



POST CONFERENCE REPORT

PERTENECIENDO

Nuestras Raíces, Nuestra Tierra

Belonging: Our Roots, Our Earth

VIRTUAL January 24 and 25, 2024

IN PERSON January 26, 27 and 28, 2024

natureforward.org/conferences



ABOUT NATURALLY LATINOS

*A Nature Forward
Conference*

Themed “Perteneciendo: Nuestras Raíces, Nuestra Tierra” (Belonging: Our Roots, Our Earth), Nature Forward’s 2024 Naturally Latinos Conference featured inspiring environmental thought-leaders and advocates during two virtual and one in-person day of presentations and performances. The event also included two days of outdoor nature experiences.

Since its launch in 2017, Naturally Latinos has become one of the nation's premier environmental forums showcasing diversity, inclusion, and equity. Although centered primarily on issues impacting the Capital Region, the event's focus on environmental justice, empowerment, and belonging in nature resonates with diverse nature professionals and advocates from coast to coast and around the globe who face similar challenges in their own communities.



PERTENECIENDO
Nuestras Raíces, Nuestra Tierra
Belonging: Our Roots, Our Earth

VIRTUAL CONFERENCE SESSIONS

Wednesday, January 24 and Thursday, January 25, 2024 via RingCentral

KEYNOTE SPEAKERS



Dr. Jessica Hernandez
Indigenous Environmental Scientist
and Author



Vanessa García Polanco
Government Relations Director,
National Young Farmers Coalition

PANEL DISCUSSIONS

Haciendo Camino Para Pertener/Trail Blazing to Belong



Serenella Linares



Jose Cordero



Rita Peralta

Urban Heat Island Effects - Impacts on the Community



Marcello Jauregui-Volpe



Brenda Perez



Erin Garnaas-Holmes



Miquel Castro Luna

Forget What You Know: Re-learning Community Outreach Parts 1 & 2



Denisse Guitarra



Gina Ghertner



Renee Grebe



Alice Sturm



Jacqueline Romero



Sean Mann



Valeria Espinoza



Anthony Chavez

How You Can Engage Immigrant Youth into Your Organization

By Liberty's Promise and Montgomery Parks

Getting to work: Advantages and Challenges of DEIJ work across entities



Josefina (Jo) Doumbia



Joe Toolan



Brenda Perez



Caetano De Campos Lopes



Jansikwe Medina-Tayac



Hope Khodaei
(Friday, In Person)



Marisela Rumberg



Ines Alicea

Land Acknowledgments

Interpreters

IN PERSON CONFERENCE SESSIONS

Friday, January 26, 2024 • Silver Spring Civic Center, Silver Spring, MD

Fighting Climate Change in Urban Communities with the Inflation Reduction Act



Nausheen Iqbal



Abel Olivo



Kasey Yturralde



Kacey Wetzel

Art and the Environment



Guarina Paloma Lopez



MasPaz



Leonina Arismendi



Brenda Perez



María Elena Montero



Gabriela Paola Franco Peña

Perteneciendo: Nuestras Raíces, Nuestra Tierra - Photobook Preview



Patria y Saloma Panama Dance Group



Jacqueline Johnson



Joe Toolan



Eliza Cava



MasPaz

Naturally Latinos, Indigeneity and the Question of Belonging

Brian Torres, Hope Khodaei, and Rachel Louise Two Bulls





Naturally Latinos Conference Co-Chairs Eliza Cava and Denisse Guitarra present the 2024 Nature Forward Environmental Education Award to Serenella Linares.

IN PERSON CONFERENCE SESSIONS (continued)

*Friday, January 26, 2024
Silver Spring Civic Center, Silver Spring, MD*

NATURE FORWARD AWARDS

Nature Forward is honored to recognize leaders who strengthen the environmental movement in the DMV region and champion the inclusion of all people in protecting nature for the future.

Serenella Linares is the 2024 Nature Forward Environmental Education Award recipient. Recognized for her “endless innovation and dedication to environmental education to spark a love of nature in people of all ages and backgrounds,” Serenella is the Principal Park Naturalist managing Mount Rainier Nature Center. She is also a Naturally Latinos Planning Committee Member and former conference Co-Chair.

Letizia Ramos Pfeifer is the 2024 Nature Forward Youth Environmental Champion. She is recognized for her leadership in the GreenKids P.O.W.E.R. program, a student-led community education initiative spreading awareness about responsible energy use and environmental sustainability.



GreenKids Director Jeff Chandler presents the 2024 Nature Forward Youth Environmental Award to Letizia Ramos Pfeifer.



PERTENECIENDO
Nuestras Raíces, Nuestra Tierra
Belonging: Our Roots, Our Earth

NATURALLY LATINOS 2024 IMPACTS: AUDIENCE



343 REGISTERED ATTENDEES

ONLINE COMMENTS

1,274 TOTAL MESSAGES

NETWORKING PARTICIPANTS

142

SATISFACTION SURVEY

92.6% RATING FOR QUALITY OF PRESENTATIONS

Testimonials

“Great conference! I'm already looking forward to the next one!”

“My favorite parts about the conference were its accessibility, the diverse array of speakers and topics, the schedule which allowed for flexibility and breaks, and how quickly the recordings were available.”

“There were so many authentic voices brought forward to speak and I especially liked hearing the truth of the young folks. It instills hope.”



PERTENECIENDO
Nuestras Raíces, Nuestra Tierra
Belonging: Our Roots, Our Earth

NATURALLY LATINOS 2024 IMPACTS: REACH

Effective media outreach, email marketing, and an engaging social media campaign heightened awareness of and excitement about the 2024 Naturally Latinos Conference. Thank you to conference presenters, attendees, partners, and sponsors who elevated our messaging on social media. Promotion also included our Nature Forward Quarterly publication, which has a readership of approximately 12,000.

NEWS MEDIA COVERAGE



Naturally Latinos Conference provides a needed space to discuss climate change

By hola | Published February 13, 2024 | No Comments



SOCIAL MEDIA

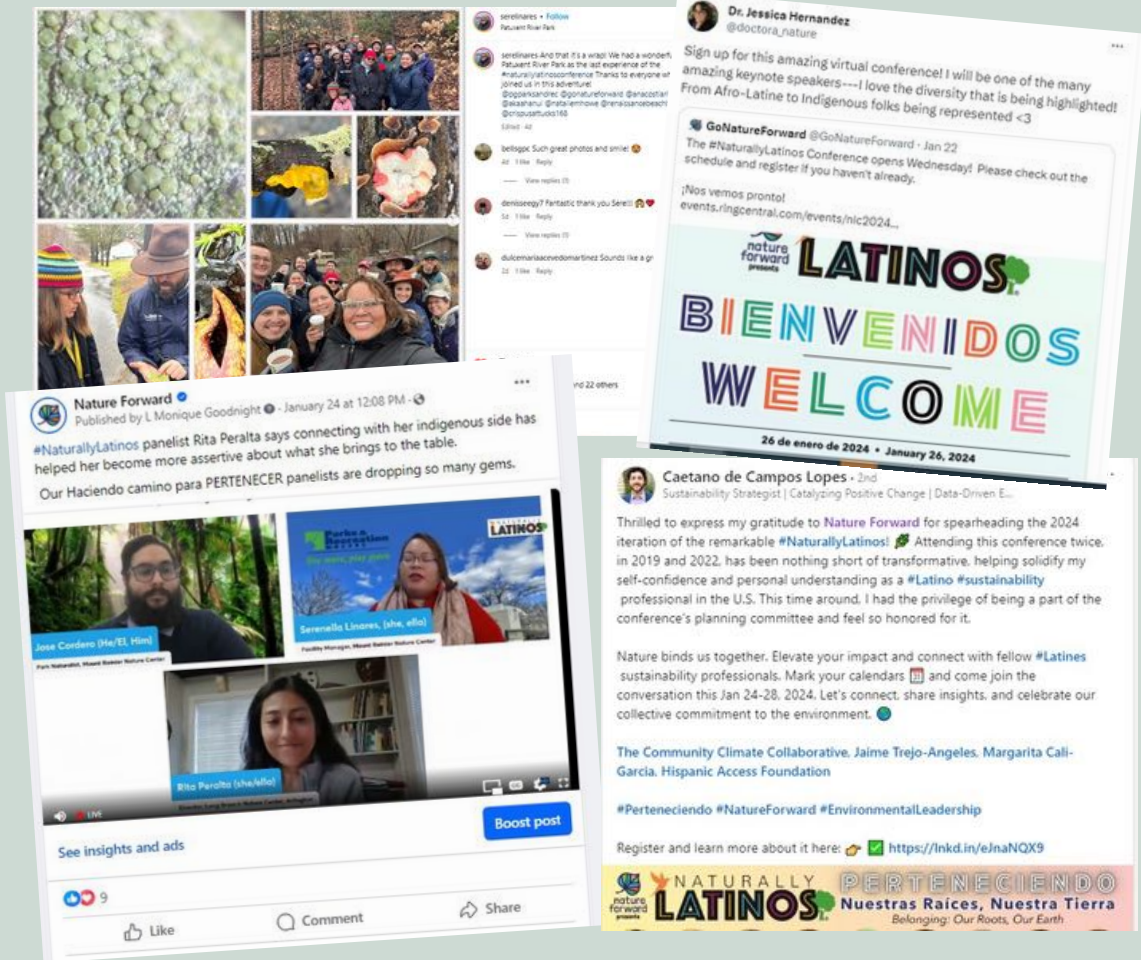
DEC. 1 - JAN. 31

459
TOTAL POSTS

FACEBOOK
INSTAGRAM
X (TWITTER)
LINKEDIN

156,552

COMBINED REACH



WEBPAGE VIEWS

natureforward.org/naturally-latinos-2024

4,066

NOV. 1, 2023 - JAN. 31, 2024



NATURALLY LATINOS 2024 IMPACTS: SPONSORS

Thank you to the record number of sponsors who made this year's Naturally Latinos Conference possible. In addition generous financial and in-kind support, sponsors engaged with attendees through virtual and in-person exhibits, as program participants, and by leading outdoor nature experiences. Many of our sponsors commit to two years of support for our Naturally Latinos and Taking Nature Black conferences which are held in alternate years.





THANK YOU, NATURALLY LATINOS 2024 SPONSORS!



For future sponsorship opportunities, please visit natureforward.org/conference-sponsorships



Outdoor experiences on January 27 and 28 included a Bilingual Bird Walk at Wheaton Regional Park with MD Ornithological Society (above), Forest Bathing at Woodend Nature Sanctuary (below), and a Winter Nature Walk at Patuxent River Park led by MNCPPC Prince George's Parks Staff. (right).



THANK YOU!

2024 Conference Planning Committee



Caetano de Campos Lopes



Josefina (Jo) Doumbia



Lisa Goodnight



Jacqueline Johnson



Lydia Lawrence



Serenella Linares



Lin Orrin



Abel Olivo



Brenda Perez



Joe Toolan



Diane Wood



Katrina Weinig



Eliza Cava, Co-Chair



Denisse Guitarra, Co-Chair



Thank you for your generous support!

NATURALLY
LATINOS RETURNS 2026
CONFERENCE®

TAKING NATURE
BLACK®
COMING MARCH 2025

Details about sponsorship opportunities for both events are at natureforward.org/conferences

Questions? Contact conferences@natureforward.org.



For regular updates from Nature Forward, please [sign up here!](#)



Nature Forward earns top ratings from independent non-profit evaluators for accountability, transparency, and financial best practices. Donations to Nature Forward are tax-deductible to the full extent of the law.

Photo by Ben Israel from the upcoming Pertenencido eBook showcasing Latinos in nature.