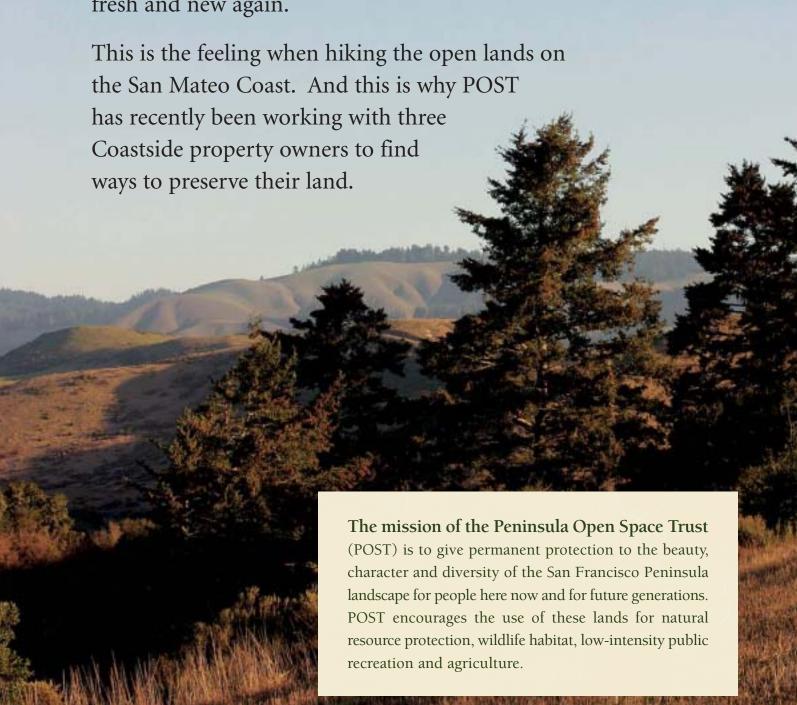


The sun is in your face, the wind is at your back, and ridge after ridge of unfurling hillsides beckon all around...

Just beyond the crest of a distant hill, past stands of Douglas fir and gnarled oak draped in Spanish moss, a sliver of sea emerges—the vast Pacific.

Standing at the lip of a winding valley, the air is crisp, the views are endless, and the world seems fresh and new again.



orth of Highway 84, immediately adjacent to POST's Driscoll Ranch, a stunning property has been added to the growing network of protected lands on the San Mateo Coast. Redgate Ranch, a 624-acre parcel owned by Greg and Amanda Jones, creates another link of open space for future public recreation and habitat preservation.

corridor within the next six years. POST paid \$1 million for the easement, an amount well below market value, thereby allowing the Joneses to make a substantial contribution to POST's Saving the Endangered Coast campaign.

The agreement protects the scenic and natural values of Redgate Ranch, a highly visible stretch of land along Highway 84, a

the property primarily as a working farm and weekend family retreat. They raise red oats for hay on about 150 acres and are committed to grassland restoration to improve wildlife habitat on the rest of the property.

"When POST purchased the neighboring Driscoll Ranch, I decided to look into what this organization was all about," said

> Greg Jones, an Internet entrepreneur who lives with his family in Redwood City. "We found that POST's vision of land preservation and conservation is closely aligned with our own, so we approached them to explore how we might work together."

Encompassing a major ridge and a narrow interior valley, Redgate Ranch contains open grasslands,

coastal scrub, coastal oaks and mixed conifer woodland. From the red iron entrance gate, a ranch road winds past towering eucalyptus trees to the family's

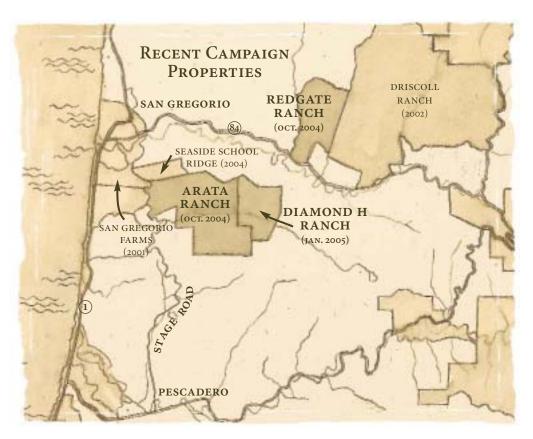


In November 2004, the Jones family offered a bargain sale to POST of a conservation easement over their ranch, along with a pledge to donate a public trail

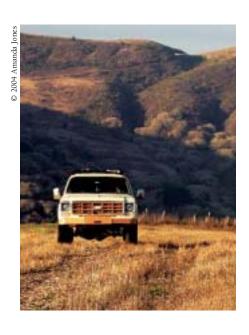
San Mateo County Scenic Corridor. Redgate Ranch constitutes a major portion of the historic Souza Ranch, which the Joneses acquired in August 2000. The family uses

cheerful red-roofed cabin. The road continues past a small orchard and clover-strewn meadow and climbs up a narrow canyon past stands of creekside oak. Further north, steep inclines lead to windswept ridge tops with views of the buckling countryside below in all directions.

Part of the San Gregorio watershed, Redgate is bounded by two direct tributaries to San Gregorio Creek: Bogess Creek to the east and El Corte de Madera to the west. San Mateo County has identified these waterways as containing habitat for a number of rare and unique species, including the federally threatened steelhead trout.



### "We hope this is just the beginning... We are looking forward to a long and successful working relationship with POST."



At least four homes could have been built on Redgate, including the one existing home site. If future development were to occur on or near the ridge tops, the scenic values of the property would be significantly impaired, especially from Driscoll Ranch. POST hopes to transfer Driscoll Ranch to the Midpeninsula Regional Open Space District, which will one day open it to the public.

The northern upland

portion of Redgate is highly desirable for use as a public recreational trail corridor. The trail easement the Joneses pledged provides opportunities for westward expansion of future trail networks on the Driscoll Ranch connecting through Redgate.

"We hope this is just the beginning," Jones said. "We are looking forward to a long and successful working relationship with POST."

he Aratas are one of the oldest and most respected farming families on the San Mateo Coast. Their sprawling 1,161-acre ranch in San Gregorio, near the junction of highways 1 and 84, sits at the gateway to the Pomponio Creek Valley, a narrow, curving cleft of land that exists much as it did 100 years ago pristine, serene and almost entirely undeveloped.

The Arata ranch features verdant rolling hills, expansive hay fields and lush pastures that mesmerize with their rustic beauty. The ranch's high ridgelines boast panoramic views of the Pacific Ocean to the west and the San Gregorio and Pomponio valleys to the north and south. The family home and outbuildings hug the main road through the valley.

In recent years, a few estate homes have been built around the ranch near Stage Road, and mounting development pressures on the Coast gave John and Clarence Arata, the two brothers who run the ranch, many opportunities to subdivide, develop or sell their property. But the Aratas, who have worked the ranch for more than six decades, wanted

this land to be preserved for future generations.

After discussions with the family, POST stepped forward with a win-win option: to protect the open land and working family farm through a conservation easement, a voluntary legal agreement between landowners and qualified conservation organizations. This conservation easement will allow POST to preserve natural resources and restrict development on the ranch while the family retains private ownership and continues farming.

In November 2004, following

several months of negotiation, POST purchased the conservation easement from the Aratas for \$4.7 million.

"This is a good deal for everyone," said Clarence Arata. "We get some money, and we still own the ranch." He added, "We know POST isn't going to change anything."

In the future, public trails may be created on the property with potential connections to San Gregorio Farms, another property acquired through the Saving the Endangered Coast campaign, and to Pomponio State Beach.



## Arata Ranch: A Family's Farming Legacy

or John Arata and his family, farming is a way of life. John Arata grew up on a pumpkin farm in Half Moon Bay.

When his father, John, Sr., bought a 769-acre ranch in San Gregorio in 1939, John and his brother, Clarence, went to work farming and raising cattle on the land.

They've been doing it ever since.

on the next ranch over. "We played together as kids," he recalls. "When we got married, she just moved over the fence. We've been married for 58 years."

Over the years, the Aratas purchased neighboring parcels and expanded their ranch to 1,161 acres. They also leased the adjacent 151-acre Seaside School

and barley. The brothers get up every morning at 5 o'clock to feed their 250 cows. John's son, Gary, 56, now does most of the farming.

In the past few years, as luxury homes began to appear in the vicinity, both the Aratas' property and Seaside School Ridge attracted the interest of potential developers.

## "We've spent 65 years farming this ranch," John says. "We've been farmers our whole life. It's all we've ever known."

"We've spent 65 years farming this ranch," John says. "We've been farmers our whole life. It's all we've ever known." John's wife, Grace, was born Ridge property in the early 1970s.

Today, John is 86 years old; Clarence is 85. After raising dairy cattle for 40 years, they now graze beef cattle and cultivate hay, oat

John Green countey of San Mateo County Times

"We've had lots of offers for our land from people who wanted to build on it," John says. "But we like it here the way it is. Maybe we'd be billionaires if we sold the land, but it's not our thing. I can get up in the morning and look out at the hills. I see the brush. I see the green grass. I see the cows. I can see all the way out to the ocean. Why give that up?"

In November 2004, POST purchased a conservation easement from the Arata family on their ranch. Under terms of the easement, the brothers will continue to own their land and also take title to the neighboring Seaside School Ridge parcel, which POST had purchased from private owners in January 2004. The easement will encompass both properties.



Above: John (left) and Clarence Arata sitting in their "office."

"I like POST," Gary says. "They come in and pay fair market value. They buy the land and preserve it.

"Our deal is great for everyone. The ranch stays in the family, and POST helps us carry on. We've saved the ranch from development. That was my goal. It always has been and always will be."

Today, the Aratas are among the few full-time farmers and ranchers still left in the area. They remember a time when all of their neighbors also were farmers.

"There used to be tractors on every hill," Clarence says. "You'd get up in the morning and see 25 tractors out. Now you don't see or hear one. The whole Coast was doing dairy farming at one time. We're still in business after all these years, but we're about the only ones left."

Changes in the market and in the cost of equipment have driven a lot of farmers out, along with more lucrative job opportunities, the brothers say.

"In the old days, everything was so much cheaper," Clarence recalls. "We used to pay 4 cents a gallon for diesel fuel. We bought our first tractor in 1946 and paid \$4,100 for it. Now they cost around \$80,000. The problem is, what the farmer sold never went up in comparison to what he had to spend to produce it."

"There are very few young farmers anymore," John adds. "They can make more money carrying a lunch pail and going over the hill. It used to be, if you sweat, you made money. Now there's very little money in our type of farming. It's harder to find a market. People used to





come to our ranches to buy cattle. Now sometimes you have to go 100 miles to sell a cow."

As times have changed, the brothers say, more of the land on the Coast has been bought for luxury and retirement home development.

"It's funny," Clarence says. "It used to be you'd work out here and when you retired, you bought a home in town. Now it's the other way around. People retire from town and want to buy a place out here.

"We're about the same as the open space trust people. We take care of the land."

## Diamond H Ranch

djacent to the eastern
boundary of the Arata
property lies Diamond H
Ranch, a 409-acre parcel that
straddles a series of steep hillsides
along Pomponio Creek.

The ranch is home to Gary and Dian Holtum, who raise prizewinning quarter horses on the property. The couple purchased the land in 1986 following Gary's retirement from United Airlines.

For the past several years, with land prices on the Coast escalating, the Holtums pondered selling their property. After considering several options, the couple decided an outright sale of the land to POST was the way to go. Because of gifts to the *Saving the Endangered Coast* campaign, POST was able to purchase the ranch



#### The property features prime agricultural land and rich wildlife habitat for a number of species.

from Gary and Dian in January for \$3.385 million. A 10-year lease will allow the Holtums to continue to live on the land and manage their horse breeding operation.

Tucked away in the curving folds of the narrow Pomponio Valley just south of San Gregorio,

the property features prime agricultural land and rich wildlife habitat for a number of species, including the San Francisco garter snake and the San Mateo wooly sunflower. It is also a possible

link in a future trail corridor stretching along the valley from Skyline Ridge in the Santa Cruz Mountains down to the Coastal Trail at Pomponio and San Gregorio state beaches.

The bulk of the property lies to the north of Pomponio Creek Road; a 105-acre portion to the south creeps up shady scrubcovered slopes. The Holtums raise their horses along the valley floor and lease the upper meadows for cattle grazing. In the upper reaches of the ranch, grassland and coastal scrub punctuated by groves of eucalyptus give way to open ridge tops with jaw-dropping, 360-degree views of undulating hills, distant mountains and ocean surf.



## **POST Names** Tracy Halgren Volunteer of the Year

OST benefits from the work of dozens of energetic individuals who freely give of their time and talents. This year, we are honoring a Volunteer of the Year who exemplifies the spirit, impact and dedication of this diverse group.

In November 2004, POST honored Tracy Halgren of Saratoga, whose many efforts on behalf of POST have made a substantial impact on our land conservation work.

Tracy is a founding member of POST's Skyline Society Committee, formed last year to

Tracy's efforts were also key in helping POST preserve Bear Creek Redwoods, a 1,065-acre property off Highway 17 in the Los Gatos hills. She attended local city council meetings to lobby for funding and hosted a POST event at her art gallery in Los Gatos in 2002, which raised awareness toward the acquisition of this scenic property. Tracy's efforts also helped POST obtain \$62,000 in grants from the towns of Monte Sereno and Los Gatos for Bear Creek Redwoods, which had been slated for luxury homes and

met in 1996 at Netscape, where Chris was one of the company's founding engineers and Tracy worked as a usability engineer. Kayaking and hiking enthusiasts, they first learned of POST during its campaign to save the Bair Island wetlands in Redwood City.

"The Bay Area coast is a national treasure, and we want to help preserve it," said Tracy. "With Bear Creek Redwoods, we realized the landscape could be

> completely changed and no longer provide Los Gatos with the scenic views we love so much. By becoming more active, we hoped to raise awareness in the South Bay

of POST's conservation work and help save the redwoods from being devastated by thoughtless development."

Tracy's creativity, enthusiasm and inspirational input are a true asset to POST. We are extremely grateful for her leadership.

#### "The Bay Area coast is a national treasure, and we want to help preserve it."

recognize the contributions of donors who give \$1,000 or more to POST each year. As a member of the six-person committee, she reaches out to current and potential new donors whose gifts go a long way in furthering our land-saving mission.

a golf course and is now managed by the Midpeninsula Regional Open Space District.

Tracy and her husband, Chris Houck, have been generous donors to POST since 1999. They also volunteer together as conservation easement monitors. The couple

## SAVING THE ENDANGERED

#### Saved to date: 18 properties, 14,055 acres!

n this issue of *Landscapes*, you can read about people from all walks of life who are working with POST to protect the coastal lands they love. Their stories are different, but each personifies one of the most important sources of POST's success over the years.

Since POST's founding in 1977, we have joined forces with you and other local donors to save land. The result of this partnership is a legacy of nearly 55,000 acres of protected natural areas for everyone to enjoy, today and for generations to come.

The future of our San Mateo Coast will be largely determined by what we do together in the next 10 months. This is the final year of fund raising for our \$200 million, 20,000-acre Saving the Endangered Coast campaign. Today we are asking you to join us as we begin the countdown toward our goal.

To date, we have raised over \$183 million. These funds have allowed POST to respond to the important conservation opportunities we have reported to you in this and past issues of

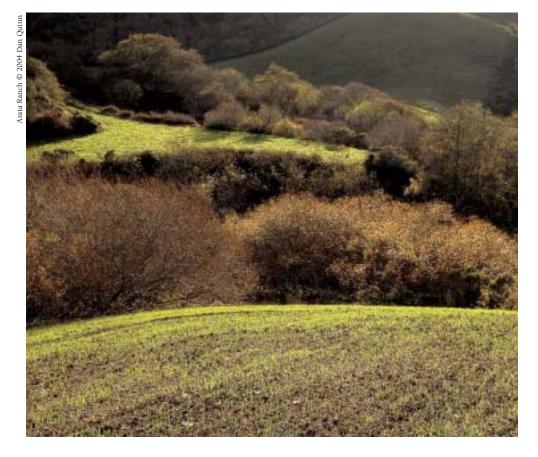
*Landscapes.* Eighteen properties totaling 14,055 acres have been protected so far through our campaign.

As pleased as we are with these results, we are not about to stop now. We must continue to raise money for land acquisition, so we can remain effective in our strategic approach to saving land. Thousands of acres with critical scenic, ecological and recreational value are at risk, and real estate prices on the San Mateo Coast are rising. In 2004, home sales on the Coast experienced their most

dramatic increase since the dot-com boom times of 1999-2000.

Only we can stop our San Mateo Coast from becoming Southern California moved north. In these final crucial months, you can make a real difference by making your contribution to the campaign. Every dollar you give to *Saving the Endangered Coast* will be used to fund the acquisition of land for conservation.

While every donor to the campaign will be acknowledged, all who give or pledge \$100,000 or more will be permanently



## COAST

recognized at the Council Circle, a ring of stone benches nestled into the contours of the land at Whaler's Cove, just in front of the Pigeon Point Light Station near Pescadero. The Council Circle will be built on the bluff that was the first acquisition in this campaign and is one of the most visited sites on the Coast. It will be a place where hikers can rest, schoolchildren can gather, and visitors can reflect upon the important role individuals play in the protection of local lands.

What will future generations see and experience when they visit Current +0+2651 (45/83,783,551

the Coast? Because of you, they \$150,000,000 will enjoy the scenic beauty of the landscapes that make our part of

walk on miles of new coastal \$100,000,000 hiking trails, watch for whales

stands—and know that we took action to ensure they would \$50,000,000

For more information on making a campaign gift to POST,

inherit the same magnificent

Coast we cherish today.

the world so special. They will

from open bluff tops, taste fresh local produce at seaside farm

please call Kathryn Morelli, Vice President for Development, at (650) 854-7696.

\$0

\$200,000,000

#### SAVE THE DATE Under the Harvest Moon

CELEBRATING THE LAND AND THE GENEROSITY OF OUR COMMUNITY

HONORING THE FAMILIES OF GORDON & BETTY MOORE AND DAVID & LUCILE PACKARD

AND THE GENERATIONS OF POST SUPPORTERS, PAST AND PRESENT, WHO HAVE DONE SO MUCH TO SAVE OUR NATURAL LANDS

> SATURDAY, SEPTEMBER 17, 2005 RUNNYMEDE FARM WOODSIDE, CALIFORNIA

EVENT PROCEEDS WILL BENEFIT Saving the Endangered Coast, OUR \$200 MILLION CAMPAIGN TO PERMANENTLY PROTECT 20,000 ACRES OF THE SPECTACULAR SAN MATEO COAST.

# POST's New Board Chair: Susan Ford Dorsey

uch of Susan Ford Dorsey's interest in protecting open space stems from her childhood in Santa Cruz County.

"I grew up in Aptos, right on the ocean," says POST's new Board chair. "I always loved the ocean and was concerned about preserving it and maintaining our wonderful beaches. As a teen-ager, I did beach cleanup projects. There was a lot of agriculture in our area, and I was interested in preserving that as well."

The daughter of a physician, Susan originally considered a career in medicine. She graduated from UC San Diego in pre-med (cellular biology) and then got a master's degree in public health at the University of North Carolina. Her career took off with a health-care consulting firm in Cleveland, Ohio.

"The weather in the Midwest was quite a shock to this California girl," she says. "I traveled all over the country working with hospitals in business development, marketing and strategic planning. But I was always determined to make it back to California."

By 1985, she had become a partner in the business and

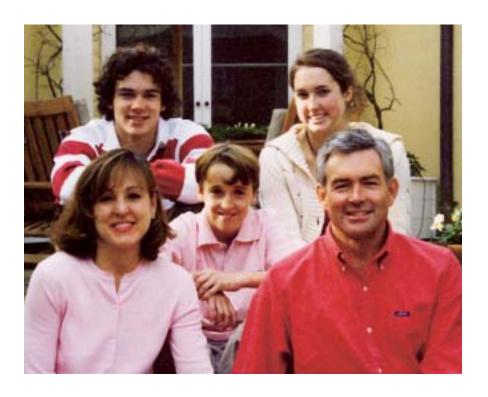
convinced her associates to open an office in California. "Everyone thought it was a great idea, and it was a good excuse for me to get back to California," she laughs.

Three years later, Susan met real estate developer Tom Ford while working on a community project with his daughter-in-law. "Tom initially knew me as a friend of Dawn's. He asked me to help him evaluate grant requests and determine which ones to support," Susan recalls. "It was very fulfilling. I found it wasn't that much different from what I was

doing. Then we fell in love and got married."

Tom Ford, one of POST's founders and benefactors, introduced his new wife to the organization. After Tom's death in 1998, Susan continued her close association with POST. In 2000 she joined the Board of Directors and has been active in the *Saving the Endangered Coast* campaign.

"One of POST's biggest strengths is being really clear about its mission, sticking to it and not getting distracted," she





#### "The whole coastal campaign is near and dear to my heart because of my love for the beaches, oceans and shore."

says. "All you have to do is look at the Coast and the hills, and you know what POST does.

"It's a very well-run organization. It has a terrific staff headed by a dynamic leader in Audrey Rust. These people enjoy what they do, and they do it very well. The Board is incredibly committed to POST. They love the organization, and they're in it long-term.

"The whole coastal campaign is near and dear to my heart because of my love for the beaches, oceans and shore," she says. "The juxtaposition of the agricultural fields on the cliffs above the ocean is so dramatic and peaceful and

beautiful. To have those fields covered with houses, condos and driveways would be a terrible loss, one that could never be replaced. I think we're all motivated by the fear of losing our beautiful coastline. All you have to do is go down to Southern California and see what can happen."

Susan, who now lives in Woodside with her husband, Mike Dorsey, and their children, sees a number of important goals and challenges ahead.

"We're hoping for a big-bang finish to the campaign," she says. "Then we have to think through what's next. How do we continue

to do what we do even better?

"Open land is scarce around here. It's getting more and more crowded. As the economy recovers, development pressures will continue to increase. That's what we're most concerned about. And that's what makes it all the more important to preserve this open space so our children aren't overwhelmed by an urban environment, so they can escape to trails and beaches and enjoy the natural beauty. That's what Tom always said...that he wanted his children and grandchildren to enjoy the hills and views he loved."

### Djerassi Art Tours

The Djerassi property in Woodside offers two types of tours of its spectacular land and installed sculptures: Two-Mile Tours, which are free to the public, and more extensive Director's Tours, which cost \$40 per person.

The free public tours are a result of a conservation easement purchased by POST in 1999. The easement protects the natural splendor of the 580-acre property by preventing development and the harvesting of redwoods. Funding from POST's purchase of the easement also created an endowment fund for the Djerassi Resident Artists Program. Most of the sculptures found on the property were created by the artists-in-residence during their month-long stay at "the Ranch."

(right) **Dialog.** By German sculptor Roland Mayer, installed in the summer of 2004. The two 16-foot structures were constructed from fallen redwood branches bound together with heavy iron wire.

#### Free Two-Mile Tours

Sunday, April 10
Thursday, April 28
Sunday, May 15
Thursday, June 9
Sunday, June 19
Thursday, July 14
Sunday, July 31
Thursday, August 18
Sunday, September 4
Thursday, September 22
Sunday, October 2
Thursday, October 27

Your honorary and memorial gifts to POST create a lasting



#### DIRECTOR'S TOURS (Cost \$40)

Sunday, May 22 Saturday, June 11 Sunday, July 17 Saturday, August 6 Sunday, September 11 Saturday, Ocober 29

Reservations are necessary for all tours. For more information or to make reservations call the Djerassi Resident Artists Program at (650) 747-1250.

If you would like to make a tribute

## Tributes

October 1 - December 31, 2004

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Rebecca Alvarenga

Rhett, Robert and

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Scott Nichols and

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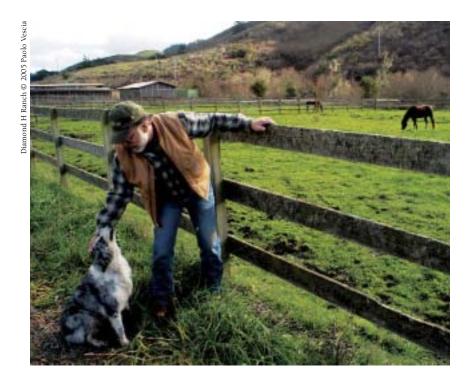
tribute to friends and loved ones by helping to protect the gift please contact Director of beauty, character and diversity of the San Francisco Peninsula landscape for people here now and for future generations.

gift please contact Director of Annual Giving Daphne Muehle at (650) 854-7696.

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#### **GIVING TO POST**

POST owes its success to your generosity. With your support, POST has established a reputation for:

- Achieving visionary land protection goals
- Leveraging your gifts to attract state and federal funds to our projects
- Using your donations effectively

Your annual operating gifts provide essential funding to bring together the research, partnerships and financing for our increasingly complex conservation projects.

Your gifts to POST's campaign Saving the Endangered Coast are used to acquire properties that add to the remarkable natural landscape west of Skyline to the ocean. Your contributions to POST are tax-deductible. Additionally, how a gift is given can make a difference to you. Here are four ways to make a lasting contribution to POST today:

- 1. Give cash. Write a check, make a pledge, charge your credit card.
- 2. Give appreciated stock. A gift of securities to POST is free of capital gains tax, and you can deduct the current market value of the gift.
- 3. Give your home, retaining life tenancy. You may give POST your home subject to your continuing use of the property. In so doing, you will earn an income tax deduction now.
- 4. Give real estate. Donated property is evaluated for its conservation resources. If a decision is made to sell the property, the proceeds will be used to further our land-saving mission. You can realize tax savings by deducting the market value of your real estate and avoiding capital gains taxes.

Our families and community value and benefit from the investment we make in protecting our remaining natural lands today. For more information call POST Vice President Kathryn Morelli, (650) 854-7696. ■



#### Landscapes

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