAND PROTECTION DIRECTOR

Rebecca Perry joined NFLT in 2018 as Associate Director of Land Protection. She is responsible for land transactions within NFLT's service area with special focus on the "Ocala to Osceola" region. Rebecca came to NFLT from The Nature Conservancy, and brings fifteen years of experience in conservation land transactions, grant administration and project management.

At The Nature Conservancy, she helped protect over 9,000 acres across Florida, and managed a 5,000-acre mitigation bank. She has an Associate of Science Degree from Valencia Community College in Paralegal Studies and a Bachelor's Degree from Rollins College in Environmental Studies. Rebecca is a licensed real estate sales associate.



ALLISON COLOGNE

MULTIMEDIA MANAGER

Allison Cologne joined the North Florida Land Trust in 2013 as a graphic design intern and was invited back in February 2018 as the Multimedia Manager. She is responsible for designing marketing materials, website maintenance and social media coverage. She graduated from the University of North Florida with a Bachelor's Degree in Fine Arts with a

concentration in Graphic Design. She recently relocated back to the Jacksonville area from Washington D.C. where she worked for a public relations firm. As a Jacksonville native, Allison grew up enjoying many of the parks located in Northeast Florida. In her free time she enjoys doing photography, fishing, kayaking and spending time with her family.



GENEVIEVE FLETCHER

DEVELOPMENT OFFICER

Genevieve Fletcher joined North Florida Land Trust in March of 2015 as Outreach Coordinator and transitioned to her role as Development Officer in January 2018. She is responsible for fundraising, donor engagement, grant writing, and events. Genevieve earned her Bachelor of Arts in music, liberal arts, and philosophy from Florida State University. She also completed post-baccalaureate courses in biology at the

University of North Florida and a grant-writing course at Florida State College of Jacksonville. She previously served as a Grants Consultant for Langton Consulting. A native of Jacksonville, Genevieve grew up hiking and camping throughout north Florida. When she is not working, she likes to go outdoors, bike, travel, and spend time with family and friends.



OK SUN BURKS

BOARD MEMBER

Ok Sun Burks was a board member of the North Florida Land Trust until 2018 and served for three years. Ok Sun joined the board in order to promote land conservation for the purpose of maintaining clean water and providing

access to natural spaces for the public. She firmly believes that land conservation benefits all constituencies: businesses, citizens, and landowners. The Land Trust thanks OK Sun for her efforts through the years.



MY REAL FLORIDA
DOUGLAS J. ENG

SOUTHLIGHT GALLERY PRESENTS
"CAPTURING THE LEGACY"

A BENEFIT PARTY FOR THE NORTH FLORIDA LAND TRUST
22 MARCH 2018 6 TO 9PM ONE INDEPENDENT DRIVE 2ND FLOOR GALLERY

MY REAL FLORIDA: A BENEFIT PARTY FOR NORTH FLORIDA LAND TRUST

The consummate photographer Douglas J. Eng has partnered with Southlight Gallery's artists to create work to benefit North Florida Land Trust. Doug has been a supporter of the Land Trust for years and has donated many beautiful photographs of north Florida - as he calls, "My Real Florida" - to our cause. On March 22nd, join us for a benefit party and gallery opening of works by Doug and artists of the Southlight collaborative from 6PM - 9PM at One Independent Drive, 2nd Floor Gallery, downtown Jacksonville. Works will be inspired by the natural and historic areas the Trust is aiming to preserve in north Florida, and a portion of sales during the event will go to NFLT. Doug Eng's stunning poster for the upcoming benefit is now available through Southlight Gallery for \$50. For more information go to <http://southlightgallery.com/>.



JOIN TEAM TERRAPIN!

In just a few weeks, the 2018 diamondback terrapin nesting season will begin, and we need your help! North Florida Land Trust is recruiting more volunteers for Team Terrapin, our volunteer team that monitors these nesting saltmarsh turtles in the Big Talbot Island area from April/May through September. If you enjoy working outside in nature and are interested in wildlife field work, get in touch! No experience necessary.

If you are interested, contact our Stewardship Coordinator Emily Dunn (edunn@northfloridalandtrust.org) for more information.

SIGN UP

FOR OUR MONTHLY E-NEWSLETTER TO GET MORE
NEWS AND UPDATES FROM US!

You can sign up on our website homepage:
<http://www.northfloridalandtrust.org/>