

The Top Ten List

#10 Support

Since 2000, RFF has raised over **\$2,742,000** for its web-based projects for conservation from **34** foundations, **28** individuals, and **3** federal agencies.

RFF accepts online donations too. Visit www.resourcesfirstfoundation.org today to make your year end contribution!

#9 INTERNATIONAL GRANTS

\$789,039 in grants awarded to Wilderness Safaris Wildlife Trust supporting conservation and education programs in the southern tier of Africa including: Children in the Wilderness, Botswana Rhino Reintroduction, Elephant collaring, Sea Turtle monitoring, and Wild dog research.

\$27,000 in grants awarded to the North Atlantic Salmon Fund to support interceptory fisheries purchases.

\$20,999 in grants awarded to Moonhole Friends to support community development, education and conservation on the island of Bequia.

#8 FEDERAL ACCOLADES

Willard Dyché, RFF's Project Developer, received the **USDA's Group Honor Award for Excellence** on October 20, 2006, along with the other members of the Energy Estimator Team. The energy consumption awareness tools can be found in the PLN toolbox at: <http://www.privatelandownernetwork.org/toolbox/>.

RFF was awarded a national Conservation Innovation Grant from USDA NRCS in 2007 to build an online conservation program finder tool for landowners.

The USDA Forest Service and the Fish and Wildlife Service provide financial support to RFF to complement their private land programs.

#7 MARKETING RFF'S WEBSITES

The Private Landowner Network quarterly e-newsletter is sent out to over 15,000 email addresses providing website updates, program news, and highlighting conservation professionals. You can sign up for the newsletter at: www.PrivateLandownerNetwork.org. RFF incorporates a degree of search engine optimization, or SEO, techniques into the titles, subtitles, keywords and "tags" of website headings, articles, and blog posts. These techniques tend to focus on proper labeling of internet content using words that are most likely to be "searched." These techniques do not trump or supplant quality content, but help to raise the internet profile of our website information.

#6 RFF by THE NUMBERS

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The number of years RFF has been in existence

17,547

The number of resources in the PLN yellow pages

335,729

The average number of times resources are accessed from the PLN yellow pages in a year

5

The number of staff members at RFF

117,111

The average number of times the PLN yellow pages are searched in a year

33,525

The average number of PLN web pages that are printed in a year

2,322,417

The number of page views recorded on all RFF sites in 2010

244,704

The number of unique visitors to PLN in 2010

#5 LEADERSHIP

Board of Directors

Amos S. Eno, President
Executive Director RFF

Michael Ouellette, Treasurer
VP and Corporate Secretary
Dexter Enterprises

Pamela K. McClelland, Secretary
Riparian Specialist

Howard Burris
Managing Partner
H Street International, LLC

Kenneth Berlin
Attorney

Donald Carr
Attorney
Pilsbury Winthrop Shaw Pittman

Robert Grady
Venture Capitalist
The Cheyenne Fund

Deborah Weatherly
Former Staff Director
House of Representatives
Appropriations Committee

Robert Rooth
Attorney, Chaffe McCall

Advisory Board

Joan Chevalier
Barclays Capital

James Cummins
Mississippi Fish and Wildlife Foundation

Tom Daniels
University of Pennsylvania

Walter Sedgwick
Sedgwick Land Company

Sharon S. O'Toole
Ladder Ranch

Jay Fetcher
Staff for Senator Udall, CO

Tom Wright
Co-Founder, Wright Ryan Construction

Rick Knight
Colorado State University

David Weiman
Ag Resources

Lawrence Clark
Former USDA NRCS Deputy Chief
for Science and Technology

Bill Vail
Former Maine Wildlife Commissioner

Steve Thompson
Land, Water, Wildlife Consultant

Art Aleshire
Hannaford Brothers Co.

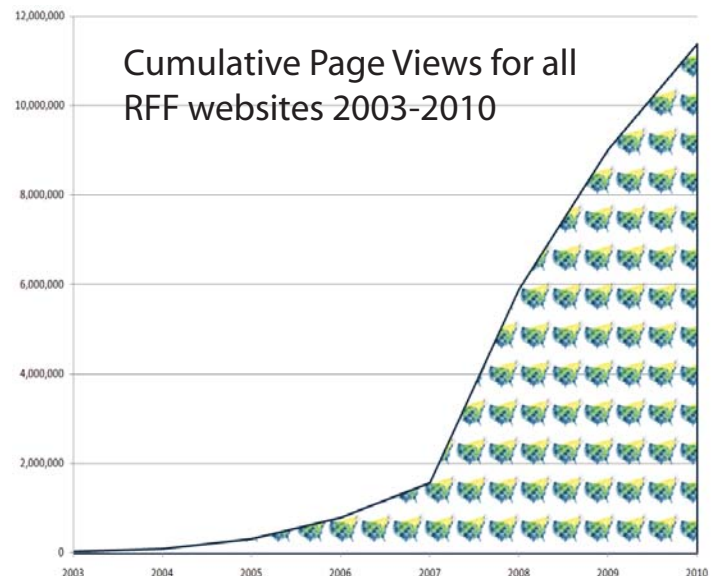
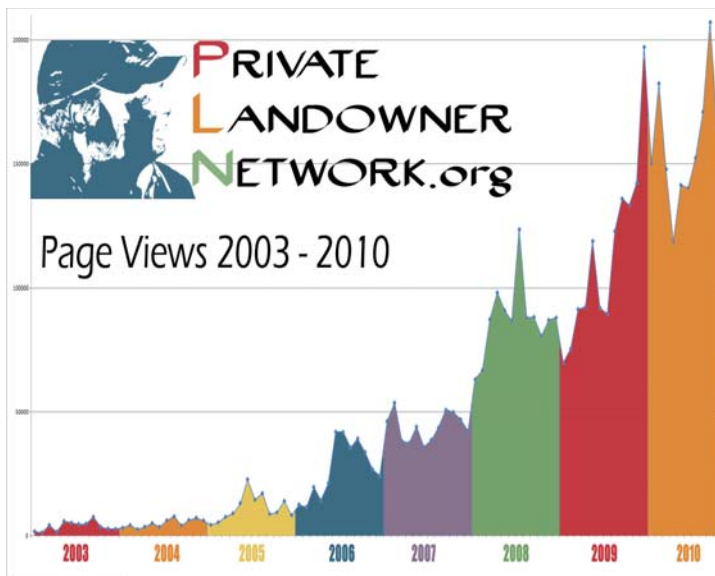
#4 KEEPING WORKING LANDS WORKING

The Private Landowner Network weekly blog provides short, newsworthy, and inspirational pieces highlighting innovative programs, conservation leaders, and organizations. Follow the blog at: www.PrivateLandownerNetwork.org/plnblog

You can also join our Keep Working Lands Working cause on Facebook at: www.causes.com/causes/503137



#3 WEBSITE TRAFFIC



#2 How is the Private Landowner Network Helping You?

Website Users Respond



"The Private Landowner Network has proven to be great tool for our land trust. It's a venue for landowners to do their own homework in their own time. When I first meet with landowners, there is so much information for them to absorb initially, so before they leave, **I refer them to the PLN's website** where they can continue their due diligence at their own pace and zero in on answers to questions that may come up after they leave the office. Next time we meet, I find that the landowners who've been to the site have a better understanding of what an easement entails and can ask more specific informed questions concerning their individual situation. There are so many resources out there, but **PLN is tailored to the conservation minded landowner and has anticipated their needs first and foremost.**"

Gwen Lacy
Executive Director, Kennett Township Land Trust, PA

"We use PLN often and have links to it on our website. When we face difficulties with landowners who are skeptical of their conservation options for their land, we immediately send them to the PLN library to allow them to educate themselves, on their own schedule. **PLN serves as a trusted, neutral 3rd party - great information for us and landowners!**"

Stephen Kirk
Alabama Land Trust / Georgia Land Trust – AL, GA

"I am a member of the Holden Conservation Commission as well as a member of the board of directors for the Maine Association of Conservation Commissions (MEACC). I've had a chance to really look over your website. **I think it is a great tool.** I plan to add it as a link on our conservation commission website."

Sue Dawes
Holden Conservation Commission, ME

"**Your web site is a wonderful source of information!** There is a list of 42 organizations involved in conservation easements in Colorado. We can provide this list to landowners who are interested in conservation easements - **saving them and us a lot of research time.**

Thanks."
Carol Sirko Dunn
Upper Huerfano Conservation District, CO

"PLN is a clearinghouse of practical land conservation information and a **useful toolbox for everyday questions AND difficult research.** The library is fabulous!"

Heidi Eiserhour
Jefferson Land Trust, WA

"This is **an excellent site and informational resource for private landowners.** I will definitely recommend this to landowners in my area. Thanks for sharing your vision and hard work."

Jon Lunsford
Louisiana Territory Manager, Crop Production Services

"I wanted to let you know that the Siskiyou Land Trust has been pleased to utilize the information available through the Private Landowner Network website. Much of our conservation work is with owners of 'working' farms, ranches and forest lands, and **we regularly cite your website** in our introductory meetings with these landowners. Our clientele generally consists of independent-minded businesspeople who tend to be skeptical of 'do-good' appeals, and who wish to seek out information for themselves. **The tone of your website and the numerous references that it provides are well-suited to the needs of these folks** and clearly assist us in gaining acceptance for our conservation projects. Thanks much for this work, and please do continue to provide it."

Steve Horn
Siskiyou Land Trust, CA

"My job with the Partners program has me being involved with several private landowners throughout the state of Florida almost every day. In just about every conversation I have with them, they visit with me about a number of pertinent issues that are near and dear to their hearts, mainly discussing issues about protection and preservation of the lands they own. I have directed several landowners to the PLN website, and **the way the site is set up, it is easy for landowners to use, and easy for them to find the resources they need** to address those protection and preservation concerns. The PLN website is definitely a top notch one stop shopping experience for all private landowner's needs."

CalLee Davenport
Fish & Wildlife Biologist, USFWS Partners for Fish and Wildlife Program, FL

"**Thank you** for creating this database."
Rebecca Smith
The Nature Conservancy, WI

"**We have had referrals from Private Landowner Network** with clients that have had good timberlands and will now be significantly increasing their value of their timber after their timber sale as well as increasing the quality of their residual timber and future gene pool of the remaining timber."

Susan Metcalfe
Metcalfe Forestry, MI

#1 Resources First Foundation's Web-Based Resources for Conservation Action



www.PrivateLandownerNetwork.org

A nationwide directory of over 17,500 conservation resources, articles, and professionals providing a simple means for landowners to navigate the complex ins and outs of land conservation.



www.ConservationTaxCenter.org

Providing articles, federal and state tax incentives, lawyers and estate planners, to help landowners and professionals plan for the future of one's property.



www.CooperativeConservationAmerica.org

The compilation of national cooperative conservation case studies built for the White House Conference on Cooperative Conservation, held in 2005.



www.StateConservation.org/Maine

The Maine State Conservation Center provides a clearinghouse for Maine's conservation and energy services, information and resources.



www.StateConservation.org/NCCC

The Northern California Conservation Center provides conservation resources for the 26 counties of Northern California including information on: wildfire, invasive species, water, and agriculture.



www.StateConservation.org/Miss

The Mississippi State Conservation Center delivers a rich menu of conservation resources and information to Mississippi landowners and outdoor enthusiasts from natural heritage tourism to bottomland hardwoods and forest resources.



www.HoustonIntraMet.org

Conservation, transportation, and energy resources for the Houston metropolitan area, organized by county.



www.KatrinaReforestation.org

Assisting Gulf Coast landowners in each step of replanting their forest from finding a forester to local seedling suppliers.



www.ResourcesFirstFoundation.org/aea

The Alternative Enterprise and Agritourism Resource Evaluation Guide

Landowners can click their way through a series of evaluations for their resources, and a series of worksheets that will help develop new revenue streams for their land.



www.ICAER.com

Conservation Programs Decision Support System

A tool to help landowners match their setting and conservation goals with USDA NRCS and FSA conservation programs.