In celebration of its 30th anniversary, The Land Conservancy has unveiled a 5-year vision to double the pace of local land conservation by 2018 through a strategic community campaign. Dubbed the Heart & Soil Campaign because of our focus on preserving the unique character of San Luis Obispo County through the protection of local lands, the goal is to increase community support in order to balance the need for conservation in the face of growing development pressure.

To kick off our Heart & Soil Campaign, we are working to purchase a 900-acre private ranch above Pismo Beach and transform it into a world-class open space preserve. The proposed Pismo Preserve would create more than 10 miles of hiking, mountain biking, and horseback riding trails in the 5-Cities area.

To successfully create the Pismo Preserve, we must raise $1.7 million from the local community by July 2014. The Land Conservancy is working to secure the remaining $10 million from State agencies, local governments, and regional funding sources in the same time frame in order to complete the $11.7 million project.

Herb adds, “We need everyone in the community to help us safeguard Pismo Preserve as an open space for all future generations to enjoy because our deadline is just weeks away. Success is up to us and is within reach, but it requires that each of us lend a hand.”

The Land Conservancy is urgently seeking public donations for the Pismo Preserve and has recruited passionate philanthropists to match community contributions. Financial gifts of all sizes are needed and will be doubled if you act now. We are also asking that supporters share project information by posting on personal social media sites and promoting community benefit events. Local business support is requested in the form of sponsorships, donation jars and project outreach.

“Creating the Pismo Preserve will boost the local economy, support healthy active lifestyles, protect wildlife, safeguard drinking water, and preserve incredible scenic views. I want to challenge everyone reading this to take action now: We need your donation to make this project happen!” urges Executive Director, Kaila Dettman.

“...We truly have a once-in-a-lifetime opportunity right now to purchase this property and create an outstanding park for residents and visitors. If we don’t act now, it is very possible that this ranch will be sold for private use or development with no chance for public access.

—Herb Kandel, Board of Trustees President

Continued on page 3
CONTINUED FROM PAGE 1

Pismo Preserve Opportunity

The proposed Pismo Preserve is just the first in a series of ambitious land projects. The Land Conservancy aims to complete in the next five years through the Heart & Soil Campaign. By 2018 we aim to protect an additional 15,000 acres of local lands in order to:

- Create new outdoor recreation trails;
- Protect watersheds in North County;
- Preserve farmland in Los Osos Valley;
- Establish a conservation park & trail system in South County;
- Safeguard scenic & productive North Coast ranches and;
- Extend the Bob Jones Trail at the Octagon Barn Center.

Our Heart & Soil Campaign will positively impact our county’s economy by attracting tourists and new residents. Our efforts will permanently protect the scenic beauty, wildlife, and clean water that’s essential to our quality of life on the Central Coast, but we need support from our community to be successful.

—Kaila Dettman, Executive Director

HOW CAN YOU HELP CREATE PISMO PRESERVE?
WWW.LCSLO.ORG/PROJECT/PISMOPRESERVE

DONATE
- Donate now to support The Land Conservancy’s 15,000 acre goal (including Pismo Preserve) at www.LCSLO.org.
- Create your own personalized fundraising page in two quick steps to rally donations from friends & family (great for birthdays, anniversaries, or special occasions in lieu of gifts).
- Ask your employer if they will match your charitable contribution to LCSLO.
- Consider hosting a “Pismo Preserve Benefit” with a 20% sales day or week at your business.

SHARE
- Share the Pismo Preserve video via email and Facebook.
- Request time for a representative of LCSLO to talk to your service group, staff or social club including an opportunity to ask for donations.
- Host an event in your home or at your business to promote The Land Conservancy’s work.

VOLUNTEER
- Encourage your community group to write a letter of support and to meet with the County Supervisors (LCSLO has draft letters & talking points).
- Sign up to help with Pismo Preserve benefit events.
- Draft a letter to the editor of your local paper about why you support local land conservation.
- Brainstorm with local businesses and groups about unique fundraising opportunities that you can help organize.
- Email volunteer@LCSLO.org to help.

Page 3
The Monterey pines of Cambria provide cool, scenic and restful spaces for turkeys, deer and humans alike. In the Lodge Hill and Fern Canyon areas, the Monterey pine forest gives the surrounding neighborhoods their priceless quality of connection to nature with trails that provide everyone the chance to enjoy our local landscape.

However, areas like this, have been and continue to be, threatened. The Land Conservancy of San Luis Obispo, in partnership with the Cambria Community Services District and countless concerned citizens, are ensuring that Cambria will retain its majestic pines and open spaces available to all.

The Land Conservancy got its start when it saw the need to protect Cambria’s Lodge Hill from development that would destroy Monterey Pines, cause erosion, worsen sedimentation, and overburden local infrastructure. Cambria is home to one of only three naturally occurring mainland Monterey pine forest. In 1985, The Land Conservancy argued that these woodlands provide Cambria with a unique scenic attraction and that “urban development has harmed the pines through direct removal, and disruption of soils and drainage courses.”

In response to these concerns, the organization formulated a Transfer of Developments Credits program whereby a Lodge Hill property owner who wanted to develop their property would have to purchase a lot for conservation as compensation. The program proved successful in preserving lots in the Fern Canyon area. In 2003, the Land Conservancy transferred the ownership of many of the lots to the CCSD while retaining a conservation easement over each lot and planned to continue preserving the scenic area in the same manner.

However, in 2007, The Land Conservancy saw a new opportunity when a large piece of Fern Canyon property owned by the Madonna family went on the market. Residents Bob and Alese Bell sprung to action when they heard of the upcoming sale of the property. “We knew if these five street-to-street lots were developed it could change the atmosphere of the whole neighborhood,” the Bells recalled.

Despite having a short window of time in which to save the local landmark, these concerned citizens were neither discouraged nor deterred. They asked The Land Conservancy to help them raise money to purchase the property and, with the leadership of Land Conservancy staffer, Bob Hill, as well as, the fundraising efforts of people like the Bells, the goal was accomplished. Now, neighbors and visitors alike can continue to meet here and marvel at the beauty they came together to protect.

Today, The Land Conservancy is focused on restoring and caring for the Fern Canyon land it currently protects and on improving public access to these places. Also, in 2007, the Conservancy dedicated a trail to Henry Kluck, a leader and conservationist, whose passion helped to launch the program. It is a leisurely 0.75 mile hike through sun dappled woodlands. Wildlife can continue to call these areas home, while local residents enjoy being part of a community unique in its flora and fauna.

We are saddened by the passing of Paul Robinson, a longtime supporter of the Land Conservancy. With Paul’s passing, we were notified that he left a generous estate gift to protect and restore local lands, a gesture by which we are deeply honored and grateful.

During his life, Paul’s dedicated service to others took him to various places across the globe. These experiences merely heightened his appreciation for the years he spent touching lives here on the Central Coast and while enjoying the beautiful, natural surroundings in San Luis Obispo County. His legacy gift will make it possible for others to do the same.

Robinson’s life was characterized by adventure, dedication and his wholehearted involvement with the causes he believed in. During World War II, he defended his country in the Pacific as a member of the U.S. Army. After the war, he studied fine arts, cinema and education at Ohio State University, Columbia University, and USC. Drawn to San Luis Obispo County for its natural beauty and small-town feel, this native Ohioan became a professor at Cal Poly in 1954. His passion for education would eventually take him around the world, traveling to Nigeria, Pakistan, and Nepal in an effort to improve schools and create teacher training programs in these developing nations.

His heart was never far from San Luis Obispo County, where he returned to enjoy his retirement. Friends remember that he loved the beauty of the Pacific Ocean and chose to dedicate a majestic Cedar tree in Laguna Lake Park to his friend and fellow Land Conservancy donor, Arthur Rosen.

Through his thoughtful life estate planning, Paul’s passions will continue to influence this area forever. His gift will help preserve the scenic character of his beloved San Luis Obispo County, restore threatened natural areas, and educate young people about the importance of conservation; a fitting legacy for someone whose life was dedicated to nature and education.

Our special Terra Firma Society members ensure that we will be able to protect and restore lands for many decades to come by contributing to our organization’s long term needs. To let us know about your intention to include LCSLO in your estate plans and join the Terra Firma Society, or to learn about our planned giving program, contact Wende David at (805) 544-9096. If you have already named us in your will or trust, please let us know so we can take the proper steps to thank you and welcome you to our Terra Firma Society. The Land Conservancy’s mission is to protect land in perpetuity. As a longtime supporter, Paul understood that caring for land forever is a great responsibility and a major commitment to our community. His legacy gift helps ensure that The Land Conservancy is always working to steward and conserve San Luis Obispo County’s special places. You, too, can leave your legacy through the permanent protection of local lands.
Many of these problems were featured at a conference on Friday, March 16 at Cal Poly. Experts from around the country debated the need to conserve farmland, emphasizing that it is a national issue but one which requires creative local solutions. Land trusts were advocated as one possible solution available to local landowners. Several of the speakers have helped to form similar organizations in other areas, notably Marin and Sonoma Counties, where the groups have enjoyed substantial support.

I’ve joined the Land Conservancy to demonstrate that there is another positive way for landowners to approach the future—that we don’t have to see every square foot of land in the county subdivided at the expense of productive farmland.

—Marvin Bassi, North Coast rancher

The Land Conservancy of SLO County is currently restoring the Black Lake Ecological Area in North County, California, and aims to shed light on the complexities of the monarch’s migration patterns. The group hopes to promote conservation by broadening the public’s knowledge of these unique insects, working to create education and outreach programs. In particular, the group is intrigued by recent population dips in monarch groups that overwinter in California, and aims to shed light on the complexities of the monarchs’ migration patterns.

The Conservancy is currently restoring the Black Lake Ecological Area so that it can continue to serve as habitat for flora and fauna like the Monarch Butterflies. Located West of Highway 1 near Nipomo, the area boasts both native scrub habitat and a eucalyptus forest that attracts populations of monarchs each year.

In studying the populations here, Monarch Alert researchers have been able to track the amazing distances the Monarchs migrate. AE064, a male monarch originally tagged on the Black Lake preserve, was recently spotted on Babocomari Ranch in Elgin Arizona, a location where other monarchs that ended up in California have previously been tagged. These butterflies have traveled 650 miles! Their journeys are a testament to their endurance, to how deeply these locations are ingrained into the animals’ instincts, and to the necessity of preserving the habitats they return to year after year.

This past February 25th, Project Monarch Alert Coordinator and Cal Poly student Jessica Grifiths continued the partnership between the two organizations by meeting with students from the Land Conservancy’s Learning Among the Oaks program. With Jessica’s help, Santa Margarita School children learned about the habitats Monarchs needed to survive and heard stories about their amazing journeys.

The kids were a great audience and asked really fantastic questions. It is always exciting for me to see kids so engaged in learning more about nature and science.

—Jessica Grifiths, Project Monarch Alert Coordinator

The Land Conservancy is grateful for the dedication of local citizens and researchers who do more than enjoy local wildlife—they gather knowledge so that the rest of us can understand, appreciate, and protect it.

Generally closed to the public, we offer occasional docent-led hikes at our Black Lake preserve and this spring we have one for our members. If you are interested in catching glimpses of these butterflies or to learn a little bit more about wildflowers, please join our guest Bill Waycott from the California Native Plant Society in April for a Spring Wildflower Hike at Black Lake. Details are on our Events Calendar on page 11.

Or visit the Monarch Grove at Pismo State Beach, one of the largest Monarch butterfly groves in the United States, for a special viewing of these fluttering beauties. For more info on Monarch Grove go to www.slostateparks.com/pismo_butterflies.asp.
The Octagon Barn has been intertwined in local residents’ lives since it was built 1906. As a local dairy, it nourished the community’s families and provided jobs for people interested in working close to the land, under the freedom of the Central Coast sky. The Land Conservancy has been interviewing local residents who remember the Octagon Barn in its heyday. Listening to their voices, we can remember its colorful past as we work to secure its future as a vibrant local landmark.

The Land Conservancy’s Dairy History Project is grateful for the participation of the late Charles William Murray, who spoke to us in 2012 at the home of his daughter Suzanne Murray Lees. He later passed away in early fall 2013.

Born and raised in Massachusetts, Charles, at age 18, jumped at the chance to help drive a Model A Ford to the West Coast.

When I got to California, I just wanted to see everything there was to see. I decided I didn’t want to go back to Boston.”

- the late Charles Murray

As a boy, Charles learned to ride and exercise rodeo horses boarded near his home. His riding experience served him well when he went to work for Heilmann’s dairy in Atascadero. “They had the dairy,” he recalled, “the milk barn, their own name on the milk supplies, often to the dairies—things, there was a sort of glass cup, shaped kind of like a beer mug, hanging on a nail, and they’d tell me to take the cup and dip up some cream with it. So I did, and sure enough, that’s so good, you get hooked on it!”

Charles married Audrey Mae Rhodes in 1941. After his service in World War II, they purchased and farmed land which adjoined her parents’ ranch east of Creston. He cherished his family, as they cherished him.

He taught automotive maintenance at the California Youth Authority in Paso Robles and at California Men’s Colony. In addition, he worked for several years as a heavy equipment operator for Alex Madonna’s construction company and for the California State Forestry Department (CalFire).

It was his adventurous spirit that originally brought him to California, and in May of last year, that same adventurous spirit led him, at age 92, to do a zip-line run in Santa Margarita. Charles Murray’s trademark in his later years was the white cowboy hat which he wore to several gatherings at the Octagon Barn. Although he wouldn’t have thought of it this way, to his family and many friends, the meaning of that white hat was clear: Charles Murray was “one of the good guys.”

More recently, Land Conservancy volunteers and local businesses have worked hard to restore the aged structure of the barn so that it can host private and public events and become the trailhead to the Bob Jones City-to-Sea Trail. Current and future generations will be able to come here to learn about the history of agriculture in the region. All who marvel at it will want to return to the Octagon Barn and spend the extra time needed to truly appreciate theOctagon Barn or sign up for the Cupola View newsletter, visit www.octagnbarn.org.

NEW TO THE LAND CONSERVANCY CREW

RESTORATION SPECIALISTS

Each year we are fortunate enough to attract a diverse, educated, and experienced pool of applicants for our seasonal restoration staff, luckier still, if one or two applicants come back for a returning season. Although the work is rewarding, restoration specialists are privy to some of the most outstanding landscapes in our county, it can be tiresome and monotonous at times.

In exchange for their labor, area of expertise, and fresh perspectives, we hope to offer our seasonal staff more than just simply training them on how we go about restoring local lands. We want to spend the extra time needed to truly mentor them and broaden their skills so when they leave here, their conservation ethic is stronger than when they arrived and it will keep for rest of their lives, regardless of where their career takes them.

We would like to welcome back Kevin Duggan, Restoration Specialist III, Crew Leader. Kevin was born and raised in Las Vegas, Nevada. He graduated with a B.S. in Biology and minor in Chemistry from the University of Nevada, Reno. In his post college life Kevin has been living the seasonal life in the mountains of the Sierra Nevada until 2011 when he moved to San Luis Obispo to start working for The Land Conservancy as a restoration specialist.

New to the crew, Scott Couture is our Restoration Specialist II. Scott grew up in the town of Sebastopol, California. He attended San Francisco State University with the intention of pursuing a degree in music only to discover an Environmental Studies program which caught his attention. After graduating with a BA in Sustainability and Social Justice, the mountains of the West Coast, Sierra Nevada drew him away from an urban life. From drystacked granite walls on the Mount Whitney trail to 40-inch trees and a cross cut saw to waist-deep snow in the Mammoth back country, his time on the Inyo solidified his relationship with the natural environment and encouraged his desire to protect and enjoy natural spaces. Coming to The Land Conservancy allows Scott to continue working within California’s beautiful landscape.

Micah Bisson, Restoration Specialist I, is a native New Englander, grew up rambling through the White Mountains of New Hampshire; traveling by boat in the summer and by skis in the winter. He joined the Marine Corps where he spent four years bouncing between Twentynine Palms and California and Japan. Enraptured by the Sierra Nevada mountains, Micah spent many years there hiking, skiing and climbing until it was clear that starting a career protecting and conserving the wilderness was needed. Having made up his mind, he pursued and completed a BS in Wildlife, Fish and Conservation Biology at UC Davis. Now, a fresh face to the Central Coast, Micah is looking forward to putting his degree to work on the uniqueness of San Luis Obispo County, meeting new people, and exploring the amazing landscapes here.

Wesley Meyers, Restoration Specialist I, grew up in Santa Cruz and spent his early years exploring the local forests both on foot and by mountain bike. He earned a Biology degree from Whitworth University in Spokane, Washington, where he focused his studies on forest ecology and plants. While pursuing his education, he lived in the rainforests of Queensland, Australia studying mangrove ecology. Recently, Wesley rode his bicycle from Astoria, Oregon to Portland, Maine then returned to California to build trails for California State Parks in Humboldt County. Wesley is excited to explore San Luis Obispo County, improve his knowledge of the local plants, and implement conservation projects throughout the county.

We are glad to have them on our team this year and are always excited to hear about their past adventures and what new adventures await them.

For the complete bios of our restoration staff or to get to know other members of our entire staff, you can find us at www.lcslo.org/ourstaff.
Conservation Director, Daniel Bohlman (r) tours a prospective conservation property in Los Osos Valley with long-time LCSLO supporter and landowner.

Silent Auction winners enjoy their mystery conservation hike at the proposed Pismo Preserve.

Members Jerry and Julia Hartzell with Penny (Board Trustee) and Joe Rappa mingle during our Annual Reception.

The team from Suntoucher Software, a major business donor, escapes work for a few hours to get out on the land.

Richard Alberts checks up on some oak trees he helped plant 15 years ago at Big Sandy in North County.

PCPA Conservatory students lend their musical and acting talents to showcase life in SLO County during our Annual Reception.

1 Conservation Director, Daniel Bohlman (r) tours a prospective conservation property in Los Osos Valley with long-time LCSLO supporter and landowner.

2 Silent Auction winners enjoy their mystery conservation hike at the proposed Pismo Preserve.

3 Members Jerry and Julia Hartzell with Penny (Board Trustee) and Joe Rappa mingle during our Annual Reception.

4 The team from Suntoucher Software, a major business donor, escapes work for a few hours to get out on the land.

5 Richard Alberts checks up on some oak trees he helped plant 15 years ago at Big Sandy in North County.

6 PCPA Conservatory students lend their musical and acting talents to showcase life in SLO County during our Annual Reception.

**WILDFLOWER HIKE AT BLACK LAKE**

Sunday | April 13 | 9:00 am-11:00 am

Please join special guest Bill Waycott from the California Native Plant Society and Brooke Langle, Board Trustee and biologist on a docent-led hike at our Black Lake Ecological Area. This is a members-only hike and space is limited.

**PISTMO PRESERVE RALLY AT ART IN THE PARK—DINOSAUR CAVES**

Sunday | May 4 | 10:00 am-4:00 pm

Join us for art, music, children's activities, BBQ, and much more at Art in the Park with the stunning backdrop of Pismo Preserve. Some proceeds during this event will benefit LCSLO. For more info visit www.artintheparkshellbeach.com.

**PAINTING PISTMO PRESERVE**

Sunday | June 27 | 10:00 am-3:00 pm

San Luis Outdoor Painters for the Environment (SLOPE) will host an opening reception on Friday, June 27th with a portion of proceeds to benefit The Land Conservancy's proposed Pismo Preserve open space project. The exhibit will feature dozens of plein air landscape paintings of the proposed conservation property. Painting Pismo Preserve is on exhibit from June 27 through July 31, 2014 during business hours. The reception and exhibit will be held at Blakeslee & Blakeslee, 1101 Marsh Street in San Luis Obispo.

**MEMBER APPRECIATION BREAKFAST**

Wednesday | August 13 | 8:00 am-10:00 am

Join us for a pancake breakfast, meet other like-minded conservationists, staff, and hear the latest news about what we’ve been up to. Location to be determined.

**CREEK DAY CLEAN-UP AT LOWER SLO CREEK PRESERVE**

Saturday | September 27 | 9:00 am-noon

Join us for the annual Creek Day Clean-up at our own property at the Lower SLO Creek Preserve where all the trash and debris collect from upstream. Volunteers of all ages are welcome. For a full list of other participating locations in your area visit www.creekday.org.

To RSVP for an event, go to www.LCSLO.org/events to register. Check back with us for an updated list of events, or “LIKE US” on Facebook for recent news.

Local People, Local Land

www.LCSLO.org
WHERE DID YOUR DOLLARS GO?

Our 2013 Annual Report is one way for us to celebrate with you what we accomplished with your dollars. It is also a way to express our sincerest appreciation for your support. Thank you for contributing to local land conservation. View the report at www.lcslo.org/2013annualreport.

Happy 30th Anniversary!

• On February 1, 1984, the Articles of Incorporation were officially submitted to the Secretary of State establishing the San Luis Obispo County Land Conservancy, which has since been changed to be known as The Land Conservancy of San Luis Obispo County.

• The first issue of our Landlines newsletter came out in Winter 1985.

• John Ashbaugh was the first and only staff member for The Land Conservancy at its inception and continued on as Executive Director for the initial five years.