



## Contacts:

Louise Olfarnes, Communications Manager  
Tel: (310) 541-7613, x 210  
Email: lolfarnes@pvplc.org

Andrea Vona, Executive Director  
Tel: (310) 541-7613, x 204  
Email: avona@pvplc.org

FOR IMMEDIATE RELEASE

## LAND CONSERVANCY APPOINTS NEW DEVELOPMENT DIRECTOR

PALOS VERDES PENINSULA – April 17, 2013. The Palos Verdes Peninsula Land Conservancy announced the appointment of Susan Wilcox as Development Director.

As the new Development Director, Susan will oversee the fundraising activities that enable the Conservancy to achieve its goals and mission. This will include attracting major and planned gifts, securing government grants, managing campaigns and membership, overseeing the marketing and communications activities as well as the community outreach events.

Susan has over 30 years of experience working in the non-profit world including conference planning, student recruitment, program evaluation, marketing and development. She has spent more than 24 years working in the field of fundraising including campaign planning, endowment and annual fund development as Associate Dean for Advancement at USC's Dornsife College. In addition, Susan founded Cinema Grand, a non-profit entity which presented cultural and educational events with a focus on audience development and community outreach at the historic Warner Grand Theatre in San Pedro.

Susan is a long-time resident of the Peninsula, who has a deep commitment to our natural surroundings. As an avid hiker, she has enjoyed many of the over 40 miles of public trails managed by the Conservancy. For Susan, "The PV Peninsula Land Conservancy's importance in our community makes this career opportunity a lifetime dream come true for me. And to be joining such an able, committed and wonderful staff supported by a terrific group of volunteers and dedicated philanthropists is an unparalleled experience. I look forward to the years ahead and a bright future of important work and results."

For Land Conservancy Executive Director Andrea Vona, "It's fantastic to welcome Susan in the pivotal role of Development Director on the Conservancy's executive team. Susan's long and successful professional background and personal passion for the region's open spaces and creativity in working with individuals and communities will go far in our efforts to protect critical open space and increase the appreciation of preserved lands."

*The Palos Verdes Peninsula Land Conservancy was founded in 1988 and is a 501(c)(3) nonprofit community-benefit organization dedicated to preserving land and restoring habitat for the enjoyment and education of all. The Conservancy owns or manages the Palos Verdes Nature Preserve in Rancho Palos Verdes, Linden H. Chandler and George F Canyon Preserves in Rolling Hills Estates, White Point Nature Preserve in San Pedro, and a native plant nursery on the Defense Fuel Support Point in San Pedro.*