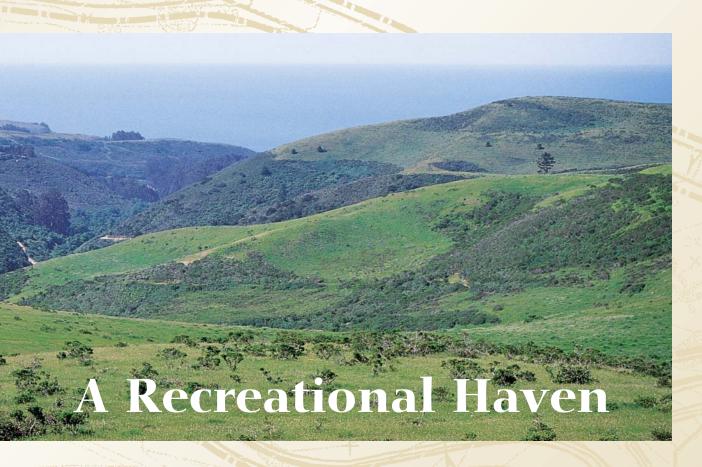
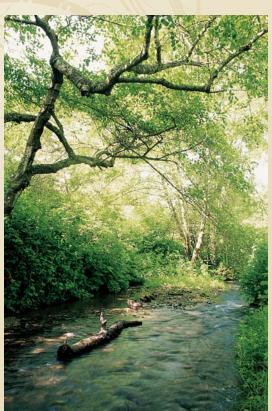
Peninsula Open Space Trust

LANDSCAPES



The coastal lands that stretch from Pacifica south to Año Nuevo State Reserve and from Skyline west to the Pacific Ocean offer an exciting variety of recreational possibilities. The freedom to wade in the surf on long sandy beaches. The chance to explore tidepools tucked away in rocky coves. The opportunity to hike majestic redwood forests and picturesque rolling hills. The ability to drive along Highway 1, stroll through lush meadows and picnic beside winding creeks. The experience of hiking ridgelines and bicycling along ocean bluffs while taking in stunning views that stretch for miles on end.

These are places where you and your family and friends can escape, relax and explore. Places where you can connect with nature and experience the unique colors, sounds and textures of the Peninsula. Places we are working to preserve for ourselves and future generations through POST's *Saving the Endangered Coast* campaign.



POST Protects Critical Link in Skyline-to-Sea Trail

One Goal of the Saving the Endangered Coast campaign is to create an unbroken network of trails stretching from mountain top to ocean shore. Many of the properties we've protected so far in the campaign offer great recreational potential, including Rancho Corral de Tierra in northern San Mateo County and Driscoll Ranch, Bolsa Point Ranches and Whaler's Cove to the south (see map page 7).

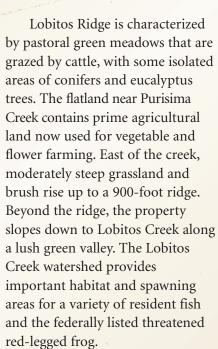
POST's newest acquisition, the 340-acre Lobitos Ridge, fits this same profile. Lobitos Ridge is a keystone of the Lobitos Creek Trail Corridor, which we view as our best opportunity to help create a Skylineto-Sea trail in San Mateo County.

Since 1986, when POST protected

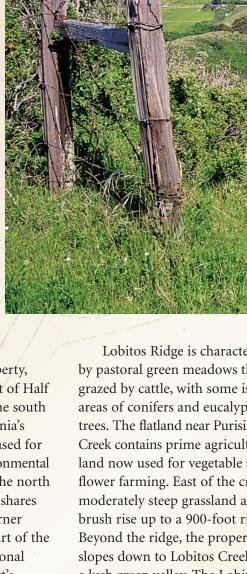
Cowell Ranch, we have kept an eye on the scenic corridor lying between Purisima and Lobitos creeks. This picturesque valley runs from the redwoods to the ocean, linking Purisima Creek Redwoods Open Space Preserve to POST's Purisima Farms property and the South Cowell Ranch (protected by a conservation easement).

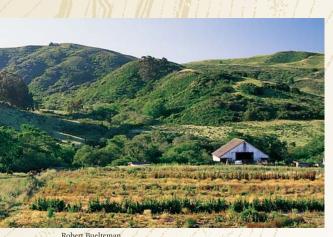
The Lobitos Ridge property, located four miles southeast of Half Moon Bay, is bordered to the south by the University of California's Elkus 4-H ranch, which is used for camping, farming and environmental

> education, and to the north by private lands. It shares its southeastern corner with Bald Knob, part of the Midpeninsula Regional Open Space District's Purisima Creek Redwoods Preserve. Bald Knob was originally donated to POST by a private landowner who wanted to see her property given permanent protection.



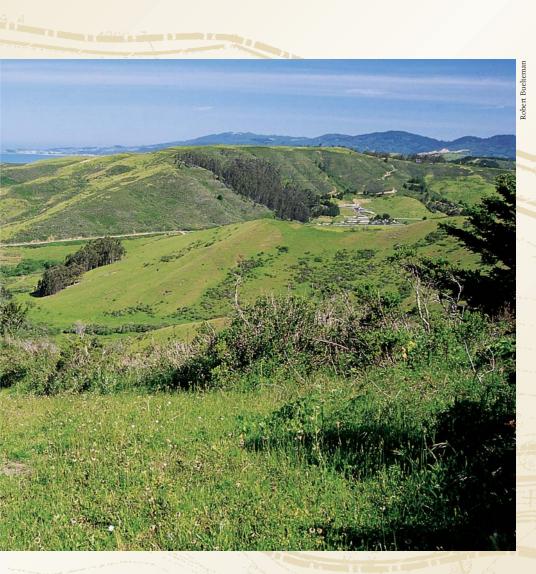
The views from Lobitos Ridge are stunning and inspirational.





Robert Buelteman







(far left) Flowers and vegetables grow on Lobitos Ridge flatland.

(center) The spine of the Lobitos Ridge property affords fantastic views of the valley, mountains and ocean.

(above) POST will continue to lease Lobitos Ridge for cattle grazing.

Eventually POST plans to transfer the property into public ownership, so you will be able to enjoy a long, beautiful walk along the ridgeline, taking in open vistas of gorgeous rolling hills, towering redwoods and the Pacific Ocean unfolding in front of you. Envision the trail stretching from the ridge along the mountain crest all the way down to the surf. Your gifts to the campaign

The Land's Diverse History

will help make this dream a reality.

Since the 1800s, Lobitos Ridge has been used primarily for dairy and cattle grazing. An oil well was drilled on the property in 1926 and hay and artichokes were farmed in the 1970s, '80s and '90s.

The most recent owners— Clyde Beffa, Jr., his sister, Chris Glynn, and his mother's Lydia Beffa Trust —sold the land to POST in April for \$3 million. The Beffa family's ownership of the farm dates back to 1952, when Clyde's grandfather, Charlie, and his partners Jack Marsh and Denny McCarthy, purchased the ranch to raise young stock for their growing dairy farming business.

At that time, Lobitos Ridge was part of a 1,000-acre ranch in the Purisima canyon. When the ranch was later divided between the owners, the Beffas became the owners of the 340-acre Lobitos Ridge parcel.

Charlie Beffa passed the ranch onto his son, Clyde, Sr., who raised beef cattle and farmed hay and

artichokes on the property until he died in 2000. Clyde's children, Clyde, Jr. and Chris Glynn, shared his interest in preserving the character of the land. Clyde, a former dairy farmer, and Chris, an active equestrian, have leased portions of the property to tenants for cattle grazing and flower farming operations, as their father did (and as POST will continue to do).

Thanks to the Beffas' commitment to being good stewards of the land, and your gifts to the campaign that enabled us to respond quickly to this opportunity, POST was able to purchase and protect something invaluable for future generations to enjoy.

Lobitos Ridge:

A Legacy of Agriculture and Open Space

"We have farming and open space in our blood," says Clyde Beffa, Jr. "Both my father and grandfather loved the idea of agriculture and open land. They were self-made men who made something of themselves by working the land. I got my own start in the dairy business. Our whole family history has been with the land. We've all preferred open space to housing developments."

In April, Beffa, his sister, Chris Glynn, and his mother's trust sold the 340-acre Lobitos Ridge to POST. The land had been in the Beffa family for 52 years.

"Chris and I just didn't have the time to keep it up anymore,"

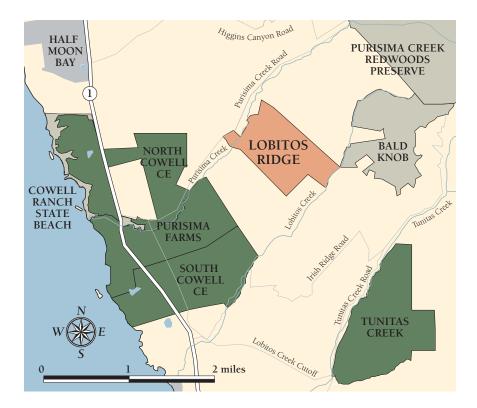
Beffa says. "It got to be too much for us. But we knew we didn't want to see the land developed. We could have made a lot more money if we'd developed it, but we want it to stay the way it is. It's such a beautiful ranch.

"The people at POST have been very nice, great to work with. We had very amicable negotiations. We arrived at a price we thought was fair. We didn't want the land to change too much, and we knew POST would take good care of it."

"Clyde and Chris clearly care deeply about the land, and we found common ground in our mutual desire to make sure it receives permanent protection," says POST President Audrey Rust. "Their direct and practical negotiating style allowed us to come to agreement relatively quickly for a property of this size and importance."

Clyde's and Chris' grandfather, Charlie Beffa, a prominent dairy farmer, purchased the ranch in 1952 to raise young stock for his dairies in Pleasanton, Tracy and Half Moon Bay. Clyde started working on the ranch, baling hay, when he was 13.

In 1967, he was studying agricultural economics at UC Davis and planning to go to graduate school, when his grand-



(left) The Lobitos Ridge property is a keystone of the Lobitos Creek Trail corridor, a potential Skyline-to-Sea trail.

(below) Indian paintbrush and other native wildflowers are abundant on the land.





(left) Clyde Beffa, Jr. and sister Chris Glynn sold their 340-acre Purisima Valley ranch to POST.

(below) The ridge offers a spectacular location for a future recreational trail.

"Our whole family history has been with the land. We've all preferred open space to housing developments."

father called with an offer he couldn't refuse.

"He told me, 'I think you should get a ranch, get a dairy," Clyde recalls. "He said, 'I've got a place for you here in Tracy next to my ranch, and I'll get you the milk contract for it.'

"Well, I always had great respect for my grandfather. We were very close. So I moved to Tracy to my new adventure starting my own dairy. It was 110 degrees. I was getting up at 2 o'clock in the morning to milk cows, and all my friends were back at school partying."

After his grandfather passed away, Clyde sold the dairy and moved back to the Peninsula, where he joined his father raising cattle on the Lobitos Ridge property. For the last 27 years, he has been a principal in K&L Wine Merchants, one of the largest wine retailers on the West Coast.

"We deal directly with the producers, the winemakers

themselves," he says. "For me, it all comes back to the land. I have great respect for people who work the land. I have great respect for the winemakers. I think my experience as a dairy farmer makes me appreciate how hard they have to work. I have the same appreciation of the land, the same love of the soil, that they have."

Beffa and Glynn have plans to honor two special men who loved the soil on one of the hills on Lobitos Ridge.

"We've asked POST and they've agreed that we can put a monument up there in honor of our grandfather and father," he says. "They were the farmers who did the work on the land. This ranch is really a legacy to them."



POST Reaches Milestone in SAVING THE **ENDANGERED COAST**

With the purchase of the Lobitos Ridge property, the total acres POST has saved during the Saving the Endangered Coast campaign reached 11,159 more than halfway to our 20,000 acre goal.

The generous \$1 million gift from the Elliott-Blank Foundation pushed funds raised to date during the campaign to \$171 million more than three quarters of the way to our fundraising goal.



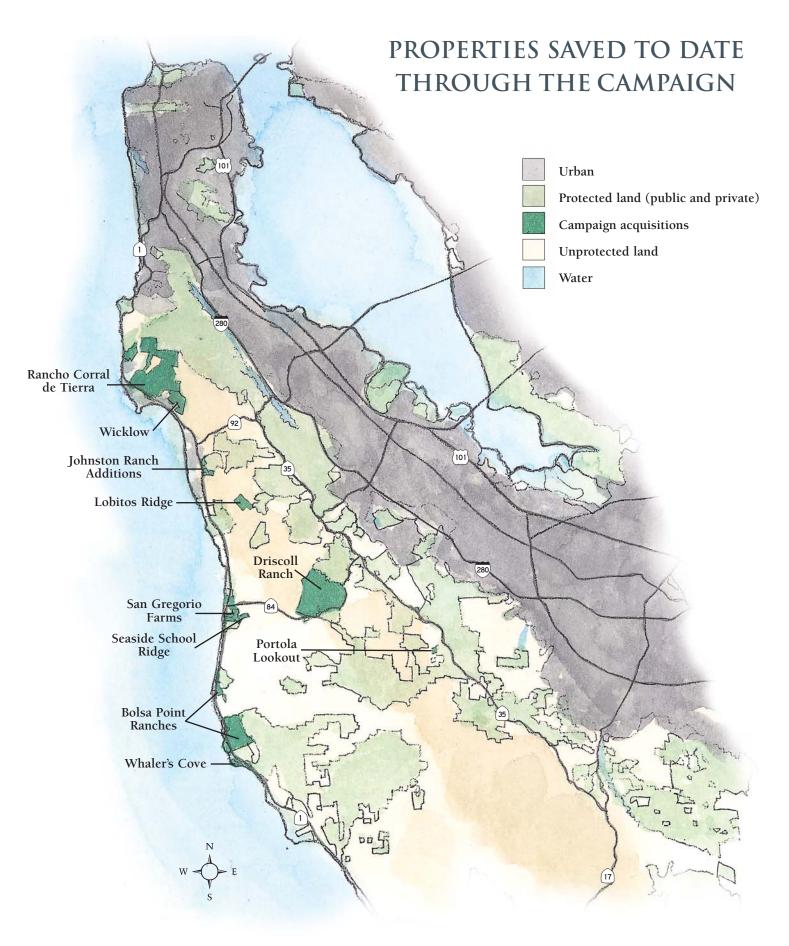
More than halfway to our 20,000 acre goal!



These two important campaign landmarks show what a long way we've come since 2001! While we have much work ahead of us to complete the campaign, this exciting news shows the important progress we have made working together.

The map to the right depicts the 10 key properties POST has permanently protected during the campaign. Some of them are quite large in size, while some are relatively small. All are strategically important. The map illustrates how this puzzle of protected property is linking together to create wildlife corridors and networks of recreation trails, and to protect important natural resources.

Your support is a critical piece in this puzzle! Thank you.



POST Opens Wilbur's Watch Trail and Lookout



POST has just given you a new reason to explore the San Mateo Coast — a one-mile hiking trail known as Wilbur's Watch, located near the town of Pescadero just west of the Pigeon Point Light Station.

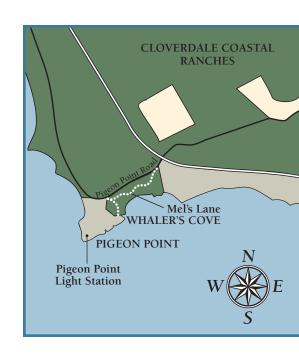
Wilbur's Watch, funded by the David and Lucile Packard Foundation, is dedicated to Colburn Wilbur for his tireless efforts and dedication to preserve California's native landscape. Cole served as the Executive Director of the Packard Foundation from its inception in 1976 to his retirement in 1999. On his watch, the Foundation helped protect thousands of acres of land from the California Coast to the Sierra Nevada.

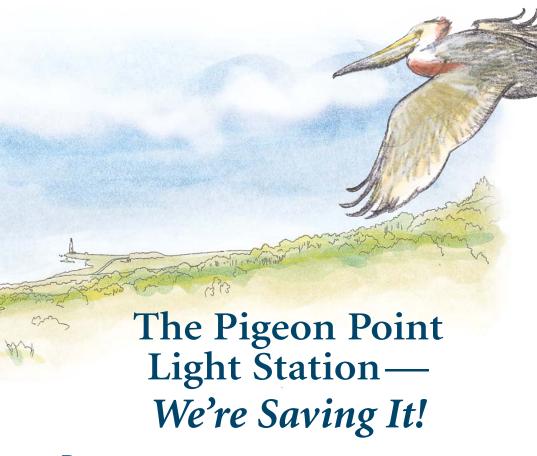
- The trail, which is located on the POST-protected 6,455-acre Cloverdale Coastal Ranches, will lead you from a small parking lot east of Highway 1 and adjacent to Pigeon Point Road on a moderate uphill hike to a breathtaking lookout.
- Along the way, you'll be surrounded by the lush grassland and native coastal scrub that dominates the landscape here. Stretching in a narrow band along the California

coast, coastal scrub is made of short evergreen shrubs and other plants that include coyote brush, California blackberry, coffeeberry, soaproot, poison oak, and California lilac. Coastal scrub provides cover and habitat for an array of songbirds, rodents, reptiles, falcons, and hawks. Many of these coastal plants have scented oils in their leaves that you can smell as you walk.

- At the **lookout** you'll find recycled redwood benches that allow you to relax and take in the view or picnic. An interpretive sign here tells of the surrounding area that you'll be viewing.
- Through the **telescope** you can see gray whales migrating along shore in late fall and spring as they migrate between the cold Arctic sea and their winter calving and breeding grounds in Baja California.
- While you're visiting this part of the Coast, you may also want to make a trip across Highway 1 to see the **Pigeon Point Light Station**. A Conservation in Action sign at the adjacent **Whaler's Cove** tells about the process of restoring the landscape.

■ Just a short drive south on Highway 1 is the Año Nuevo State Reserve, home to the to the largest mainland population of northern elephant seals in the world. The area also provides habitat for other marine mammals including Steller sea lions (which live on Año Nuevo Island) and harbor seals, and is a nesting area for many birds. ■





Rumors had circulated around the environmental community, as well as POST offices, for weeks before the formal announcement was finally made in the September 2002 issue of *Parade* magazine the U.S. Coast Guard was giving away the Pigeon Point Light Station.

Lookout PACIFIC OCEAN

The giveaway of Pigeon Point and dozens of other lighthouses across the nation is part of the National Historic Lighthouse Preservation Act of 2000. The act authorizes the U.S. Coast Guard to give lighthouses it no longer needs to a nonprofit or public agency with the resources to manage and maintain them for public enjoyment. In the event that no public owner can be found, they can be sold to private buyers.

Almost two years later, with the help of a generous gift from longtime supporters Bill and Jean Lane to help with the arduous application process, POST succeeded in ensuring the lighthouse would remain in public ownership. On March 22, the federal government notified POST that its joint application with State Parks to acquire the lighthouse from the U.S. Coast Guard had been accepted. California State Parks will now become the owner of the 131year-old lighthouse and it will remain a public park.

The process to acquire the lighthouse for State Parks was long, both in terms of the time it took to complete the application and for the approval to be granted. Thanks to the Lane's gift, POST was able to hire consultants to help us prepare the winning application.

State Parks, along with organizations such as the State Parks Foundation, the California Coastal Conservancy and POST, will help to raise funds for repairs to the lighthouse tower that are estimated to cost up to \$3 million. The 115-foot tower — the tallest on the West Coast — was closed to the public in 2002 after two large pieces of brick and metal fell to the ground. The repairs are needed to return the lighthouse to a condition safe for public use.

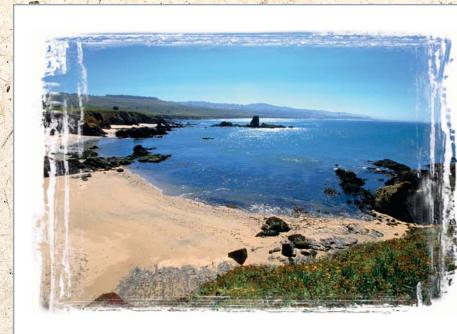
POST looks forward to working with State Parks and others to restore the lighthouse to its historic glory so that the public will once again be able to enjoy the magnificent view of the coastline and ocean from the tower.

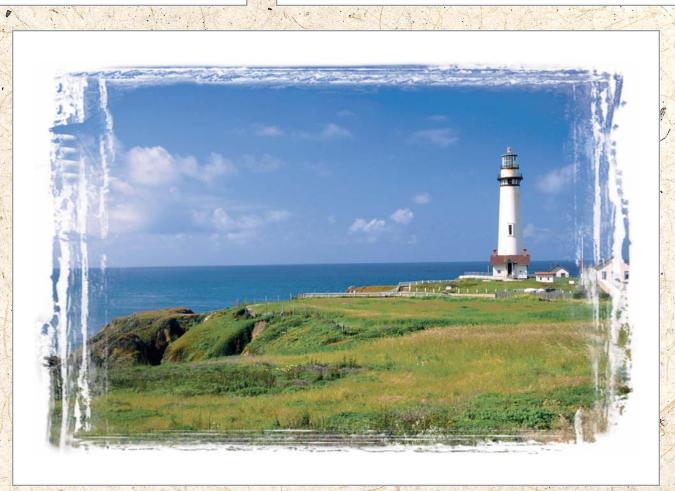
POST has a long-standing interest in the preservation of the spectacular open lands surrounding the lighthouse and has protected more than 7,000 acres here.

Working together, we have ensured the area's historic landscape remains much the same as it did when the lighthouse was constructed in 1873. What a legacy to leave for future generations!

Individuals interested in contributing to efforts to raise funds for the repairs should contact Vice President Kathryn Morelli at (650) 854-7696.







Reserve your place at

THE COUNCIL CIRCLE

Along the San Mateo Coast there is a breathtaking coastal bluff with views of the Pacific Ocean, the historic Pigeon Point Light Station and thousands of acres of open space surrounding it. Nestled on this bluff will be a commemorative seating area that recognizes those who have left this legacy of natural beauty for generations to come.

POST's Council Circle will recognize donors who contribute \$100,000 or more to the Saving the Endangered Coast campaign. The Circle will consist of two benches and a stone table that will provide a seating area nestled in the contour of the coastal bluff. The back of the benches will be mounted with plaques engraved with the names of

POST donors. The Circle will be built at Whaler's Cove in front of the Pigeon Point Light Station, near the section of the California Coastal Trail called Mel's Lane. Mel's Lane honors longtime POST board member and lifelong conservationist, Mel Lane.

The bench will provide hikers, school children and nature enthusiasts with a restful place to view the Pacific Ocean, rolling hills and the bountiful wildlife that inhabits the area.

The Council Circle takes its name from the traditional Native American gathering place that encouraged idea exchange, fellowship and a reverence for nature. POST donors show their reverence for

nature by contributing to this / campaign to protect lands like Whaler's Cove. Were it not for POST donors, this site would have been developed into a nine-unit motel complex closing public access to the beach, marring the incredible scenic beauty and endangering wildlife.

Your name on the Council Circle will be a permanent and lasting reminder of your generosity, your commitment and your passion for this place we call home.

Please contact Kathryn Morelli, Vice President for Development, at (650) 854-7696 to learn how you and your family can make a gift or pledge to the campaign to ensure your place on the bench, and in history.

MEL'S LANE

A Tribute to the Man Who Guards the California Coast

When Mel Lane, former publisher of Sunset magazine, retired as the first Chairman of the California Coastal Commission, the Los Angeles Times commented in an editorial, "No one has done more to protect one of California's most magnificent resources than Melvin B. Lane."

Mel's name is synonymous with coastal land protection, not only as

chairman of the Coastal Commission but in his role as first chairman of the San Francisco Bay Conservation and Development Commission and as a board member of several conservation organizations, including POST.

abiding contribution to the protection of our natural heritage at this special oplace by creating a portion of the

California Coastal Trail that traverses Whaler's Cove. Hikers will be able to walk Mel's Lane and sit at the Council Circle, enjoying beautiful views of the coast that Mel helped to protect,

All of us are fortunate that Mel dedicates his considerable energies, intellect, passion, and commitment to ensuring that the California Coast remains a national treasure.

Steve Blank and Alison Elliott Give \$1 Million to Save Coast

For Silicon Valley entrepreneur Steve Blank and his wife, Alison Elliott, it was time to give back. The Menlo Park residents recently donated \$1 million to POST to support our land-saving efforts on the San Mateo Coast.

"We're retired, our kids are growing up, and the threats to the Coast are getting greater every day," Steve says. "We've lived here for 25 we have out here is pretty rare."

As a high-tech startup pioneer (who now teaches entrepreneurship at UC Berkeley Haas Business School), Blank identifies with POST's entrepreneurial approach to saving land.

"I think of POST as the gold standard of high value, high return," he says. "POST by far has been the most aggressive, innovative and costFoundation, pushes our *Saving the Endangered Coast* campaign past the \$170 million mark. They hope others will join them and help us raise the last \$30 million needed to complete the campaign.

"As the economy recovers, people have more money to spend and give," Steve says. "Developers look at the Coast and that available money and think about profits. We looked at it and thought about our kids and our grandkids.

"It's really a horse race. This area of the country, besides being blessed with the incredible coastline, is also blessed with the economic capability to save it. People in this area can make a choice, make a difference, and vote with their pocketbook about saving this for future generations."

"I think of POST as the gold standard of high value, high return."

years and enjoy the Coast. We felt it was our time to give back."

Blank has been involved with eight Silicon Valley startups as a co-founder or executive during the last 25 years. He was most recently co-founder of E.piphany, an enterprise software company, before retiring in 1999.

"One of the nice things about Silicon Valley is that if you get lucky, you have an opportunity to leave a legacy for yourself and your kids," he says. "Alison and I spent a lot of time thinking about what kind of legacy we'd like to leave.

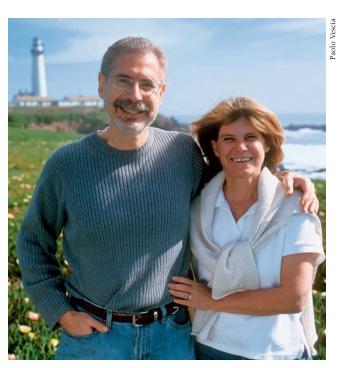
"We figured the open space on the Coast was an irreplaceable resource. There's really nowhere else in the United States where you have this amazing conjunction of an urban area with a literally unspoiled coastline. It's 15 miles away from 7 million people in an urban area. You can drive from Santa Cruz to Half Moon Bay without hitting a stoplight. This legacy of open space

effective land preservation group in the country. They are not only located in Silicon Valley, but operate much like a world-class Silicon Valley company. We've been very impressed

with not only their vision, but how they've spent their money and what they're spending it on."

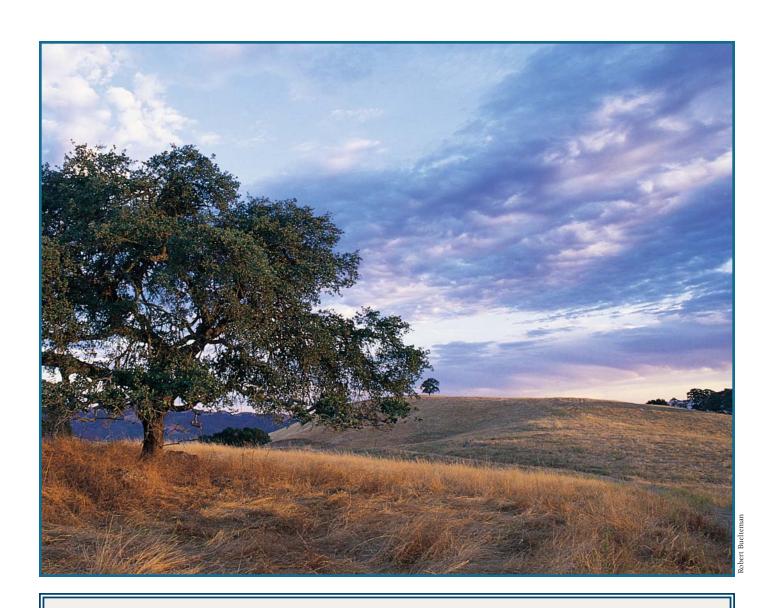
Steve and Alison own a ranch on the Coast near Pescadero adjacent to the Año Nuevo State Reserve. They have spent a lot of time developing an understanding of the nonprofit conservation world, which makes a gift from them particularly gratifying for POST.

Their milestone gift, made from the Elliott-Blank Family



Steve Blank and Alison Elliott

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Rancho Cañada del Oro Opens to the Public

The spectacular 2,428-acre Rancho Cañada del Oro in Santa Clara County is now open to the public!

Thanks to your support, a generous grant from the David and Lucile Packard Foundation, and POST's partnership with the city of San Jose, Santa Clara County Parks and the Santa Clara County Open Space Authority, the ranch was permanently protected for \$6.2 million in 1999.

Rancho Cañada del Oro, located less than 30 minutes from downtown San Jose, features grassy meadows, rolling hills and canyons surrounded by oak-covered ridges. Its hilltops offer sweeping views of the Diablo Range to the east and Mt. Hamilton and Mt. Umhunhum to the south.

Home to a broad array of wildlife, including bobcat, mountain lion, California newt, and acorn woodpecker, this land provides habitat for the threatened California red-legged frog and Bay checkerspot butterfly.

In May, the Santa Clara County Parks and Recreation Department opened seven miles of new trails on 943 acres of the land, which was added to the adjacent 2,533-acre Calero County Park. In July, the Santa Clara County Open Space Authority plans to open three miles of new trails on the remaining 1,485 acres of Rancho Cañada del Oro to the public. If you would like to find out more about these trails, go to www.parkhere.org or www.openspaceauthority.org.

Commemorative Gifts

Your memorial and honorary gifts to POST commemorate the importance of significant people in your life.

In addition, your thoughtfulness will help protect the beauty, character and diversity of the San Francisco Peninsula landscape for people here now and for future generations to enjoy. The benefits of your gift will be forever preserved in the Peninsula's tree-covered hills, rolling meadows and stunning coastal bluffs and beaches.

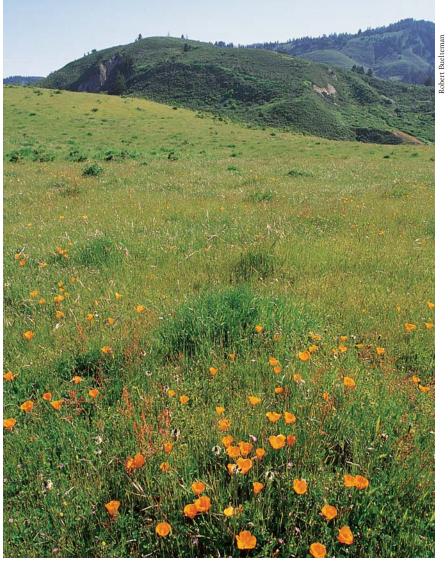
POST will promptly acknowledge your gift with a card to the person or family you ask us to notify. The amount of your gift will be confidential.

We are grateful to those who gave to POST as a lasting tribute to their friends and loved ones.

If you would like to make a memorial or honorary gift, please notify Daphne Muehle, Director of Annual Giving, (650) 854-7696.



Lobitos Ridge



Lobitos Ridge

Between February 1st and March 31st 2004, these gifts were received:

GIFTS IN MEMORY OF

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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. Get a tax deduction and maybe miles on 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. Please contact POST's Vice President, Kathryn Morelli, for more information.

> POST has moved! Our new address is: 3000 Sand Hill Road, 1-155, Menlo Park, CA 94025



Landscapes

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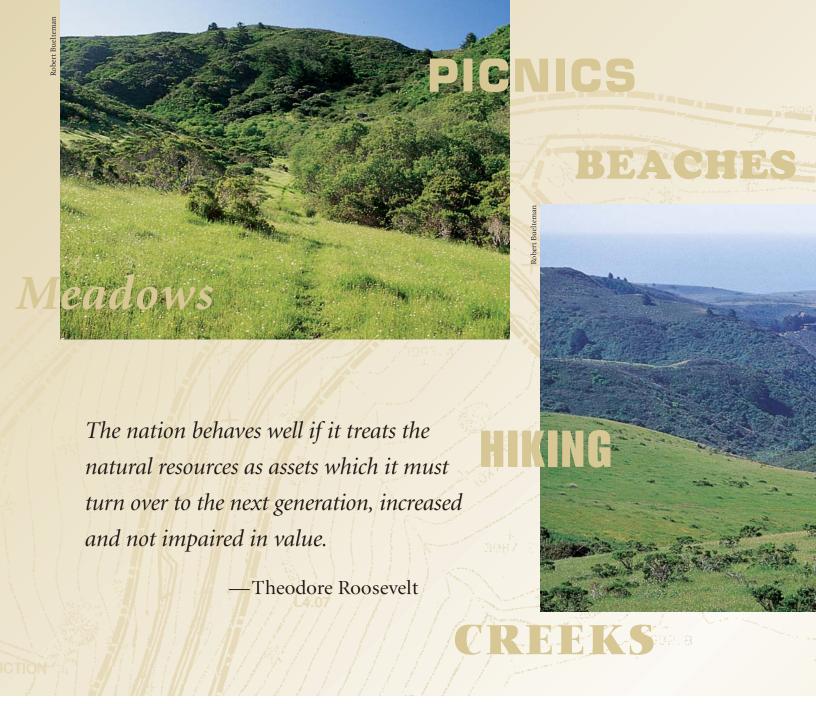
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