



# LANDSCAPES

PENINSULA OPEN SPACE TRUST 2014 ANNUAL REPORT



Table of Contents

<b>4</b> Message from the President	<b>6</b> Profiles in Generosity	<b>10</b> News Updates	<b>16</b> Financial Summary	<b>18</b> Donor Lists	<b>44</b> 2015 Wallace Stegner Lectures	<b>46</b> Tribute Gifts
<b>5</b> Message from the Board Chair		<b>13</b> Heart of the Redwoods Campaign		<b>42</b> Volunteers		<b>47</b> Gifts of Stock

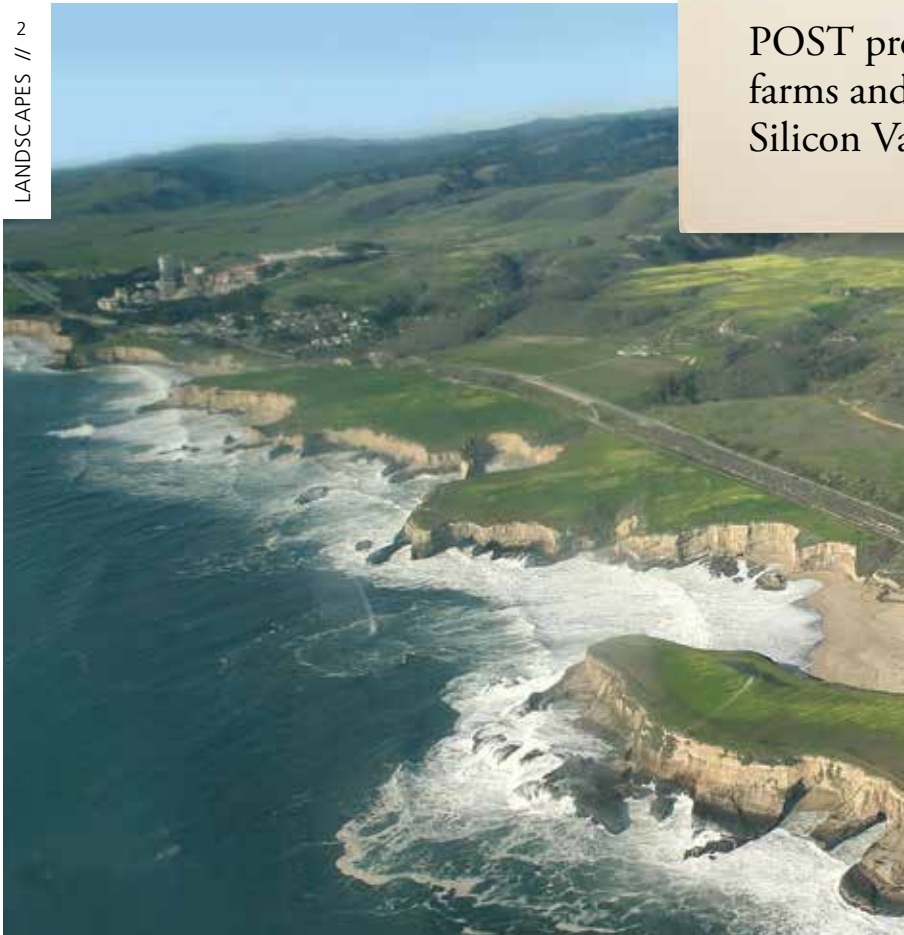


## Peninsula Open Space Trust

Mission //

POST protects and cares for open space, farms and parkland in and around Silicon Valley.

LANDSCAPES // 2



TOP Redwood Skyline // WILLIAM K. MATTHIAS 11; ABOVE San Mateo County coast // DAVID HIBBARD; RIGHT Blair Ranch // MICHAEL POWERS 11

## The Lands We All Love

Thank you for supporting POST. You are helping protect open space that nourishes minds, bodies and spirits!



PHOTOS, CLOCKWISE FROM TOP LEFT // Hikers on Peters Creek property // POST 14; Sunset near Alpine Ranch // POST 14; Hikers on Cloverdale Coastal Ranches // DOUGLAS PECK 14; Conservation easement monitoring // JOHN CHAMBERLAIN 14; Root Down Farms // POST 14; Stewardship team on San Vicente Redwoods // POST 14

## CONSERVATION FROM A COMMUNITY PERSPECTIVE

From the beginning, POST and its supporters had a comprehensive vision, and a plan for how to achieve it. Now, nearly 75,000 acres later, the results are evident when you look at a map of our local protected lands and the incredible network of open space it represents. But that vision from 1977 is not yet complete.

Every time you support us on a project, you're helping connect open space, buffer streams that provide drinking water, preserve habitat for wildlife and provide space for ecosystems to adapt to the effects of climate or ecological changes around them. Each piece of land has its own intrinsic value, yet it's also a critical part of a much larger puzzle. It's that puzzle we've been working for 37 years to complete.

In the past, conservation focused largely on preserving swaths of pristine rolling hills, grasslands and coastlines. Conservation today is much more about making connections in closer quarters. In our area in particular, it means trying to strike a balance between natural land management and development in a burgeoning population center, while acknowledging that what we do and the choices we make greatly impact the physical, psychological, political and economic quality of life of those around us.

At this point in our history we are facing complex challenges to leaving a sustainable legacy for the next generation. It is vital that we secure the keystone properties that contribute to the visual mosaic of our region, sustain us with locally grown food and water sources that are so increasingly important in these times of drought, and that have the potential to provide uninterrupted trails to hike, ride or bike from Skyline to the Sea. With populations and preservation rapidly converging, and land prices steadily soaring, we have to continue to act quickly. Now more than ever, once these opportunities slip by, we won't have a second chance to save these lands.

Our area is undeniably unique in its diversity of people, professions and recreational opportunities. As you'll hear from some of the donors profiled in this annual report, when you've visited or lived somewhere else, you realize how fortunate we are to be within a short drive of views, trails and forests that attract visitors from around the world, and farmland that is a direct link to the rich heritage of our region and the local bounty that benefits us all.

The lands we save together define our community, and we should be proud of the beauty and character we've been able to maintain. The challenges ahead are opportunities to forge new partnerships, discover new conservation tools and leverage new areas of support. I hope you are as excited as I am by what the future holds and your role in securing the remainder of our vision and the permanent protection of our incredible open spaces.



Walter T. Moore [waltermoore@openspacetrust.org](mailto:waltermoore@openspacetrust.org)

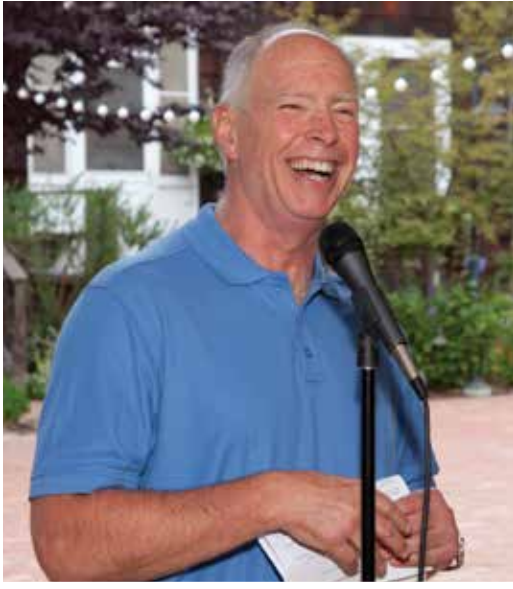
LANDSCAPES // 4



Cloverdale Coastal Ranches // PAOLO VESCIA 14



Staff outing in Pescadero // MARIA PAQUETTE 13



At an OSLS reception // DOUGLAS PECK 13



San Vicente Redwoods // POST 14

### Message from the Board Chair

## REFLECTIONS: POST MILESTONES AND NEXT STEPS

As my three-year term as chair of the POST Board of Directors comes to an end, I'd like to reflect upon POST's progress, as well as the challenges and opportunities that lie ahead.

Audrey Rust's 25 years as POST president ended just before my term as chair began; she is my hero and a model of what a charismatic leader can achieve. A big part of my role as chair was assisting the transition from Audrey's leadership to that of Walter Moore. The transition is successfully completed—Walter has emerged as an excellent CEO who has taken POST to the next level operationally, has strategic vision and has developed his own style to successfully reach out to POST's donors and strategic partners to build support for POST's work.

So far in Walter's tenure, POST has had significant achievements, including the acquisition of 8,532-acre San Vicente Redwoods in partnership with four other conservation organizations, passage of Measure AA and Measure Q (\$300M and \$120M, respectively, for open space protection) and substantial completion of the \$50 million fundraising portion of the Heart of the Redwoods campaign (we're inches from the goal line).

POST has never been stronger financially, and in addition to the long-term stewardship expertise of Paul Ringgold, Walter has assembled an impressive team of best-in-class senior leaders: Tricia Suvari, Heather Kantor and Jen Lynch.

The board and its committees have also been a big part of POST's work. It has truly been my pleasure to work with and learn from such an accomplished and engaged group.

Although my time as chair ends, my board service continues. I hope to help POST continue to be a thought leader and catalyst in the land trust movement, a partner to other conservation groups and an educator about the critical importance of protecting the unique biosphere we call the Bay Area. I hope you will join me and POST's incoming board chair, Jan Garrod, in working toward the successes I know we can achieve together.

Thank you for all you do to support POST.

Brad O'Brien

# Profiles in Generosity

POST is honored to highlight these donors and their relationships to the landscapes they help protect.

“We look at Windy Hill every day. It’s our obligation—it’s the right thing to do—giving to POST.”

Mary Jack

LANDSCAPES // 6



## HOME //

Rob and Mary Jack—Portola Valley; Mike, Lesley and Charlotte Vaux—San Jose

## PROFESSIONS //

Rob—Ophthalmologist, Mary—Artist, Mike—Instructional Designer, Lesley—Marketing Contractor with Houzz Home Design

## POST DONORS SINCE //

2005 (Rob and Mary), 2013 (Mike and Lesley)

ABOVE // Mary and Rob Jack with Charlotte on her first hike.

RIGHT // (l-r) Lesley Vaux holding Charlotte, Mike Vaux, Mary and Rob Jack.

TOP LEFT: COURTESY LESLEY VAUX 14, BOTTOM RIGHT: PAOLO VESCIA 14

## JACK AND VAUX FAMILIES

### Enjoying Open Space Across Generations

A breeze floats across a field where a head lifts from the camouflage of the dry late-summer grass. “There it is, there’s the coyote,” points Mary Jack. Her granddaughter, Charlotte Vaux, has been scanning the area for rabbits. Charlotte watches the coyote until it disappears into the fringe of trees ringing the field. Then Mary and Charlotte join Mary’s husband, Rob, and Charlotte’s parents, Lesley and Mike, for a quiet family evening in Portola Valley.

“Where I grew up, the wilderness was 20 minutes away,” says Rob, who was raised on a flower nursery outside Vancouver, British Columbia. “I didn’t think I’d find that when I moved to Palo Alto, but I did, and I like being a small part of keeping it that way.”

Mike was born in Southern California but grew up in Mountain View. As a child he enjoyed camping with his family as a chance to slow down and bond. Mary and Lesley are natives of Menlo Park, but connect to local open space in a different way.

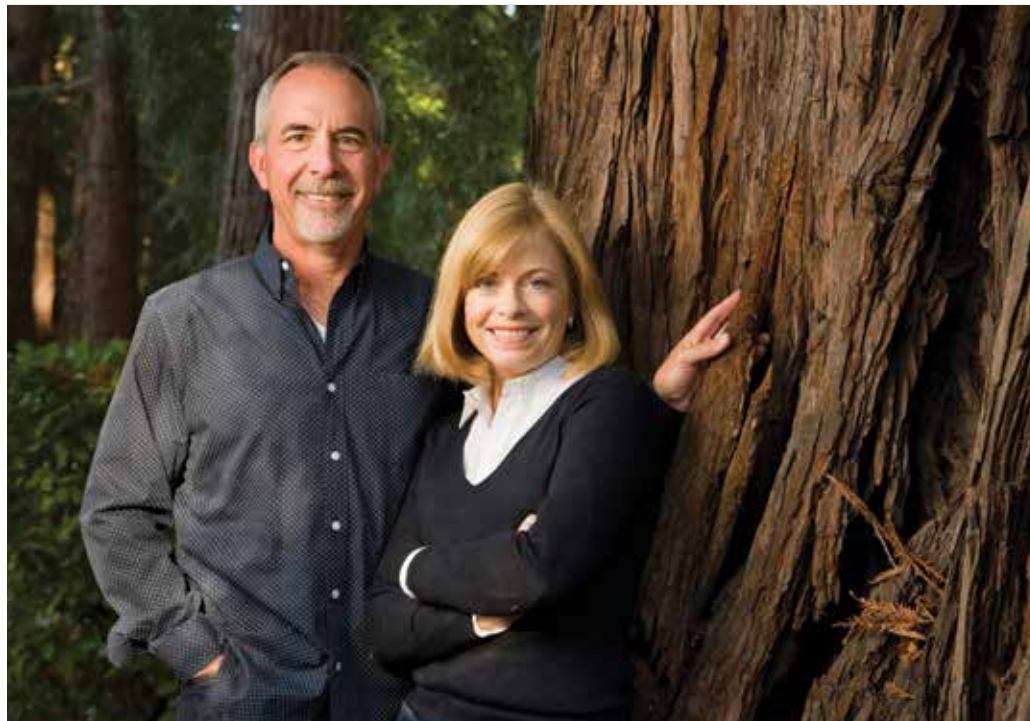
“I’m a ‘resort camper,’ not a backpacker,” laughs Mary. “Instead, I have a visual relationship to the land.” Lesley admits, “I’m not a wilderness girl, but I appreciate the escape. Sitting on the coast watching waves gives me perspective,” she says.

Charlotte also provides some perspective. “Outside is Charlotte’s happy space,” says Lesley. “Even as a newborn, when she was crying we’d just take her outside. Now she likes to have her hands in the dirt!” Mike appreciates that it’s possible for Charlotte to do so. “We need open space so she can explore,” he says.

The neighboring field where the coyote has been making regular appearances belongs to and was set aside as a conservation easement by POST donors Bill and Jean Lane. The Lanes began sponsoring POST’s Wallace Stegner Lectures when the series began in 1993. They invited Rob and Mary to the lectures one year and, by extension, introduced them to POST.

“POST feels like family,” says Mary. “We look at Windy Hill every day. It’s our obligation—it’s the right thing to do—giving to POST.” With all of the successes in local land conservation, however, they recognize the need to get an ever-shifting Silicon Valley population to establish a connection to the land around them and help preserve it for open space. Mike says, “This area speaks for itself about why we should save it. Go out and be amazed. Everybody needs a little amazement in their lives.”





“I had never seen anything on that scale in my life. The magic of the redwoods has always stayed with me.”

Kim Young

HOME //  
Atherton

PROFESSIONS //  
Kim—freelance marketing consultant;  
John—co-founder, Trident Capital

POST DONORS SINCE //  
2004

## KIM YOUNG AND JOHN MORAGNE

### A Lifelong Awe of Open Space

For Kim Young, love of open space isn't just a family value—it's part of her identity.

“Open spaces have been a touchstone for me throughout my life,” she says. The bar was set in 1969, when Kim was 10 years old and saw Muir Woods for the first time. Her family had just moved from the flatlands of Illinois to Atherton, and her mother insisted they see the colossal, timeless redwoods right away.

“I had never seen anything on that scale in my life. The magic of the redwoods has always stayed with me,” adds Kim, who sits on the steering committee for POST's highly successful Heart of the Redwoods Campaign.

That 10-year-old's wonderment of nature never went away. Many years later, Kim and her husband, John Moragne, raised their three children close to the natural world with family bonding time on hikes and bike rides out on Windy Hill and the Stanford Dish. Their two boys took to mountain biking so gleefully that they now organize their friends on expeditions. Their daughter caught the hiking bug and went on a month-long expedition in Wyoming a few years ago.

John, who runs an investment fund, takes long bike rides from their home in Atherton to his favorite trail loops off Skyline Boulevard. The loveliest view is from the top of Russian Ridge, with the bay on one side and the ocean on the other. When he's out in nature, his kids are often in his thoughts. “Now that they're in college and beyond, I'll snap a selfie and send it to them wherever they are,” he says.

Recently, Kim started a hiking group called the “Free Birds,” a sly reference to the fact that she and her friends are now empty-nesters. They hike on POST-protected lands, which helps them learn about POST. Now Kim wants to start a similar group with fellow Dartmouth College alumni in the Bay Area. “I'm helping introduce POST staff to my networks and doing long-term cultivation,” she says.

John's background is in geological science. He and Kim met at Stanford University; she was a poet, getting a master's degree in creative writing and literature. His graduate fieldwork took him into Peninsula open space, mapping landslides and fault zones. It was his first taste of beautiful wild places he came to love, places they would later visit with their children in tow.

At Stanford, Kim attended the Lane lecture series and got to meet novelist and environmental icon Wallace Stegner. Those encounters shifted her from a nature lover to a passionate conservationist. “Nature is still ‘my church,’” says Kim, “but it's also in need of protection and stewardship.” In addition to their gifts to POST, she and John have included POST in their estate plans.

POST lands are an integral part of their family's physical fitness, but there's a spiritual quality to open spaces that speaks to them, too. “We go there to decompress and connect with nature and with each other” says Kim. “We take a deep breath and put things in perspective.”

“It’s about how incredible the whole earth is. Most things were here before humans, and we need to respect that.”



LANDSCAPES // 8

## VICKI JUELSGAARD

### Holding Nature in High Esteem

Life’s a beach. Or so it was for Vicki Juelsgaard growing up in southern California. “I went to the beach every day of my life there,” she says, remembering a time when kids were constantly active and running around outside. Vicki moved to the Bay Area from Newport Beach in 1979, when she got married. She worked as an animal health technician until the third of her five children was born.

Vicki encouraged her family to spend time together in the outdoors skiing, visiting Hawaii, hiking in Montana, etc. “Although they may not have been appreciative at the time,” she says, “now they’re happy I made them do that.” All of Vicki’s children are currently in the Bay Area and can take advantage of the many open spaces we have. It’s something she herself is trying to do more.

“I like kids, dogs, horses and being outside,” says Vicki. She volunteers at Filoli in Woodside, leading kids on hikes twice a month. She visits POST-protected Windy Hill because she can take along her two dogs. She began riding when she was eight and, after a decade of experience and an equally long hiatus, got back in the saddle and hasn’t looked back. She also likes to hike, although many of her outings aren’t local. “I like to travel and hike,” Vicki says. “Most of my vacationing centers around that—active events.”

For Vicki, relating to the landscape around her depends a lot on where she is. “In Italy, it’s about the history and the people who have worked the land,” she says. “In the rainforest, it’s about the incredible diversity and how important it is to protect it.” Yet there’s an overarching sense of responsibility that transcends a specific location. Vicki says, “It’s about how incredible the whole earth is. Most things were here before humans, and we need to respect that.”

One local landscape for which she has a lot of respect is redwood forest. Vicki is fascinated by the elusiveness of mountain lions that call these forests home, and by the adaptive nature of the trees themselves.

Vicki admires how POST has adapted over the years, ever since learning about the organization from Board Emeritus member Karie Thomson. “It’s amazing what you have accomplished,” says Vicki. She has one piece of advice to help balance development and open space preservation in our area for the future: “gather more input and get more people involved in the process.”

HOME //  
Woodside

PROFESSION //  
Volunteer

POST DONOR SINCE //  
2008



DAVID DICKSON AND MARLA WONG

## Appreciating Open Space So Close to Home

What do redwoods and whales have in common? For Dave Dickson and Marla Wong, a recent trip to a Mendocino museum was an eye-opening experience about California's history with both. "I was reacting to the number of whales being hunted and killed," says Marla. "Dave had the same reaction about the redwoods."

"Redwoods are part of our heritage," says Dave, who grew up on 60 acres in Saratoga that his family still owns. "It's amazing to think how we were logging them at the turn of the century. New trees don't convey human insignificance the way an 1,800-year-old tree does," he says.

Marla grew up in Campbell. She and Dave have watched the change from growing food on farms and orchards to growing companies and fortunes in what was to become Silicon Valley. Two years ago, when misfortune struck the state park system and 70 parks were slated for closure, the couple set out on a mission.

"We looked at the closure list and just started going," says Marla. "We found amazing things in our state parks." For Dave, part of what he found was a return to an active childhood in the outdoors. "Hiking through oak and redwood forests, everything about it—the light, the smell—evokes childhood memories," he says. "It's such a positive experience."

It's similar to the feeling Dave gets when he's out on the coast, on the stretch between Half Moon Bay and Santa Cruz. In fact,

it was activity in that area in 2000 that led him and Marla to POST. One day they were driving by Pigeon Point Lighthouse in Pescadero and saw multiple buildings under construction. "We were appalled," remembers Marla. "Then, a couple months later, it was all gone!" Impressed by the quick succession of protecting the site and returning it to its previous state, the couple became POST donors.

"Unless there's an aggressive and organized effort to protect land, it disappears bit by bit," says Dave. "The work that POST and MROSD and other organizations are doing—generations from now, the grandchildren of our grandchildren will be able to enjoy these spaces. I don't think people sufficiently appreciate our one shot at this."

Marla agrees and thinks you don't have to be a hiker to appreciate it. A drive down the coast or 280 is enough. For her, it was the drive out to New Hampshire to go hiking during the brief period the couple lived in Boston. "We got back here and realized, it's all so close!" she says.

Dave and Marla have five children, four of whom live in the Bay Area. They hope their children and future generations will have increased opportunities to enjoy our local protected lands. During the state park crisis, the couple saw several examples of communities and organizations partnering to keep open space protected and accessible. "We need local solutions like POST," says Dave. "It's a good model for the future."



"Unless there's an aggressive and organized effort to protect land, it disappears bit by bit." David Dickson

HOME //  
Half Moon Bay

PROFESSIONS //  
Dave—general manager,  
Coastside County Water District;  
Marla—homemaker

POST DONORS SINCE //  
2000

PAOLO VESCIA 14

### POST Board Members to Step Down at Year's End

This year has demonstrated how much progress we can make through shared effort with our private and public agency partners and individual supporters. These supporters include members of the POST Board of Directors, who provide a guiding hand in our land-saving strategy. At the end of 2014, POST will say goodbye to two of our Board members, to whom we are grateful for their dedicated service to POST and its mission.

"POST has always attracted some of the most vibrant members of our community," says POST President Walter T. Moore. "Both of these high-level volunteers have brought something unique to the work we do, and we're thankful for their insight, their participation on our Board, and their ongoing support of POST."

---

### LARRY JACOBS

Board member, 2005-2014

For nearly 35 years Larry Jacobs, a native of the San Fernando Valley, has served as president and CEO of Jacobs Farm/Del Cabo, Inc., growing organic culinary herbs and edible flowers in and around Pescadero. The Del Cabo half of the business teaches organic growing practices to small-scale farmers in Mexico and connects them to markets in the United States, Canada and Europe. Larry is currently in east Africa setting up a similar business model in Tanzania.



---

### ANDY CUNNINGHAM

Board member, 2011-2014

Andy Cunningham moved from Chicago to the Bay Area in 1983, and has long been familiar with POST. A high-tech branding pioneer who helped launch legendary products including Apple's original Macintosh personal computer, Cunningham brought her expertise to the table in assisting POST with its rebranding efforts in 2011. Three years ago Cunningham launched SeriesC, a marketing consultancy dedicated to bringing innovations to market.



---

POST has been enriched by the contributions of these two volunteers. We look forward to their continuing impact as they serve on committees and join our distinguished group of Board Emeritus members.

## Cultivating the Next Generation of Leaders in Local Land Conservation

Everywhere you look there are reports about the changing face of land conservation, and the need to reach out to younger and more diverse groups to ensure the health and future of our protected lands. Late last year, POST formed a committee of young POST supporters who represent the next generation of leaders in our area. Our NextGen Committee hosts monthly outings to introduce their peers to POST, provides input on marketing efforts to help POST connect with other young professionals and organizes events in urban areas that benefit from POST's work. The committee's goal is to create a robust group of POST ambassadors and local open space enthusiasts for the future.



**1 Mara Slade** Works in marketing and advertising; content associate for SOCAP13. Formerly worked in sustainability for local and organic food companies.

**2 Brooke Ray Smith** (co-chair) Community Development Director, Passerelle Investments, a Los Altos commercial real estate firm. Enjoys cycling & competitive ultimate frisbee.

**3 David Swift** (co-chair) Director, Northern Light Capital Group, a private equity firm. POST Skyline donor and avid triathlete.

**4 Kevin Watt** Owner, Early Bird Ranch. Integrated Land & Livestock Manager for TomKat Ranch Educational Foundation. Created FarmStacker initiative.

**5 Jennifer Gross** Works on strategic partnerships for new food social enterprise, The Town Kitchen. Founding member of San Mateo County Food System Alliance.

**6 Gordon Clark** POST Director of Program Development

**7 Alexis Smith** Works in mobile product marketing at Facebook, launched their Buenos Aires office. Certified ESL teacher.

**8 Sara Clark** Attorney, Shute, Mihaly & Weinberger LLP. Former POST land specialist, on the Bay Area Wilderness Training board.

**9 Gary Johnson** Works in corporate partnerships at Facebook, former engineering manager at Apple. Bachelors degree in Visual & Environmental Studies.

**10 Andrea Gaffney** Urban Designer, Gehl Studio and lecturer, UC Berkeley. She and her dog love to take advantage of the amazing open spaces in the Bay Area.

**11 Andrew Bosworth\*** (co-chair) Vice president, advertising, and creator of News Feed and Groups for Facebook. Third-generation POST Board member.

**12 Julie Campbell** POST Digital Marketing Manager

**13 Kalle Dahl** Vice president, Equity Derivative Sales at Goldman Sachs. He is originally from Wichita, Kan. and is also a Skyline donor to POST.

**Leah Toeniskoetter\*** (not pictured) San Jose Director, SPUR, a non-profit, urban policy think tank. Cyclist and new POST Board member.



## Watch New POST Video on San Vicente Redwoods

How can one property mean so much to so many? From timber site to quarry to protected landscape, San Vicente Redwoods has had a storied past. With the help of POST and our partners, it now has a promising future. Learn about this amazing 8,532-acre gem and how it affects local wildlife, water and a way of life in the Santa Cruz Mountains.

Visit POST's YouTube channel at:  
<https://www.youtube.com/user/POSTPaloAltoCA>

### POST Helps Open Space Authority Protect South Bay Property



Melchor property // GORDON CLARK 14

Two weeks before Halloween, the Santa Clara County Open Space Authority (OSA) received the best kind of treat: a 285-acre property on Uvas Road featuring rolling grasslands and six spring-fed ponds. POST initiated the \$1.436 million purchase from the Melchor family and oversaw the property and is funding half of the acquisition cost, with Santa Clara County Parks contributing the remaining \$718,000. County Parks will hold a conservation easement on the land.

With its idyllic setting and unobstructed views of Uvas Reservoir, the property was ideal for private development. Now plans for the land include an open space preserve and public trails. The land contains rare blue oaks and serpentine hardwoods, and the ponds are habitat for special status species such as the California tiger salamander and California red-legged frog. Much of the property drains into Uvas Creek, a prominent spawning area for steelhead trout.

“An important component of POST’s vision is creating a network of protected lands where people and wildlife can thrive,” says POST Vice President of Land Transactions Tricia Suvari. “As we continue to expand our presence in the South Bay, partnering with the Open Space Authority and Santa Clara County Parks on projects like this is key to making that vision a reality.”

### POST Facilitates Measure Q Success to Protect More Open Space in the South Bay

On November 4 South Bay residents voted in favor of Measure Q, a \$24 annual parcel tax to raise \$120 million to protect land and provide more recreational opportunities. The tax, which expires after 15 years, provides funding to the Santa Clara County Open Space Authority (OSA) to significantly expand their work in land acquisition, capital projects and stewardship, and grants to local organizations and communities.

“The success of Measure AA in June and Measure Q this fall are a testament to the work we do,” said POST President Walter T. Moore. “It is heartening that residents in our area

place a high value on protecting our scarce natural areas and have an appreciation not only for what POST and its partners have done in the past to protect open space, but to a desire by the public to continue to provide the kind of landscapes and outdoor opportunities that attract and keep people living in our area.”

POST provided significant campaign funding as well as a full-time staff person to coordinate and support Measure Q. We’re grateful to our donors in the South Bay for reaffirming the importance of open space protection and joining us in support of our partners at the OSA.



Flower field // JUDY KRAMER 11

# Heart of the Redwoods Campaign

## \$10 Million Grant Pushes Heart of the Redwoods Campaign Closer to End

On August 28, the California Wildlife Conservation Board unanimously approved a \$10 million grant toward a conservation easement on San Vicente Redwoods (formerly CEMEX Redwoods) north of Davenport. The funding adds to a \$2 million grant for the property from the California Coastal Conservancy last year, and boosts POST's Heart of the Redwoods Campaign total to \$47 million, putting us on an accelerated timeline toward our fundraising goal.

POST purchased the 8,532-acre San Vicente Redwoods property in 2011 for \$30 million, in conjunction with our Living Landscape Initiative partners. POST and Sempervirens Fund currently own the land, and Save the Redwoods League will hold the conservation easement, which secures development rights on the property to ensure its permanent protection.

"We're grateful to the Wildlife Conservation Board, our generous donors and the partnerships that have brought us to this point," says POST President Walter T. Moore. "San Vicente Redwoods shows how private organizations working with individuals, foundations and public agencies can have an incredible impact in saving land. This grant secures the future of this spectacular property and makes possible the successful early end of the fundraising portion of our Heart of the Redwoods Campaign."

### Help Us Cross the Finish Line by December 31

We're only \$3 million from our \$50 million fundraising goal, and we'd like to reach it by year-end. We have a promising source of public agency funding to bring us within sight of our goal, but we need your help to ensure success. Your gift—of any size—can help us complete campaign fundraising by December 31!

↑ CAMPAIGN GOAL  
\$50 million

RAISED TO DATE!  
\$47 million

HALFWAY THERE  
\$25 million

13  
//  
WINTER 2014

## Funding Received To Date \$47 MILLION



**\$13.2M**  
*LAND TRUST PARTNERS*

**\$12.5M**  
*FOUNDATIONS*

**\$12.8M**  
*PUBLIC AGENCIES*

**\$8.5M**  
*INDIVIDUAL DONORS*

# Heart of the Redwoods Campaign



Views from Alpine Ranch // LARRY WILLIAM 12

## Alpine Ranch Cabin to Become Campaign Recognition Site



**W**hen POST first acquired 353-acre Alpine Ranch in 2012 as part of our Heart of the Redwoods Campaign, it was a strategic move to protect the property's redwood forest and the natural features in a lovely setting adjacent to other protected lands of Pescadero Creek and Sam McDonald county parks. The property's former owner described it as a special place—and visitors have agreed—which is why POST has decided to establish our Redwood Campaign donor recognition site on Alpine Ranch.

### A Meaningful Makeover

A cabin sits on the highest point of the property, anchoring a clearing with a commanding view of the surrounding oak and redwood forests. It's the perfect location to honor the POST donors who have protected this and so many other redwood forest landscapes. Fully equipped with living space, kitchen, bedroom, bathroom and an extra sleeping loft, the cabin will be converted to a hikers hut, maintaining its rustic charm while ensuring the space is suitable for the public to reserve for overnight stays. The hikers hut will also include displays to remind visitors of the importance of our local redwood forests and the role POST donors, public agencies and foundations have played in preserving them.

“We are incredibly lucky to have found a property like Alpine Ranch that meets so many different needs,” says POST President Walter T. Moore. “In this one place our donors have helped protect redwood forests, habitat for threatened or endangered animals and plants, and tributaries to Pescadero Creek. Now we can return the favor by providing a sanctuary for people who are out and enjoying their time on the land, while at the same time acknowledging the people who made it all possible.”

The hikers hut will be named in memory of Audrey Edna Butcher, mother of Andy Butcher, who made a \$1.75 million gift to the Redwood Campaign earlier this year. Additional major donors will be honored in a recognition area onsite. To complement the cabin's interior restoration, a seating area will be added outside to allow people to enjoy and reflect on not only the amazing scenery, but the effort made by generous individuals to protect the natural character of our majestic redwoods. Work on the cabin will begin this fall and is expected to be completed by June 2016.

**You can still help save the last remaining local redwood forests! To learn more, contact POST Director of Individual Gifts Kathleen Phan at [kphan@openspacetrust.org](mailto:kphan@openspacetrust.org) or (650) 854-7696 x303.**

## Thank You to Our Campaign Donors!

POST is especially grateful to the Heart of the Redwoods Campaign donors who have contributed \$500 or more between July 1, 2013, and November 20, 2014 and brought us so close to our fundraising goal.

Anonymous (3)	Leonard C. and Mildred F. Ferguson Foundation	Craig D. Meinzer
Kay Baum and David Stuhr	Lesley A. Franz	Mellam Family Foundation
Bear Gulch Foundation	Howard and Martha Girdlestone	Gordon and Betty Moore Foundation
S. D. Bechtel, Jr. Foundation	Norman Godinho	David J. and Maryanne Z. Murphy
David N. and Cheryl Bogart	Dale and Carole Grace	Paul and Antje Newhagen
Patricia A. Brennan	Josh and Susie Greenberg	Tim and Ruth Patterson
Andy Butcher in memory of Audrey Edna	Irv and Sukey Grousbeck	Robert Pearl and Jane Hiatt
John and Linda Chamberlain	Heising-Simons Foundation	Lisa Quan
Morty Cohen	Melvin & Geraldine Hoven Foundation	Evelyn Tilden Mohrhardt Trust of The San Francisco Foundation
Gary and Susan Conway	G. Thompson and Wende Sawyer Hutton	Sand Hill Foundation
Wilson and Sue Cooper	Perry Irvine and Linda Romley-Irvine	Neve and Ann Savage
Mary A. Crocker Trust	Robert L. and Mary C. Jack	Robert Scarlett
Jonathan R. and Anne Cross	Kathleen and Robert Jaunich, II	Kathleen W. and John C. Schniedwind, Jr.
Kalle and Kate Dahl	Franklin P. and Catherine H. Johnson, Jr.	Susan M. Schoenung
Dennis R. DeBroeck and Nancy R. Heinen	Dennis T. and Marilyn May Kanemura	Albert R. and Joel W. Schreck
Sean and Ellen Dempsey	Jack and Ruth Lemein	James and Janna Shennan
Susan Ford Dorsey and Michael Dorsey	Mark and Debra Leslie	George L. and Katharina Stromeyer
William and Phyllis Draper	Alisa and Neil MacAvoy	Godfrey R. and Suzanne Sullivan
John and Ellen Drew	Rajesh Mashruwala and Matra Majmundar	David Swift
Donna L. Dubinsky and Leonard J. Shustek	Robert and Myung Sook McIntyre	Karie and David Thomson
Barry A. and Kathleen K. Elkins	William and Mimi Meffert	James and Louise Wholey
Fenton Family Foundation		Kimberly Young and John H. Moragne



## Heart of the Redwoods Campaign Committee

We would like to recognize our committee members for their dedicated service to the redwoods campaign.

Cindy Miller, <i>Chair</i>	Katharina Stromeyer
Amanda North	Suzanne Sullivan
Gayle Riggs	Kimberly Young
John Schniedwind, Jr.	

# POST // Financial Summary

## Statement of Financial Position // AS OF JUNE 30, 2014

### // ASSETS

Cash and cash equivalents	\$ 220,541
Cash held on behalf of public agencies	270,552
Interest receivable	156,081
Accounts receivable	520,811
Pledges, grants and bequests receivable, net	1,635,049
Financing receivables	24,016,667
Prepaid expenses and other assets	305,305
Investments	130,779,756
Investments held in charitable remainder trusts	6,017,519
Residual interest in charitable remainder trusts	286,980
Life interest in real estate	1,100,000
Property held-for-sale	131,600
Land held-for-conservation	92,750,148
Property and equipment, net	5,335,127

**Total assets** \$ 263,526,136

### // LIABILITIES AND NET ASSETS

#### LIABILITIES:

Accounts payable and other liabilities	\$638,711
Stewardship liabilities	1,010,686
Notes payable	6,206,865
Asset retirement obligations	1,943,892
Funds held in agency trust funds	270,552
Liabilities under remainder trusts	3,024,898

**Total liabilities** \$ 13,095,604

#### NET ASSETS:

Unrestricted	16,288,692
Board Designated	225,805,642
<b>Total unrestricted net assets</b>	<b>242,094,334</b>
Temporarily restricted	7,785,698
Permanently restricted	550,500

**Total net assets** \$ 250,430,532

**Total liabilities and net assets** \$ 263,526,136



“We need to demonstrate our acceptance of the natural world, including ourselves;



## Statement of Activities for the Year Ended // JUNE 30, 2014

### // REVENUE, SUPPORT AND GAINS

Contributions and grants	\$ 12,014,036
Contributions of land and easements	157,786
Interest and dividends	2,853,826
Realized and unrealized gains on investments, net	12,421,936
Rental and other income	205,780
<b>Total revenue, support and gains</b>	<b>\$ 27,653,364</b>

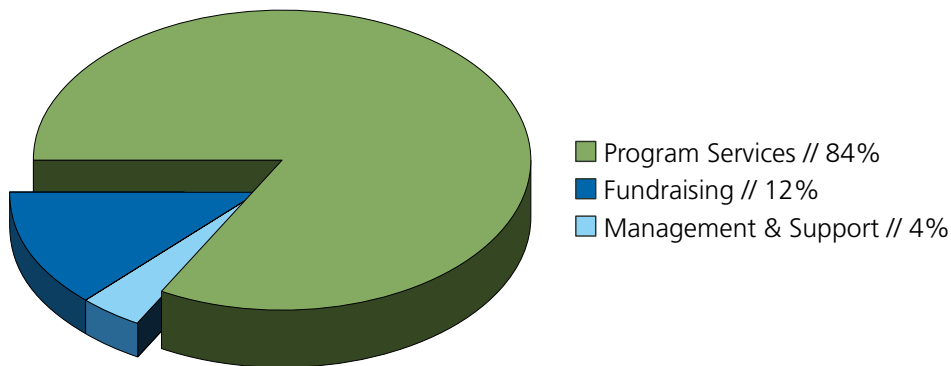
### // OPERATING EXPENSES

Program services	16,738,906
Fundraising	1,928,285
Management and support services	796,918
<b>Total operating expenses</b>	<b>\$ 19,464,109</b>

<b>Change in net assets</b>	<b>8,189,255</b>
<b>Net assets, beginning of year</b>	<b>242,241,277</b>
<b>Net assets, end of year</b>	<b>\$250,430,532</b>

## Program Efficiency // FIVE-YEAR ROLLING AVERAGE

*POST spends a very high percentage of funds directly on programs.*



Source: Audited Financial Statements FY 2010-2014



we need the spiritual refreshment that being natural can produce.”

Wallace Stegner, *Wilderness Letter*

# 2015 Wallace Stegner LECTURES

**Mountain View  
Center for the  
Performing Arts**  
8:00 p.m.

**SERIES SPONSOR**

**Jean Lane**  
*in memory  
of Bill Lane*

**MEDIA SPONSORS**

Embarcadero Media  
*Edible Silicon Valley*

**Allan Savory** //

**FARMER, RANCHER, BIOLOGIST**

*Restoring the World's  
Grasslands through Holistic  
Management*



**MONDAY** // **February 23**

Allan Savory created holistic management, a revolutionary resource management system for farms and ranches. Born in what is now Zimbabwe, Savory was a research biologist and ranger before becoming a farmer, rancher and politician. He is now president of the Savory Institute, which researches the environmental impact of livestock worldwide.

**EVENING SPONSOR //**

**PETER PULLIS**

**Dan Barber** //

**EXECUTIVE CHEF, AUTHOR**

*The Third Plate:  
Field Notes on the Future  
of Food*



**MONDAY** // **March 9**

Dan Barber is the Chef of Blue Hill, a restaurant in Manhattan, and Blue Hill at Stone Barns, a nonprofit farm and education center. Barber has received multiple James Beard awards and was named one of *Time's* 100 most influential people in the world in 2009. He writes about food and agricultural policy in his book *The Third Plate* and for numerous publications.

**EVENING SPONSOR //**

**SAND HILL**   
GLOBAL ADVISORS

**BONUS LECTURE  
FOR STEGNER CIRCLE AND  
PATRON SUBSCRIBERS**

**Ursula K.  
Le Guin //**

**SCIENCE FICTION & FANTASY AUTHOR**

*A Conversation with  
Ursula K. Le Guin*



**MONDAY // April 13**

Ursula K. Le Guin, one of America's most prolific and celebrated authors, has published a dizzying array of novels, short stories and poems. In books like *The Left Hand of Darkness* and *The Farthest Shore*, she explores themes of environmentalism, gender and politics. In 2014, she received the National Book Foundation's Medal for Distinguished Contribution to American Letters.

**EVENING SPONSOR //**

**NOBLE AND  
LORRAINE HANCOCK**

**Daphne Miller //**

**PHYSICIAN, MEDICAL ECOLOGIST,  
AUTHOR**

*Farmacology: What Innovative  
Family Farming Can Teach Us  
About Health and Healing*



**MONDAY // May 11**

Dr. Daphne Miller approaches medicine with the idea that opportunities for health and healing can be found in the medical system as well as on farms, nature trails and in our kitchens. In addition to maintaining her integrative primary care practice in San Francisco, Miller has written two books and is a professor at UCSF.

**EVENING SPONSORS //**



**FOR SUBSCRIPTIONS**

**Stegner Circle**—\$325  
*Special subscriber reception*  
Four lectures  
(\$215 is tax-deductible)

**Patrons**—\$175  
Four lectures  
(\$95 is tax-deductible)

**Friends**—\$75  
Three lectures  
(\$15 is tax-deductible)

Stegner Circle and Patron subscriptions include the free BONUS LECTURE.

All subscriptions include a tax-deductible gift to POST.

**VISIT** [openspacetrust.org/lectures](http://openspacetrust.org/lectures)  
**QUESTIONS** (650) 854-7696 x315

**FOR SINGLE TICKETS**

\$22 per person  
On sale February 1, 2015

**CALL OR VISIT**  
(650) 903-6000  
[www.mvcpa.com](http://www.mvcpa.com)



# Help Save Local Lands with a Gift of Stock to POST

Gifts of stock are an easy way to make a lasting contribution to POST while realizing significant tax benefits. When you donate appreciated securities held for at least one year, you can take a tax deduction for the fair-market value of your gift and avoid paying capital gains taxes. POST can sell donated stocks tax-free and use 100 percent of your gift to support our land-saving work.

## TO MAKE A STOCK GIFT TO POST //

- Contact us prior to transferring shares so we can anticipate your gift and acknowledge it promptly. You may notify us by phone, mail or email:

Sara Rinaldi, Advancement Assistant  
Peninsula Open Space Trust  
222 High Street  
Palo Alto, CA 94301  
(650) 854-7696 x310  
srinaldi@openspacetrust.org

- Provide us with the name of the security and the number of shares to be donated.
- Provide your broker the following information to facilitate the transfer of shares:

Fidelity Investments  
DTC #0226  
For Credit to: Peninsula Open Space Trust  
Account Number: 613-945692  
**Taxpayer I.D. Number: 94-2392007**

Please contact us if you have any questions. Thank you for your support of POST and your commitment to preserving local open space!



## LANDSCAPES

*Landscapes* is published by  
Peninsula Open Space Trust  
222 High Street, Palo Alto, CA 94301  
Telephone: (650) 854-7696  
Fax: (650) 854-7703  
Web site: [www.openspacetrust.org](http://www.openspacetrust.org)

POST is a public benefit California corporation and is tax-exempt under section 501(c)(3) of the Internal Revenue Code. Contributions to POST are tax-deductible.

Editor: Michelle Mellon  
Contributing Writer: Julia Scott  
Designed: Ahmann Kadlec Associates  
Printed: TradeMark Graphics, Inc.

### BOARD OF DIRECTORS

Jan F. Garrod, *Chair*  
Dennis DeBroeck, *Vice Chair*  
Andrew Bosworth  
John Chamberlain  
Andy Cunningham  
Donna Dubinsky  
Diane Greene  
Christy Holloway  
Larry Jacobs  
Robert Kirkwood  
Matt Miller  
Brad O'Brien  
Suzanne Sullivan  
Leah Toeniskoetter  
Sandra Thompson  
Mark Wan

### MANAGEMENT

Walter T. Moore, *President*  
Heather Kantor, *Chief Financial Officer*  
Jennifer Lynch, *Vice President, Advancement*  
Paul Ringgold, *Vice President, Land Stewardship*  
Tricia B. Suvari, Esq., *Vice President,  
Land Transactions and General Counsel*  
Linda Chin, *Director, Donor Engagement*  
Gordon Clark, *Director, Program Development*  
Diane Cordova, *Director, Human Resources*  
Jeanine Crider, *Director, Planned Giving*  
Daniel Olstein, *Director, Land Stewardship*  
Kathleen Phan, *Director, Individual Giving*  
Noelle Thurlow, *Director, Land Transactions*



# POST LANDSCAPES

WINTER 2014

**Peninsula Open Space Trust**  
222 High Street, Palo Alto, CA 94301  
(650) 854-7696  
[www.openspacetrust.org](http://www.openspacetrust.org)

Address Service Requested

NON-PROFIT ORG.  
U.S. POSTAGE PAID  
SAN FRANCISCO, CA  
PERMIT NO. 925

## Make Your Year-end Gift to POST Today!

As we say goodbye to 2014, we want to take a moment to reflect on what you have helped us achieve. Grassy hillsides, forests fragrant with soft duff, unobstructed ocean views, farm-fresh food, clean water bubbling through protected streams, and so much more!

Saving land is about preserving the things we love about where we live. The fresh air, incredible variety of plants, birds and other wildlife, and access to hiking and cycling trails from bayside to coastside are all things we can enjoy now and still leave to future generations.

Help protect these lands for now and forever. Make your year-end gift to POST before **December 31, 2014**, by:

- **Visiting [www.openspacetrust.org/donate](http://www.openspacetrust.org/donate)**
- **Returning the enclosed envelope**
- **Calling POST at (650) 854-7696**



CLOCKWISE Pescadero Sunset // JUDY KRAMER, Driscoll Ranch //  
PAOLO VESCIA 14, Mountain Meadow // POST 14.  
FRONT COVER Mustard field // JUDY KRAMER