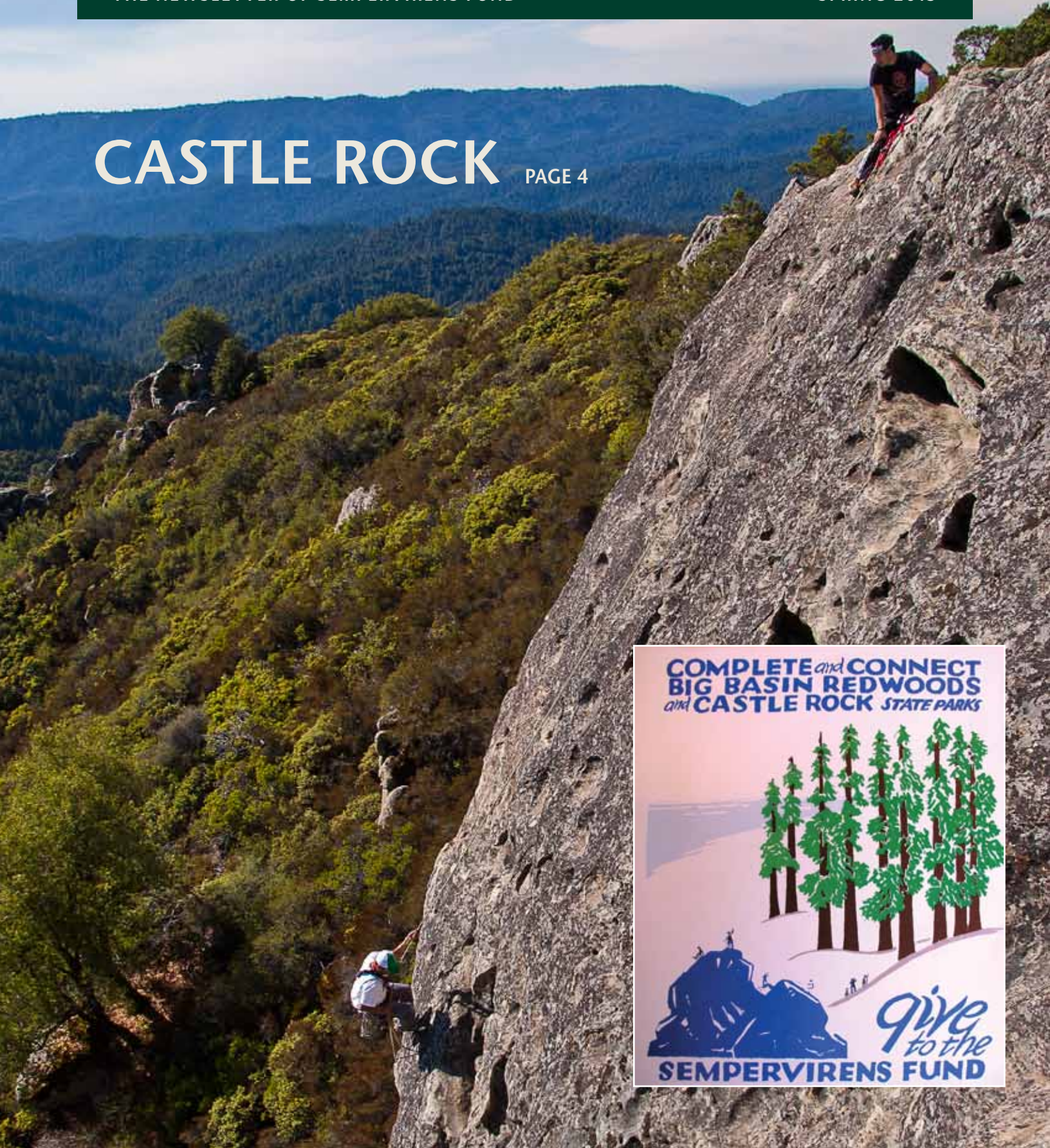


Mountain Echo

THE NEWSLETTER OF SEMPERVIRENS FUND

SPRING 2013

CASTLE ROCK PAGE 4



**COMPLETE and CONNECT
BIG BASIN REDWOODS
and CASTLE ROCK STATE PARKS**

*give
to the*
SEMPERVIRENS FUND



7 new projects!

Together with our conservation partners, Sempervirens Fund recently completed the planning process for the Santa Cruz Mountain Redwoods Conceptual Area Protection Plan (CAPP). Identified within this plan are key properties in need of immediate protection in order to conserve and connect the most valuable redwood resources within the Santa Cruz Mountains.

We are already negotiating the protection of seven of the CAPP priority properties totaling approximately 1,600 acres of beautiful redwood forests, wildlife habitat, watersheds, and recreational potential. We plan to acquire or place conservation easements on these properties to protect natural resources, connect park lands, and expand core areas of protected forests. With these projects in the works and more to follow, we are well on our way to creating the Great Park of the Santa Cruz Mountains. Watch for updates in future issues of Mountain Echo and at www.sempervirens.org. 🌲



Project consultant Paige Rausser sizes up an old-growth redwood on one of the properties.

LETTER FROM THE EXECUTIVE DIRECTOR

A Paradigm Shift in Land Conservation

Most people know about the paradigm shift in technology that started here in Silicon Valley, but a paradigm shift in landscape conservation started here, too.

In technology it was once standard to use a single electronic circuit to perform a discrete task; then came the integrated circuit and, ultimately, the programmable microchip was introduced to allow holistic functioning. Similarly, in land conservation it was once acceptable to protect a single property regardless of its ecological context. But, like technology, land conservation strategies have been changing and getting smarter through the years.



The purchase of 7,000-acre Coast Dairies property on the Santa Cruz coast in 1998 began the paradigm shift from conserving iconic individual properties to protecting large assemblages of land and connecting them to establish sustainable landscapes rich in biodiversity and capable of adapting to climate change. This was the conservation community's "Intel moment," and it happened right here—where innovation, creativity, and hard work are synonymous with place.

Sempervirens Fund's goal—as defined within Santa Cruz Mountain Redwoods Conceptual Area Protection Plan (CAPP)—is to establish a biologically diverse "great forest" in which the most important forestlands are linked to support a vibrant system of healthy habitat, wildlife corridors, clean air and water, and recreational opportunities. Toward this goal, Sempervirens Fund is currently working to protect seven redwood properties that we consider the "best of the best" and that are identified as such in the CAPP.

With the CAPP as our guide, we know where and why to make these forest connections. But—as in the high tech world—time is of the essence and we need venture capital from both large and small investors to make this plan a reality. Now, with your help, we are creating a highly functioning integrated system of protected redwood forestlands, right here in our own back yard.

Thank you,

Reed Holderman
Executive Director



Preserving redwood forests
since 1900

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CASTLE ROCK STATE PARK

SOLID GROUND FOR CASTLE ROCK

In the 1960s, just a few generations after the Sempervirens Club helped found California's oldest state park at Big Basin, local conservationists reinvigorated the organization around a campaign to establish a state park at Castle Rock. Russell Varian, a graduate of Stanford University, successful entrepreneur, and lover of the outdoors initiated the effort to protect Castle Rock. After his unexpected death, Russell Varian's wife Dorothy and a small group of friends took up the cause, eventually protecting and granting 513 acres to the state for the establishment of Castle Rock State Park.



© Frank Balthis

The group renewed the charter of the Sempervirens Club, renamed it Sempervirens Fund, and continued working to protect Castle Rock and other redwood lands in the Santa Cruz Mountains. In 1969, Sempervirens Fund's executive director Tony Look rallied over 1,000 volunteers to build the central segment of the Skyline-to-the-Sea Trail, connecting Big Basin Redwoods to the newly established Castle Rock State Park.

Over the years, Sempervirens Fund has continued to add key lands to Castle Rock State Park, which today spans over 5,200 acres. The park's 32 miles of trails lead hikers through redwood forests, oak woodlands, and open grasslands. Castle Rock and the park's other unique sandstone outcroppings offer unmatched opportunities for local rock-climbing enthusiasts.

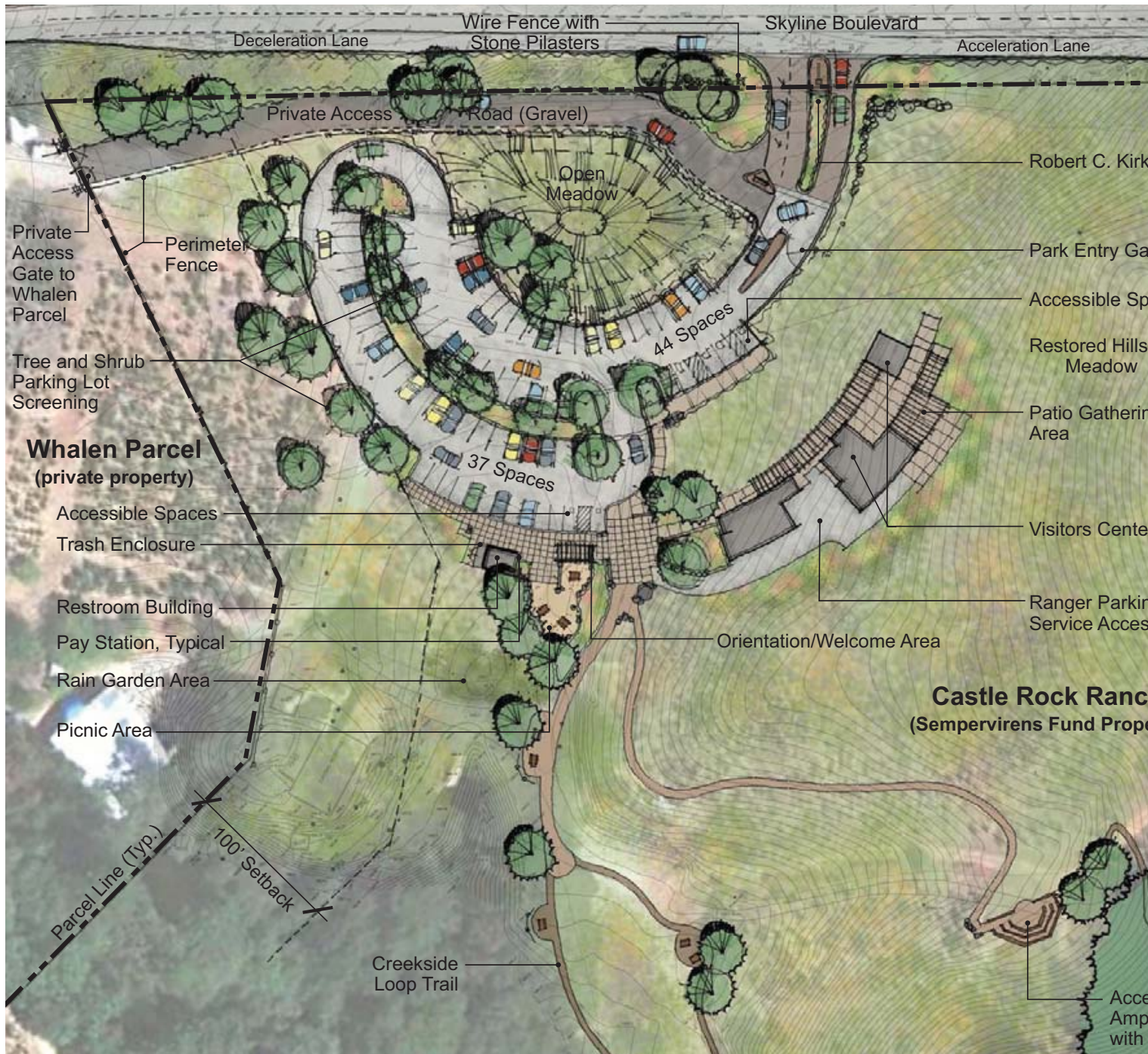
Within an hour's drive from Silicon Valley and not much farther from San Francisco, Castle Rock State Park is hugely popular, attracting 70,000 visitors annually. That's why when we learned that Castle Rock was on the 2012 State Park closure list we knew Sempervirens Fund needed to step in. We donated funds to support park operations for a one-year interim period, and our efforts in collaboration with other nonprofits and parks advocacy groups have secured an agreement that ensures Castle Rock State Park will remain open through 2016. Now we are working to set the park on solid ground for the long term.

In coordination with State Parks, we have developed a plan for Castle Rock that includes new and improved facilities to attract visitors and generate revenue, giving Castle Rock State Park the footing it needs to remain open and accessible for all. If you would like to join us in this effort, please send your donation in the enclosed envelope.

And be sure to join us on May 18th at Castle Rock State Park for Sempervirens Fund's annual picnic — a chance for us to celebrate this spectacular park and the work we have done together to protect our local redwoods. (See back cover for details.) 🌲



© Frank Balthis



The Plan for Castle Rock

- **New Entrance and Parking**
 A new park entrance will lead visitors into a safe, easy-to-access parking lot with automatic pay stations that will help generate revenue.
- **Amphitheater**
 An amphitheater will provide a comfortable gathering spot for ranger talks and other events.
- **Flush Toilets and Drinking Water**
 Flush toilets and fresh drinking water will offer visitors conveniences not previously available.
- **Picnic Sites**
 Picnic sites will be scattered throughout the scenic entrance area.

CASTLE ROCK TIMELINE



Early 1900s: People have always been drawn to Castle Rock. Native peoples visited the area for centuries and pioneers established nearby homesteads. By the early 1900s, Castle Rock gained popularity as an outdoor destination for Bay Area city dwellers, including the young Russell Varian. *Climbing the rocks by F. Roy Fulmer*



1959 - 1968: Russell Varian initiated the effort to protect Castle Rock. After his death, Dorothy Varian, Conservation Associates, Tony Look and others worked to establish a state park at Castle Rock and protect the redwoods of the Santa Cruz Mountains. Castle Rock State Park opened to the public in 1968. *Russell Varian by Ansel Adams*



1969 - 1976: Sempervirens Fund envisioned a trail system connecting Castle Rock State Park through Big Basin State Park to the Pacific shore. In 1969, Tony Look marshaled local volunteers to build the Skyline-to-the-Sea Trail from Castle Rock to Big Basin. In 1976, Sempervirens Fund completed the vision with the purchase of Rancho Del Oso, extending the trail to the sea at Waddell Beach. *Dorothy Varian and friends*



1976 - present: Sempervirens Fund transferred several key properties to help expand Castle Rock State Park, including the 1,340-acre San Lorenzo River Redwoods area. Since 1968, Sempervirens Fund has completed 36 transactions, adding over 4,000 acres within the park's planning area. *Tony Look leading a hike*



Today: Sempervirens Fund leads a local effort to create a new entrance and visitor amenities to secure the future of Castle Rock State Park. Join us! *Site of future park entrance*

■ Visitor Center

The visitor center will include a multiuse room for interpretive exhibits, meetings and special events, a ranger office, and a catering kitchen.

■ Environmentally Sensitive Design

The plan is scaled to meet the park's needs, makes use of the existing development footprint, and restores meadows and forest.

UPDATE

CAPP Submitted to DFG for Approval

Sempervirens Fund has completed the Santa Cruz Mountains Conceptual Area Protection Plan (CAPP) and submitted it to the California Department of Fish and Game (DFG) for approval. Employing cutting-edge geographic information system (GIS) technology, the CAPP prioritizes critical resource areas we must conserve to protect the health and integrity of redwood forests in the Santa Cruz Mountains.

By submitting the CAPP to the DFG for approval, Sempervirens Fund identifies key resource protection areas and makes priority acquisitions within the CAPP eligible for state grant funds.

In 2011, Sempervirens Fund hired an independent environmental consulting firm to supervise a team of scientists in creating the CAPP. We also convened a steering committee made up of representatives from public agencies, conservation organizations, and regional stakeholders to provide oversight and review.

This multi-year process has resulted in a comprehensive dataset that maps information about forest structure, endangered species habitat, landscape connectivity, watershed integrity, location of cultural and historic sites, and resilience to climate change. By overlaying and analyzing over 9 million pixels of data, Sempervirens Fund has identified areas with exceptional natural and cultural resources as priorities for conservation.

With approval from the DFG and eligibility for state grant funds, we take another step toward making the Great Park a reality. 🌲



Partnering with the Amah Mutsun: Protecting the *Popeloutchom*

The members of the Amah Mutsun Tribal Band—descendants of the Mutsun and Awaswas speaking peoples—have lived in the greater Monterey Bay region for centuries. Prior to European contact and “missionization,” the Amah Mutsun lived in close harmony with the land.

Today, the Amah Mutsun is a landless tribe. The tribe has not yet received federal recognition, so they are not eligible to hold land in a tribal trust. They have active programs to celebrate traditions, share tribal history and culture, and support the tribe’s more than 500 members. But without the means to protect sacred sites and lands, each new generation of Amah Mutsun grows further from the *popeloutchom* — the landscape across which their tribal culture developed and flourished.

To protect this landscape, the tribe is establishing an independent nonprofit—the Amah Mutsun Tribal Land Trust—which will enable them to acquire and steward lands integral to the preservation of their tribal culture. With many of these lands nestled among the redwoods of the Santa Cruz Mountains, Sempervirens Fund plans to help.

Tribal Council Chairman Valentin Lopez says, “Sempervirens Fund shares with the Amah Mutsun a mutual respect for and mission to protect the coast redwood forests of the Santa Cruz Mountains, so it seems a natural partnership.”

With support from the Christensen Fund, Sempervirens Fund will sponsor the Tribal Land Trust while it prepares to operate as a stand-alone organization. Sempervirens Fund will provide basic infrastructure services for the Tribal Land Trust and will mentor its staff during land negotiations. Our partnership will also help reassure and educate the public about the tribe’s motivations for protecting the land.

Through incubating this new land trust, we will be cultivating a partner that can help us steward redwood lands and leverage new sources of funding — increasingly important benefits as we decrease our reliance on public agency partners. 🌲

Expanding our Board to Accomplish Our Vision:

Welcome to Our New Board and Science Advisory Panel Members



Craig Neyman



Marina Park



Jacqueline Wender



"J" Nichols

Sempervirens Fund is pleased to welcome Craig Neyman, Marina Park, and Jacqueline Wender to our Board of Directors, and Dr. Wallace "J" Nichols to our Science Advisory Panel.

CFO of The David and Lucile Packard Foundation, Craig Neyman brings extensive nonprofit experience to Sempervirens Fund. Before working with the Packard Foundation, he served as Vice President and Chief Investment Officer at The Nature Conservancy.

"For a long time, I have personally been inspired by the majesty of redwood forests," says Neyman. "I am similarly inspired by Sempervirens Fund's vision of the Great Park: an area of protected lands connecting existing parks such as Big Basin Redwoods, Butano, Portola Redwoods and Castle Rock."

Since 2007, Marina Park has served as CEO of Girl Scouts of Northern California. Under her leadership, the Girl Scouts partnered with Sempervirens Fund to protect two camp properties in the Santa Cruz Mountains—Camp Butano Creek and Skylark Ranch—through conservation easements, protecting 412 acres of coast redwood forest, including more than 1,420 old-growth redwoods.

"Through my work at Girl Scouts, thousands of girls experience the majesty of the Santa Cruz Mountains each year," says Park. "I look forward to working with Sempervirens Fund to create the Great Park and to ensure all people have the opportunity to enjoy these beautiful spaces."

Bay Area native Jacqueline Wender brings experience in governance and finance, and connections to academic and young professional communities. Before serving as Senior Assistant Dean for Administration at Santa Clara University School of Law, she was Assistant Dean of the School of Engineering, and Executive Director of the Overseas Studies Program at Stanford.

"I am grateful to be able to contribute to the ongoing success of Sempervirens Fund, most importantly to the creation of the Great Park," says Wender. "These lands define our landscape, protect our environment, and preserve our quality of life."

A Research Associate at California Academy of Sciences, Dr. Wallace "J" Nichols brings his leading edge scientific perspective to our Science Advisory Panel. As founder of LiVBLUE.org, a global campaign to reconnect us to our water planet, he also brings innovative approaches to conservation advocacy and community outreach.

"It's an honor to join the Science Advisory Panel and support efforts to sustain the vast ecological and cognitive benefits the coastal redwoods provide," says Nichols. 🌲

Thanks for helping us meet two important challenge grants!

Thanks to all who helped us match a \$50,000 grant from the Evelyn T. Mohrhardt Fund at The San Francisco Foundation, and to over 25 first-time donors of \$1,000 or more who helped us meet the \$25,000 Dean Witter Foundation Challenge.

Your gifts, leveraged with generous foundation support, help us protect local redwoods.

In Tribute:

Mildred Look and Stan Barnes



Mildred Look



Stan Barnes

Sempervirens Fund lost two of its greatest champions early this year with the passing of Mildred Look—wife of Sempervirens Fund’s first director, Tony Look—and of long-time friend and former Advisory Board member, Stan Barnes. To honor these Sempervirens Fund pioneers, we have established the Mildred Look Memorial Fund and the Stan Barnes Memorial Fund. We invite you to make a tribute gift in honor of these dedicated conservationists and their work to protect local redwood lands.

Many Sempervirens Fund donors have vivid memories of Stan and Mildred and their tireless work on behalf of the redwood forests.

“Tony Look became the face of Sempervirens Fund but Mildred’s efforts, though less visible, were

no less vital,” write Sempervirens Fund donors and historians Denzil and Jennie Verardo.

John Working, long-time Sempervirens Fund donor recalls:

“My old and dear friend Stan Barnes of Visalia was one of Sempervirens Fund’s most ardent supporters. With the leadership of people like Tony and Mildred Look and Stan Barnes, the Fund has done amazing work adding to Big Basin and other parks.”

To make a tribute gift use the enclosed envelope, call us at (650) 949-1453, or visit www.sempervirens.org/donate and note that you would like to apply your gift toward the Mildred Look Memorial Fund or the Stan Barnes Memorial Fund. 🌲

Thanks to our *pro bono* partners!



Carl Johnson



Joan Story

Sempervirens Fund would like to thank to our corporate partners, Carl Johnson of McKenna Long & Aldridge LLP and Joan Story of Sheppard Mullin Richter & Hampton LLP who have generously contributed their *pro bono* and discounted services, including extensive review of real estate agreements and other legal documents. “Sempervirens Fund has a dedicated and talented staff, but the simple fact is we have limited time and resources,” said Executive Director Reed Holderman. “The expertise offered by Carl, Joan, and our other *pro bono* partners has been absolutely invaluable. Our success has been directly related to their help, expertise and generosity.” 🌲

Tributes

Dedicated Redwood Trees and Legacy Grove gifts were established in honor or memory of the following people between July 16, 2012 and March 15, 2013:

Dedicated Groves

McGinnis Clark
Given by Mia Nyschens

Dedicated Redwoods

Rick Bailey
Given by Debbe Bailey

Erika Bojnowski
Given by Mark Whatley and Danuta Zaroda

Robert E. and Ada A. Booth
Given by Friends and Family

Richard and Beverly Breuer
Given by Richard and Sharon Breuer

Victor Bruner
Given by Mark Bluth

Donald Burnham
Given by Bruce and Sue Hunter

Maxine Burnham
Given by Bruce and Sue Hunter

Dr. Casey Diane Cadile
Given by Sean Wells

Rena & Ralph Covell
Given by Michele Covell

Diane and Michael Culbert
Given by Michael and Diane Culbert

Michael Dale
Given by Nancy Goodman

Joan Ho Davis
Given by Greg and Suzanne Brandeau

Sumner and Evelyn Deane
Given by Margaret Deane

"Cousin Dick"
Given by The RHE Charitable Foundation

Jessie F. Fournier
Given by the Jessie F. Fournier Trust

Barbara G. Fuller
Given by Friends and Family

Lara Gabriel
Given by Ed and Constance Barthold

Satyanarayana Gullapalli
Given by Siva Makineni and Supriya Gullapalli

Frances Hartman
Given by Olivia Orr

Richard M. Hoffman
Given by the Robert C. and
Janie Pace Rempel Family

Geoffrey Irwin
Given by Anne Dimock

Dr. Henry Kaplan
Given by Robert and Jean Baer

May Jen and George Koo
Given by Alyssa Koo

Anita I. Lease
Given by Joe and Christine Bettencourt

Camden Miller Lo
Given by Friends and Family

Todd Lorell
Given by Janet Fire

Randy Lynch
Given by Friends and Family

Jean & Vincent Malmstrom
Given by Michele Covell

Capt. Matthew Patrick Manoukian
Given by Ellie and Dick Mansfield

Nathan Margaretten
Given by Ed Lammer and Deborah Machta

Arlene Markakis
Given by the Sempervirens Fund Board of Directors

Lisa Spoon Medigovich
Given by Bruce and Phyllis Spoon

Jean Meyerson
Given by Don and Maxine Burnham

Gramma Moller and The Lorax
Given by Ron and Elizabeth Moller

Ms. Maryanne Z. Murphy
Given by Maryanne Z. Murphy

Wilford "Bill" Walter Noeller
Given by Friends and Family

Deane Oberste-Lehn
Given by the Estate of Deane Oberste-Lehn

Ryan David Oliver
Given by William and Janette Hopper

Ann and Charles "Chuck" Rainey
Given by Robert Black

Charles C. Rankin
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Jane Rasmussen
Given by Josephine Blue

Marieliese Reischl
Given by Karl and Heidemarie Sprick

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Given by Edwin Royce

Laura B. Royce
Given by Edwin Royce

Matthew Ruprecht
Given by Kevin Hulin and Michelle Ruprecht

Marisa & Ed Sladek
Given by Marisa and Edward Sladek

Darrell Smith
Given by Darrell Smith

Mardy Smith
Given by Darrell Smith

Reba C. Sprick
Given by Karl and Heidemarie Sprick

Mr. and Mrs. Will A. Thomas
Given by Patrick and Peggy Scudero

Marguerite Vanderlaan
Given by Justin Vanderlaan

Folker Hans Weiss
Given by Friends and Family

John A. Weiss
Given by Friends and Family

Jacqueline and Paul Wender
Given by Jacqueline and Paul Wender

Mr. George S. Yonemura
Given by Lucille Yonemura

Margaret V. Yonemura
Given by Lucille Yonemura

Squeaky Yoshimura
Given by Lani Yoshimura

Legacy Groves

Lori Adam
Given by Lori Adam

Bill & Carol Ashman
Given by Bill & Carol Ashman

Victor Bruner
Given by Friends and Family

Camp Wastahi
Given by R.G. Smalley

Donna Dunckel
Given by Linda H. Craig

William (Bill) Eadington
Given by Fred and Sondra Peppé

Diana Forsythe
Given by Bern Shen

ChengYue Ge
Given by Hong Ge

Albert Edward Michael Francis Gray
Given by James Gray

Gary W. Hartz
Given by Teri Wiss

Jason Heath
Given by Judith A. Heath

Mildred Ruby Slain Kumfer
Given by Sharon L. Wood

Syd Lehman
Given by Flo and Kenneth Chotiner

Mr. Robert Marcy, III
Given by William W. Allman

Edward Tatsuo Masuda
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Martie & Jim Moran
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The Newtown Victims
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SAVE THE DATE **Sempervirens Annual Picnic**

May 18, 2013, 11am - 3pm, at Castle Rock State Park

Join us for an afternoon at the site of the future entrance to Castle Rock State Park as we celebrate the 113th Anniversary of Sempervirens Fund! There will be a BBQ lunch, music, hikes, climbing exhibitions and more.

Tickets are \$25 for adults or \$10 for students.

Guests 18 and under attend free.

For tickets and details, visit [www.sempervirens.org /picnic](http://www.sempervirens.org/picnic).

If you are interested in volunteering at this event, please contact Amanda Krauss, Development Associate, at (650)949-1453 or akrauss@sempervirens.org.



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(A note to our friends: occasionally we make our mailing list available to carefully screened organizations with goals similar to those of Sempervirens Fund. If you prefer that your name not be shared, please contact us — we will be happy to honor your request.)

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