



WHAT PEOPLE ARE SAYING ABOUT FORTERRA

“This organization recognizes that our long-term sustainability demands new approaches to creating livable and affordable communities. As Forterra, I expect the organization to be even more successful in advancing this critical part of their mission.”

Denis Hayes, *President, Bullitt Foundation*

“We have worked with Cascade Land Conservancy for decades to conserve working lands in a way that also works for our environment. We are excited to continue this conservation partnership with Forterra for decades to come.”

René Ancinas, *President and CEO, Port Blakely Companies*

“Saving Puget Sound requires conservation on a landscape scale and strategic partnerships to match. The Forterra brand conveys a broad and holistic approach to achieve this critical goal.”

Martha Kongsgaard, *Chair, Puget Sound Partnership Leadership Council*

“As Board Chair, I am enthusiastic about our new name. It embodies the very qualities inherent in our culture...looking forward and outside the envelope to protect land in creative ways...all in one word.”

Peter Orser, *Board Chair and President, Weyerhaeuser Real Estate Company*

“This name change from Cascade Land Conservancy to Forterra is a bold move and demonstrates a core commitment to making our landscapes sustainable, economy prosperous and cities livable and affordable. Puget Sound Regional Council had a great partnership with Cascade Land Conservancy and we look forward to an even stronger one with Forterra.”

Bob Drewel, *Executive Director, Puget Sound Regional Council*

“Kittitas County and Cascade Land Conservancy have worked closely on a number of initiatives over the last several years. We look forward to a continued close relationship with Forterra and know that the fundamental strength of the organization will be maintained.”

Paul Jewell, *Kittitas County Commissioner*

“The Forterra banner captures the spirit of the effort so firmly underway: a commitment to making our region prosperous and sustainable; a builder of innovative financing tools to make sure our region remains livable and economically competitive; and on the ground work to create open space within urban areas to allow for greater density.”

Maud Daudon, *Immediate Past Chair, Seattle Metro Chamber and President & CEO of Seattle Northwest Securities Corporation*

“The new economy requires us to change old ways of meeting growth and conservation challenges. Forterra is leading the way in getting business, development and environmental interests aligned, so our communities and region are both prosperous and livable.”

Sam Anderson, *Executive Officer, Master Builders Association of King and Snohomish Counties*

“They are respected as national leaders for pioneering new ways to conserve regional landscapes. Now, as Forterra, they are once again ahead of the curve.”

Rand Wentworth, *President, Land Trust Alliance*

“I am excited about our rebranding as Forterra. Rest assured our future is in Washington, doing more of what we do best: creating great communities and conserving great landscapes.”

Maryanne Tagney Jones, *Immediate Past Board Chair and Environmental Leader*

“The Cascade Land Conservancy has become one of the most innovative and effective conservation organizations in the nation. Their success has drawn them into projects and relationships which transcend both the Cascades and the classic notion of what a land conservancy really is. As they continue to grow and increase their scope of their activities and constituents, evolving from CLC to Forterra more clearly signals the magnitude of both the challenges they face and potential they have to redefine the nature of environmentalism for the future.”

Dan Nordstrom, *President and CEO, Outdoor Research*

“Cascade Land Conservancy has pioneered making our region sustainable by conserving landscapes and making our communities great and affordable. Adopting the name Forterra will help them to advance their work to create communities worthy of our children.”

Greg Johnson, *President, Wright Runstad & Company*