Palos Verdes Peninsula Land Conservancy
2012 Annual Report

Dear Friends,

We are pleased to share this annual report, which not only highlights some of our key accomplishments in 2012, but also a few of our cherished community supporters.

Our mission for habitat restoration and conservation work has become critically important for California. Urbanization, agricultural conversion and the spread of non-native plants has resulted in the loss of more than 95% of our state's historic streamside trees, shrubs and ground vegetation. In 2012 alone, the Land Conservancy restored over eleven acres of coastal sage and bluff habitat. Our rare local wildlife benefited from the recently restored habitat, as evidenced by gnatcatchers now nesting in Alta Vicente Reserve and El Segundo blue butterflies flitting on newly planted coast buckwheat.

Connecting people to the nature preserves in meaningful and engaging ways is another important part of our mission. We cannot expect people to support the conservation of our wild lands if they don't first love and appreciate them. The Conservancy works to build these connections with students through our Third Grade Nature Education program and Science Students as Stewards program. We also reach adults and families through two nature centers and long-running and popular guided walks. In 2012, with the City of Rancho Palos Verdes' approval of a trail plan for Filiorum Reserve, we created a physical connection between Portuguese Bend and Three Sisters. This was achieved by installing trail markers and making maps available for this Reserve.

A dedicated group of volunteers supported these programs and many other achievements over the past year. In 2012 we offered public volunteer orientations, inviting both new recruits and veterans to learn, share and ask questions about the various roles for Conservancy volunteers. Additionally, planning was initiated for our new Volunteer Trail Watch program.

A quarter century ago, the Conservancy's founders had a vision of preserving and managing large areas of natural open space. This year, as we celebrate our "Silver and Sage" anniversary, we thank you for helping us with one of the most significant coastal nature preserves in southern California. Your support makes it possible to continue preserving wild places for our community to enjoy now and in the future.

Yours in Conservation,

Bruce Biesman-Simons
President,
Board of Directors

Andrea Vona
Executive Director

Rolling Hills Family Engages In Land Preservation

Allen and Dottie Lay understand the world outside their own walls. They know there are families desperate to put a meal on the table or educate their children.

In reality, the Rolling Hills city councilman and his violinist wife, who performs with the Peninsula Symphony, could take a pass and not worry. Their two children are grown. Instead, they choose to help. They support Top Sail, a non-profit that takes students (often from the inner city) sailing to teach them how to work as a team. They also support the Global Safety & Security Academy at Banning High School in Wilmington for its work with helping students graduate.

There's something more that makes their heart sing. It happens when they spot students hiking and learning when they are out on the open space preserved by the Land Conservancy. It's why they made a substantial donation to help the Conservancy purchase the Hon property, once targeted for a golf course.

Our nursery grew 32,457 plants from locally-collected seed for restoration projects and native garden demonstrations

Two nature centers hosted 11,261 visitors

"The Land Conservancy gives us a public vehicle to reach inner city kids, so they can learn about the land and understand preservation," says Dottie. "There are so many kids who live 10 miles away and have never seen the ocean."

For Allen, it was clear that the potential loss of open space was real. That inspired them to support the Conservancy's mission to acquire land and maintain and preserve trails across the Peninsula.

"If you live in Los Angeles for a long time, you see there is very little open space," Allen said. "People had been using the (Hon) property for recreational uses for years. It was an opportunity to restore it to its native state and preserve it as open space forever.

For their donation, the Conservancy offered the Lays the opportunity to rename a popular hiking path informally known as the Rim Trail.

Installed 20 trail markers in preserved Filiorum Reserve

They decided quickly: Call it the Rim Trail.

A Former Two Star General and His Wife Remain Passionate About Restoring Palos Verdes Peninsula Conservancy Lands

For him, it was a 1959 visit to the once beloved Marineland, the now defunct Rancho Palos Verdes oceanarium where he then spotted barren hillside dotted in gold merging with towering cliffs overlooking the sea.

For her, it was the Wild West fishing off the Texas gulf coast, where she learned to cherish nature. "You looked after it and cleaned up after yourself," she said.

Today, Craig Cooning, a Boeing vice president and retired Air Force general, and his wife, Susan, are devoted to another gem: the Palos Verdes Peninsula Land Conservancy's rugged hiking trails lacing the peninsula on preserved lands. Firmly settled in as Peninsula residents, the couple, who've hiked the trails on-and-off for years, became ardent supporters of the Conservancy which rescued 1,600 acres from development since its 1988 inception.

Moreover, the Cooning's actions reflect their desire to restore the region, a place they came to love along with their two now grown sons. Craig, the general manager of Boeing

Restored over 11 acres of habitat and managed 42 miles of recreational trails

Space and Intelligence Systems, encouraged hundreds of Boeing employees and family members to clean, weed and clear invasive vegetation to restore the trails at White Point Nature Preserve (in 2010) and Abalone Cove (in 2011). Craig also collaborated with his fellow employees to donate $65,000 to youth education over the past four years at the White Point Education Center in San Pedro.

In truth, it was Susan who launched the couple's desire to work with the Conservancy. A friend invited her to an "inspiring" White Point Home Tour, an annual fundraiser. Impressed by the Conservancy's mission, Susan joined a committee to pull together the yearly program.

"There's a sense of satisfaction that we are making a difference," Craig said. "It's rare that there's an area like this where there are open trails where you can hear the ocean and enjoy nature."

Volunteers spent 7,064 hours eradicating invasive weeds

A Rancho Palos Verdes Man Takes Up Where His Wife Left Off Serving the Conservancy

Conservancy board members waited "politely for a year" before approaching John Spielman after his wife died. She was a dedicated advocate, board member and educator for the non-profit.

Board members quietly asked if he would be a board member and help where his wife, Deena Sheridan, left off. Although he initially felt he would never match what his late wife had done with the Conservancy, the engineer, partner and owner of a personal care products company, said he didn't hesitate. It made perfect sense to him and his sons, Danny, 24, and Scott, 21.

"I am going to stay on the board to support and contribute to it and stay connected," explains John, a pilot as well as an avid biker and hiker. "My kids want me to. I want to see the land managed well."

John recalls when he and his wife moved to the peninsula 20 years ago and their toddler sons were routinely taken on hikes as the fledgling Conservancy was just starting to bud. Deena's spirit was struck by the abundance of lessons found on its lands where reptiles skitter across the trails, hawks soar across the skies and native plants trim the trails.

2,969 elementary students from 26 schools were served in school-based education programs

What she found prompted her to design a third grade educational program using the Land Conservancy's nature preserves. Eventually, her efforts spread to every elementary school on the peninsula and John often helped.

426 parent volunteers trained

Today, the program remains even after Deena died of breast cancer in 2010. But before she died, she witnessed Scott and a friend create the HERO's Club at Peninsula High School and another of her son's friends start a chapter at Palos Verdes High School. The club dedicated itself to volunteering on Conservancy land to clean out weeds and fix trails, says John, a former aerospace engineer.

Deena worked with the Conservancy until two weeks before she died and many memorials have sprung up in her honor, including one at Peninsula High School and the White Point Nature Preserve.

The Conservancy created a special award in Deena's name to recognize outstanding educators.

Wilmington Native Finds Enjoyment in Saving Peninsula Trails Where His Kids Roamed And Played For Years

Robert "Bob" Trujillo wasn't a bit surprised when his 41-year-old daughter visited his Rolling Hills home. She plunged out the door and hit the trails in an area that served as a backyard wilderness for the six kids in the family.

That's what makes Bob wax enthusiastically about the web of trails, dotted with coastal sage scrub, that traverse the Palos Verdes Peninsula and about the freedom they offer. That's why he's embraced--with regular financial donations-- the Palos Verdes Peninsula Land Conservancy's mission to preserve land and restore habitat for the betterment of the community.

"I can't get rid of them," teases the affable man about Conservancy staff who work in an office next-door. Joking aside, the father of six and grandfather of ten says the preservation of the trails is "a cause I believe in."

"There is nothing nicer," explains Bob, who still run-walks 25 miles each week, sometimes along the preserves. "It's a great place in the world. It's a great deal, and it's so close."

Completed the Preserve Trails Plan with RPV City approving trail locations and designations

A commercial developer who has nine family-owned Wienerschnitzel restaurants, Bob remembers growing up in blue-collar Wilmington and working as a butcher in his father's meat market. He succumbed to his dad's prodding and went into real estate, taking along a friend.

Together, they found investors and later befriended Taco Bell founder Glen W. Bell Jr. Bob found sites and opened many fast food restaurants, including Taco Tia in Wilmington. A taco was 19 cents at the time.

His business journey with Glen and many others changed him from a quiet, shy man to a strategic business dealer who has kept his friends and associates for a lifetime.

According to his 11-year-old granddaughter, Allison, he "acts like a kid" and has taught her to give back to the community.

"I tell the kids: Work hard, play hard, and give back," he says with a note of happiness.

12 volunteers guided 2,191 visitors on nature walks

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Terry and John Miller
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Sally Moite
Montemalaga PTSA
Marilyn Montenegro
Bobbie Montes
Joan Montgomery
Douglas Moody and Jane Ming Chin Lin
Catherine Moone
Carmen Moore
Christopher and Gillian Moore
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Shirley B. Moore
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Paul and Rose Mary Mosher
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Kevin and Laura Mueller
John Murnane
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Audrey Murray
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Louise Olfarnes
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Barbara Paige
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Trudy Park
Allen and Dorothy Parker
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Gayle Parsons
Vera Pashky
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Rolling Hills Riviera Homeowners Association
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Marion Ross
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Gail Ruder
Connie Rueda
Herbert Ruffer and Sherry Ford
Brian and Sandra Rumble
Phil Rundel and Judith King-Rundel
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Cynthia Rustanius
Elisabeth Ryan
Matthew and Erin Ryan
Sharon and Jennifer Ryan
Patricia Sacks, M.D.
Kevin and Elizabeth Sala
Ned Salcido
Ronald Salovey
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Sandy Sanchez
Floyd and Jo Anne Sanger
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Suzanne Scholton
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Paul Seide
Peter Sender
Sandra Servadei London
Judy Shaffer
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Douglas and Gwynne Shaw
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Susan Sheridan
Michael and Sandra Sherman
Ellen Sherwood
Harshad and Bharti Sheth
Jim and Diane Shneer
Don and Constance Shundo
Stephen and Jane Shutt
Neil Siegel
Richard Sigler
Karen Lovy and Robert Silence
Silver Spur PTA
Jerald and Jan Simon
Lois and Howard Skidmore
Jeanie Smart
Ben Smith and Judy Adams-Smith
Derek and Connie Smith
Donita Smith
Margaret Smith
Murray Smith
Roy and Virginia Smolke
Thomas and Elaine Smuczynski
Gary and Eleanor Sninsky
Cynthia Snodgrass
Gary and Beth Sohngen
Soleado PTA
Sue and Steve Soldoff
Philip Solomita
Willard and Karen Somers, Jr.
Theodora Sonnichsen
Marcia Spiegel
Raymond Starbuck
Joe and Barbara Stassi
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Irene V. Steinman
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John and Lore Stolpestad
Sharon Stone
John Storr
Sally Strehlke
Marcia Strong
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Michael and Julie Sulman
Sara Summer
Ariel Swartley
Joseph and Aviril Swartz
Joseph and Eileen Tabares
Jennifer Taggart Welcher and Jud Welcher
Linda and Rex Tam
Kaushal and Mona Tamboli
Katsumi and Itsumi Tanimura
Virginia Tank
Todd and Anne Taricco
Martha Taylor and William Ballard
Melvin and Norma Taylor
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Owen Thomas
Tania Thomas
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Clark and Georgia Thurber
Michael Tierney
Beryl and Brian Tilley
Bill and Kathy Tilley
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Martine Tocco
Geoffrey and Yuko Tong
Vytautas and Hathaikarn Tozer
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June Treherne
M. and Rourke Trivell
Diane Trudell
Rosellen Trunnell
Susan Tsuji
June and John Uharriet
Mary Ulin
Scott and Madeleine Uran
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Anthony and Dorothy Vinter
V'Etta and Robert Virtue
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Andrea Vona and Martin Howard
Bertina Vona
Karen Vondra
Barbara Walch
Mary Waldo
Philip M. Walent
Synnova J. Walker
Joanna Wallis
Priscilla Wallmark
Susan and Thomas Walsh
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Kay Wardell
Suzanne Warner
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Martin and Sandra Waters
Rachel and Mervyn Watkins
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Ruth and Stiles Wegener
Philip Weihe and Mary Jane Finan
John and Marilyn Weiker
Patricia Weimer
Bob and Elaine Weiner
Paula Weiner
Tay and Jeanine Weinman
William and Winifred Weisinger
Dalyce Wells
Dennis and Joyce Welsh
Karl and Carole Westberg
Katherine Westphal
Richard and Diana Whelan
White Point Elementary School
Allan and Karen White
Heather and Michael White
Karen and Allan White
Linda and Doland White
William White
Ann H. Wicker
Lois Wickham
Douglas and Nancy Wickstrom
Carolyn Widner
Wayne and Carolyn Widner
Sidney and Frances Wielin
Edmund Wilkinson
Rita Willens
Joseph and Virginia Williams
Gregory and Mary Wilson
Janie Wilson and Paul Smith
Jeanne Wilson
Kathy Wilson
Betty Wing
Ted and Bonnie Winters
Jill Wittman
Rosalie and Jeffrey Wolf
Luanne Wolfrum
Mark Wolschon
Edward Wong
Jean Wong and Lou Kaufman
Diana Woods
Jo and William Woods
Melinda Wright
Cecil and Marilyn Wyman
Bobbie and John Wynhoff
James and Elaine Yang
Jo-Lien and Ting-Pin Yang
Diana Yarber-Innes
Jennifer Yeh
James and Jennifer Yoh
Nancy Young
Kevin and Judi Yourman
Larry and Susan Yuzuki
Edward and Julie Zamoyski
Richard and Irmasue Zapor
Roger and Nancy Zapor
Betty Zappas
John Zlatic
Mark Reid and Andrea Renee Zoeckler
Stephen and Joyce Zurnacian

Listed here are donations received between Jan 1 – Dec 31, 2012. Please let us know if we have inadvertently misspelled or omitted your name.

Financials

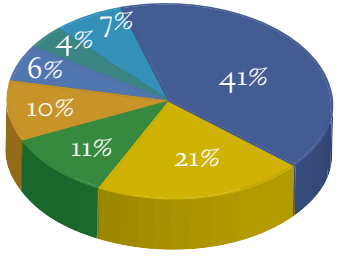
*The Palos Verdes Peninsula Land Conservancy receives multi-year grant funding from various sources, which in accordance with generally accepted accounting principles, are recorded in the period received or pledged. However, expenditures related to these grants can occur over several years. As a result, timing differences are created which can have an effect on the changes in net assets.

Vision

Our vision is the creation and management of large blocks of natural open space where visitors may enjoy peaceful solitude, where children and adults can learn about the natural environment, and where locally native plants and animals will exist in a secure environment.

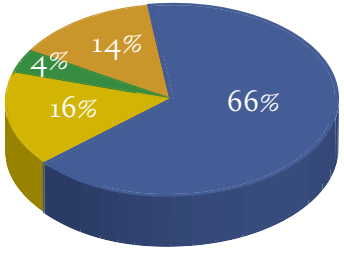
2012 Summary of Revenue and Expenses

Revenue and Public Support



41%	Contributions	$640,124
21%	Government contracts and grants	$334,458
11%	Program service fees	$175,557
10%	Interest income, dividends, unrealized gains	$155,428
6%	In-kind revenue	$96,953
4%	Other Income	$57,646
7%	Special events and inventory sales	$112,238
	***Total revenue and public support**	**$1,572,404**

Expenses



66%	Stewardship	$1,009,067
16%	Education	$241,898
4%	Management and general	$68,144
14%	Fundraising	$215,513
	***Total expenses**	**$1,534,622**

VOLUNTEER

Volunteers

Audit Committee
Marc Crawford
Henry Jurgens
Jack Smith

Finance Committee
Marc Crawford
Henry Jurgens
Rob Kautz
Allen Lay
Leslie McShane
Grace Wallace

Fundraising Committee
Bruce Biesman-Simons
Becky Cool
Barbara & George Gleghorn
Susan McKenna
Sharon Ryan
Lynn Swank
Ken Swenson

Investment Committee
John Cooke
Marc Crawford
Henry Jurgens
Allen Lay
Wayne Sharp

Pastoral Committee
Susan Grimshaw
Susan McKenna
Sharon Ryan
Lynn Swank

White Point Committee
Diana Bailey
Susan Cooning
Madeleine Drake
Amy Friend
Jewell Jones
Janet Leach
Susan McKenna
Leslie McShane
Terri Miller
Mary Ellen Richardson
Rori Roje
Beth Sohngen
Marcia Watanabe
Julie Winter

Keepers
Barb Ailor
Helen & Tim Ashford
Arlene Block
Barry Bonnickson
Eva Cicoria
Dee Edridge
Gary & Brandon Fong
Joan Friedman
Stacy Herman
Cindy Kondon
Ann Koons
Karen Marcus
Donna McLaughlin
Margie McMurray
Terri Miller
Jeffery Naumann
Lowell Nickel
Ian Song
Anne Viersen
Laura Wang

Linda & Lowell Wedemeyer
John Wessel
Eric Yamasaki

Nursery
Laura Botzong
Simone Boudreau
Francesca Glancoli
Cristal Guzman
Lingzi Hu
Harrison Kirner
Heather Longridge
Ila Mansouri
Jennifer Mendoza
Thoai Nguyen
Daniel Ong
Joseph Parks
Steve Pederson
Johnny Perez
David Quadhamer
Amber Steinhau
Kaitlin Von Volkom
Andrew Wang

Team Leaders
Edison Chen
Leslie Eddy
Carson Edwards
Collin Flores
Jeffery Hallenbeck
Brett Herbrandson
Kyle Ishino
Markus Kim
Lisa & Brian Korney
Paul Lauchlan
Michelle Lin
David Quadhamer
Katie Roubelick
Kayla Takemoto
Johnny Tanaka
Jake Weisinger
Daniel Yokomizo

Third Grade Docents
Pat Benjamin
Linda Bird
Cindy Blindbury
Dorie Chadwick
Stan Corbett
Dan Crane
Dee Edridge
Don Eichhorn

Volunteer support generated $390,500 of in-kind services.

Anita Gash
Mary Jo Jackson
Norma Lira
Evi Meyer
Emmy Reeves
Vickie Walker
Sue Walsh
Karen & Michael Wickham
Jo Woods

Three Sisters Bird Survey
Christine Chen
Bonnie Cohn
Wendell Colvalt
Bill Cullen
Mai Lee
Evi Meyer
Donna & Jess Morton
David Quadhamer
Linda & Lowell Wedemeyer

Trail Crew
Helen & Tim Ashford
Felicia Bader
Barry Bonnickson
Matt Boren
Troy Braswell
Dan Crane
Mike Davison
Al Edgerton
Jenny Greer
Dick Gross
Ashok Gupta
Mike Jost
Lisa & Brian Korney
Jordan Rae Lake
Mike Lewis
Vic LoCicero
Kurt Loheit
Ryan Mueller
David Quadhamer
Luke Scaroni
Peter Shaw
Eric Yamasaki

Walk Leaders
David Berman
Bob Douglas
Allen Franz
Liz Kennedy
Karen Merickel
Joe Moeller
Jess Morton
Anke Raue
Russ Richer
Karen & Michael Wickham
Ted Winters

Science Advisory group
Bengt Allen
Carl Bell
Martin Byhower
Bob Douglas
Emile Fiesler
Allen Franz
Gregory Holk
Steven James
Kevin Kelley
Paul Laris
Simon Malcomber
Jess Morton
Eric Porter
Christine Rodrigue
Randy Rodriguez
John Thomlinson
Connie Vadheim-Roth
Suzanne Wechsler
Christine Whitcraft

Eagle Scout Project Participants
Aric Belsito
Alex de Loza
Matthew Gold
Michael Goodney
Luke Letwin
Michael Nakahara
Joseph Ong
Christopher Stefan
Justin Unno

Volunteers provided 16,150 hours

Volunteers Groups
Americorps
Audubon Society PV/South Bay
Audubon YES! Club
Beacon House
Boys & Girls Club LA Harbor
City Year
CSU Dominguez Hills
CSU Long Beach
El Camino College
HERO Club
Japan Business Association
Marymount California University
Los Serenos de Poin Vicente
National Charities League PV Chapter
National Charities League Peninsula Chapter
Northrop Grumman
REI
Starbucks RPV, RHE, San Pedro
Toyota

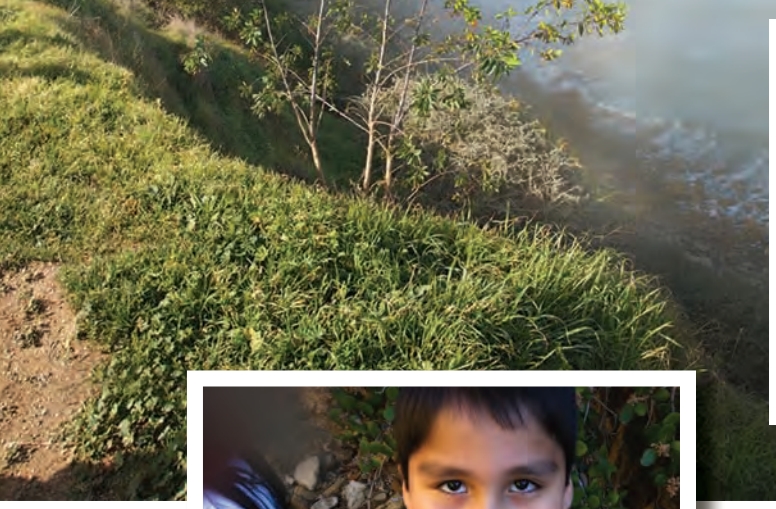
PV Blue Butterfly Project
Defense Logistics Agency
Moorpark College PV Butterfly Project
Urban Wildlands Group
US Fish &Wildlife

Educational and Enjoyable Experiences
Equinox Palos Verdes
Palos Verdes Art Center
Palos Verdes Library District
Sierra Club Inner City Outings
South Coast Geologic Society

President's Award 2012
Bill & Barb Ailor

Outstanding Volunteer Award
Anke Raue
Karen Wickham
Fukunaga Family

This is a list of our 2012 Volunteer Leaders. Please let us know if we have inadvertently misspelled or omitted your name.



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PALOS VERDES PENINSULA LAND CONSERVANCY

25 YEARS

Palos Verdes Peninsula Land Conservancy 916 Silver Spur Road #207, Rolling Hills Estates, CA 90274 www.pvplc.org

Preserving land and restoring habitat for the enjoyment and education of all.

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Damian Morando, Stewardship Technician
Humberto Calderon, Stewardship Technician
Hugo Morales, Stewardship Technician
Nely Gonzalez, Nursery Technician

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Nancy Young, former Development Director
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Mary Lopes, Donor Relations

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John Nieto, Education Manager
Holly Gray, Education Associate
Loretta Rose, GFC Manager/Naturalist
Laurie Morgan, Assistant Naturalist
Joshua West, Assistant Naturalist

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